User requirements Doc:

Top UK youtubers 2024 Dashboard

# Obective

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

# Problems Identified

* Sharon (the head of marketing) has found finding the top youtube channels in the UK to run marketing campaigns with difficult.
* She has performed online research but constantly bumps into overly complicated and conflict insights.
* She has also 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: Sharon
* Secondary: Marketing team members (who will be involved in running campaigns with the youtubers)

# Use Cases

1. Identify the top youtubers to run campaign with.

# User story

As the head of Marketing, I want to identify the top youtubers in the UK based on subscriber count, 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 ROI.

# Acceptance criteria

The dashboard should

* List the top youtube channels by suscribers, videos and views
* Display key metrics (channel name, suscribers, videos, views, engagement ratios)
* Be user-friendly and easy to filter/sort
* Use the most recent data possible

1. Analyze the potential for marketing campaigns with youtubers

# User story

As the Head of marketing, I want to analyze the potential for successful campaigns with the top youtubers so that I can maximize the ROI

# Acceptance criteria

The solution should

* Recommend youtube channels best suited for different campaigns types (e.g. product placement, sponsored video series, influencer marketing)
* Consider reach, engagement and potential revenue based on estimated conversion rates
* Clearly explain the recommendations with data-driven justifications.

# Success criteria

Sharon can

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

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

# Information needed

Sharon needs the top youtubers in the UK, and the 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 fields

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

We’ll focus on the top 100 youtubers for simplicity sake.

# 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