**User Requirements Document: Top German Youtubers 2024 Dashboard**

**Objective:**

To discover the top performing German 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 Germany to run marketing campaigns with difficult.
* She has performed online research but constantly bumps into overly complicated and conflicting 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 (Head of Marketing)
* Secondary - Marketing team members (who will be involved in running campaigns with the YouTubers)

**Use Cases:**

1. Identify the top YouTubers to run campaigns with.

**User Story:**

As the Head of Marketing, I want to identify the top YouTubers in Germany 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 subscribers, videos, and views.
* Display key metrics (channel name, subscribers, videos, views, engagement ratios).
* Be user-friendly and easy to filter/sort.
* Use the most recent data possible.

**2. 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 campaign 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 Germany, 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 95 YouTubers 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 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.

**Solution Outline:**

**1. Data Collection:**

* Identify and extract data from reliable sources providing statistics on German YouTube channels.
* Ensure data includes channel name, subscriber count, total videos uploaded, total views, average views, subscriber engagement ratio, and views per subscriber.

**2. Data Processing:**

* Clean and preprocess the data.
* Perform data quality checks: row count, column count, data type, and duplicate checks.
* Calculate additional metrics such as average views, engagement ratio, and views per subscriber.

**3. Dashboard Development:**

* Use a BI tool (e.g., Tableau, Power BI) to develop a user-friendly dashboard.
* Include filters and sorting options for ease of use.
* Ensure real-time data updates or regular data refreshes.

**4. Campaign Analysis Tool:**

* Develop a feature to recommend YouTube channels for different campaign types.
* Base recommendations on reach, engagement, and estimated conversion rates.
* Provide data-driven justifications for each recommendation.

**5. Documentation and Maintenance:**

* Document data sources, transformation processes, and analysis conclusions.
* Host source code and documentation on GitHub.
* Develop a plan for regular updates and maintenance of the solution.

**Conclusion:**

The Top German YouTubers 2024 Dashboard aims to provide Sharon and her marketing team with a powerful tool to identify and collaborate with top-performing YouTubers in Germany, ensuring well-informed decisions for marketing campaigns and maximizing ROI.