



1.7M



@itachi\_uchiya



0.7M



@itachi\_uchiya



500K subs



@Boaster Vlogs

# ESHWAR PRIKY



Hai there!!!!

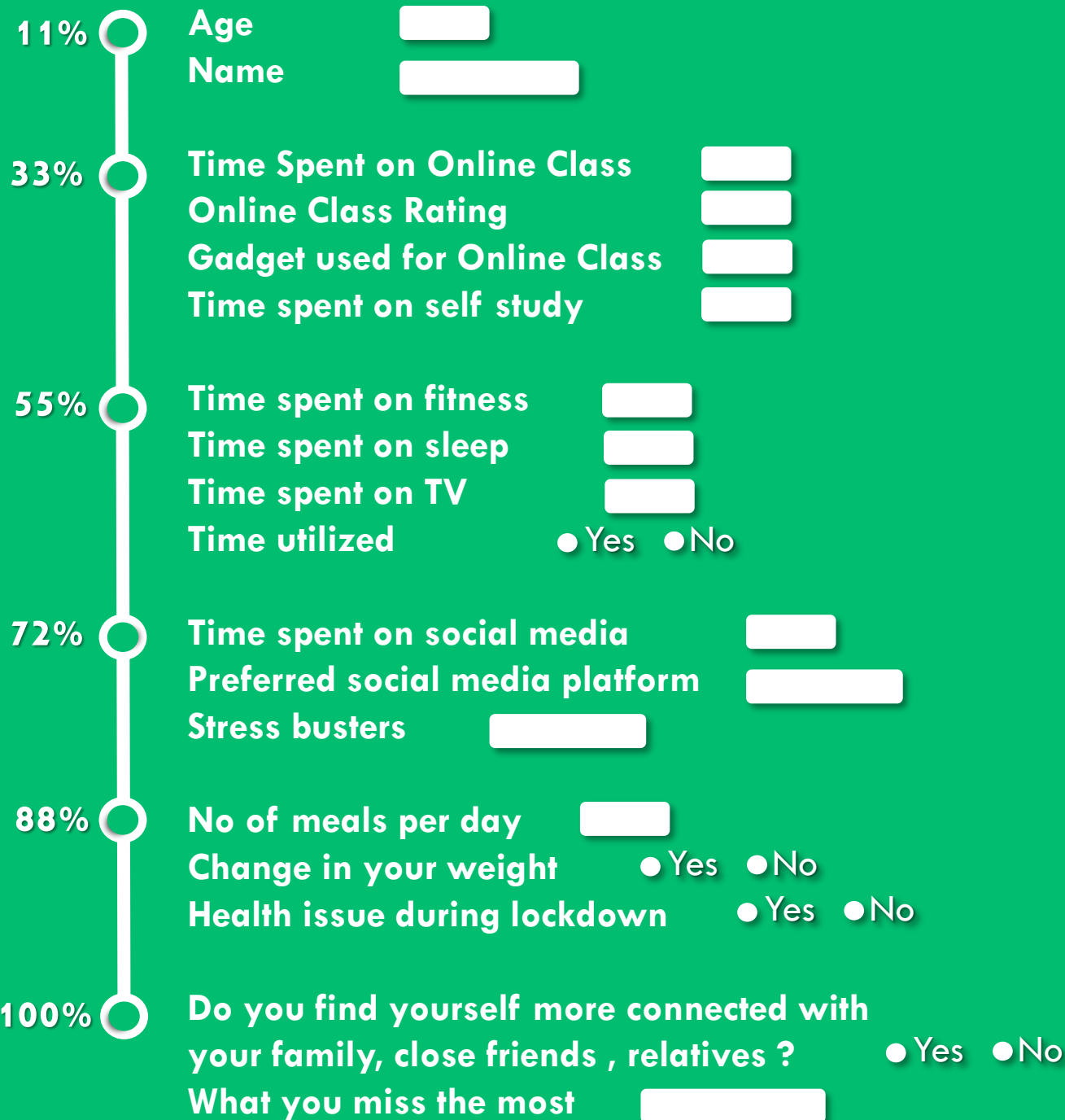
I am Eshwar Priky (a.k.a) Itachi.

I am a Vlogger, Gamer and Content Creator.

I have Quite a good amount of followers in Major Social media Platforms

## Task:

- I planned to become an **"Influencer"**
- I planned to suggest some of the well known products to my followers
- I selected 1200 followers across all platform and conducted giveaway session
- I reached out to potential clients and shared my discovery



# T H E D A T A

I conducted a give away session of my merchandise in all social media platforms. During giveaway I collected the data from my followers as a survey from **SURVEY MONKEY**

