**PROBLEM**

Sharon, head of marketing at a social media agency, wants to run campaigns with top UK YouTubers but struggles to find reliable information. Online data is inconsistent, third-party providers are overpriced, and her internal team is unavailable. She needs a simple dashboard to identify the best YouTubers by subscribers, videos, and views to make smart decisions and maximize the marketing budget.

CHALLENGES:

Here are the **main problems Sharon faced**, clearly listed:

1. **Inconsistent online data** – When she searched for top YouTubers, the information she found was confusing and unreliable.
2. **Expensive third-party services** – She contacted some agencies, but they charged too much and didn’t offer enough value.
3. **No internal support** – The BI (Business Intelligence) team at her company is too busy and can’t help her with the data she needs.

Because of these problems, Sharon can’t decide which YouTubers to work with — and that puts her whole marketing campaign at risk.

SOLUTION:

Build a **simple, clear dashboard** that shows:

* 👥 The **top UK YouTubers**
* 📊 Their **subscriber count**
* 🎬 Number of **videos uploaded**
* 👀 Total **views**

With this dashboard, Sharon can:

* Quickly **find the best YouTubers**
* Make **smart decisions** on who to work with
* **Use her marketing budget** efficiently
* Launch **successful campaigns**
* Get **recognition** at work for great results