

Project Requirements: Top TikTok Influencer Analysis Dashboard - 2024

Objective

Outline key goals, such as identifying top TikTok influencers for potential collaboration opportunities throughout 2024 to support marketing decisions.

Target Audience

- Primary: Head of Marketing
- Secondary: Marketing team members involved in influencer campaigns.

Key Requirements

1. Data Collection:

- Gather TikTok influencer data, including:
 - Account names
 - Total followers
 - Total likes
 - Total videos
 - Engagement metrics

2. Dashboard Components:

- Design an interactive dashboard to visualize:
 - Top influencers by follower count
 - Engagement metrics (e.g., likes per follower)
 - Frequency of posts or total videos uploaded

3. Data Quality and Validation:

- Ensure data integrity through:
 - Row and column count checks
 - Data type verification
 - Duplicate removal

4. User Stories:

- Example: "As the Head of Marketing, I want to identify high-engagement influencers on TikTok to maximize the ROI of our campaigns."

5. Acceptance Criteria:

- Dashboard displays key metrics (e.g., followers, likes, videos) and is user-friendly with sorting/filtering options.
- Analysis provides actionable insights for influencer selection and campaign planning.

6. Expected Outcomes:

- Clear, actionable recommendations on influencer collaborations.
- Strategic insights to optimize marketing ROI.

Tools and Methods

- Excel/SQL: For data cleaning and validation.
- Power BI: For creating the interactive dashboard.
- GitHub: To document the project and ensure reproducibility.

Documentation Needed

- README.md: Summary and instructions.

- Project_Documentation.md: Detailed overview, including workflow, insights, and strategic recommendations.
- Data Quality Checks: Notes on data integrity and cleaning methods.

Success Criteria

1. The Head of Marketing can easily identify influencers that align with campaign goals.
2. Recommendations provide clear, data-driven justifications.
3. The solution is scalable and adaptable for future analysis.