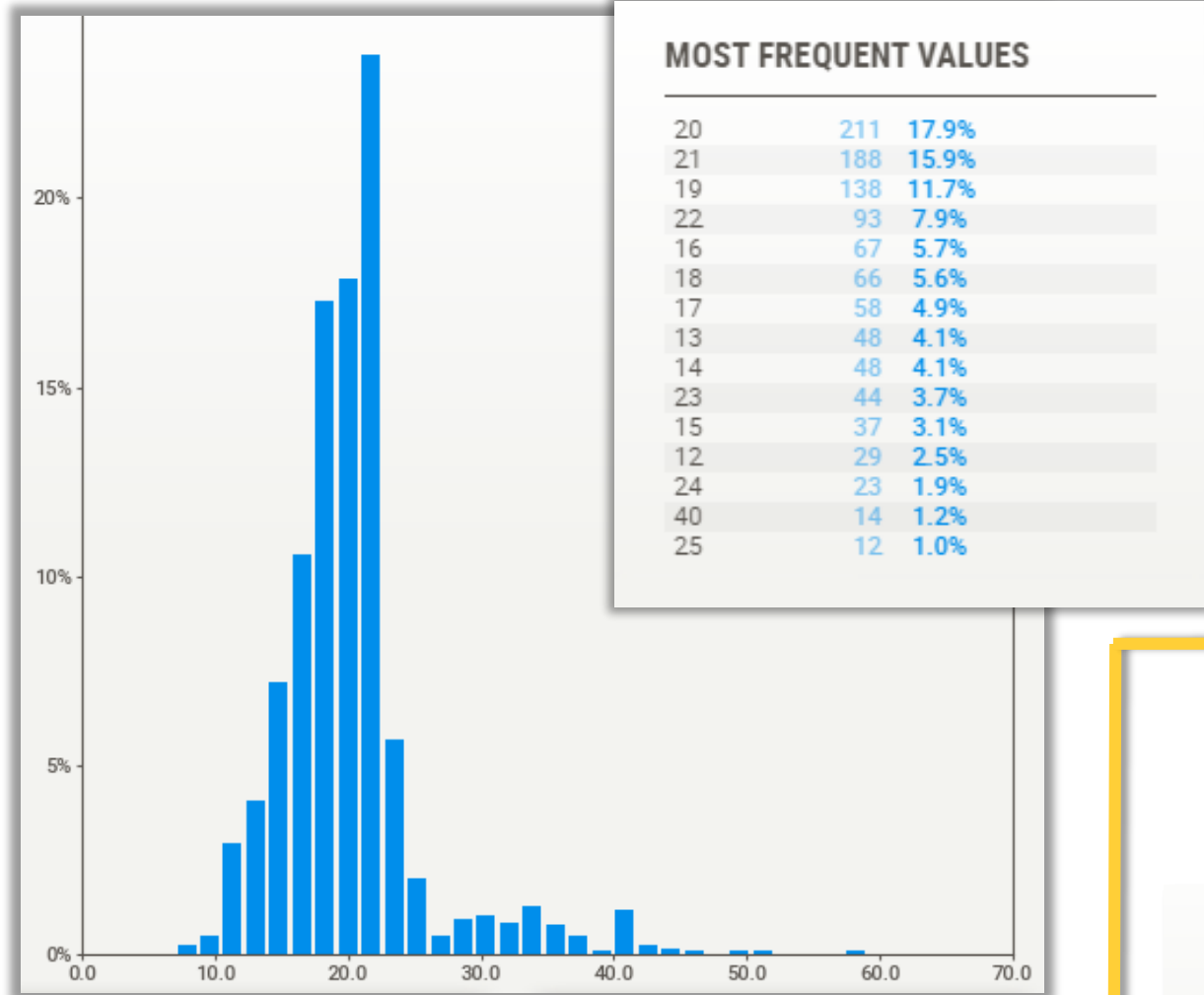


For data collection I used **Stratified Sampling** method. Most of my followers are youngsters (**17-21 Yrs**), So I collected more data from them. In order to negate the **Placebo Effect**, I conducted the survey at different intervals (shown as %) from my selected sample

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DATA DATA DATA DATA

EXPLORATION

# AGEs of My Followers

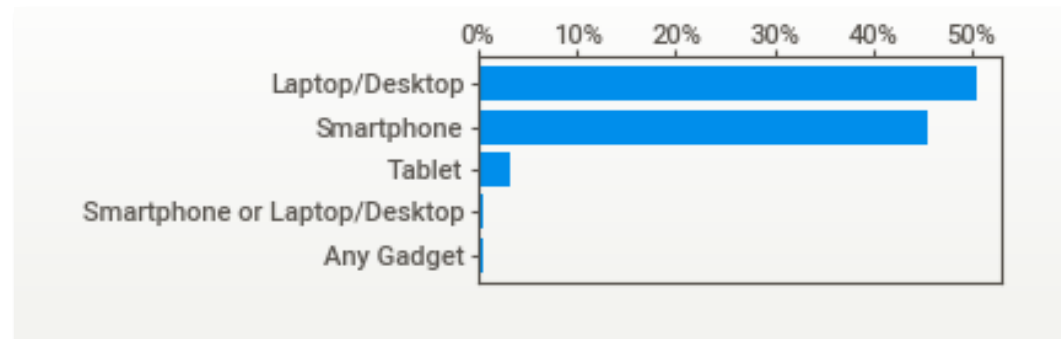


- Most of my Followers falls Between 17-25 Yrs.
- Its Evident that Nearly 71% of My followers are from this age group
- While the age 19, 20, 21Yrs are more Dominating ones

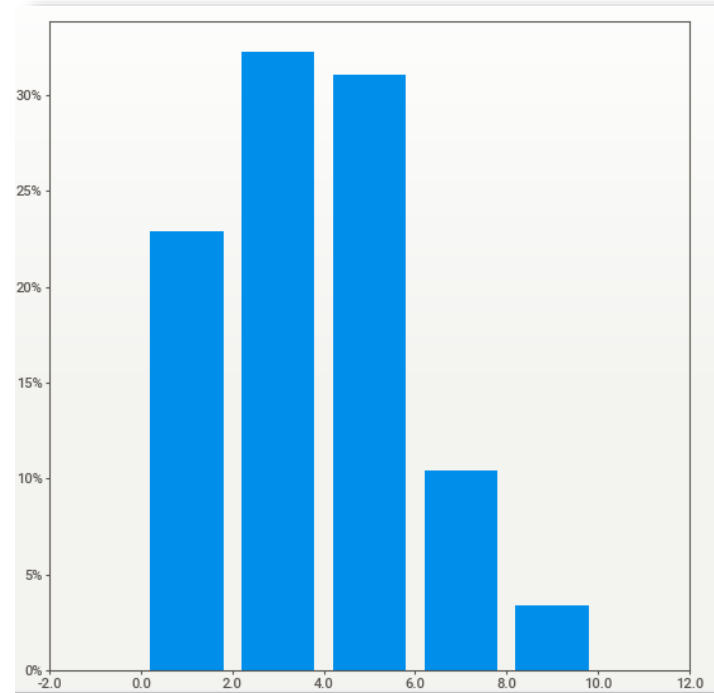
(Need to be more careful as an influencer, As most of my followers are youngsters)

1

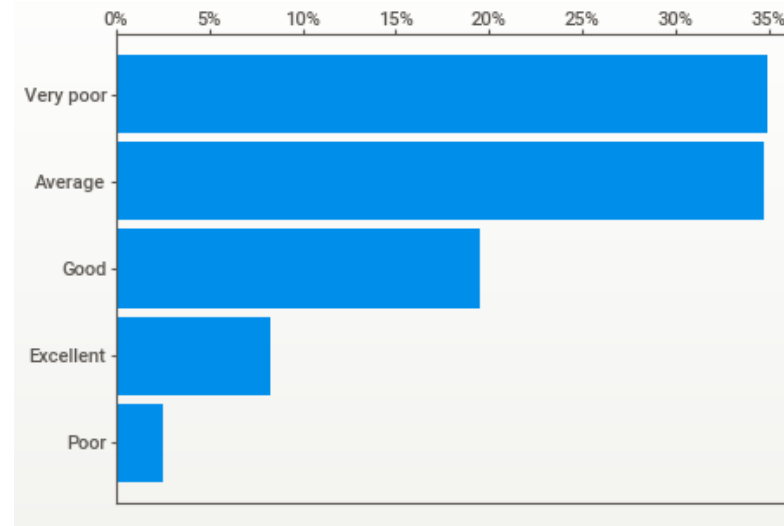
## Gadget's Used



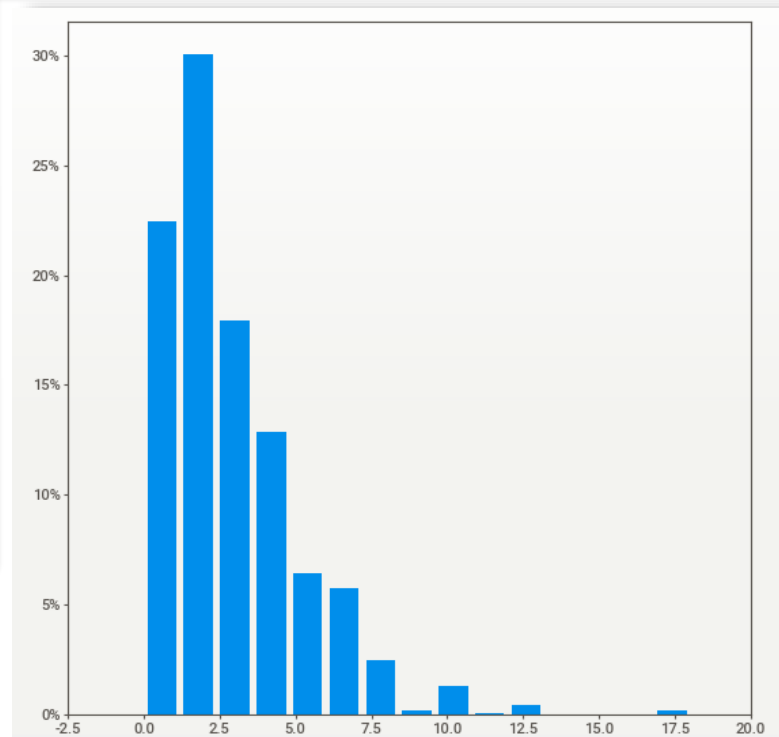
## Time Spent on Online Class



- People Who spent less than 4hrs are nearly equal to 72%
- While people who spent 2,3,4 hrs are more Dominating



