User Requirements Doc:
Top UK Youtubers 2024 Dashboard

Objective

To discover the top performing UK Youtubers to form marketing collaborations with throughout the year 2024.

Problems identified

- **Difficulty in Identification:** Sharon, the Head of Marketing, finds it challenging to identify top YouTube channels in the UK for marketing campaigns.

- **Conflicting Insights:** Online research yields overly complicated and conflicting insights.

- **Costly Third-Party Providers:** Calls with various third-party providers have proven to be expensive with underwhelming results.

- **Resource Constraints:** The BI reporting team lacks the bandwidth to assist with this assignment.

Target audience

- Primary – Sharon (Head of Marketing)
- Secondary - Marketing team members (who will be involved in running campaigns with the YouTubers)

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 UK based on subscriber count, videos uploaded, and views accumulated, so that I can decide which channels would be best for marketing campaigns 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.

- 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 analyze the potential for successful campaigns with the top YouTubers so that I can maximize the ROI.

Acceptance criteria

- Recommend YouTube channels best suited for different campaign 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

Sharon should be able to:

- Easily identify the top-performing YouTube channels based on key metrics.

- Assess the potential for successful campaigns with top YouTubers based on reach, engagement, and potential revenue.

- Make informed decisions on ideal collaborations based on recommendations.

This will enable Sharon to achieve a good ROI and build relationships with YouTubers for future collaborations, leading to recognition within the company.

Information needed

Sharon needs the top Youtubers in the UK, 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 need should include the following fields

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

Example of Query ran to obtain the required data field:

```sql
/*

Data Cleaning steps:

1. Remove unnecessary column by selecting the one we need
2. Extract theyoutube channel names from the firts column
3. Rename the column names.

*/

SELECT
        NOMBRE,
        total_subscribers,
        total_views,
        total_videos
FROM dbo.top_uk_youtuber_2024


-- Extracting channel name/clean - using CHARINDEX and SUBSTRING function

CREATE VIEW view_uk_youtuber_2024 AS

SELECT
        CAST(SUBSTRING(NOMBRE, 1, CHARINDEX('@', NOMBRE) -1) AS VARCHAR(100)) AS
channel_name,
        total_subscribers,
        total_views,
        total_videos
FROM dbo.top_uk_youtuber_2024
```

Top YouTubers Identification:

- o **Analysis:** The query selects key metrics such as total_subscribers, total_views, and total_videos for each YouTube channel.

- o **Insights:** This allows for the identification of the top-performing YouTubers based on their subscriber count, total views, and number of videos uploaded. These metrics are crucial for determining the popularity and reach of each channel.

Channel Popularity:

- o **Analysis:** By extracting and cleaning the channel names, the query ensures that the data is accurate and ready for analysis.

- o **Insights:** Clean and accurate channel names help in correctly attributing performance metrics to the right YouTubers, which is essential for making informed decisions about potential marketing collaborations.

Engagement Metrics:

- o **Analysis:** Although the query does not directly calculate engagement metrics, the selected fields (total_subscribers, total_views, total_videos) can be used to derive engagement ratios and other important metrics.

- o **Insights:** Engagement metrics such as views per subscriber and average views per video can be calculated from the selected data, providing deeper insights into how engaged the audience is with each YouTuber's content.

Data Quality and Consistency:

- o **Analysis:** The query includes steps to clean the data, such as extracting the channel name using CHARINDEX and SUBSTRING functions.

- o **Insights:** Ensuring data quality and consistency is crucial for reliable analysis. Clean data helps in avoiding errors and inconsistencies in the final dashboard, leading to more accurate insights and recommendations.

Data quality checks

To ensure the dataset is complete and accurate, the following data quality checks should be conducted:

- **Row Count Check:** Verify the number of rows matches expectations.

- **Column Count Check:** Ensure all required columns are present.

- **Data Type Check:** Confirm data types are correct for each column.

- **Duplicate Check:** Identify and remove any duplicate records.

Example of Query ran to test the quality data. In order to make sure data is complete and accurate:

```sql
/*

Testing data:

1. The data needs to be 100 records Youtube Channel (row count test)
2. The data need 4 fields (column test)
3. The channel column must be string format and the other column must be numeric data
type (data types check).
4. Each record must be unique in the dataset (duplicate count check).

Row count - 100
column count - 4
Data types
- channel name = varchar
- total_subscribers = int
- total_views = int
- total_videos = int

duplicate_count = 0
*/


-- 1. row count test

SELECT
        COUNT(*)
FROM view_uk_youtuber_2024;

-- 2. column count - using information schema

SELECT COUNT(*) AS columns_count
FROM INFORMATION_SCHEMA.COLUMNS
WHERE TABLE_NAME = 'view_uk_youtuber_2024'


-- 3. Data types check

SELECT COLUMN_NAME, DATA_TYPE
FROM INFORMATION_SCHEMA.COLUMNS
WHERE TABLE_NAME = 'view_uk_youtuber_2024';


-- 4. Duplicate Test

SELECT channel_name, COUNT(*) AS duplicate_count
FROM view_uk_youtuber_2024
GROUP BY channel_name
HAVING COUNT(*) > 1

-- TEST PASS!! COMPLETED (4/4)


SELECT *
FROM
        view_uk_youtuber_2024
```

Insights

- **Top Performers:** Identify YouTube channels with the highest subscriber counts, video uploads, and views.

- **Engagement Metrics:** Analyze engagement ratios to determine the most interactive channels.

- **Geographic Reach:** Assess the geographic distribution of subscribers to tailor regional marketing strategies.

- **Content Trends:** Understand content trends by analyzing the types of videos that generate the most views and engagement.

