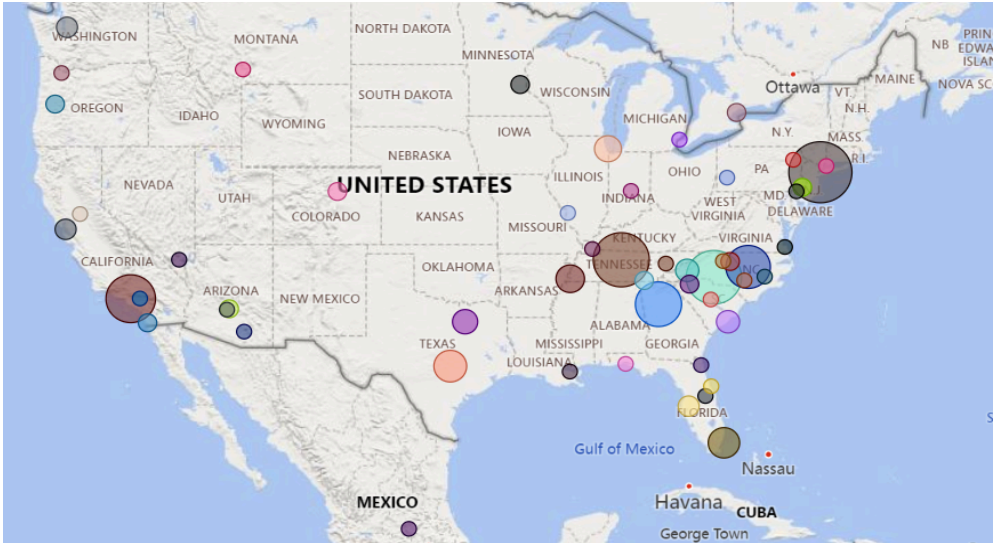


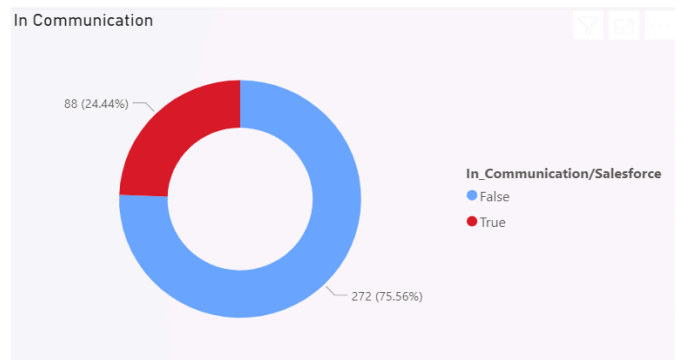
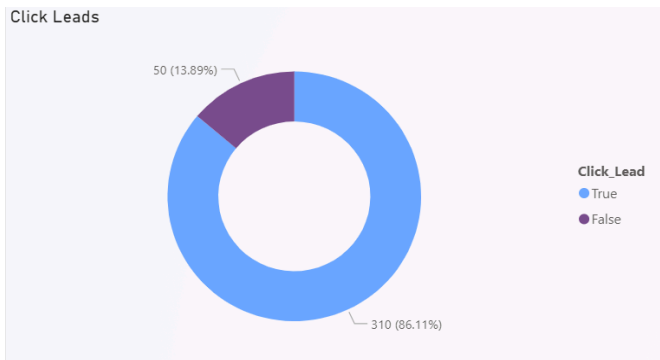
The goal for this project was to use the data collected from the influencers retreat to better understand:

- 1. The location/demographic of the influencers
- 2. The effectiveness of Click Analytics and how many influencers we converted using it.
- 3. Stats of the influencers and the CRM

