

MAXIMIZING BRAND IMPACT WITH INFLUENCERS

A Data-Driven Approach to Boosting Brand Engagement



Team 5



Meet our Team



Kalyan Khatry

Data Scientist
(Team Lead)



Sai Nischal

Data Engineer/Analyst



Shrisha

Visualization &
Research Analyst

Business Challenge



Problem 1

Difficulty identifying
high-impact
influencers



Problem 2

Inconsistent tracking
of influencer
performance



Problem 3

Lack of real-time
data to make
informed decisions



Our Solutions



A Data Driven System

Identifying and evaluating high-impact influencers for maximizing brand engagement and ROI.



Key Data

Influencing demographics, historical engagement rates, and brand sales data linked to campaigns.



Data Science Pipeline

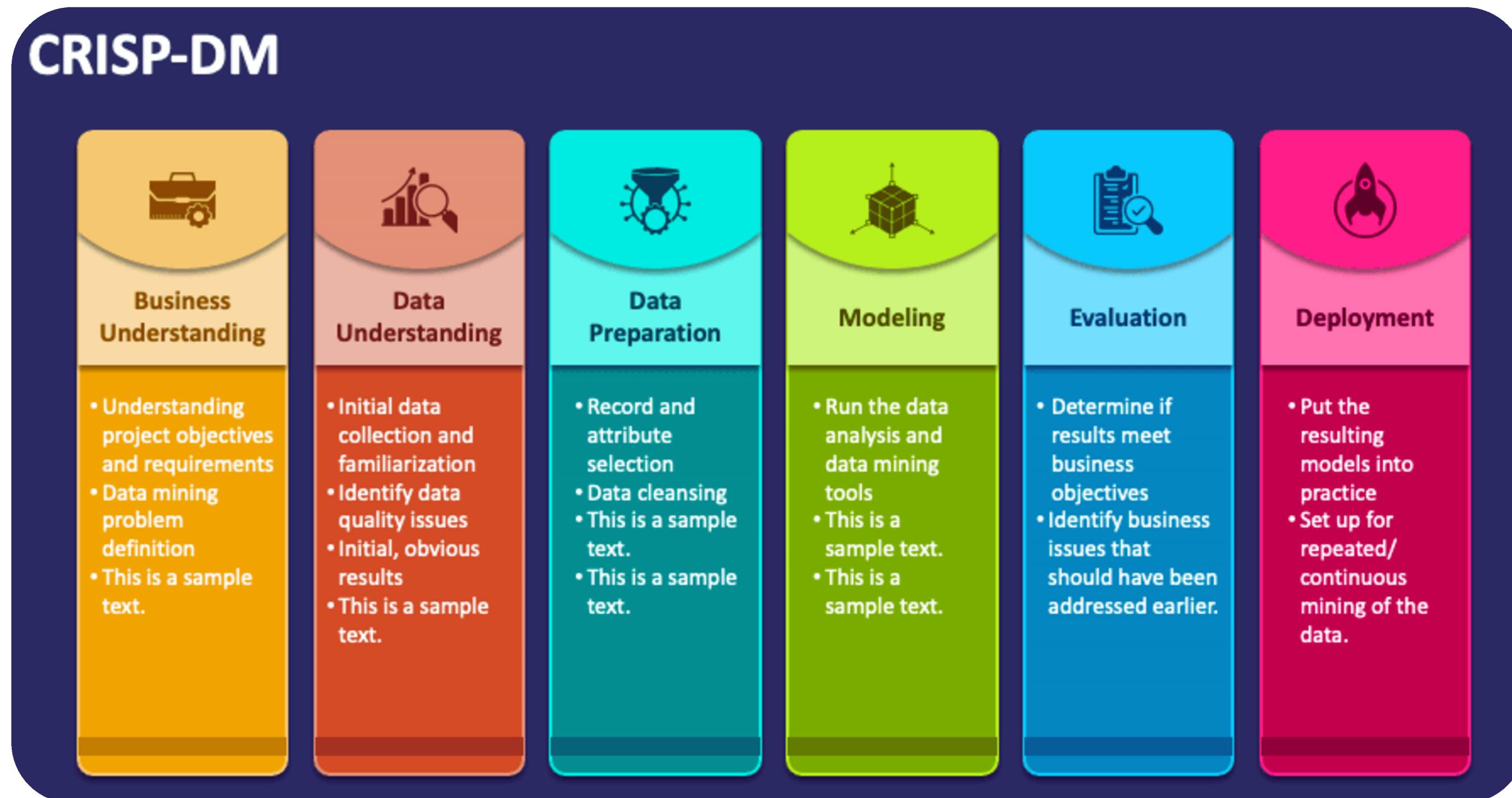
Data collection, cleaning, predictive modelling, and visualization for decision-making.



Data Source

- Social Media Platforms
- Influencer Marketing Platforms
- APIs
- Social Listening Tools
- Publicly Available Datasets

Methodology



Tools Used

REPOSITORIES :
GitHub

CLOUD STORAGE:
Amazon Web Services (AWS)

PROGRAMMING:
Jupyter notebook

ANALYTICS :
Google Analytics
Adobe Analytics

PROGRAMMING LANGUAGE :
Node.js
Python

DATABASE :
SQL database (MySQL)
NoSQL database (MongoDB)



OVERCOMING CHALLENGES FOR STRATEGIC SUCCESS

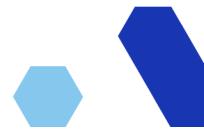
Effectively assessing influencer performance and brand alignment involves navigating a nuanced web of metrics.

The pervasive issue of fake followers and influencer fraud can distort data, making the identification of genuine influencers a complex task.

Fostering lasting and mutually beneficial relationships with influencers is a cornerstone of sustained success in influencer marketing.

The dynamic nature of social media algorithms poses an ongoing challenge, impacting how content is displayed and reaches audiences.

Addressing the challenges through well-thought-out strategies, the likelihood of successfully implementing influencer marketing projects and achieving desired outcomes is significantly increased, promoting cost-effective and impactful campaigns.



Project Timeline

The timeline shows the weekly progress in order to complete the project



Week 1

Data Research, Data Analysis



Week 2

Data Preparation, Data Visualization



Week 3

Data Modeling



Week 4

Evaluation, Deployment

Thank You



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