

Top Instagram Influencers Data Dashboard

Domain: Business Analytics

Tools Used: Tableau Desktop, Python Pandas, SQL, Microsoft Excel.

Project Level: Intermediate

Introduction:

This project focuses on analyzing the Top Instagram Influencers dataset to uncover performance metrics, engagement insights, and global trends in influencer marketing. Using tools like Tableau, Python Pandas, SQL, and Excel, the project aims to transform raw social media data into actionable dashboards and KPIs tailored for brands, agencies, and marketers evaluating influencer impact.

Instagram, a dominant photo and video-sharing platform, has evolved into a powerful influencer marketing hub. This dataset, ranked by the number of followers, includes crucial metrics like average likes, engagement rate, and influence score. By exploring these variables, the project evaluates influencer effectiveness, country-level trends, and growth patterns in user engagement.

Objectives –

- (1) Measure influencer performance using KPIs such as engagement rate, average likes per post, and like-to-follower ratio.
- (2) Visualize influencer trends over time and across regions.
- (3) Segment influencers based on growth patterns in likes and audience engagement.
- (4) Provide marketing insights to identify top-performing influencers per country.

Key Outcomes –

- (1) Interactive dashboards displaying influencer performance and global trends.
- (2) Identification of top 10 influencers globally and regionally.
- (3) Comparative analysis of influencer engagement by country.
- (4) Time-based trend analysis of new post engagement.

Top Instagram Influencers Data Dashboard This project offers a holistic view of influencer marketing metrics and showcases the power of data-driven insights in social media strategy. The final dashboards are optimized for business stakeholders to drive informed decision-making in influencer partnerships.

Data Cleaning & Preparation Summary

To ensure data quality and reliability for visualization and analysis, the dataset underwent comprehensive cleaning and preprocessing steps. These were executed primarily in **Google Colab using Python (Pandas)** and included:

1. Null Value Handling:

- Identified and removed rows with missing or null entries in critical fields such as: followers, avg_likes, influence_score, and new_post_avg_like.
- Ensured that the cleaned dataset contained only complete records for analysis.

2. Data Type Corrections:

- Converted data types for numerical analysis:
 - Columns like followers, posts, and total_likes were cast to integers.
 - Engagement-related metrics were cast to floats for accurate calculation.

3. Derived Columns and Calculated Fields:

- Added key derived metrics to support advanced analysis:
 - **Engagement Rate** = $(\text{avg_likes} / \text{followers}) \times 100$
 - **Growth Rate in New Post Likes** = $(\text{new_post_avg_like} - \text{avg_likes}) / \text{avg_likes} \times 100$
 - **Like-to-Follower Ratio** = $\text{total_likes} / \text{followers}$

4. Categorical Value Cleaning:

- Cleaned inconsistent entries in the country column (e.g., whitespace, duplicates).
- Removed or grouped rare/unknown country entries for clearer visualization.

5. Ranking and Sorting

- Verified that influencers were correctly sorted by their rank based on followers.
- Ensured all calculations and filters preserved the order and consistency of ranking logic.

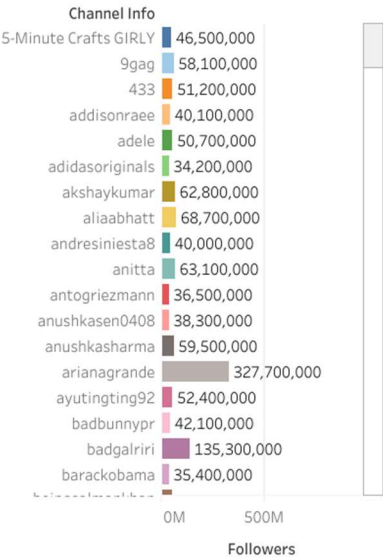
Final Outcome:

The cleaned dataset was exported and used as the basis for dashboard development in Tableau, enabling accurate KPIs, EDA, and trend visualizations without data quality issues.

