**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.