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