HealthKart Influencer Campaign Dashboard Insights Summary

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Problem Understanding

Influencer marketing is a powerful tool for customer engagement, but without proper tracking, it's hard to know if campaigns are truly delivering value. HealthKart runs campaigns across platforms like Instagram, YouTube, and Twitter to promote products from brands like MuscleBlaze, HKVitals, and Gritzo.

But the key questions remained:

- Which influencers are generating the most value?

- Are we getting a good return on ad spend (ROAS)?

- Which platforms or personas are underperforming?

There was no unified tool to visualize campaign ROI, influencer insights, and payout tracking. That's the problem I set out to solve.

My Approach

To solve this, I simulated and modeled four key datasets:

- **Influencers**: ID, name, category, gender, followers, platform

- **Posts**: influencer ID, post date, reach, likes, comments

- **Tracking Data**: revenue, orders, user ID, product, date

- **Payouts**: influencer payment basis (post/order), rate, orders, payout

Then, I built a clean, multi-tab **Power BI dashboard** that:

- Connects the tables via proper relationships

- Visualizes KPIs and breakdowns by influencer, product, platform

- Tracks costs and calculates **ROI, ROAS, incremental ROAS**

Key Insights & Visual Storytelling

1. **Top Influencers by ROAS**
   → Highlighted creators generating the highest returns per rupee.

2. **Bottom 5 by ROI**
   → Identified influencers with low efficiency despite spending.

3. **Revenue per Post & Follower**
   → Helped normalize value creation regardless of audience size.

4. **Persona Insights**
   → Gender & category-based performance showed fitness-focused male creators outperforming lifestyle profiles in revenue.

5. **Product Revenue Treemap**
   → MuscleBlaze & HKVitals showed highest revenue contribution.

6. **Payout Tracker**
   → Mapped post- vs order-based payments and evaluated influencer profitability.

Business Value Created

- Enables **data-driven influencer selection**

- Optimizes **budget allocation**

- Identifies **high-performing personas** for future targeting

- Brings transparency in **payout effectiveness**

Analytical Thinking

- Created DAX measures like:

  - ROAS = Revenue / Ad Spend

  - Incremental ROAS = (Revenue – Baseline) / Ad Spend

  - Cost per Order, Revenue per Post, Revenue per Follower

- Designed filtering by:

  - Brand, Platform, Product, Category

- Balanced metrics with executive-friendly visuals and filtering UX

What I Learned

- How to model campaign and influencer data efficiently in Power BI

- Applied real-world marketing analytics concepts (ROI, ROAS, Incrementality)

- Strengthened DAX, relationships, and visual storytelling skills

- Delivered a dashboard focused on **insightful decisions**, not just design

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Final Deliverables

- 📊 **Power BI Dashboard**: hk project.pbix

- 📄 **README File**: With setup, metrics, and assumptions

- 📝 **This Insights Summary PDF**

- 🔗 [Optional] GitHub or Google Drive Repository

Thank You

This assignment was an exciting opportunity to combine my skills in data modeling, visualization, and marketing analytics. Thank you to HealthKart for the open-ended brief — it allowed me to turn data into real strategic insights.