**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**

* The Head of marketing has found finding the top YouTube channels in the UK to run marketing campaigns with difficulty.
* He has performed online research but constantly bumps into overly complicated and conflicting insights.
* The BI reporting team lacks the bandwidth to assist her with this assignment.

**Target Audience**

* Primary -Head of marketing
* Secondary -Marketing team members that will be involved in running campaigns with the YouTubers.

**Use Cases**

1. **Identifying the top YouTubers**

**User Story**

As head of marketing, I want to identify the top YouTubers in the UK based on **subscriber count**, **videos upload** 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**

* 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.
* Use the most recent data possible.

1. **Analyze the potential for marketing campaigns with YouTubers.**

* Recommend YouTube channels best suited for different campaigns.
* Consider reach, engagement and potential revenue based on estimated conversion rates.
* Clearly explain the recommendations with data-driven justifications.

**Information needed on the dashboard:**

* Videos upload
* 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.
* 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.
* Ensure the solution is reproducible and maintainable so that it can support future updates.

We can then create a mock-up of just what the user wants to see in the dashboard.

While in Power BI, we need to create some measures with DAX code.

1. Total Subscribers (M)
2. Total Views (B)
3. Total Videos
4. Average Views Per Video