User Requirements Doc: Top UK Youtubers 2024 Dashboard

Objective

The objectives of this projects are as follows:

- Gather data on the top performing UK Youtubers in 2024.
- Create a dashboard to give us more insights on which youtube influencers will provide the most productive marketing partnership throughout the year 2024.

Problems identified (story)

- Sharon (the Head of Marketing) has tried finding the top YouTube channels in the UK to run marketing campaigns but she's having difficulties.
- She has performed online research but constantly encounters overly complicated results.
- She has also reached out to different third-party providers, but they are too expensive and not worth it.
- Unfortunately, the BI reporting team lack the bandwidth to assist her with this assignment

End Users

- 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 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.

Features/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

2. Analyze and recommend the youtubers with the most potentials for our marketing campaigns

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 our ROI

Features/Criteria

The solution should

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

Success criteria

Sharon 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 Sharon to achieve a good ROI and build relationships with YouTubers for future collaborations, which leads to recognition within the company.

Information needed

Sharon needs the top Youtubers in the UK, and the key metrics needed include:

- Number of total subscriber
- Number of total videos uploaded
- Number of total 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

- 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