User Requirements Doc: Top UK Youtubers 2024 Dashboard

Objective

To discover the top performing UK Youtubers to form marketing collaborations with throughout the year 2024.

Use cases

1. Identify the top Youtubers to run campaigns with

Acceptance criteria

The dashboard should

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

2. Analyze the potential for marketing campaigns with Youtubers

Acceptance criteria

The solution should

- Recommend YouTube channels best suited for different campaigns 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

Information needed

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)

We'll focus on the top 100 Youtubers for simplicity sake.

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