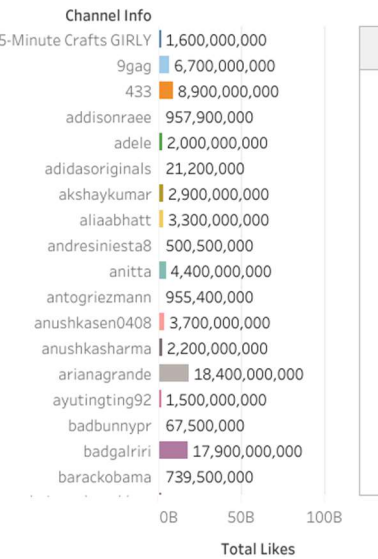
Top Instagram Influencers Dashboard

Total Posts	Total Likes	Followers	Engagement rate	Growth Rate
699,970	731,622,499,999	15,481,899,998	93,856	-12,780

Total Followers



Total likes



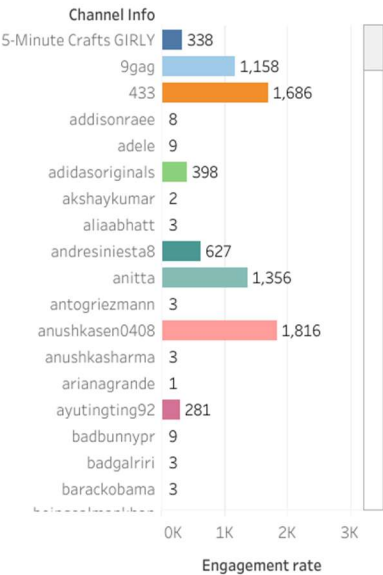
Influencers by Country



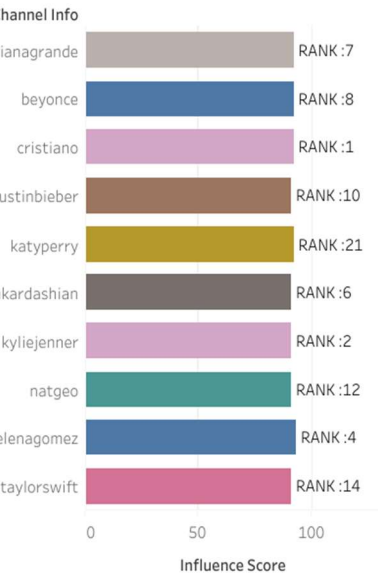
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Avg. Engage rate



Among top 10 in world



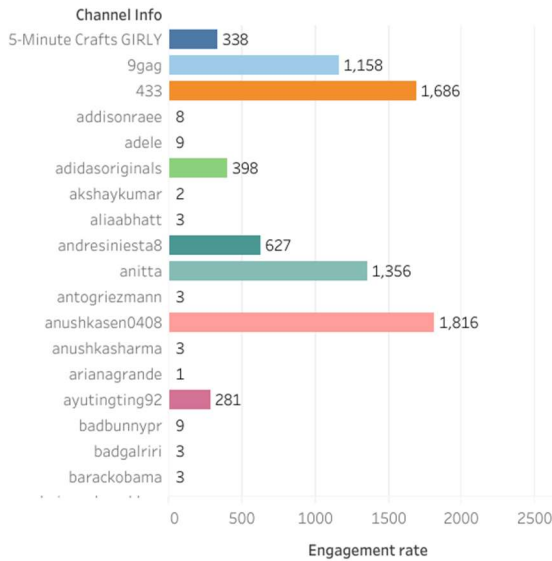
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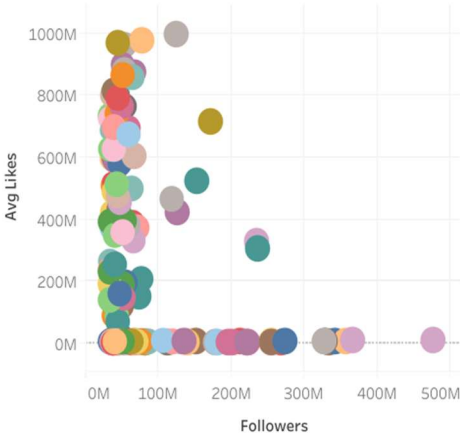
Country name



