

User Requirements Document: Top US TikTok Channels 2024 Dashboard

Objective

To discover the top performing US TikTok Channels to form marketing collaborations with throughout the year 2024.

Problems identified

- Bob (the Head of Marketing) has found finding the top TikTok channels in the US 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 he with this assignment

Target audience

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

Use cases

1. Identify the top TikTok Channels to run campaigns with

User story

As the Head of Marketing, I want to identify the top TikTok Channels in the US based on follower count, videos uploaded and likes 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 TikTok channels by followers, videos and likes
- Display key metrics (channel name, followers, videos, likes, engagement ratios)
- Be user-friendly and easy to filter/sort
- Use the most recent data possible

2. Analyze the potential for marketing campaigns with TikTok Channels

User story

As the Head of Marketing, I want to analyze the potential for successful campaigns with the top TikTok Channels so that I can maximize the ROI

Acceptance criteria

The solution should

- Recommend TikTok channels best suited for different campaigns 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

Bob can

- Easily identify the top performing TikTok channels based on the key metrics mentioned above
- Assess the potential for successful campaigns with top TikTok Users based on reach, engagement and potential revenue
- Make informed decisions on the ideal collaborations to advance with based on recommendations

This allows Bob to achieve a good ROI and build relationships with TikTok Channels for future collaborations, which leads to recognition within the company.

Information needed

Bob needs the top TikTok Users in the US, and the key metrics needed include:

- Follower count
- Videos uploaded
- Likes
- Average Likes
- Follower engagement ratio
- Likes per follower

Data needed

The dataset to produce the information we need should include the following fields

- Channel name (string)
- Total followers (integer)
- Total videos uploaded (integer)
- Total likes (integer)

We'll focus on the top 100 TikTok Channels 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

- 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