

User Requirements Doc: TikTok Influencer Analysis & Marketing Strategy Dashboard

Objective

To develop a data-driven dashboard that identifies top-performing TikTok influencers and provides actionable insights for optimizing marketing collaborations and campaign effectiveness.

Problems identified

- The **Marketing Team** faces difficulty in identifying high-impact TikTok influencers due to the overwhelming volume of data and inconsistent online insights.
- Existing third-party research services are **expensive** and do not provide tailored recommendations aligned with specified marketing objectives
- The **Business Intelligence (BI) team** has limited capacity to support influencer selection and performance analysis.

Key Stakeholders/Target Audience

- **Primary User:** Head of Marketing (Decision-maker for influencer partnerships and budget allocation)
- **Secondary User:** Marketing team members responsible for influencer outreach, campaign execution, and performance tracking.

Use cases

1. Identifying High-Impact TikTok Influencers

User story

As a **Head of Marketing**, I need a **comprehensive ranking of top TikTok influencers** based on key performance metrics to **strategically select partners** for brand campaigns.

Acceptance criteria

The dashboard should display the top TikTok influencers, ranked based on:

- Followers count
 - Total uploads
 - Average likes per upload
 - Engagement rate (Like per followers etc)
1. The interface must be **user-friendly**, allowing flittering, sorting, and deep dives into influencers performance.
 2. Data must be **up-to-date**, with mechanisms to refresh and validate new influencers metrics regularly.

2. Evaluating Influencer Suitability for Marketing Campaigns

User story

As a Head of Marketing, I want to analyze the **engagement, reach, and potential impact** of influencers to ensure **optimal campaign ROI** and **effective budget allocation**.

Acceptance criteria

The solution should **recommend influencers best suited** for different campaign, such as:

- **Product placements**
- **Sponsored content series**
- **Trend-driven marketing**
- **Live shopping and event promotions**

The analysis should incorporate:

- **Projected reach & engagement based on historical data**
- **Estimated conversion potential**
- **ROI forecasting for different campaign types**

Recommendations must be **data-driven**, with **clear justifications** based on influencer metrics.

Success criteria

The system will enable the marketing team to:

- **Identify and track** high-performing TikTok influencers based on real-time data.
- **Select the most suitable influencers** for different marketing objectives based on engagement, and conversion potential.
- **Streamline decision-making** by reducing manual research time and reliance on expensive third-party data providers.

Data Requirement & Structure

This analysis will leverage a comprehensive dataset containing performance metrics for top TikTok influencers.

- Influencers Name
- Total Followers
- Total Following
- Total Uploads
- Total Likes
- Average likes
- Followers engagement ratio
- Likes per followers

1. *The datasets is not limited to a specified country, allowing for global influencer analysis*
2. *The system will prioritize the top 100 influencers based on performance indicators.*
3. *This analysis is done base on the current datasets of the TikTok influencers and it is subdue to changes by the influencers profile in time.*

Data needed

The dataset to produce the information we need should include the following fields

- Username (string)
- Total followers (integer)
- Total uploaded (integer)
- Total likes (integer)

We'll focus on the top 100 TikTok influencers for simplicity sake.

Data Integrity & Data Control

To maintain **high data accuracy**, the following quality checks will be implemented:

- **Row count validation** – Ensuring the datasets contains all expected influencer records.
- **Column consistency** – Verifying all required fields exist and contain valid data.
- **Data type validation** – Ensuring numerical fields contain correct values.
- **Duplicate removal** – Eliminating redundant influencer entries.

Technical & Documentation Requirements

Comprehensive documentation outlining:

- **Data sources and transformation processes**
- **Analytical methodology & interpretation of results**
- **Code repository** for reproducibility, with scripts and workflows available on **Github**.
- The Solution must be **scalable and adaptable**, supporting **future data updates and enhancements**

Conclusion

This **TikTok Influencer Analysis & Marketing Strategy Dashboard** will empower the marketing team with **data-backed insights** to streamline influencer selection, enhance campaign effectiveness, and maximize **ROI**.