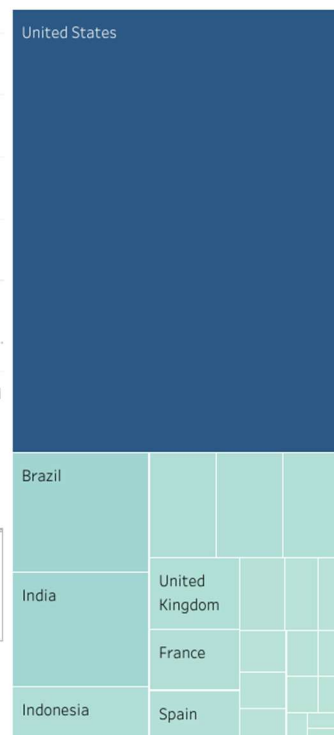
Rank & country



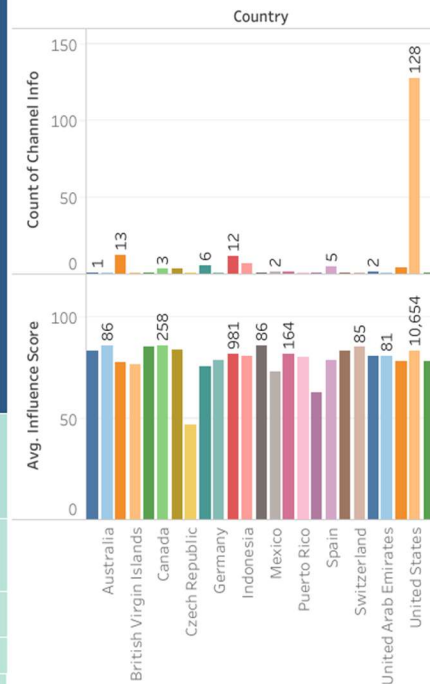
Followers vs avg likes



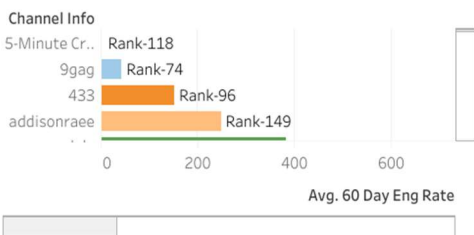
Like to follower



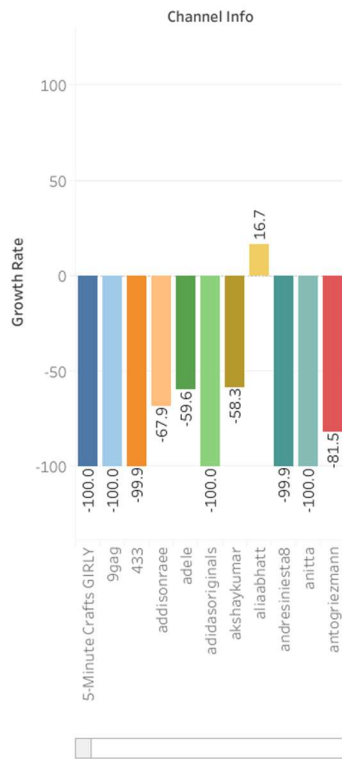
Total influencers and influence_score



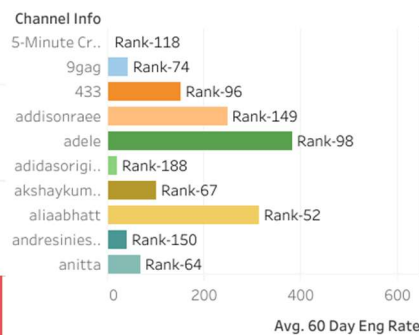
Avg. Engagement Rate 60D



Growth Rate



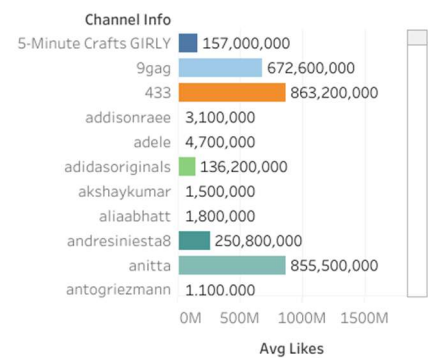
Avg. Engagement Rate 60D



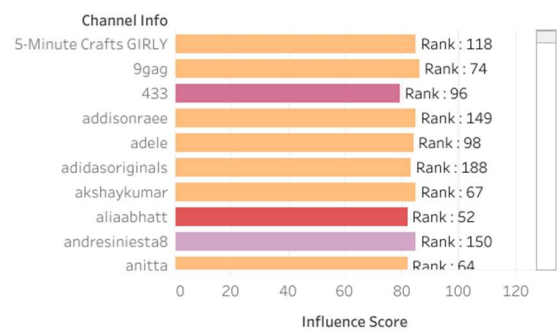
Country name



Avg likes



Influencer score



KPI Results:

These dashboards showcase these high-level KPIs at the top:

- **Total Posts** (699,970)
- **Total Likes** (731.6 billion)
- **Total Followers** (15.48 billion)
- **Average Engagement Rate** (93,856)
- **Growth Rate** (-12,780)

Visual context:

- Posts/likes/followers provide scale—collectively the influencers have enormous reach.
- The engagement figure (sum of likes, comments, shares per period) offers insight into activity volume.
- The (negative) growth rate suggests a net drop in follower count across this influencer set, indicating potential churn or saturation.
- Visual bar and scatter charts break these down per influencer and country, reinforcing these KPIs with distribution and variance.

Enhanced Dashboard Insights

1. Influencer Engagement (Total Engagement Counts):

- **Top 3 high-impact stars:**
 - **Cristiano Ronaldo** – ~475.8 million
 - **Kylie Jenner** – ~366.2 million
 - **Lionel Messi** – ~357.3 million
- **Bottom 3:**
