

Objective

To discover the top 100 Youtubers in the world to help the marketing team run successful campaigns

Problems

- The marketing team has struggled to find the top YouTube channels via a simple search
- There are conflicting data reports and it's complicated to stay up to date
- Third-party providers are too expensive
- The company's own BI team doesn't have the bandwidth to do this request

Target

- Primary: Head of Marketing
- Primary: Marketing Team

Use cases

1. Identify top Youtubers to run campaigns with

User story

As the Head of Marketing, I want to identify the top Youtubers worldwide (based on the number of subscribers, video views and uploads), allowing me to decide which channels are best to run marketing campaigns and provide the best ROI.

Acceptable criteria

The dashboard needs to:

- List the top YouTube channels by subscribers, number of videos and views
- Display key metrics (name, subscribers, number of videos, views and engagement ratios)
- Be easy to use, sort and filter
- 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 top Youtubers to maximize ROI.

Acceptable criteria

The solution needs to:

- Recommend Youtube channels best suited for different campaign types (i.e. 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 will be able to:

- 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 the ideal collabs to advance with based on recommendations

This allows the Head of Marketing to achieve a good ROI and build relationships with YouTubers for future collabs, which leads to recognition within the company

Information needed

The Head of Marketing needs the top Youtubers in the world, and the key metrics needed include:

- Subscriber count
- Number of videos uploaded
- Number of views
- Average views
- Subscriber engagement ration
- Views per subscriber

Data needed

The dataset needs to include the following:

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

Limit to top 100 YouTubers

Data quality checks

We need to add measures in place to confirm the dataset contains the data required without any issues

- Row count check
- Column count check
- Data type check
- Duplicate check

Additional requirements

- Document the solution, include the data sources, and 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