

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.

Identified Problems

- Sharon, the Head of Marketing, has encountered difficulties in identifying the top YouTube channels in the UK for marketing campaigns.
- Her online research efforts have yielded overly complex and conflicting information.
- Calls with various third-party providers have revealed that their solutions are costly and deliver subpar results.
- The BI reporting team does not have the capacity to assist her with this task.

Target audience

- Primary – Sharon (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 leading YouTubers in the UK by analyzing their subscriber count, the number of videos uploaded, and total views accumulated. This will enable me to determine the most effective channels for running marketing campaigns to achieve a high return on investment (ROI).

Acceptance Criteria

The dashboard should:

- List the top YouTube channels based on subscribers, videos, and views.
- Display key metrics including channel name, number of subscribers, number of videos, views, and engagement ratios.
- Be user-friendly with easy filtering and sorting options.
- Utilize the most recent data available.

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 must:

- Recommend the most suitable YouTube channels for various campaign types (e.g., product placement, sponsored video series, influencer marketing).
- Take into account reach, engagement, and potential revenue based on estimated conversion rates.
- Provide clear, data-driven justifications for the recommendations.

Success Criteria

Sharon will be able to:

- Identify Top Performing YouTube Channels: Easily pinpoint the leading YouTube channels based on key metrics.
- Assess Campaign Potential: Evaluate the potential success of campaigns with top YouTubers by considering reach, engagement, and potential revenue.
- Make Informed Collaboration Decisions: Make well-informed decisions on ideal collaborations based on thorough recommendations.

Achieving these criteria will enable Sharon to secure a strong return on investment (ROI) and establish valuable relationships with YouTubers for future collaborations, leading to greater recognition within the company.

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

We'll focus on the top 100 Youtubers for simplicity sake.

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

- Documentation: Provide detailed documentation of the solution, including data sources, transformation processes, and an analysis walkthrough.
- GitHub Repository: Make the source code and documentation available on GitHub.
- Reproducibility and Maintainability: Ensure the solution is reproducible and maintainable to support future updates.