

User Requirements Document

Top UK YouTubers 2024 Dashboard

Objective

To discover the top-performing UK YouTubers to form marketing collaborations with throughout 2024.

Problems Identified

- Sharon (Head of Marketing) struggles to identify top UK YouTube channels for campaigns.
- Online research provides conflicting and complex insights.
- Third-party services are expensive and ineffective.
- The BI team lacks capacity to help.

Target Audience

- Primary: Sharon (Head of Marketing)
- Secondary: Marketing team members supporting campaign execution.

Use Cases: 1. Identify Top YouTubers for Campaigns

User Story:

As the Head of Marketing, I want to identify top UK YouTubers based on subscriber count, uploaded videos, and accumulated views, to help select channels that provide strong ROI.

Acceptance Criteria:

- Rank YouTube channels by: Total subscribers, Total videos uploaded, Total views
- Display key metrics and ratios
- Enable sorting/filtering
- Use the most recent data available

Key Calculations:

1. Average Views per Video = $\text{Total Views} \div \text{Total Videos Uploaded}$
2. Views per Subscriber = $\text{Total Views} \div \text{Subscriber Count}$
3. Subscriber Engagement Ratio (est.) = $\text{Engaged Subscribers} \div \text{Total Subscribers}$

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Use Cases: 2. Analyze Campaign Potential with YouTubers

User Story:

As the Head of Marketing, I want to evaluate campaign potential with top YouTubers, to ensure maximum return on investment.

Acceptance Criteria:

- Recommend channels for: Product placements, Sponsored video series, Influencer partnerships
- Base recommendations on: Audience reach, Engagement metrics, Estimated revenue potential

Key Calculations:

1. Estimated Reach = Subscriber Count × Estimated View Rate
2. Estimated Conversions = Estimated Reach × Conversion Rate
3. Estimated Revenue = Estimated Conversions × Revenue per Conversion

Success Criteria

Sharon can:

- Identify top YouTube channels by metrics
- Analyze potential campaign performance
- Make data-driven collaboration decisions

Outcome: Higher ROI, strategic influencer partnerships, and recognition for Sharon's initiatives.

Information Needed

Core Metrics:

- Subscriber count
- Videos uploaded
- Total views

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Derived Metrics:

- Average views
- Subscriber engagement ratio
- Views per subscriber

Data Needed

- Channel name (string)
- Total subscribers (int)
- Total videos (int)
- Total views (int)

Data Quality Checks

- Row count check
- Column count check
- Data type check
- Duplicate entry check

Additional Requirements

- Document solution steps (data sources, transformation logic, dashboard design)
- Host code and documentation on GitHub
- Ensure the solution is reproducible and scalable for future use