

- User Requirements
 - Top UK Youtubers 2024 Dashboard needed by a marketing agency.
 - Objective: To discover the top performing YouTubers in the UK to form collaboration with in the year 2024
- Problems Identified
 - Marketing Manager finds it difficult to find the top uk youtubers to colaboreate with.
 - Marketing Manager has done research online but constantly bumps into overly complicated and conflicting insights.
 - The Marketing Manager has also held calls with different third-party providers but they are all expensive for underwhelming results.
 - The Power Bi reporting team lack the band width to assist her with this assignment.
- Target Audience
 - Primary - The marketing Manager
 - Secondary - Marketing team members who will be involved in running campaigns with the Youtubers
- User Cases
 - Case 1 (Identifying the top YouTubers) & Acceptance Criteria

As the Marketing Manager I want to identify the top Youtubers in the UK based on Subscriber count ,Videos uploaded and views accoumulated, so that I can decide on which channel would be best 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 be easy to filter / sort
 - Use the most recent data possible.
- Case 2 (Analyze the potential for marketing campaigns with YouTubers) & Acceptance Criteria

As the marketing manager ,I want to analyze the potential for successful campaigns with the top Youtubers so that I can maximize ROI

- Acceptance Criteria

The Solution Should :

- Recommend YouTube channels best suited for different campaigns types (e.g. product placement, sponsored video series and influencer marketing).
 - Consider reach, engagement and potential revenue based on estimated conversion rates.
- Information needed (For end User)
 - Subscriber count
 - Videos Uploaded
 - Views
 - Average Views
 - Subscriber engagement ratio
 - views per Subscriber.
- Data Needed. (For Developers)
 - Channel Name (String)
 - Total Subscribers (integer)
 - Total Videos Uploaded (integer)
 - Total Views(integer)
- Additional Requirements
 - Document the solution and include the data sources , transformation processes and walk through on analysis conclusion.
 - Make source code and docs available on GitHub
 - Ensure the solution is reproducible and maintainable so that it can support future updates.