

User Requirement Doc:

Top Canada Youtubers 2024 Dashboard

OBJECTIVE

To discover the top performing Canada youtubers to form marketing collaborations with, throughout the year 2024.

PROBLEMS IDENTIFIED

- Head of marketing has found finding the top YouTube channels in the Canada to run marketing campaigns with difficult.
- She has performed research and constantly bumped into overcomplicated and conflicting insights.
- The BI reporting team lack the bandwidth to assist her with this assignment.

TARGET AUDIENCE

- Primary (Head of Marketing)
- Secondary (Marketing team members, who will be involved in running campaigns with the youtubers)

USER CASES

1. Identify the top Youtubers to run campaigns with.

User story

As the head of marketing, I want to identify the top youtubers in the Canada based on the subscriber count videos uploaded and views accumulated so that I can decide on which channels would be the 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 easy to filter and sort.
- use the most recent data possible.

2. Analyze the potential for marketing campaigns with youtubers.

User story

As the head of marketing 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 (eg product placement, sponsor 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

Sharon (Head of Marketing) can

- Easily identify the top performing YouTube channels based on the key metrics mentioned above.
- Assess the potential of 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 Sharon to achieve a good ROI and build relationships with the youtubers for future collaborations which leads to recognition within the company.

INFORMATION NEEDED

Sharon needs the top YouTube in the Canada, and the key metrics needed include:

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

DATA NEEDED

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

~~We'll focus on 100 Youtubers.~~

DATA QUALITY CHECKS

We need to add measures in place to confirm the data set contains the data required without any issues - here are some of the 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, transformation processes and walkthrough on analysis conclusions.
- Make source code and docs available on GitHub.
- Ensure the solution is reproducible and maintainable so that it can support future updates.