User Requirement Doc:

Top UK Youtubers 2024 Dashboard

**Objective**

To discover the top performing UK Youtubers to form marketing collaborations with throughout the year 2024.

**Problems Identified**

* Laurent (Head of Marketing) has found finding the top YouTube channels in the UK to run marketing campaigns with difficult
* She has performed online research into the top UK Youtubers, but encounters complicated and conflicting insights
* She has held 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 – Lauren (Head of Marketing)
* Secondary – Marketing team members

**Use cases**

1. Identify the top UK Youtubers to run campaigns with

**User Story**

As the Head of Marketing, I want to identify the top UK Youtubers based on their subscriber count, number of 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 return on investment.

**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 use-friendly and easy to filter / sort
* Use the most recent data possible

1. Analyse the potential for marketing campa with Youtubers

User story

As the Head of Marketing, I want to analyse the potential for successful campaigns with the top Youtubers so that I can maximise ROI

**Acceptance criteria**

The solution should:

* Recommend YouTube channels best suited for different campaign types
* Consider reach, engagement, and potential revenue based on estimated conversion rates
* Clearly explain the recommendations with data-driven justifications

**Success criteria**

Lauren can

* Easily identify the top performing YouTube channels based on key metrics mentioned above
* Assess the potential for successful campaigns with top youtubers based on read, engagement, and potential revenue
* Make informed decisions on ideal collaborations to advance with based on recommendations

This allows Lauren to achieve a good ROI and build relationships with Youtubers for future collaborations, which leads to recognition within the company

**Information needed**

Lauren needs the top UK YouTube, and key metrics needed include:

* 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:

* 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