**\*\*User Requirements Document\*\***

\*\*Project Title:\*\* YouTube Influencer Dashboard

\*\*Project Overview:\*\*

The YouTube Influencer Dashboard aims to provide the marketing team with insights into the top UK YouTubers of 2024. This dashboard will facilitate informed decision-making regarding collaborations for marketing campaigns by presenting essential metrics such as subscriber count, total views, total videos, and engagement metrics.

\*\*Stakeholders:\*\*

1. Head of Marketing

2. Marketing Team

3. Data Analysts

4. Dashboard Developers

\*\*User Requirements:\*\*

1. \*\*Dashboard Overview:\*\*

- The dashboard should have a user-friendly interface that provides an overview of the top UK YouTubers.

- It should be accessible via web browsers with responsive design for various devices.

2. \*\*Top YouTuber Metrics:\*\*

- Display the top YouTubers based on predefined criteria such as subscriber count, total views, or engagement metrics.

- Provide the ability to filter YouTubers by categories such as genre, demographics, or content type.

3. \*\*Individual YouTuber Insights:\*\*

- Enable users to view detailed insights for each YouTuber, including subscriber count, total views, total videos uploaded, and engagement metrics (likes, comments, shares).

- Incorporate historical data to track growth trends and performance over time.

4. \*\*Comparison Features:\*\*

- Allow users to compare multiple YouTubers side by side based on selected metrics.

- Provide visualizations such as charts or graphs for easy comparison.

5. \*\*Customizable Reports:\*\*

- Enable users to generate customizable reports summarizing the performance of selected YouTubers.

- Allow customization of report parameters such as time period, metrics, and formatting options.

6. \*\*Data Accuracy and Reliability:\*\*

- Ensure data accuracy and reliability by sourcing information from reputable sources or APIs.

- Implement data validation checks to identify and rectify any discrepancies.

7. \*\*Security and Access Control:\*\*

- Implement authentication mechanisms to ensure only authorized users can access the dashboard.

- Apply role-based access control to restrict certain features or data based on user roles.

8. \*\*Scalability and Performance:\*\*

- Design the dashboard architecture to handle large datasets and accommodate future growth.

- Optimize performance to ensure fast loading times and smooth user experience.

\*\*Assumptions:\*\*

- The availability of APIs or data sources providing real-time or regularly updated information on YouTuber metrics.

- Users have basic familiarity with navigating web-based dashboards and interpreting metrics.

\*\*Constraints:\*\*

- Compliance with data privacy regulations such as GDPR when handling user data.

- Compatibility with commonly used web browsers and devices.

\*\*Acceptance Criteria:\*\*

- The dashboard should be deployed and accessible to authorized users within the specified timeline.

- Users should be able to easily navigate the dashboard, view YouTuber metrics, and generate reports without encountering significant usability issues.

- The dashboard should accurately reflect the latest available data on YouTuber performance.