**User Requirements Document:**

**Top UK Youtubers 2024 Dashboard**

# Objective:

Discover the top performing UK Youtubers to run successful marketing campaigns with the top UK Youtubers 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 difficult.
* They have performed online research but constantly bumped into overly complicated and conflicting insights.
* They had 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.

# Target audience:

* Primary – Head of Marketing
* Secondary – Marketing team members (who will be involved in running campaigns with the Youtubers)

# Use cases:

## 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

## 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 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

The Head of Marketing 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 them to achieve a good ROI and build relationships with Youtubers for future collaborations, which leads to recognition within the company.

# Information needed

They need 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

# Date 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)
* For simplicity sake, only focus on top 100 Youtubers.

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