

## Task 6: AI Influencer Tracker – Data Visualization Report (2025)

### Overview:

This report presents a visual analysis of the *Top 50 AI Influencers (2025)* dataset. The goal is to identify dominant platforms, understand key AI niches, and evaluate overall follower reach across different platforms.

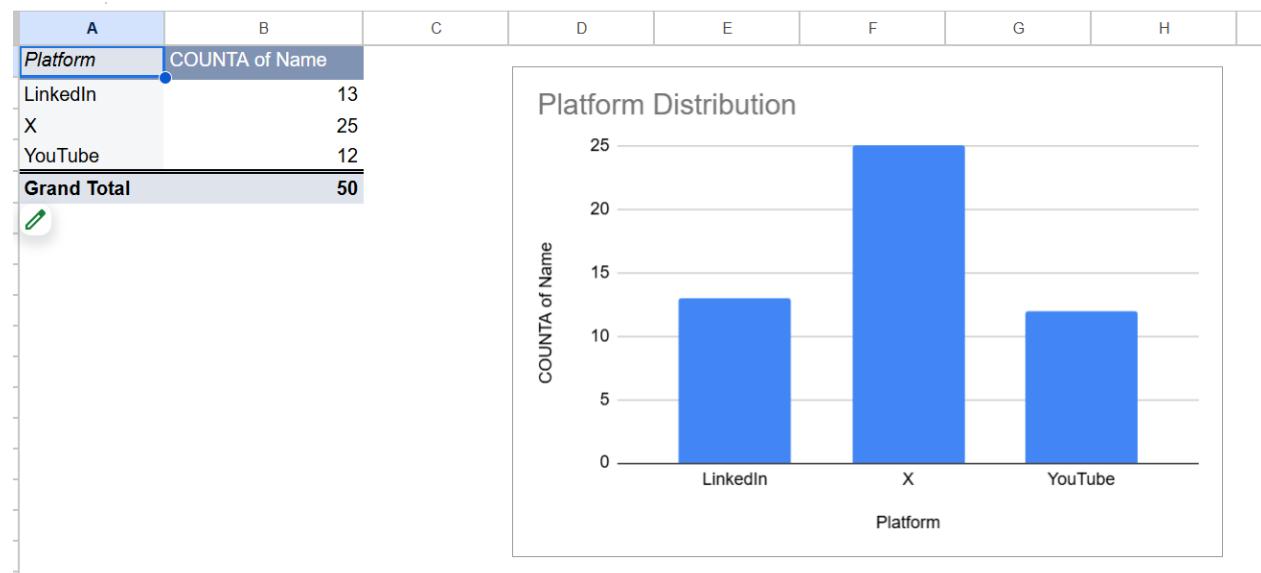
Data was collected through AI-powered research tools and organized using Google Sheets pivot tables and charts.

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### Platform Distribution of AI Influencers:

#### Visualization:

Platform	Influencer Count
LinkedIn	13
X (Twitter)	25
YouTube	12



## Insights:

- X leads with 25 influencers, making it the most active platform for AI discussions and updates.
- LinkedIn follows with 13 influencers, primarily professionals, educators, and AI strategists.
- YouTube ranks third with 12 influencers, focusing mainly on tutorials and long-form educational content.

