**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.