Insights and Recommendations

Insights from the Dashboard

Top YouTubers by Views:

- o **DanTDM** leads with 3,705 videos and over 28 million views.

- o **Miss Katy** and **Mister Max** also have significant view counts, indicating high engagement.

Top YouTubers by Subscribers:

- o **KSI** has the highest number of subscribers among the listed channels.

- o **Jelly** and **Ali-A** are also prominent in terms of subscriber count.

Engagement Ratios:

- o **Views per Video:** 1.02

- o **Subscribers per Video:** 2.28K

- o **Total Subscriber Rate:** 446.61

- o These metrics indicate how effectively channels engage their audience.

Total Figures:

- o **Total Views:** 1,055.54 million

- o **Total Videos:** 46,345

- o These aggregate figures provide an overview of the performance of top YouTubers.

Recommendations

Channel Selection:

- o Focus on YouTube channels like **DanTDM**, **KSI**, and **Jelly** for marketing collaborations due to their high viewership and subscriber counts.

- o Consider channels with high engagement ratios for more interactive campaigns.

Campaign Types:

- o Tailor campaign types (e.g., product placement, sponsored videos) based on the strengths of each YouTuber.

- o Use data-driven insights to select YouTubers who offer the best potential for high ROI through targeted marketing efforts.
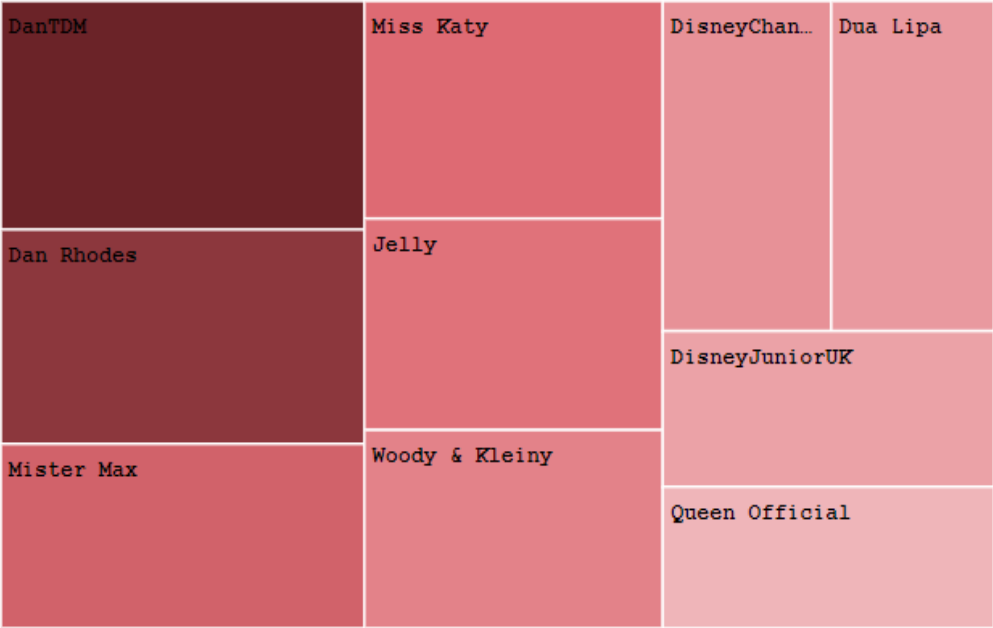
ROI Maximization:

- o Leverage the engagement metrics to identify channels that maintain strong viewer interest.

- o Prioritize collaborations with YouTubers who have a proven track record of high engagement and reach.

FINAL DASHBOARD:
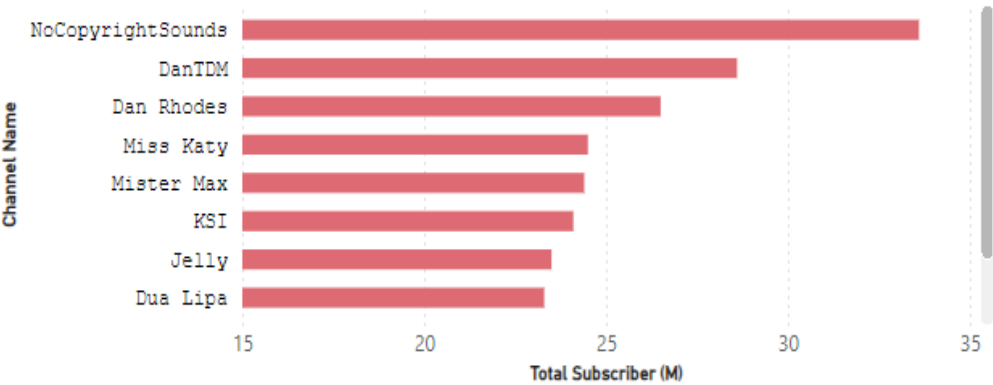
Top UK Youtubers 2024

Channel Name	Total Subscriber (M)	Total Videos	Total Views (B)
NoCopyrightSounds	33.60	1591	11.01
DanTDM	28.60	3705	19.78
Dan Rhodes	26.50	1664	18.56
Miss Katy	24.50	1079	15.46
Mister Max	24.40	1136	15.97
KSI	24.10	1252	6.02
Jelly	23.50	6331	15.03
Dua Lipa	23.30	222	12.79
Sidemen	21.00	349	6.05
Ali-A	18.90	4303	6.45
Total	**1,055.54**	**463545**	**471.21**

Top 10 Youtubers by Views

Youtube Channel Engagement Ratios

1.02
Avg Views per Video (M)

2.28K
Subcriber Engagement ...

446.41
Views Per Subscribers

Top 10 Youtuber By Subscribers