## Online Class Review

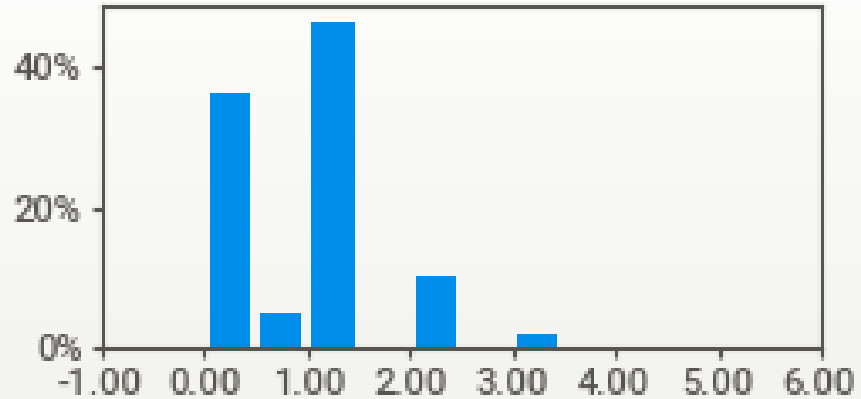


## Time spent on Self Studies

- People Who study less than 3hrs are nearly equal to 70%
- While people who study 1,2,3 hrs are more Dominating

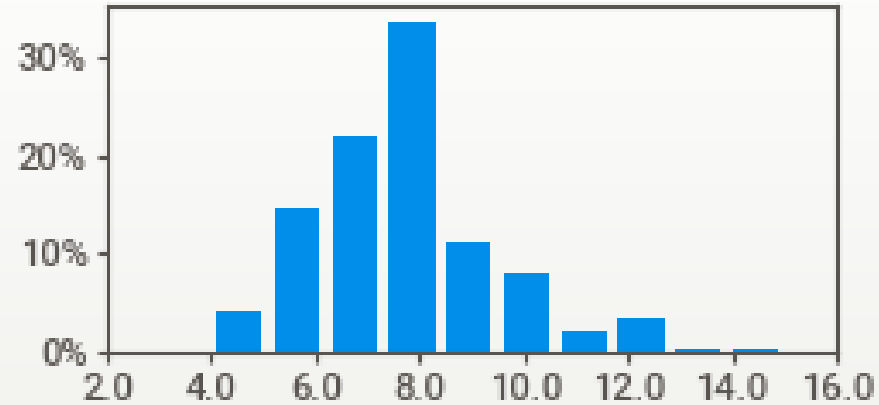
2

## Time Spent on Fitness



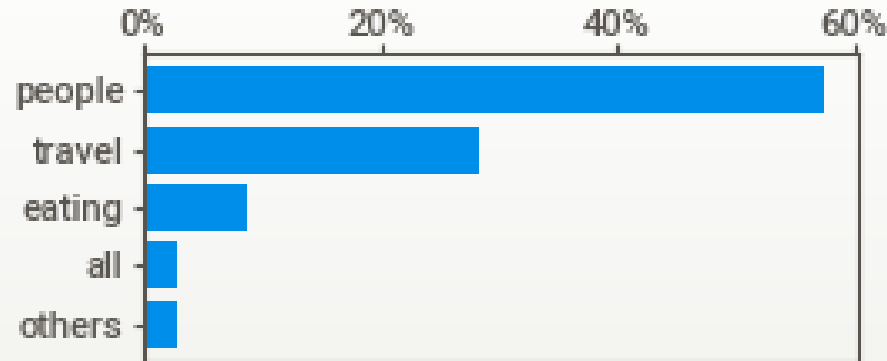
- Nearly 35% of my followers haven't involved in any Physical activity

## Time spent on Sleeping



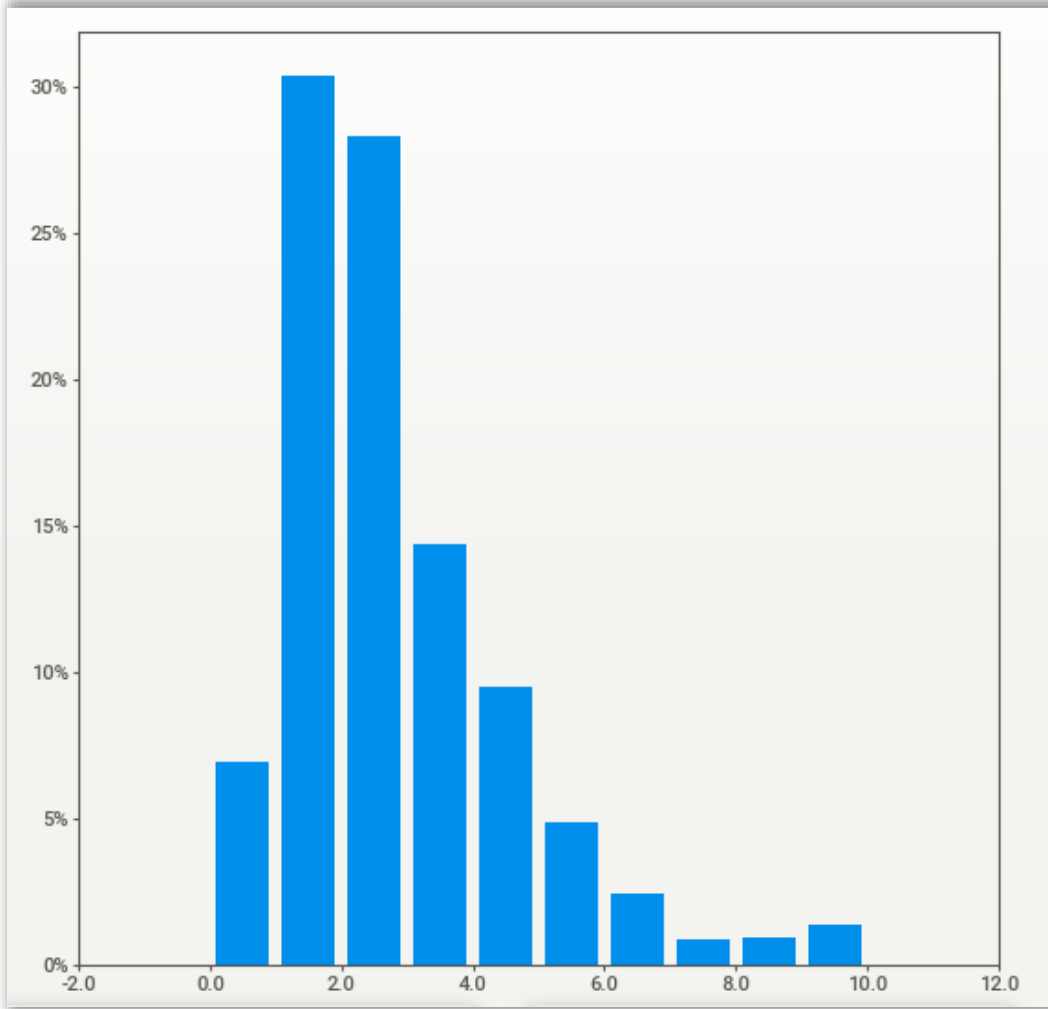
Nearly 19% of my followers have less than or equal to 6hrs of sleep

