User Requirements Document: Leading UK YouTubers 2024 Dashboard

Objective

To identify the most successful UK YouTubers for potential marketing partnerships throughout 2024.

Challenges Identified

- Justin, the Marketing Director, struggles to pinpoint the top YouTube channels in the UK for marketing campaigns.

- His online research and web scraping often yields complex and unuseful information.

- Conversations with various third-party vendors have proven costly with disappointing outcomes.

- The BI reporting team is currently too occupied to help him with this project.

Target Audience

- Primary: Justin (Marketing Director)

- Secondary: Marketing team members involved in executing campaigns with YouTubers.

Use Cases

*1. Determine the leading UK YouTubers for potential marketing collaborations.*

User Story

As the Marketing Director, I need to pinpoint the leading UK YouTubers by subscriber count, video uploads, and accumulated views to choose the best channels for running marketing campaigns that will yield a solid ROI.

Acceptance Criteria

The dashboard should:

- List the top YouTube channels by subscribers, video uploads, and views.

- Display essential metrics (channel name, subscribers, videos, views, engagement ratios).

- Be intuitive, with easy filtering and sorting capabilities.

- Utilize the latest available data. (As of May 1, 2024)

*2. Assess the feasibility of marketing campaigns with YouTubers.*

User Story

As the Marketing Director, I need to evaluate the potential success of campaigns with top YouTubers to maximize ROI.

Acceptance Criteria

The solution should:

- Suggest the best YouTube channels for various campaign types (e.g., product placements, sponsored series, influencer marketing).

- Factor in reach, engagement, and projected revenue based on estimated conversion rates.

- Provide data-backed explanations for the recommendations.

Success Criteria

Justin should be able to:

- Effortlessly identify top YouTube channels using the key metrics outlined.

- Evaluate the potential success of campaigns with top YouTubers based on reach, engagement, and projected revenue.

- Make informed decisions about which collaborations to pursue to enhance ROI and establish long-term relationships with YouTubers, thereby gaining recognition within the company.

Information Required

Justin needs insights into the leading UK YouTubers, focusing on key metrics such as:

- Subscriber count

- Videos uploaded

- Total views

- Average views

- Subscriber engagement ratio

- Views per subscriber

Data Required

The dataset should include the following fields:

- Channel name (string)

- Total subscribers (integer)

- Total videos uploaded (integer)

- Total views (integer)

The focus will be on the top 100 YouTubers for simplicity.

Data Quality Checks

To ensure the dataset is accurate and complete, the following data quality checks are needed:

- Row count verification

- Column count verification

- Data type validation

- Duplicate check

Additional Requirements

- Document the solution, detailing data sources, transformation processes, and analysis conclusions.

- Make the source code and documentation available on GitHub.

- Ensure the solution is reproducible and maintainable to support future updates.