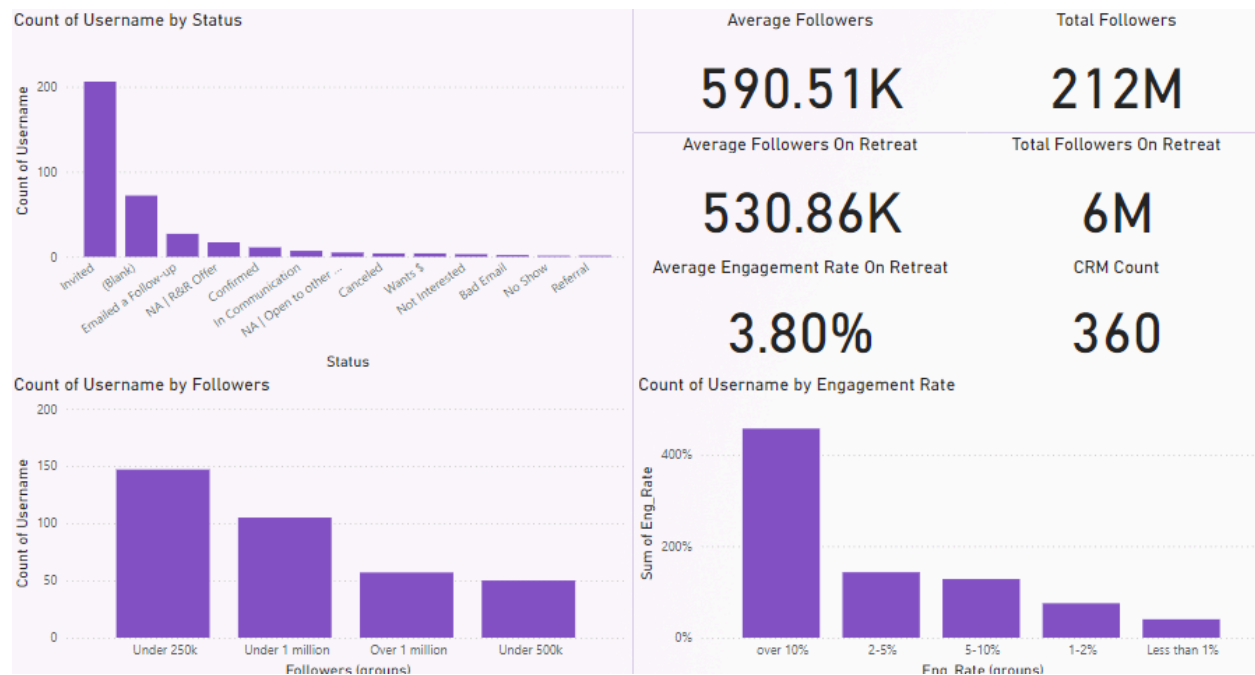


| City | Count of Username | Average of Rating |
|---------------|-------------------|-------------------|
| | 55 | 6.54 |
| NYC | 47 | 7.77 |
| Nashville | 36 | 8.33 |
| Charlotte | 35 | 7.00 |
| LA | 27 | 8.04 |
| Atlanta | 23 | 7.57 |
| Raleigh | 21 | |
| Austin | 10 | 8.30 |
| Miami | 9 | 7.86 |
| Memphis | 7 | |
| Washington DC | 7 | 7.80 |
| Chicago | 6 | 6.00 |
| Dallas | 5 | 7.00 |
| Asheville | 4 | 8.00 |
| Charleston | 4 | 8.00 |
| San Francisco | 3 | 7.00 |
| Seattle | 3 | 9.33 |
| Tampa | 3 | 8.00 |
| Chattanooga | 2 | |
| Denver | 2 | 8.00 |
| Eugene | 2 | 7.00 |
| Greensboro | 2 | |
| Greenville | 2 | |
| Minneapolis | 2 | 6.00 |

We were able to gather 360 Influencers using Click and additional referrals. Of the 360, 172 were above 500k followers. Of the remaining 188, 77 were below 500k and 111 were below 250k. 133 of the influencers are within 5 hours drive. 208 are within 12 hours. With the most influencers coming from NYC with 47 followed by Nashville at 36 and Charlotte at 35. Rating is not a reliable statistic as about 30% of the influencers with ratings were aggregated to 7. However the other 70% of influencers with rating inputs are accurate leaving some relevance with ratings. The ratings can be found in the Power BI report or the Excel Spreadsheet. I decided to simplify the demographic data by just showing the City data as opposed to the State and City data. With just the City data the visual is simplified and gets the idea across about demographic



Next I looked at the effectiveness of Click Analytics. Of the 360 influencers in the CRM just above 86% or 310 influencers were from Click Analytics. The retreat had 8 of the 11 come from Click Analytics. 3 of them referrals which came from click leads or previous connections. Of the 310 we are currently communicating with around 38 of them (*as far as I can gather from the data*), that is a 12% conversion rate. 11 were on the retreat.



Lastly, I just got some stats. 147 influencers were below 250k, 50 were below 500k, 105 were between 500k-1 million and the remaining 57 were over 1 million followers. We gathered 212 million followers combining all the influencers. 6 million followers on the retreat with an average of 531k followers per influencer. The average engagement rate of the influencers on the retreat was 3.8%.

In this report I was able to analyze the demographics of the influencers we were finding. Most of the influencers outside that 5 hour radius had a following above 500k. It was clear that the more popular influencers come from LA or NYC as well as Miami and Atlanta for more local markets. We were also able to see the effectiveness of Click Analytics and the conversion rate success of new influencer partners. Lastly the additional stats were there to give more robustness to the data and to add more information to what we know from above.