

# 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 TikTok Channels)

## 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