

HealthKart Influencer Campaign Performance Report

Internship Assignment (Strategic Dashboard Analysis)

Period Covered: Jan 2023 – Jan 2024

Executive Summary

This report analyzes campaign performance across four major platforms (Instagram, YouTube, TikTok, Twitter) for brands including MuscleBlaze, HKVitals, TrueBasics, Gritzo, HealthViva, and MBFoods. Using metrics like Revenue, ROAS, and influencer payouts, we identify top-performing personas and strategic gaps to optimize future influencer campaigns.

Campaign Performance Metrics

- **Total Revenue:** ₹7,560,822 (Gross revenue from influencer activity)
- **Total Payout:** ₹5,784,904 (Overall influencer costs)
- **Return on Ad Spend (ROAS):** 1.31x (ROI classified as "Fair")

Top Influencer Performers

By Revenue

- Influencer_181 (Instagram, Lifestyle, 977K followers): ₹47,341
- Influencer_144 (TikTok, Tech, 953K followers): ₹46,586
- Influencer_450 (YouTube, Lifestyle, 437K followers): ₹46,541

By ROAS

- Influencer_450 (YouTube, Lifestyle): ₹46,541 revenue, ₹2,470 payout, 18.84x ROAS
- Influencer_408 (YouTube, Travel): ₹24,915 revenue, ₹1,368 payout, 18.20x ROAS
- Influencer_461 (Instagram, Nutrition): ₹23,140 revenue, ₹1,476 payout, 15.67x ROAS

Influencer Persona Insights

- Best performing persona by ROAS: Lifestyle category, YouTube platform, Male gender, Avg ROAS: 4.13x
- Other high-efficiency segments:
 - Travel-focused male influencers on TikTok: 3.51x
 - Female influencers in Nutrition on Instagram: ~3.3x

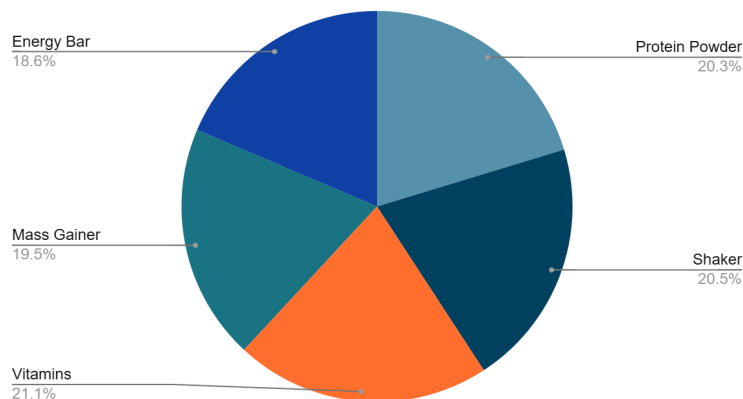
Brand Performance

- **HealthViva:** 0.34x ROAS (Highest, but still below ideal threshold)
- **Gritzo:** 0.32x ROAS (Good reach, low revenue)
- **MBFoods:** 0.31x ROAS (Moderate performance)

No brand achieved ROAS above 1 it indicates high costs relative to direct revenue generated.

Product Revenue Breakdown

Revenue Breakdown



Products in Nutrition and Fitness categories show strongest revenue contributions.

Influencers with Poor ROAS (Below 1x)

These creators should be re-evaluated for future campaigns:

- Influencer_171 (TikTok): 0.03x ROAS, ₹634 revenue, ₹23,782 payout
- Influencer_251 (Instagram): 0.05x ROAS, ₹1,782 revenue, ₹34,273 payout
- Influencer_150 (Twitter): 0.06x ROAS, ₹2,626 revenue, ₹42,604 payout

These accounts contributed little to revenue despite substantial payouts.

Strategic Recommendations

- Focus budget on high-ROAS personas: **male influencers on YouTube** (Lifestyle & Travel).
- Avoid flat post rates for platforms like **Twitter and TikTok where performance lags**.
- **Optimize platform mix**: Instagram and YouTube deliver the best engagement-to-cost ratio.
- Run ROAS predictive modeling for pre-campaign selection of influencers.
- Trim poor performers: regular audits to exclude ROAS <1 profiles.