User Requirements Document: Top UK YouTubers 2024 Dashboard

Objective

* To discover the top performing UK YouTubers to form marketing collaborations throughout the year 2024.

Problems Identified

* Sharon (the Head of Marketing) has found that finding the top YouTube channels in the UK to run marketing campaigns is difficult.
* She has performed online research but constantly bumps into overly complicated and conflicting insights.
* She has also made 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 – 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.

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.

1. Analyze the potential for marketing campaigns with YouTubers

User Story

* As the Head of Marketing, I want to analyze the potential of successful marketing 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

* 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 with the company.

Information Needed

* Sharon needs 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
* This data is for the *end user*.

Data Needed

* The dataset to produce the information we need should be the following:
  + Channel name (string)
  + Total subscribers (integer)
  + Total videos uploaded (integer)
  + Total views (integer)
* This data is for the *developers*.
* We’ll focus on the top 100 YouTubers for simplicity’s 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, transformations processes and walk through analysis conclusions.
* Make source code and documents available on GitHub.
* Ensure the solution is reproducible and maintainable so that it can support future updates.