# 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.