

Data Analytics Project Logbook

Top 20 UK YouTubers 2024 Dashboard

Objective: Creating a simple dashboard that displays the top UK youtubers by subscribers, video uploads, views.

Problems Identified:

- Sharon (the Head of Marketing) has found finding the top YouTube channels in the UK to run marketing campaigns with difficult.
- She has performed online research but constantly bumps into overly complicated and conflicting insights.
- She has also held calls with different third-party providers, but they are all expensive options for underwhelming results
- The BI reporting team lack the bandwidth to assist her with this assignment

Use Cases

1. Identify the top YouTubers to run campaigns with.

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

2. Analyse the potential for marketing campaigns with Youtubers.

Acceptance criteria:

The solution should;

- Recommend YouTube channels best suited for different campaigns types (e.g. product placement, sponsored video series, influence marketing)

- Consider reach, engagement and potential revenue based on estimated conversion rates
- Clearly explain the recommendations with data-driven justifications

Information Needed

Sharon 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
- Total Subscribers
- Total Videos Uploaded
- Total Views