

# Intern Assignment – HealthKart

## ■ Context

HealthKart runs influencer campaigns across various social platforms (Instagram, YouTube, Twitter, etc.) to promote different products across multiple brands (e.g., MuscleBlaze, HKVitals, Gritzo). Influencers may be paid per post or per order. You are expected to build a dashboard that shows:

- Campaign performance
- Incremental ROAS (Return on Ad Spend)
- Influencer insights
- Payout tracking

## ■ Objective

Build an open-source tool or dashboard that can track and visualize the ROI of influencer campaigns.

## ■ Requirements

### 1. Data Modeling:

Simulate the following datasets:

- influencers: ID, name, category, gender, follower count, platform
- posts: influencer\_id, platform, date, URL, caption, reach, likes, comments
- tracking\_data: source, campaign, influencer\_id, user\_id, product, date, orders, revenue
- payouts: influencer\_id, basis (post/order), rate, orders, total\_payout

### 2. Features to Build:

- Upload or ingest influencer campaign data
- Track performance of posts and influencers
- ROI and incremental ROAS calculation
- Filtering by brand, product, influencer type, platform
- Insights like: top influencers, best personas, poor ROIs
- Optional: export to CSV/PDF

### 3. Output:

- Working dashboard (any tool like Streamlit, Dash, Sheets, etc.)
- README with assumptions & setup
- Insights summary (PDF or Notion)
- Optional: GitHub repo

## ■ Evaluation Criteria

- Data modeling
- Analytical thinking (ROAS, incrementality)
- Product sense
- Code quality and UX
- Insights and storytelling
- Documentation clarity

## ■ ■ Tools & Timeline

You are free to use any vibe coding software.  
There is **NO TIME LIMIT** for the assignment.

Good luck, and have fun building!