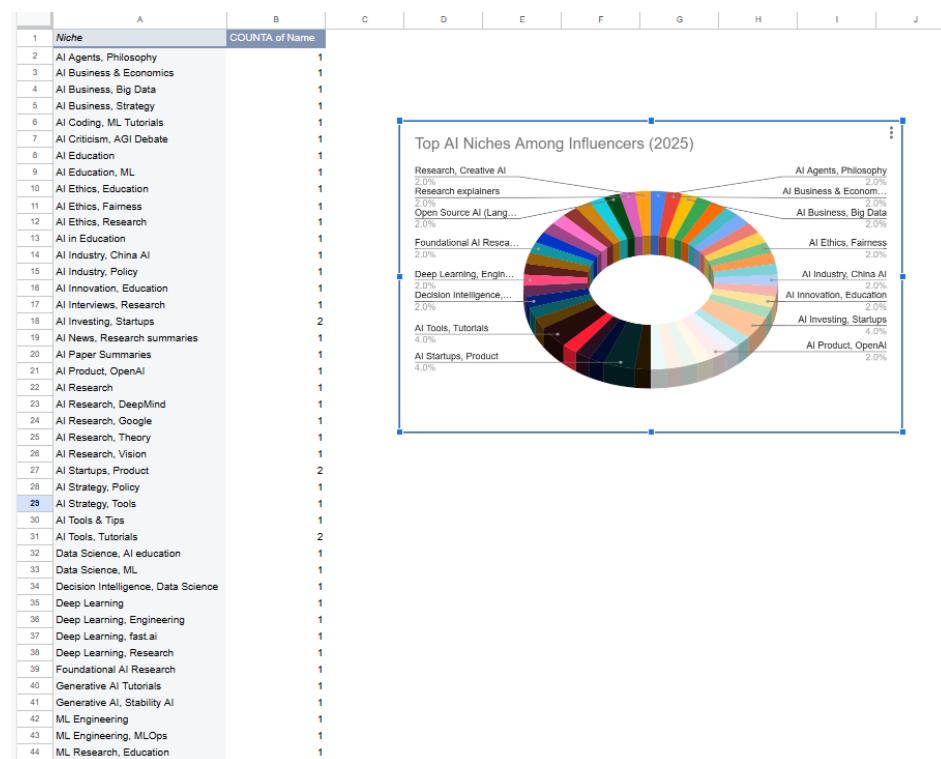
## Interpretation:

X (Twitter) has emerged as the hub for fast AI news and trend updates, while LinkedIn remains the top choice for professional thought leadership. YouTube contributes strongly to skill-based learning and AI tool tutorials.

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## Top AI Niches Among Influencers (2025):

### Visualization:



## **Insights:**

- Influencers represent a wide range of AI subfields.
- The most common niches include:
  - Generative AI
  - AI Tools
  - AI Startups
  - AI Education
- Smaller but emerging areas include AI Ethics, Prompt Engineering, and ML Research.

## **Interpretation:**

Generative AI dominates the influencer space, indicating high interest in creativity-driven AI applications.

Educational and startup-related niches show strong content diversity, while ethical and research-focused influencers are shaping thoughtful AI discourse.

## **Highlight:**

Generative AI and AI Tools collectively account for the largest percentage of influencers, reflecting the 2025 trend toward AI democratization and tool-building.

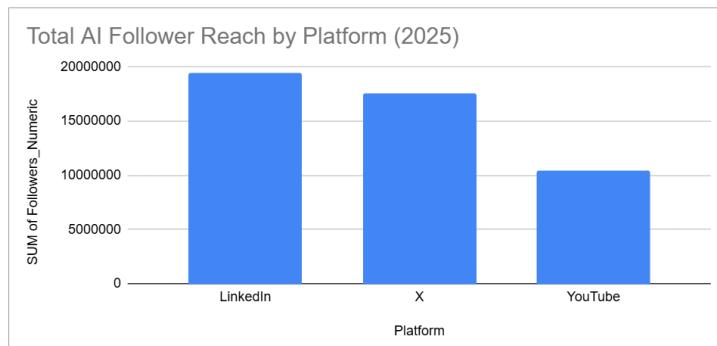
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## **Total AI Follower Reach by Platform (2025):**

### **Visualization:**

<b>Platform</b>	<b>Total Followers</b>
LinkedIn	19.43M
X (Twitter)	17.58M
YouTube	10.48M

Platform	SUM of Followers_Numeric
LinkedIn	19430000
X	17580000
YouTube	10480000
<b>Grand Total</b>	<b>47490000</b>



### Insights:

- LinkedIn leads in total audience reach with nearly 19.4 million followers across AI influencers.
- X (Twitter) follows closely with 17.5 million, while YouTube has 10.4 million combined followers.

### Interpretation:

Even though X has more influencers, LinkedIn's smaller group has a higher total follower reach, showing that LinkedIn AI influencers are more influential per person.

### Overall Summary:

Category	Key Finding
Dominant Platform	X (Twitter) by number of influencers
Highest Follower Reach	LinkedIn (19.4M total followers)
Top Niches	Generative AI, AI Tools, AI Startups
Emerging Niches	Prompt Engineering, AI Ethics, ML Research
Audience Type	Professionals and learners seeking AI education and updates