User Requirements Document:

Top UK Youtubers 2024 Dashboard

### Objective

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

### 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.

### Target Audience

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

### 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.

**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.

### 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.

### 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

### 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.

### 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.

### 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.