 - **raisa6690** – ~32.8 million
 - **Nick Jonas** – ~33.0 million
 - **iambechyg** – ~33.2 million

Interpretation: The superstar trio dominated total engagement, far outpacing others. Meanwhile, the lowest-tier accounts still garner impressively high engagement relative to global averages—reflecting Instagram's overall high activity levels among top-tier accounts.

2. 60-Day Engagement Rate Trends:

- **Top 3 in recent momentum:**
 - **jim** – 2,641
 - **thv** – 2,580
 - **badbunn** – 1,309
- **Lowest momentum:**
 - **Emma Watson** – 1
 - **Marina Ruy Barbosa** – 1
 - **Bad Gal RiRi** (Rihanna) – 2

Insight: These per-follower rates reveal which accounts are currently surging. The outstanding performance of “jim” and “thv” suggests they’re either posting particularly resonant content or benefiting from algorithmic boosts. In contrast, social media staples like Emma Watson and Rihanna may be focusing less on Instagram or posting less frequently.

3. Total Likes:

Top 3 influencers by total likes

Based on your data:

- **Kylie Jenner** – 57.40 billion likes
- **Cristiano Ronaldo** – 29.00 billion likes
- **Zendaya** – 20.60 billion likes

Bottom 3 influencers by total likes

- **Daddy Yankee** – 183 million likes
- **Natti Natasha** – 187 million likes
- **adidasoriginals** – 212 million likes

These figures depict the enormous disparity between celebrity-driven engagement and more niche or brand-centered accounts, underlining how personalities drive mass interaction on Instagram.

