

USER REQUIREMENTS DOC : TOP USA YOUTUBERS 2024 DASHBOARD

BUSINESS CASE

Sharon works for a social media agency - head of marketing. She wants to run successful marketing campaigns with successful youtubers from the USA. She has a budget approved by the board, so she wants to be certain where to channel the budget towards.

Challenges:

Trying to find successful youtubers she can work with, but:

- Struggled to find the right information on the internet, there are inconsistencies with whom she should work with
- from 3rd party providers, they are out of budget
- and from the BI reporting team, nobody has the bandwidth to assist Sharon with the assignment

Solution:

Create a simple dashboard that displays the top USA Youtubers by:

- Subscribers
- Video uploads
- Views

With the information above, she can make a more insightful decision on who to collaborate with

Objective:

The Head of Marketing wants to find out who the top YouTubers are in 2024 to decide on which YouTubers would be best to run marketing campaigns throughout the rest of the year.

Target Audience:

- Primary: Sharon (Head of Marketing)
- Secondary - Marketing Team Members (who are involved with this campaign)

USE CASES and DATA Required

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 USA based on subscriber count, videos uploaded and views accumulated, so that I can decide on which channels would be best to run marketing campaigns with to generate a good ROI.

Acceptance Criteria (all the expectations that this user may have)

The dashboard should:

- List the top YouTube Channels by subscribers, videos, and views
- Display key metrics (channel name, subscribers, videos, views, engagement ratio)
- 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

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

Sharon can:

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

This allows Sharon to achieve a good ROI and build relationships with Youtubers for future collaborations, which leads to recognition within the company.

INFORMATION NEEDED

Sharon needs the top Youtubers in the USA, 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)

Focus on the top 100 Youtubers

DATA QUALITY CHECKS

We need to add measures in place to confirm the dataset contains the data required without any issues - here are some of the data quality checks we need to conduct:

- 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 source code and docs available on GitHub
- Ensure the solution is reproducible and maintainable so that it can support future updates

Note *: once we have this outlined, we run it by Sharon to make sure everything is in line and we have all the information we need and that we have set the right path to acceptable analysis

STAGES

First we want to understand what the stakeholder wants, what we want to achieve.

User Story:

A list of things the user wants to see in the solution from the eyes of the user

Second we want to design a dashboard, and we ask ourselves:

What information does our user need access to, to get to their expected outcome. What data do we need to create to get the expected outcome? Create a visual blueprint of what the dashboard is going to look like.

Third we need to collect data from the source, in this instance it will be data set from kaggle regarding high performing youtubers

Fourth we will explore the data and content by going through the excel file and see what records and fields we are given in the data set, properties of the data, any errors or inconsistencies - for data cleaning

Fifth we will go ahead and clean the data. Define data cleaning steps and use SQL to transform the data into the structure that we want. Have an idea of the format, and structure of an ideal data set, and we will use SQL to make it.

Sixth we will test the data and do data quality checks to confirm that there are no issues with the data that we have transformed up to this point - what we don't want is for the data to reach the end users and the bump into errors that are irreversible (this welcomes trouble)

Seventh we will visualize the data and create a dashboard

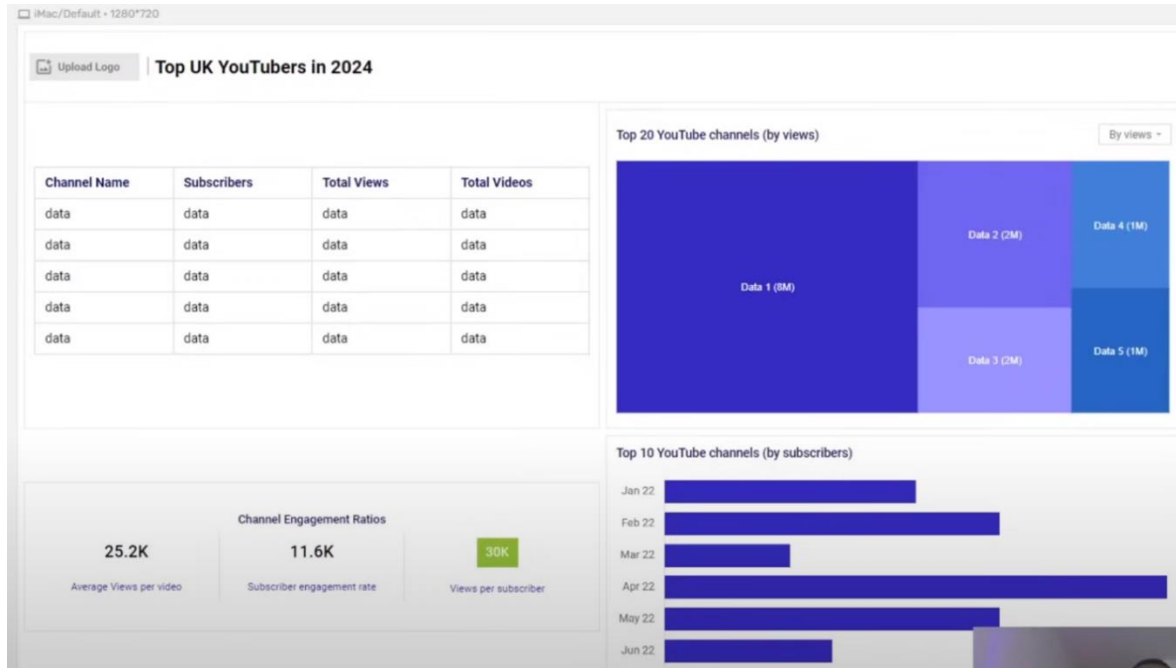
Eighth we will analyze the data and see what options we can recommend to the user based on the insights that we have gathered from our data

Ninth we will justify our recommendations by clearly explaining our thought process and the data we use to support it and then we will record everything we've learned up to this point and push it into a document that is publicly available (on github)

Create Blueprint of Dashboard

Create a mockup of what the dashboard :

Sample mockup:



This dashboard is split into 4 visuals -

1. Table - includes channel names, subscribers, total views, total videos
2. Tree map - top 20 YouTube channels by views, a tile represents the view count and the size of each tile is an indicator of greater view count by tile size; if you hover over a tile - there should be more information you can add such as subscriber count, channel name, etc.
3. Score cards - channel engagement ratios, one score card for average views per video, one for subscriber engagement rate, and one for views per subscriber - giving us a rough idea to see how many viewers are being converted to subscribers
4. Horizontal bar chart - top 10 YouTube channels by subscriber count, x axis is subscriber count and y axis is channel names

Each visual should answer a specific question.

Also note:

This is a project, some of the metrics in the real world aren't great as a standalone metric and may need further information to make sense of the data