Key User & Business Requirement Identification

Document Title: Key User & Business Requirement Identification

Activity ID: M1.2

Date: 10-4-2025

Project Team ID: TP802 – S2 – 3

Project Team Name: Influencer Engagement Tracker

# 1. Description of the Activity

This activity aims to identify the primary users and outline business requirements for developing an automated Influencer Engagement Tracker. The system leverages social media APIs (Instagram, YouTube, Twitter) to gather data and analyze influencer performance metrics such as engagement rate, ROI, and follower growth. The solution provides automated insights and visual dashboards that help stakeholders make data-driven marketing decisions.

# 2. Target Users / Stakeholders

|  |  |
| --- | --- |
| User Group / Role | Role Description |
| Marketing Manager | Oversees influencer marketing campaigns and evaluates their performance |
| Social Media Analyst | Runs analysis on engagement metrics, compares influencer ROI across platforms |
| Data Engineer | Builds and maintains data pipelines and API integration |
| Brand Manager | Sets campaign goals, tracks brand visibility and evaluates impact via dashboards |
| CEO / Executive Sponsor | Uses performance insights for strategic decision-making and budget allocation |

# 3. Remarks / Notes

- Assumes API access is granted for all platforms (Instagram, Twitter, YouTube).  
- Data availability may vary by platform due to API limits or permission scopes.  
- Engagement metrics differ slightly across platforms and require normalization.  
- ROI estimation depends on accurate campaign cost and value inputs.  
- Monitoring will require scheduled automation (e.g., Airflow) for timely insights.