

SQL Project Proposal

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Project Name

Creator Monetization Analytics Platform

Link to GitHub Repository

<https://github.com/juayala/sql-project>

Job Description

The Data Products Analyst role at YouTube involves building reliable data pipelines and BI tools that scale insights across the organization. This includes building datasets, designing ETL pipelines, and enabling stakeholder reporting in a fast-paced digital media environment. As someone with experience in both consulting and marketing analytics, this project reflects my ability to analyze complex data environments and deliver actionable business intelligence.

Problem

Monetization and creator partnership teams need better visibility into which creator profiles, content categories, and engagement strategies drive the most ad revenue. The challenge lies in integrating fragmented data sources to support business decisions.

Data Sources

1. API – YouTube Data API v3
 - Collects video stats, category IDs, and creator metadata.
 - Link: <https://developers.google.com/youtube/v3>
2. Web Scrape – InfluencerMarketingHub.com (or SocialBlade.com)
 - Scrapes CPM estimates, creator revenue benchmarks, and content niches for trend comparison.
 - These sources provide valuable external benchmarks on creator monetization.

Solution

This project will extract and store both API and web scraped data in AWS PostgreSQL, clean and transform it using dbt, and analyze revenue vs. engagement using SQL queries. Visualizations will be created in Power BI or Tableau. The final deliverables will include insights like top revenue categories, engagement-to-revenue ratios, and CPM benchmarks, all mapped to content strategies. This mimics YouTube's real-world need for scalable, high-quality data products.