What  
People  
Miss the  
Most?

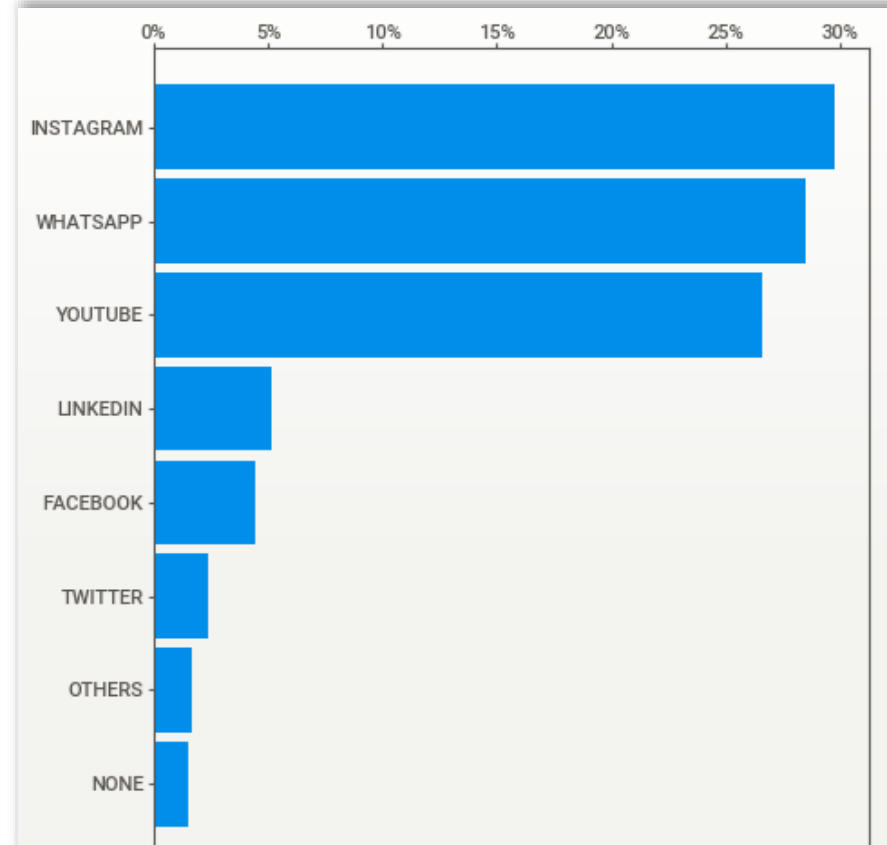


3

## Time Spent on Social Media



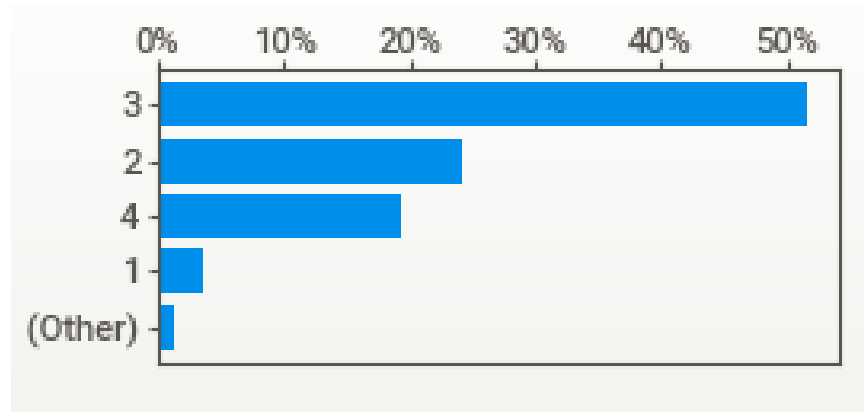
## Preferred Platform



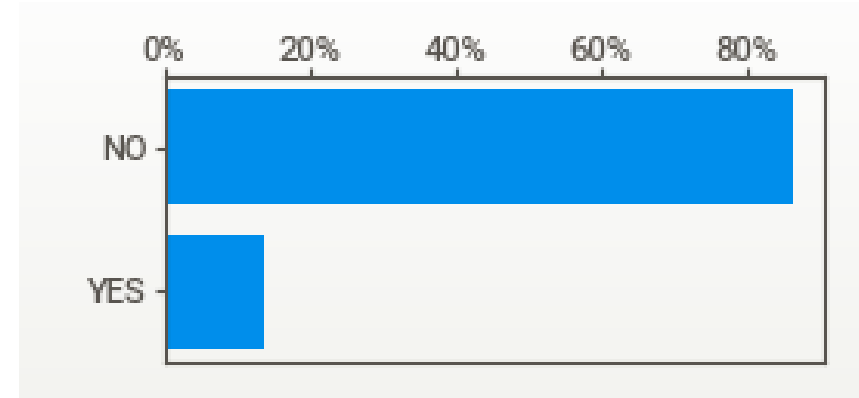
- Nearly **62.7%** of my followers spent more than **2hrs** of time in social media
- The popular ones among them are **Instagram, WhatsApp, YouTube**

