

# User Requirements Document: Top UK Youtubers 2024 Dashboard

## Objective

To discover the top-performing UK YouTubers for marketing collaborations throughout 2024.

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## Problems Identified

- Sharon (the Head of Marketing) has found it difficult to identify top YouTube channels in the UK for marketing campaigns.
  - Her online research consistently leads to overly complicated and conflicting insights.
  - She has held calls with various third-party providers, but they are expensive and deliver underwhelming results.
  - The BI reporting team lacks the bandwidth to assist her with this assignment.
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## Target Audience

- **Primary** – Sharon (Head of Marketing)
  - **Secondary** – Marketing team members involved in running campaigns with YouTubers
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## Use Cases

### 1. Identify the Top YouTubers for Marketing Campaigns

#### User Story

As the Head of Marketing, I want to identify the top YouTubers in the UK based on subscriber count, videos uploaded, and total views so that I can determine which channels are best suited for marketing campaigns to generate a good ROI.

#### Acceptance Criteria

The dashboard should:

- List the top YouTube channels by subscribers, videos, and views.
  - Display key metrics: Channel name, subscribers, videos, views, and engagement ratios.
  - Be user-friendly and allow easy filtering/sorting.
  - Use the most recent data available.
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### 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 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.
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## 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 on the ideal collaborations based on recommendations.

This enables Sharon to achieve a good ROI and build relationships with YouTubers for future collaborations, ultimately leading to recognition within the company.

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## Information Needed

Sharon requires data on the top UK YouTubers, including the following key metrics:

- Subscriber count
  - Videos uploaded
  - Views
  - Average views
  - Subscriber engagement ratio
  - Views per subscriber
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## Data Needed

The dataset should include the following fields:

- **Channel name** (*string*)
- **Total subscribers** (*integer*)
- **Total videos uploaded** (*integer*)
- **Total views** (*integer*)

◆ We will focus on the **top 100 YouTubers** for simplicity.

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## Data Quality Checks

To ensure the dataset is accurate and reliable, we will conduct the following checks:

- **Row count check** – Verify that the dataset contains at least 100 rows.
  - **Column count check** – Ensure all required fields are present.
  - **Data type check** – Confirm that values are stored in the correct format (e.g., integers, strings).
  - **Duplicate check** – Remove duplicate records.
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## Additional Requirements

- Document the solution, including data sources, transformation processes, and a walkthrough of the 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.
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