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** fordifferentcampaign**,** 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**.