

# User Requirements Document:

## Top Uk Youtubers 2024

### Objective

To determine the top performing Uk youtubers for the year 2024 and team with to establish a significant audience.

### Challenges

- it's been hard for the Head of Marketing department to identify the top UK YouTube channels to run marketing campaigns.
- After conducting several online research, she found it difficult to gain insight on the available online data.
- The analytic team have been lacking behind in helping with the task at hand.

### Target Audience

Head of Marketing and Team members including the analytic team.

### Users' Needs

1. As the Head of Marketing, I want to identify the top Uk youtubers in the present year(2024) based on total videos uploaded, subscribers and views in order to make an informed decision on the best channels to run marketing campaign with and in return provide the expected traffic that will generate good ROI.
2. I want to maximize the ROI, therefore be able to analyze the potential success of the top YouTube channel.

### Acceptance Criteria

- The dashboard must display the top youtube channels by subscribers, views and videos.
- Metrics such as channels names, videos, views, engagement rates, subscribers must also be displayed.
- The dashboard must be easy to navigate through and easy to understand

## **Solution Criteria**

- The dashboard must recommend a youtube channel best suited for different product.
- The dashboard must explain these recommendations with data-driven justifications.

## **Success Criteria**

- The head of Marketing should identify the top youtube performers in Uk conveniently by subscribers, videos, views, and engagement rate.
- With the metrics display on the dashboard , the head of marketing can easily denote the potential for successful campaign based on youtube channels reach.
- Make informed decisions and enable the head of marketing to identify the channels to collaborate with for future purposes.

This will allow the Head of Department to generate a good ROI

## **Information Needed**

- Subscriber Count
- Total videos
- Total views
- Engagement ratio
- Channel name
- Average views per subscriber

## **Data needed and Data Type**

- Channel name (String/ Varchar)
- Total videos (Integer)
- Total Views (Integer)
- Total Subscribers (Integer)

## **Data Quality Checks**

- Row count check
- Column check
- Duplicate check
- Data type check