**USER REQUIREMENT DOCUMENT**

**TOP CANADA YOUTUBERS 2024 DASHBOARD**

**OBJECTIVE:**

To find the top performing YouTubers in Canada to form marketing collaborations with my client in 2024.

**PROBLEMS:**

* The Social Media Manager for my clients (Vivian) is having some difficulty identifying which YouTuber the company should collaborate with for future marketing campaigns
* She has done some online research but has encountered many variables making the decision more difficult.
* Different people have different opinions but none are backed by analytics.
* Vivian wants to make a data-driven decision and not one based on guesses and feelings.

**TARGET AUDIENCE:**

The main user of this solution/tool will be Vivian and the rest of the social media and marketing team.

**USE CASES:**

1. Identify the top YouTubers in Canada to work within 2024
2. Identify the top YouTuber in Canada to work with in the future by just adding new data.
3. Identify the top YouTuber from other countries to work with for the company branches by changing the data.
4. Analyze the potential for marketing campaigns with YouTubers.

**USER STORY 1:**

As the Head of Social Media, I want to identify the top YouTubers in the Canada based on subscriber count, uploaded videos, and views accumulated, so that I can decide on which channels to run marketing campaigns with to generate a good ROI.

**Acceptance Criteria:**

The dashboard should

* List the top YouTube channels by subscribers, videos and views
* Display key metrics (channel name, subscribers, videos, views, engagement ratios)
* Be user-friendly and easy to filter/sort
* Use the most recent data possible

**USER STORY 2:**

As the Head of Social Media, I want to analyze the potential for successful campaigns with the top YouTubers so that I can maximize the ROI

**Acceptance Criteria:**

The solution should

* Recommend YouTube channels best suited for different campaign types (e.g. product placement, sponsored video series, influencer marketing)
* Consider reach, engagement and potential revenue based on estimated conversion rates
* Clearly explain the recommendations with data-driven justifications

**SUCCESS CRITERIA:**

Vivian can

* Easily identify the top-performing YouTube channels based on the key metrics mentioned above
* Assess the potential for successful campaigns with top YouTubers based on reach, engagement and potential revenue
* Make informed decisions on the ideal collaborations to advance with based on recommendations

This allows Vivian to achieve a good ROI and build relationships with YouTubers for future collaborations, which leads to recognition within the company.

**INFORMATION NEEDED:**

Vivian needs the top Youtubers in the UK, and the key metrics needed include:

* Subscriber count
* Videos uploaded
* Views
* Average views
* Subscriber engagement ratio
* Views per subscriber

**DATA NEEDED:**

The dataset to produce the information we need should include the following fields

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

We’ll focus on the top 100 Youtubers for simplicity sake.

**DATA QUALITY CHECKS:**

We need to add measures in place to confirm the dataset contains the data required without any issues – here are some of the data quality checks we need to conduct:

* Row count check
* Column count check
* Data type check
* Duplicate check

**ADDITIONAL REQUIREMENTS:**

* Document the solution and include the data sources, and transformation processes and walk through the analysis conclusions
* Make source code and docs available on GitHub

Ensure the solution is reproducible and maintainable so that it can support future updates