User Requirements Doc:
Top UK Youtubers 2024 Dashboard

Objective

To discover the top performing UK Youtubers to form marketing collaborations with throughout the year 2024.

Problems identified

- Michael (the Head of Marketing) has found finding the top YouTube channels in the UK to run marketing campaigns with difficult.
- He has performed online research but constantly bumps into overly complicated and conflicting insights
- He 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 him with this assignment

Target audience

- Primary – Michael (Head of Marketing)
- Secondary - Marketing team members (who will be involved in running campaigns with the YouTubers)

Use 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 UK based on subscriber count, videos uploaded and views accumulated, so that I can decide on which channels 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 easy to filter/sort
- Use the most recent data possible

2. Analyse the potential for marketing campaigns with Youtubers

User story

As the Head of Marketing, I want to analyse 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

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

Information needed

Michael 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)

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, transformation processes and walk through on analysis conclusions
- Make source code and docs available on GitHub