4

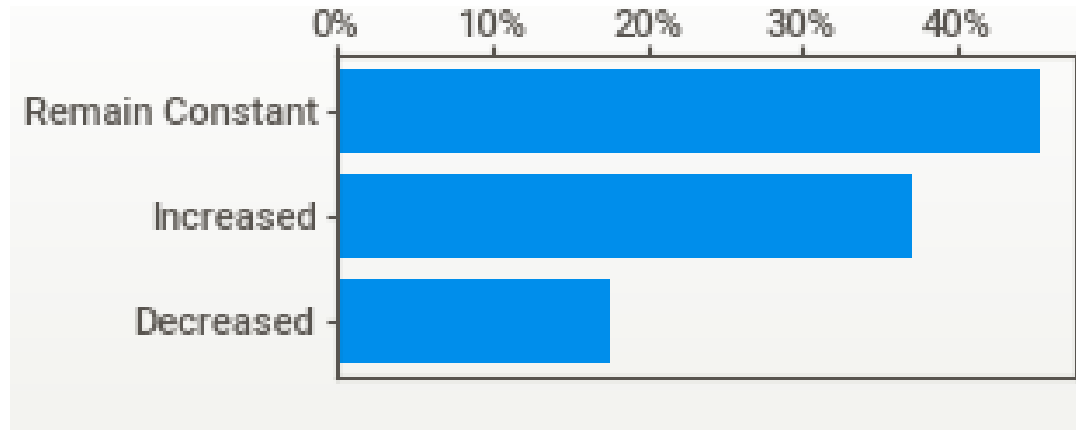
## No of Meals/day



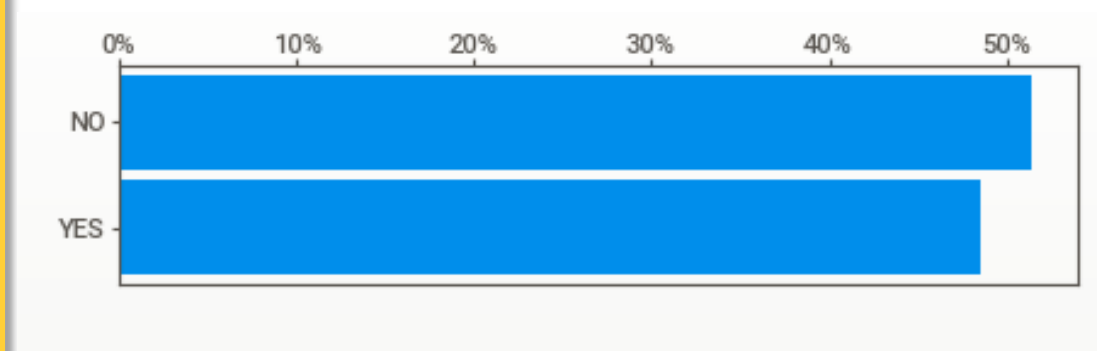
## Health Issue



## Change in Weight



## Time Utilized Properly



5

Full Report of this feature analysis and python file are available in my Repository





# STATISTICS

- As this data's are collected from small sample, Our main aim is to calculate the **Statistics** from my sample and by using this statistics, We will calculate the parameters for my whole followers (Population).
- Thanks to **Central Limit Theorem, Z-Statistics, Standard Error & Python** which makes the above mentioned step easier.
- For Population parameters we will calculate the **CONFIDENCE INTERVALS** only, as calculating the exact values are out of my power 😞
- I am not going to use T-Statistics as my sample size is grater than 30, So even though I didn't know the Population Std-dev using Z-statistics will give better approximation.

### Common steps followed to calculate the Population parameters (Confidence Intervals)

- 1) Calculate the Required Statistics (Mean  $\mu$  / Proportion P & Std.Dev  $\sigma$ )
- 2) We will calculate the standard error S.E
- 3) Then Multiply standard error with 2.57 (Z-Score of 99% Confidence Interval)
- 4) Finally, ( [sample Mean /Proportion]  $\pm$  confidence intervals )

$$S.E = \sigma / \sqrt{n} \text{ (or) } S.E = \sqrt{p(1-p)/n}$$

This will give the estimate of Population Parameter

$$\mu \text{ (or) } p \pm (S.E * 2.57)$$

1

## Age

MAX	59.0	RANGE	52.0
95%	32.0	IQR	4.00
Q3	21.0	STD	5.52
AVG	20.2	VAR	30.4
MEDIAN	20.0		
Q1	17.0	KURT.	6.98
5%	13.0	SKEW	1.94
MIN	7.0	SUM	23,836

99% Confidence that Mean age of Population is with in 19.8-20.6 Yrs

## % of Online Class Rating

We will consider Very poor and Poor as “Not liked” & the rest as “Liked”

p (liked) = 62%  
q (Not liked)= 38%

99% Confidence that 34.4%-41.6% of my followers haven't liked the Online Class

## Preferred Social Media

We will consider Instagram, YouTube, Facebook as “Preferred” & the rest as “Not Preferred”

p (liked) = 61%  
q (Not liked)= 39%

99% Confidence that 57.35%-64.65% of my followers prefer social media where I have big followers list

Most of my population parameters are mostly same with sample statistics with only 3-5% change.

2

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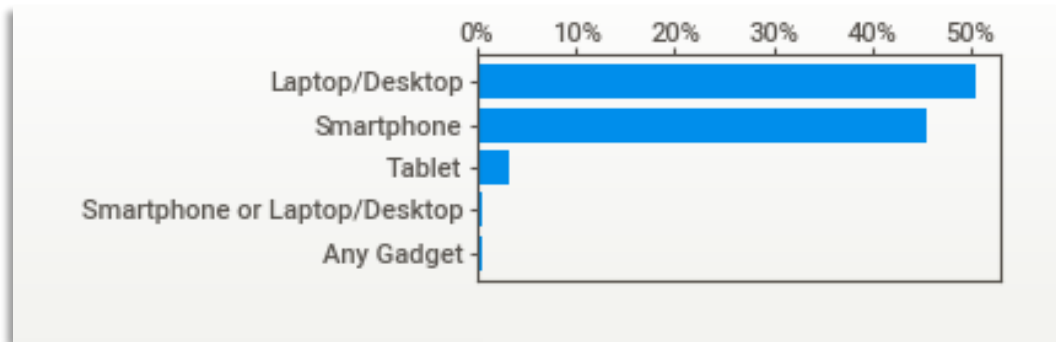


**PRODUCT  
SUGGESTION**

# But Before We Begin.....

1. Why should Products need to be advertised in my Channels ?
2. If so, Will they get enough reach to the potential Customers?

## First I will answer for the 1<sup>st</sup> Question..

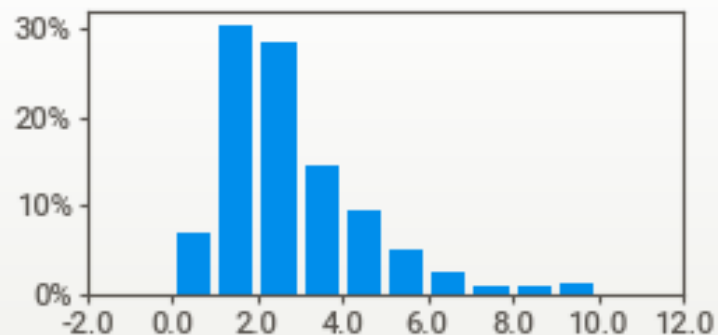


Nearly 95% of my audience own a Laptop/Desktop or Smart Phone.

(Please check the above chart represents gadgets used for online class)

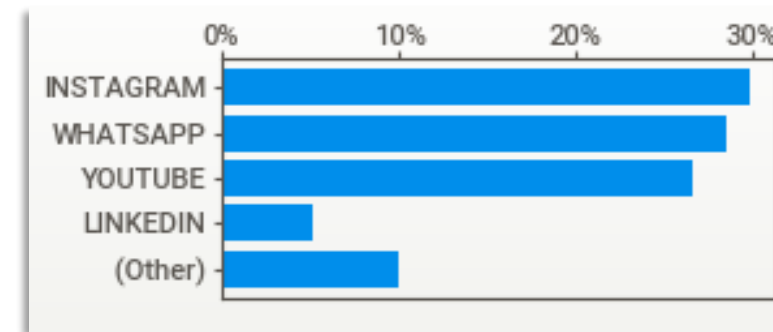
You may ask that How owning this gadgets necessarily related to my Channels...

