

# User Requirements Doc:

## Top INDIAN Youtubers 2024

### Dashboard

#### Objective

To discover the top performing INDIAN youtubers to form marketing collaborations with throughout the year 2024.

#### Problems Identified

- Shivam (the Head of Marketing) has found finding the top YouTube channels in the INDIAN to run marketing campaigns with difficult.
- He has performed online research but constantly bumps into overly complicated and
- conflicting insights He 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 his with this assignment

#### Target audience

- **Primary** – Shivam (Head of Marketing)
- **Secondary** – Marketing Team Members

#### 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 INDIAN 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** and 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 analyse the potential for succesful campaigns with the top Youtubers so that i can maximize the 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

Shivam 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 Shivam to achieve a good ROI and build relationships with YouTubers for future collaborations, which leads to recognition within the company.

## Information needed

Shivam needs the top Youtubers in the INDIAN, 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 should include the following fields

- Channel name (string)
- Total subscribers (integer)
- Total videos uploaded (integer)
- Total Views (integer)

We'll focus on Top 100  
youtubers.

## 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