

# User Requirements Document

## Top UK Youtubers 2024 Dashboard

### Objective

To find the best-performing UK YouTubers with whom to establish marketing partnerships in 2024.

### Problems identified

- According to Michelle, the Head of Marketing, it might be challenging to identify the UK's top YouTube channels to partner with for marketing initiatives.
- She has done research online, but she frequently finds contradictory and unduly complex findings.
- She has also spoken with a number of outside companies, but their services are pricey and yield unsatisfactory outcomes.
- The BI reporting team is too busy to help her with this project.

### Target audience

- Primary - Michelle, the Head of Marketing
- Secondary - Members of the marketing team, who will work with the YouTubers to launch campaigns.

### 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 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 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. Analyse the potential for marketing campaigns with Youtubers

### User story

As the Head of Marketing, I want to analyse the potential for successful campaigns with the top Youtubers so that I can maximize the return on Investment (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

Michelle can

- 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, potential revenue and engagement.
- Make informed decisions on the ideal collaborations to advance with based on recommendations.

Michelle is able to accomplish a strong return on investment and build connections with YouTubers for potential future projects, which benefits her standing within the organisation.

## Information needed

Michelle 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.