## Tool Report:

### 1. ChatGPT (OpenAI):

Used to collect and structure influencer data such as Name, Platform, Followers, Niche, and Content Type. It also helped generate insights, explain analytical steps, and guide the creation of visualizations and report formatting.

- How it helped:
- Automated data research and summarization.
- Provided guidance for creating pivot tables and charts.
- Simplified report writing with ready-to-use explanations and insights.

### 2. Google Sheets:

Used for storing, cleaning, and analyzing influencer data. Pivot tables and charts were created to visualize:

- Platform distribution
- Total follower reach
- Top AI niches among influencers
- How it helped:
- Easy to manage and organize data.
- Enabled quick creation of clear, interactive visualizations.
- Supported data-driven insights for the final report.

### 3. Microsoft Word:

Used for compiling the final project report by combining visuals, analysis, and insights into a structured document.

- How it helped:
- Allowed professional formatting and layout of findings.
- Helped present charts and conclusions clearly for submission.

### Summary:

Using ChatGPT, Google Sheets, and Microsoft Word together streamlined the entire workflow — from data collection to visualization and final report creation — ensuring accurate, insightful, and well-presented results for the AI Influencer Tracker (2025) project.