Wait Patiently, Here Comes the Main Pictures



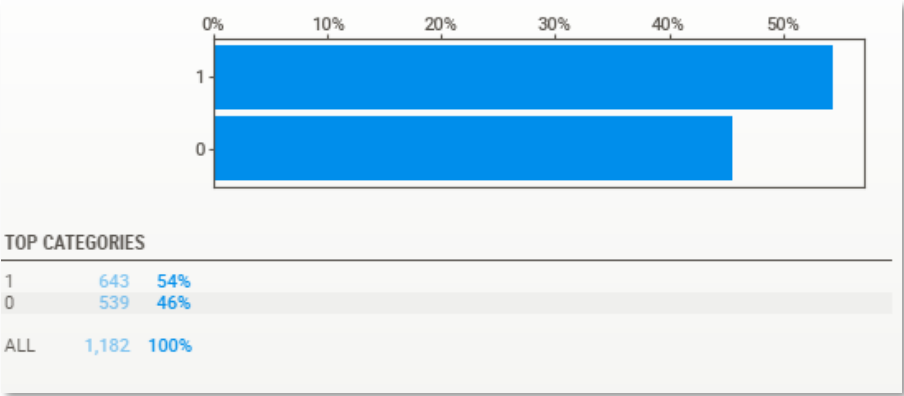
Nearly 62.7% of my followers spent more than 2hrs of time in social media.

Nearly 61% of my followers Prefer Social media platforms Where I have big fan followers.



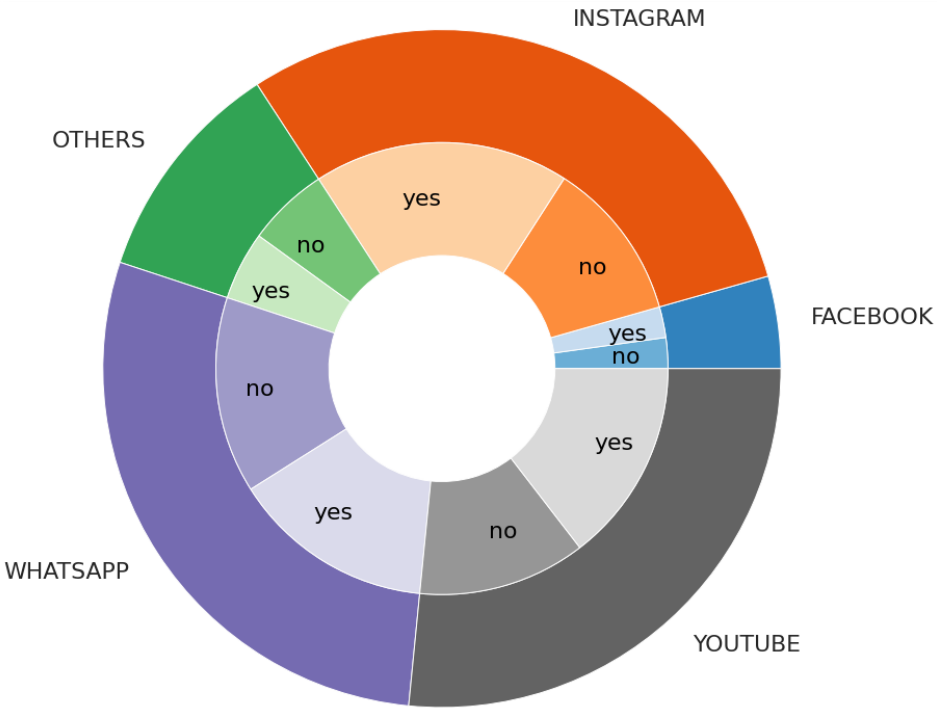
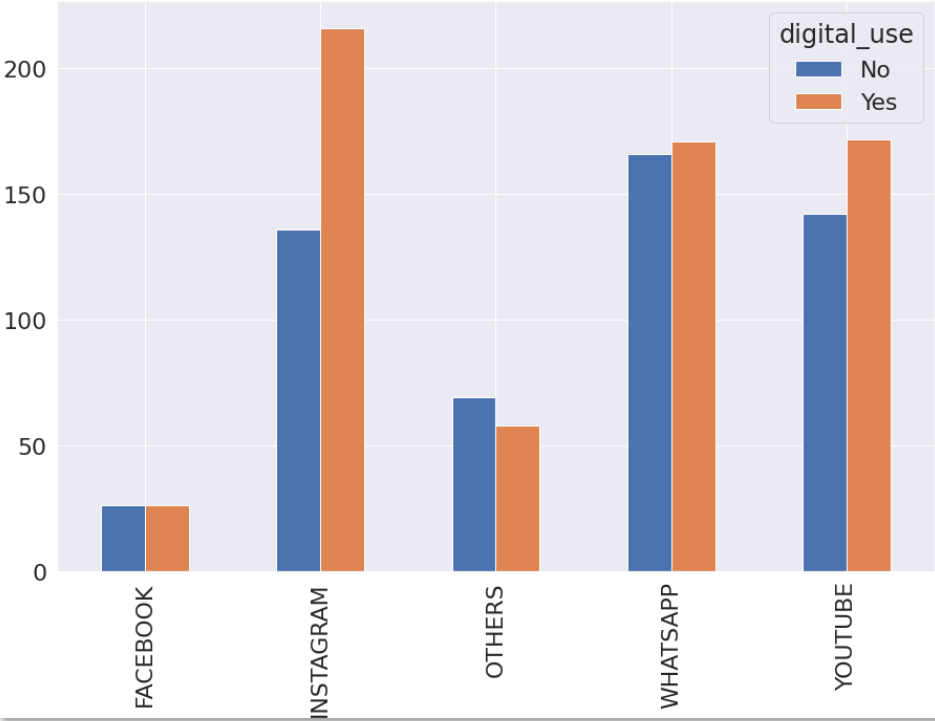
I have Calculated another **INDIRECT-PARAMETER** from survey, Which is that data collected under “Stress Busters” Can be classified with the involvement of Digital gadgets.

So we will See the result of my **INDIRECT-PARAMETER**



Nearly 54% of my followers spent time with there Digital gadgets when they are bored/stressed.

I have further grouped this Digital\_gadget\_users@bored into there Preferred Social media platforms...And the results are here

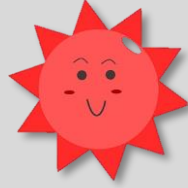


And found out that the people who are Digital\_gadget\_users@bored and prefered social media platform where I have Big Followers are **32.7%**

When we talk in term of percentage it seems to be relatively small,  
But 30%, 40%, 50% @ 1 Million or .5 Million is relatively a BIG BIG  
BIGGG number

Now I am sure that I answered 1<sup>st</sup> question well.

