User Requirements Document:
Top German Youtubers 2024 Dashboard

Objective:

To identify the top performing German YouTubers to form marketing collaborations with throughout the year 2024.

Problems Identified:

- **Michael** (Head of Marketing) is facing difficulties finding the top YouTube channels in Germany for marketing campaigns.
- Online research has been ineffective due to fragmented or overly complicated insights.
- Discussions with third-party providers have been expensive with subpar results.
- The BI reporting team lacks the capacity to assist with this project.

Target Audience:

- **Primary:** Michael (Head of Marketing)
- **Secondary:** Marketing team members (responsible for executing campaigns with the selected YouTubers)

Use Cases:

1. **Identify Top German YouTubers for Campaigns**
   - **User Story:**
     As the Head of Marketing, I want to discover the top YouTubers in Germany based on subscriber count, video uploads, and total views, so that I can target the best channels for marketing campaigns to optimize return on investment (ROI).
2. **Analyze Campaign Potential with Youtubers**
   - **User Story:**
     As the Head of Marketing, I want to analyze potential collaboration opportunities with YouTubers, considering engagement rates and reach, to maximize campaign success and achieve optimal ROI.

Acceptance Criteria:

1. **For Identifying Top Youtubers:**

- The dashboard should list YouTube channels by:
  - Subscriber count
  - Number of videos uploaded
  - Total views
- Key metrics displayed include:
  - Channel name
  - Subscribers
  - Video count
  - Views
  - Engagement ratio (e.g., views per subscriber)
- The dashboard should be:
  - User-friendly with filter/sort functionalities
  - Based on the most recent and accurate data available

2. **For Analyzing Campaign Potential:**
   - The solution should recommend the most suitable YouTube channels for various types of campaigns (e.g., product placement, influencer marketing).
   - Recommendations should consider:
     - Reach
     - Engagement levels
     - Potential revenue (based on estimated conversion rates)
   - The analysis should provide clear, data-driven justifications for each recommendation.

Success Criteria:

Michael should be able to:

- Easily identify top-performing YouTube channels based on subscribers, video uploads, and views.
- Assess the potential for successful marketing collaborations by evaluating reach, engagement, and conversion potential.
- Make informed decisions to collaborate with YouTubers that are most likely to generate high ROI.

This will allow Michael to run effective campaigns, gain internal recognition, and build long-term relationships with key influencers.

Information Needed:

Michael requires the top YouTubers in Germany, including these key metrics:

- Subscriber count

- Videos uploaded
- Total views
- Average views per video
- Subscriber engagement ratio
- Views per subscriber

Data Needed:

The dataset must contain the following fields:

- **Channel Name** (string)
- **Total Subscribers** (integer)
- **Total Videos** (integer)
- **Total Views** (integer)

The focus will be on the top 100 YouTubers in Germany.

Data Quality Checks:

To ensure the dataset is reliable, the following checks will be performed:

- Row count check
- Column count check
- Data type check (e.g., ensuring integers for numerical values)
- Duplicate check

Additional Requirements:

- Document the entire process, including data sources, transformations, and key findings.
- Ensure the solution, including the dashboard, is well-documented and available on GitHub.
- Make the solution reproducible and maintainable to accommodate future updates and campaigns.