**Top UK YouTubers 2024 Dashboard Requirements**

**Objective**

Identify top UK YouTubers for marketing collaborations in 2024 to maximize ROI.

**Problem Statement**

Sharon, Head of Marketing, struggles to find top UK YouTube channels for campaigns due to:

* Complex and conflicting online research.
* Expensive third-party providers with poor results.
* Limited BI team support.

**Target Audience**

* **Primary**: Sharon (Head of Marketing)
* **Secondary**: Marketing team members running campaigns

**Use Cases**

1. **Identify Top YouTubers**
   * **User Story**: As Head of Marketing, I want to identify top UK YouTubers by subscriber count, videos uploaded, and views to select channels for high-ROI campaigns.
   * **Acceptance Criteria**:
     + List top channels by subscribers, videos, and views.
     + Display metrics: channel name, subscribers, videos, views, engagement ratios.
     + User-friendly with filter/sort options.
     + Use recent data.
2. **Analyze Campaign Potential**
   * **User Story**: As Head of Marketing, I want to evaluate top YouTubers for campaign success to maximize ROI.
   * **Acceptance Criteria**:
     + Recommend channels for campaign types (e.g., product placement, sponsored videos).
     + Assess reach, engagement, and estimated revenue from conversion rates.
     + Provide data-driven justifications.

**Success Criteria**

Sharon can:

* Easily identify top YouTube channels using key metrics.
* Evaluate campaign potential based on reach, engagement, and revenue.
* Make informed collaboration decisions, achieving high ROI and building YouTuber relationships.

**Information Needed**

* **Metrics** for top 100 UK YouTubers:
  + Subscriber count
  + Videos uploaded
  + Total views
  + Average views
  + Subscriber engagement ratio
  + Views per subscriber

**Data Requirements**

* **Fields**:
  + Channel name (string)
  + Total subscribers (integer)
  + Total videos uploaded (integer)
  + Total views (integer)
* Focus on top 100 YouTubers.

**Data Quality Checks**

* Row count
* Column count
* Data type
* Duplicates

**Additional Requirements**

* Document solution, including data sources, transformations, and analysis conclusions.
* Host source code and documentation on GitHub.
* Ensure solution is reproducible and maintainable for future updates.