It seems to be I am quite a popular fellow



Before Jumping into the last question I  
want to tell you about some other indirect  
Parameters and its Correlations.



# Indirect Parameters

X1 = (Time spent on Online Class < 6 hrs) AND (Online class Review is "Poor", "Very poor", Average)

X2 = (Time spent on self studies < 3 hrs) AND (Time Utilized = "No")

X3 = (Time Spent on Fitness < 1hr) AND (Weight Change = "Increased")

X4 = (Health Problem = 'Yes') or (Weight Change = "Decreased")


X5 = Stressbusters involves Digital Gadgets

X6 = (No of Meals >= 3) OR (Stressbusters involves Digital Gadgets) or (What they miss is 'Eating')

X7 = What they miss the most involves 'People'

X8 = What they miss most is 'Travel'

**Now We will Discuss about these Parameters with a product Suggestions**

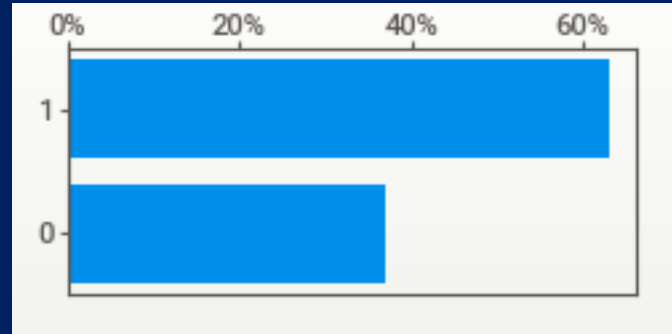


**Now We will Discus about  
these Parameters with a  
product Suggestion  
That will Automatically our  
answer the 2<sup>nd</sup> Question**

## Parameter -1

# Extra-Teaching

The Base Conditions for this parameter are Students who attend Online Class less than 6hrs/day and they are Not satisfied with the content delivered by there teachers.



TOP CATEGORIES		
1	745	63%
0	437	37%
ALL	1,182	100%

1 = Conditions Met  
0= Not Met

**67%** of my followers are not satisfied with there teaching

**When we think of lack of Teaching, there is no other platforms except these comes to our mind.....**

**Udemy, Coursera, Edx,**

I can act as an **Learning Partner** to this Platforms and Promote these Platforms to my followers.

**\*\*As Education is Important to All, I can promote Education Platforms at low cost**

udemy

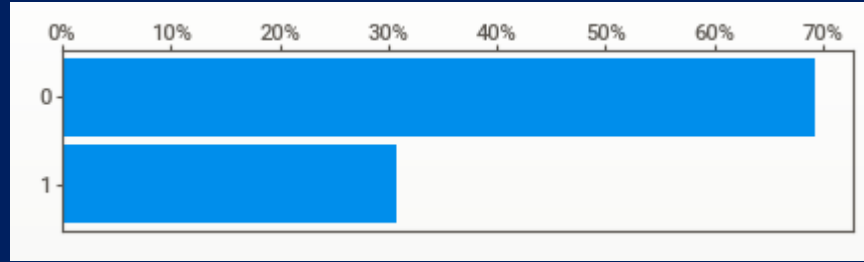
coursera  
education for everyone

edX

## Parameter -2

# Extra-Mentoring

The Base Conditions for this parameter are Students who has less than 3hrs of self study and Time utilized as “No”



TOP CATEGORIES		
0	819	69%
1	363	31%
ALL	1,182	100%

1 = Conditions Met  
0 = Not Met

**31%** of my followers are not concentrated in there studies.

During exam time, these students needed extra preparation as they haven't studied properly mostly. In last moment hurry they needed that extra coaching. When it comes to coaching these brands are the dominant players **Byjus**, **Unacademy**, **Vedantu**,...

I can act as an **Learning Partner** to this Brands and Promote these brands to my followers.

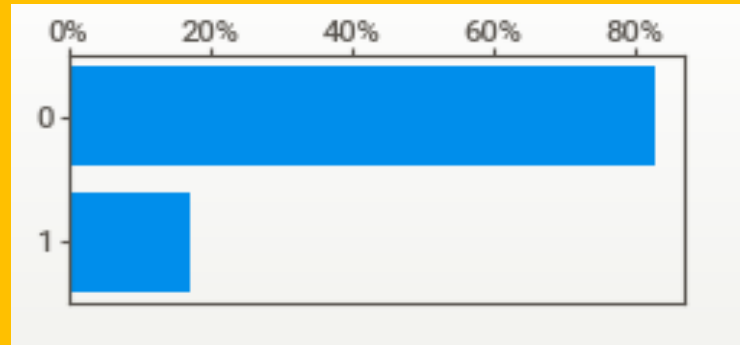
\*\*Platforms Mentioned in the above slide can also be considered for these parameter



## Parameter -3

# Fitness Partner

The Base Conditions for this parameter are follower who has less than 1hrs of Physical activity and there Weights are 'Increased'



TOP CATEGORIES		
0	979	83%
1	203	17%
ALL	1,182	100%

1 = Conditions Met  
0= Not Met

17% of my followers have met the above conditions

When it comes to Fitness there is one and only dominant player here and its **CULTFIT**.

These conditions also includes promotion of GYMs, Dancing clubs and other physical activity clubs & Platforms available.

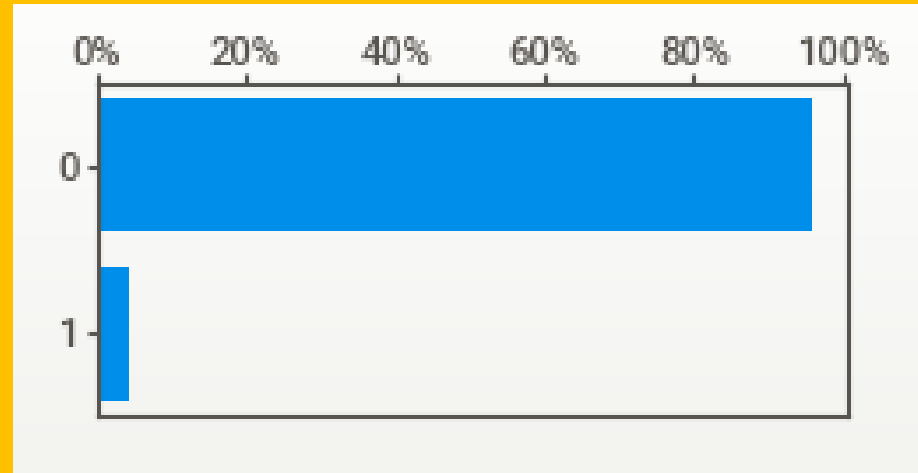


I can act as an **Fitness Partner** to these Brands and Promote there brands to my followers.

## Parameter -4

# Online\_Consulting

The Base Conditions for this parameter is, Followers who has Health Problem or Has Decreased Weight



### TOP CATEGORIES

0	1,132	96%
1	50	4%
ALL	1,182	100%

1 = Conditions Met  
0= Not Met

4% of my followers have met the above conditions

We can Promote them Some Online Doctor Consulting App like **Practo..** or Online Pharmacy Delivery App like **1mg**, **MED life**, **Netmeds**, **Pharmeasy** With Some coupon Codes.

