

Stakeholder Requirements Doc:

Top UK Instagram Users 2024 Dashboard

Objective

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

Problems identified

- Head of Marketing has found identifying the top Instagram accounts in the UK to run marketing campaigns with difficult.
- They have performed online research but constantly bump into overly complicated and conflicting insights.
- They have also held calls with different third-party providers, but they are all expensive options for underwhelming results.

Target audience

- Primary – Head of Marketing
- Secondary - Marketing team members (who will be involved in running campaigns with the Instagram Users)

Use cases

1. Identify the Instagram accounts to run campaigns with

- *Head of Marketing back-story*
 - As the Head of Marketing, I want to identify the top 'Instagrammers' in the UK based on follower count, uploads and views accumulated, so that I can decide on which accounts would be best to run marketing campaigns to generate a good ROI.
- *Acceptance criteria*
 - The dashboard should:
 - List the top Instagram accounts by followers, topic of interest, engagement rate and reach.
 - Display key metrics (account name, followers, followings, post count, topic of interest, engagement rate and reach).
 - Be user-friendly and easy to filter/sort.
 - Use the most recent data possible.

2. Analyse the potential for marketing campaigns with Instagrammers

- *Head of Marketing back-story*
 - As the Head of Marketing, I want to analyse the potential for successful campaigns with the top Instagrammers so that I can maximise the ROI.
- *Acceptance criteria*
 - The solution should:
 - Recommend Instagram accounts best suited for different campaign types (e.g. product placement, sponsored series, influencer marketing)
 - Consider reach, engagement and potential revenue based on estimated conversion rates
 - Clearly explain the recommendations with data-driven justifications

Success criteria

Head of Marketing can:

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

This allows Head of Marketing to achieve a good ROI and build relationships with Instagrammers for future collaborations, which leads to recognition within the company.

Information needed

Head of Marketing needs the top Instagrammers in the UK, and the key metrics needed include:

- Follower count
- Following count
- Topic of interest
- Engagement rate
- Potential reach
- Posts uploaded
- Follower engagement ratio

Data needed

The dataset to produce the information we need should include the following fields:

- Account name (string)
- Total followers (integer)
- Total posts uploaded (integer)
- Total views (integer)

We'll focus on the top 100 Instagram Users for simplicity's 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 analysis conclusions.
- Make source code and docs available on GitHub.
- Ensure the solution is reproducible and maintainable so that it can support future updates.