1. **Data Loading:**

   - Reads the data from the CSV file "top_insta_influencers_data.csv" into a Pandas DataFrame.

2. **Data Cleaning and Preparation:**

   - Defines a function **convert_units** to convert the numerical values in 'k' (thousand), 'm' (million), and 'b' (billion) to their respective numeric equivalents.

   - Applies the **convert_units** function to convert the units for relevant columns like 'posts', 'followers', 'avg_likes', 'new_post_avg_like', and 'total_likes'.

   - Saves the cleaned data to a new CSV file named "newdata.csv".

3. **Top 10 Influencers by Number of Posts:**

   - Sorts the DataFrame by the 'posts' column in descending order and selects the top 10 influencers with the highest number of posts.

   - Plots a horizontal bar chart showing the number of posts for each of the top 10 influencers.

4. **Top 10 Countries in the Dataset:**

   - Calculates the counts of each country in the 'country' column.

   - Selects the top 10 countries with the highest counts.

   - Plots a pie chart showing the distribution of influencers among the top 10 countries.

5. **Ratio of Average Likes to Followers:**

   - Adds a new column 'avg_likes_to_followers' to the DataFrame representing the ratio of average likes to followers for each influencer.

   - Saves the DataFrame with the new column to a CSV file named "newdataandcolumn.csv".

   - Sorts the DataFrame by the 'avg_likes_to_followers' column in descending order and selects the top 10 influencers with the highest ratio of average likes to followers.

   - Prints the top 10 influencers based on this ratio.

6. **Additional Analysis and Visualization:**

   - Plots the distribution of followers using a histogram.

   - Creates a scatter plot of average likes vs total likes.

   - Draws a box plot showing the distribution of average likes by country.

   - Generates a pairplot for an insightful visualization of relationships between 'posts', 'followers', 'avg_likes', and 'total_likes'.