

Top UK YouTube Channels 2024 Dashboard

Objective

To discover the top-performing YouTube channels in the UK in order to form marketing collaborations with them throughout the year.

Problem Identified

- The Head of Marketing has found it difficult to identify the top UK YouTube channels to run marketing campaigns with.
- The Head of Marketing's online research has led her to bumping into overly complicated and inconsistent insights.
- Third party providers are too expensive for a simple project.
- The BI reporting team lacks the bandwidth to assist her with the assignment.

Target Audience

- **Primary:** The Head of Marketing.
- **Secondary:** The marketing team members.

Use Cases:

Identify the top YouTube channels to run campaigns with

User story

As the Head of Marketing, I want to identify the top YouTube channels in the UK based on;

- Subscriber count.
- Videos uploaded.
- Views accumulated.

From these, I can decide on the best channels to run marketing campaigns with to generate a good Return On Investment(ROI).

Acceptance criteria

The dashboard should:

- List the top YouTube channels by subscribers, videos, and views.
- Display the key metrics i.e channel name, subscribers, videos, engagement ratios.
- Be user friendly and easy to filter/sort.
- Use the most recent data possible.

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

The solution should;

- 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

The Head of Marketing can;

- Easily identify the top performing YouTube channels based on the key metrics.
- Assess the potential for successful campaigns with top YouTubers based on reach, engagement, and potential revenue.
- Make informed decisions on the ideal collaborations to advance with based on the recommendations.

Information Needed

The Head of Marketing needs the top UK YouTube channels and the key metrics include:

- Subscriber count.
- Videos uploaded.
- Views.
- Average views.
- Subscriber engagement ratio.
- Views per subscriber.

Data Needed

The dataset to produce the information needed should include the following fields;

- Channel name (STR).
- Total Subscribers (INT).
- Total Views (INT).
- Total Videos uploaded(INT).

Data Quality Checks

We need to add measures in place to confirm the dataset contains the required data. The following checks will be conducted:

- Row count check.
- Column count check.
- Data Type check.
- Duplicate check.

Additional requirements:

- Document the solution and include the data sources, transformation processes, and walk through on analysis conclusions.
- Make the source code and documentation available on GitHub.
- Ensure the solution is reproducible and maintainable so that it can support future updates.