

User Requirements Doc:

Top UK YouTubers 2024 Dashboard

1 Objective

To identify the top-performing UK-based YouTube creators across various categories (e.g., lifestyle, technology, gaming, etc.) to explore potential marketing collaborations and influencer campaigns throughout 2024.

2 Problems identified

Sophia, the Head of Marketing, has been tasked with finding suitable YouTube influencers for the company's upcoming marketing initiatives. However, she has faced several challenges:

- Online research has yielded overwhelming and conflicting information, making it difficult to pinpoint the most relevant channels.
- Consultations with third-party providers have proven to be costly, with underwhelming results.
- The Business Intelligence (BI) reporting team lacks the capacity to assist Sophia with this assignment due to their existing workload.

3 Target audience

- Primary: Sophia (Head of Marketing)
- Secondary: Marketing team members responsible for executing influencer campaigns with the identified YouTube creators.

4 Use Cases

4.1 Identify Top YouTube Creators for Collaboration Opportunities

4.1.1 User Story

As the Head of Marketing, I want to identify the most influential and engaging YouTube creators in the UK across various categories (e.g., lifestyle, technology, gaming) based on key performance metrics like subscriber count, video views, and engagement rates. This will enable me to shortlist potential partners for upcoming marketing campaigns and collaborations, ensuring a high return on investment (ROI).

4.1.2 Acceptance Criteria

The dashboard should:

- Provide a ranked list of top UK-based YouTube channels across relevant categories, sorted by subscriber count, video views, and engagement metrics.
- Display comprehensive channel data, including channel name, subscriber count, total videos, total views, average views per video, subscriber engagement ratio, and views per subscriber.
- Offer user-friendly filtering and sorting capabilities.
- Utilize the most recent data available.

4.2 Evaluate Campaign Potential and Recommendations

4.2.1 User Story

As the Head of Marketing, I need to evaluate the potential success of marketing campaigns with the identified top YouTube creators. I require data-driven insights and recommendations on the most suitable channels and collaboration formats (e.g., product placements, sponsored content, influencer marketing) to maximize ROI and engagement with our target audience.

4.2.2 Acceptance Criteria

The solution should:

- Provide a detailed analysis of each top creator's audience demographics, content themes, and engagement trends.
- Recommend the most appropriate campaign types and collaboration formats for each creator, considering their reach, engagement, and potential revenue based on estimated conversion rates.
- Offer clear, data-driven justifications and insights to support the recommendations.
- Estimate potential ROI and revenue projections for the recommended campaigns.

5 Success Criteria

The solution will enable Sophia to:

- Confidently identify the most influential and engaging YouTube channels in the UK based on the mentioned key metrics.
- Assess the potential success of marketing campaigns with these creators based on reach, engagement, and revenue projections.
- Make informed decisions on the ideal collaborations and campaign types to pursue, maximizing ROI and building long-term relationships with influential creators.

This will position Sophia and her team as strategic leaders, driving successful marketing initiatives and receiving recognition within the company.

6 Information Needed

To achieve the desired outcomes, the following key metrics for UK-based YouTube creators are required:

- Subscriber count
- Total videos uploaded
- Total views
- Average views per video
- Subscriber engagement ratio
- Views per subscriber

7 Data Needed

The dataset should include the following fields for the top 100 UK-based YouTubers:

- Channel name (string)
- Total subscribers (integer)
- Total videos uploaded (integer)
- Total views (integer)

8 Data Quality Checks

To ensure the reliability and accuracy of the dataset, the following data quality checks should be performed:

- Row count check: Verify that the expected number of records (top 100 channels) is present.
- Column count check: Ensure all required columns are present and correctly formatted.
- Data type check: Confirm that each column contains the correct data type (string, integer, etc.).
- Duplicate check: Identify and remove any duplicate channel records.

9 Additional Requirements

- Thoroughly document the solution, including data sources, transformation processes, and a detailed walk-through of the analysis and conclusions.
- Make the source code and documentation available on a public GitHub repository for transparency and collaboration.
- Ensure the solution is reproducible and maintainable to support future updates and iterations as needed.