4. Influence Scores by Country:

Top 3 countries by total influence score:

1. **United States – 10,654**
 - Holds the highest influence score, reflecting dominance in both follower scale and engagement. U.S.-based creators collectively yield the broadest and most active influencer network.
 2. **Brazil – 1,011**
 - Ranks second with a significantly lower score, yet impactful. Brazil's explosive growth in influencer numbers positions it as a powerful market.
 3. **India – 981**
 - Third in ranking, with remarkable growth and rapidly expanding digital influence.
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5. Influencer Scores:

According to the influencer dataset, the highest scores are:

- **Selena Gomez** – 93
- **Katy Perry** – 92
- **Cristiano Ronaldo** – 92

These top-tier scores reflect both massive follower bases and consistently strong engagement. Selena’s mix of music, acting, and brand partnerships keep her highly influential, while Katy and Cristiano similarly excel in cross-medium influence and social traction.

Lowest Scores are:

- **Mohamed Salah – 22**
- **Zidane – 41**
- **Karim Benzema – 42**

These scores suggest that while these football icons boast significant follower counts, their overall engagement or content resonance on Instagram is comparatively lower—possibly influenced by more passive posting styles or less personal content.

6. Growth Rate:

Among Top Influencers, out of the top 200 global influencers, only 14 showed positive follower growth.

Influencer	Growth Rate (%)
Zac Efron	91.3
Karol G	83.9
Georgina G. López	50.0
Bad Bunny (PR)	45.9
The Weeknd	45.5
Tom Holland	35.2
soyaaa	31.1
roses_are_rosie	30.4
Millie Bobby Brown	25.0
Lalisa (Lisa)	24.1
Alia Bhatt	16.7
Jennie (Ruby Jane)	11.8
Stephen Curry	9.1

Conclusion

Overall Summary:

1. Follower Growth Is Rare Among the Big League:

- Out of the top 200 influencers, only 15 show positive growth—a telling signal of stagnation at the highest level.
 - Exceptional growth leaders include Zac Efron (91%), Karol G (84%), Bad Bunny (46%), and Ariana Grande (5.4%). Pinpointing and engaging with these rising stars offer a strategic edge.
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2. Engagement vs. Reach: Two Distinct Value Drivers

- Reach masters like Kylie Jenner (57B likes), Cristiano Ronaldo (29B), and Zendaya (20B) offer unbeatable scale and mass visibility.
 - Engagement leaders, featuring creators like jim (2,641 60-day ER), thv, Bad Bunny, and Ariana, deliver deeply active audiences—critical for conversions and meaningful interaction.
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3. Influence by Country: U.S. Dominance with Emerging Markets

- Aggregate influence scores: United States (10,654), Brazil (1,011), India (981).
 - While the U.S. provides scale, Brazil and India present high-engagement, low-saturation opportunities—forming ideal geographic expansion tiers.
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4. Platform-wide Slowing Growth

- Instagram engagement and growth have decelerated, especially for megastars—only a few shows upward trends. Reels, while still useful, face saturation effects.
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Strategic Takeaways:

1. Combine Mega Reach + High Engagement

- Use superstar accounts for visibility and supplement with creators showing active momentum to drive ROI relevance.

2. Bridge Inertia with Momentum

- With most established names plateauing, investing in rising stars creates differentiated values and stronger engagement signal.

3. Geo-Diversify with Emerging Influence

- U.S. for scale, Brazil and India for active audiences—aligns campaign strategies with regional growth dynamics.

4. Content Format Matters

- Prioritize Reels and carousels for their proven outperformance in engagement, especially among mega and micro influencers.

5. Brand Building & Timing

- Sync campaigns with content peaks: movie drops, product launches, tour announcements—when influencer momentum and audience attention align best.

Conclusion:

This project explored key performance metrics of top Instagram influencers using tools like Tableau, Python, SQL, and Excel. Through thorough data cleaning, transformation, and visualization, we derived actionable insights regarding follower engagement, content performance, and influencer effectiveness. These insights can help brands and marketers in selecting suitable influencers for collaborations based on data-driven metrics.

Thank you for taking the time to review my work.

I hope this project showcases my growing skills in data analysis, visualization, and business insights generation.

Open to feedback and always looking to learn and improve!

— Himanshu Rajput

Aspiring Business Analyst | Data Enthusiast