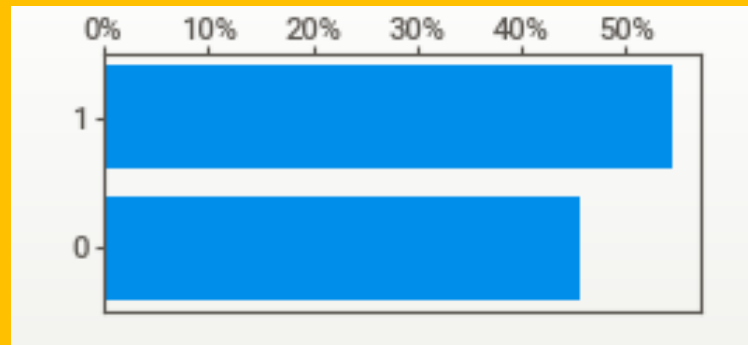
**Top 10 Online Medicine App in India**

The advertisement features a grid of logos for various online medicine and pharmacy apps: 1mg, Practo (p), MED LIFE, netmeds, and Pharmeasy (S+). To the right, a delivery person in a red shirt and blue cap holds a cardboard box. Next to them is a smartphone displaying the Pharmeasy app interface, which includes a search bar, a '25% OFF' coupon, and a '5% EXTRA' discount on orders above ₹100. The website [www.smarther.co](http://www.smarther.co) is listed at the bottom right.

## Parameter -5

# Media Partner

The Base Conditions for this parameter is, Followers who use Digital gadgets when they are Bored or Stressed (StressBuster)



TOP CATEGORIES		
1	643	54%
0	539	46%
ALL	1,182	100%

1 = Conditions Met  
0 = Not Met

54% of my followers have met the above conditions

We can Promote the OTT Platforms to these Categories people with Different Movies or Series.  
No words Only 2 Brands- **Netflix, Amazon Prime Video**

I can act as an **Media Partner** to these Brands and Promote there Movies, series to my followers.

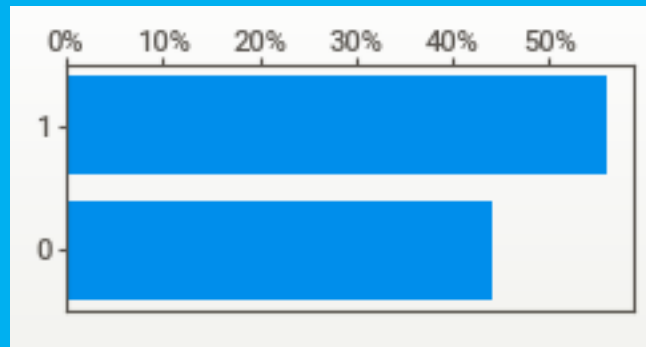


On how I classified this Digital gadget user or not from stressbuster category , Check out my python file

## Parameter -6

# Food\_order

The Base Conditions for this parameter are follower who have meals greater than 2 times or use Digital gadgets when they are Bored or Stressed (StressBuster) or followers who response comes under 'Eating' category when they asked about- What they miss the most?



TOP CATEGORIES		
1	661	56%
0	521	44%
ALL	1,182	100%

1 = Conditions Met  
0 = Not Met



**56%** of my followers have met the above conditions

In Modern Era Stress Eating becomes the new normal, Due to the advent of food Delivery platforms like **ZOMATO, SWIGGY**,etc.. this habit spread among people like a rapid fire.

I can act as an **Consumer Partner** to this Brands and Promote these brands to my followers by tasting different foods and reviewing them.

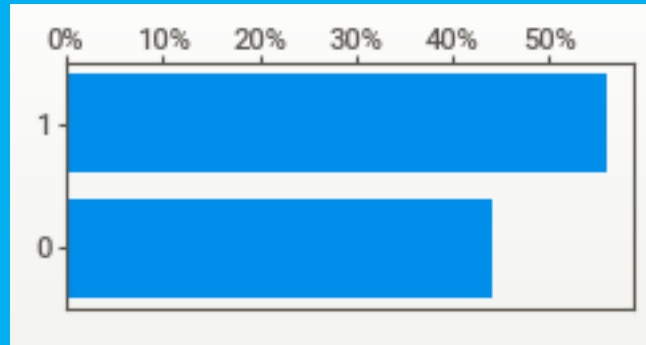
**The power of having your liked food at any time will be most welcomed by many people**



## Parameter -7

# Socialize\_app

The Base Conditions for this parameter are follower who response comes under 'people' category when they asked about- What they miss the most?



TOP CATEGORIES		
1	678	57%
0	504	43%
ALL	1,182	100%

1 = Conditions Met  
0 = Not Met

**57%** of my followers have met the above conditions

In Modern Era Socializing becomes very easy, with just few clicks you can connect to any person at any time. Apps like **Tinder, Snapchat, Discord, Gaming Channels/ Live Stream, Games,** can remove the feeling-solitude

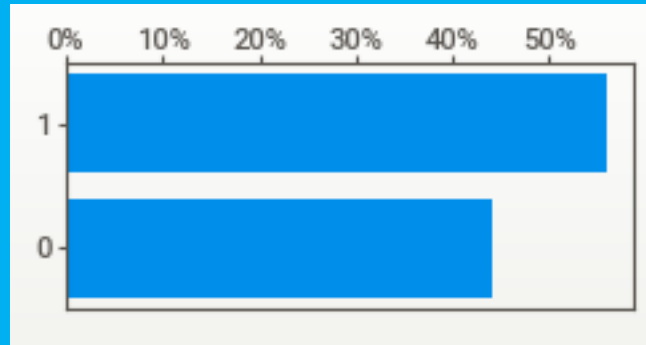
I can act as an **Brand Ambassador** to this Brands/Channels/Apps and Promote them to my followers. I can even signup in these platforms and conduct a give away session on stuffs related to it



## Parameter -8

# Travel\_prom

The Base Conditions for this parameter are follower who response comes under 'travel' category when they asked about- What they miss the most?



TOP CATEGORIES		
0	848	72%
1	334	28%
ALL	1,182	100%

1 = Conditions Met  
0 = Not Met



**28%** of my followers have met the above conditions

When it comes to traveling,  
**UBER, OLA,** Comes before  
our houses even before we  
start to think about it

I can act as an **Traveling partner**. I can even promote some trip organizing groups in my platforms



# CONCLUSION

As I came to the Closing part of this product suggestion session, I hope that I answered those 2 questions that I raised early, with my analysis and particular product suggestions.

You May Still think that I mentioned 30%, 40%, 50% are potential customer, But in actual will they buy...?

For this questions there are 2 answers

- 1) If at least 1% of my followers purchase/sign up, it's a win-win situation for both me(influencer) & Product owner.
- 2) If you are Still not convinced with my answers....
- 3) Go to Google and search → “ Influencer vs Marketing/Sales Agent”  
To the best of my Knowledge Marketing agent/Sales agent has targets to comply with but , but, but Influencer don't have any....

# THANK YOU!!!!!!