

User Requirements Document: Dashboard for Top UK YouTubers 2024

Objective: The aim is to identify the leading UK YouTubers for potential marketing collaborations throughout 2024.

Challenges Identified:

1. Nneka, the Head of Marketing, faces hurdles in pinpointing the top YouTube channels in the UK for marketing campaigns.
2. Existing online research yields complex and contradictory insights.
3. Third-party providers are costly and deliver subpar results.
4. The Business Intelligence (BI) reporting team lacks the capacity to assist with this task.

Target Audience: Primary: Nneka (Head of Marketing) Secondary: Marketing team members involved in campaign execution with YouTubers

Use Cases:

1. Identifying top YouTubers for campaigns.
2. Analyzing campaign potential with YouTubers.

User Story: As the Head of Marketing, Nneka aims to identify the top UK YouTubers based on subscriber count, videos uploaded, and views garnered. This will facilitate informed decisions on channels for marketing campaigns to ensure a favorable ROI.

Acceptance Criteria: The dashboard must:

- List top YouTube channels by subscribers, videos, and views.
- Display key metrics (channel name, subscribers, videos, views, engagement ratios).
- Offer user-friendly filtering and sorting options.
- Utilize the most recent data available.

For Analyzing Campaign Potential: Nneka seeks to assess the viability of campaigns with top YouTubers to maximize ROI.

Acceptance Criteria: The solution should:

- Recommend YouTube channels suitable for various campaign types (e.g., product placement, sponsored video series, influencer marketing).
- Consider reach, engagement, and potential revenue based on estimated conversion rates.
- Provide clear, data-driven justifications for recommendations.

Success Criteria: Nneka can:

- Easily identify top-performing YouTube channels.
- Evaluate campaign potential based on reach, engagement, and revenue.

- Make informed decisions on collaborations, leading to a positive ROI and recognition within the company.

Information Needed: Nneka requires data on top UK YouTubers, including subscriber count, videos uploaded, views, average views, subscriber engagement ratio, and views per subscriber.

Data Requirements: The dataset should include:

- Channel name (string)
- Total subscribers (integer)
- Total videos uploaded (integer)
- Total views (integer)

Focus will be on the top 100 YouTubers for simplicity.

Data Quality Checks:

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

Additional Requirements:

- Document the solution, including data sources, transformation processes, and analysis walkthrough.
- Provide source code and documentation on GitHub.
- Ensure the solution is reproducible and maintainable for future updates.