

User Requirements Doc: Top UK Youtubers 2024 Dashboard

Objective

To discover JJ's top performing YouTube channels to form marketing collaborations with throughout the year 2024.

Problems identified

- JJ Olatunji has been tasked with promoting the England national team's jersey for the 2025 World Cup but is unsure which of his three YouTube channels—KSI, Sidemen, or JJ Olatunji—would be the most effective.
- He wants to use data-driven insights to determine which channel will generate the highest engagement and visibility for the campaign.
- While he has a strong presence across all three channels, manually comparing performance metrics is time-consuming and lacks clear direction.
- His team needs a structured analysis to identify the best platform for maximizing reach and impact.

Target audience

- Primary – JJ(Head of Marketing)
- Secondary - Marketing team members (who will be involved in running campaigns with the YouTubes)

Use cases: Selecting the Best YouTube Channel for the England Jersey Promotion

1. Identify the Best Channel for Promotion

User story

As JJ Olatunji, I want to analyse which of my three YouTube channels—KSI, Sidemen, or JJ Olatunji—would be the most effective for promoting the England national team's jersey for the 2025 World Cup, so that I can maximize engagement and visibility.

Acceptance criteria

The dashboard should

- Compare the three channels based on key metrics such as subscriber count, views, engagement, and average views per video.
- Display insights into which channel is best suited for maximum reach and audience engagement.
- Be user-friendly and allow easy filtering and comparison of performance metrics.

2. Analysing the Potential for a Successful Marketing Campaign

User story

As JJ Olatunji, I want to assess the marketing potential of my three channels to determine which one would generate the highest ROI for the England jersey campaign, ensuring the most effective collaboration.

Acceptance criteria

The solution should

- Recommend the most effective channel for different campaign types (e.g., direct promotion, product placement, influencer marketing).
- Factor in reach, engagement, and estimated revenue to determine the ideal promotional strategy.
- Provide data-driven justifications for selecting a specific channel based on historical performance.

Success criteria

JJ Olatunji can

- Clearly identify which of his channels (KSI, Sidemen, or JJ Olatunji) has the highest potential for engagement and visibility.
- Assess the potential ROI based on audience engagement, conversion rates, and projected reach.
- Make an informed decision on which channel to use for the campaign based on concrete data.

Information needed

To make this decision, the following key metrics should be analysed:

- Subscriber count
- Videos uploaded
- 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)

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