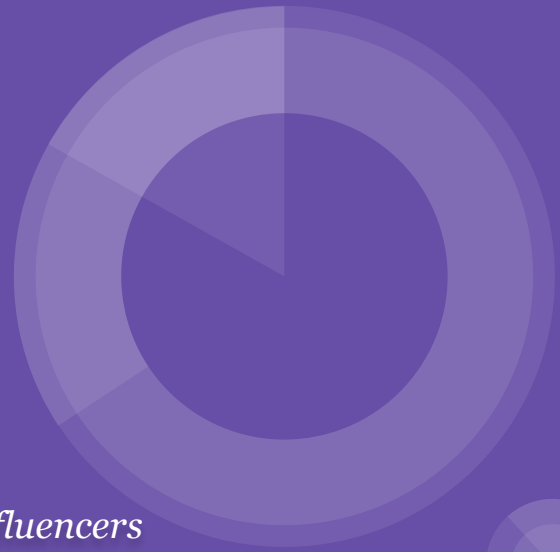


RightFluencer

Helping you find the perfect social media influencers

Arin Ghosh
Karanjit Singh Tiwana
Manoj Karthick Selva Kumar



Did you know?

Businesses are making \$6.50 for every \$1 spent on influencer marketing

Nearly 40% of Twitter users say they've made a purchase as a direct result of a Tweet from an influencer

67.6% of marketers consider finding relevant influencers their largest influencer marketing challenge



Motivation

Who should I hire to promote my product on social media to have the best impact ?

RightFluencer

What are my strongholds and which brands should I engage with?



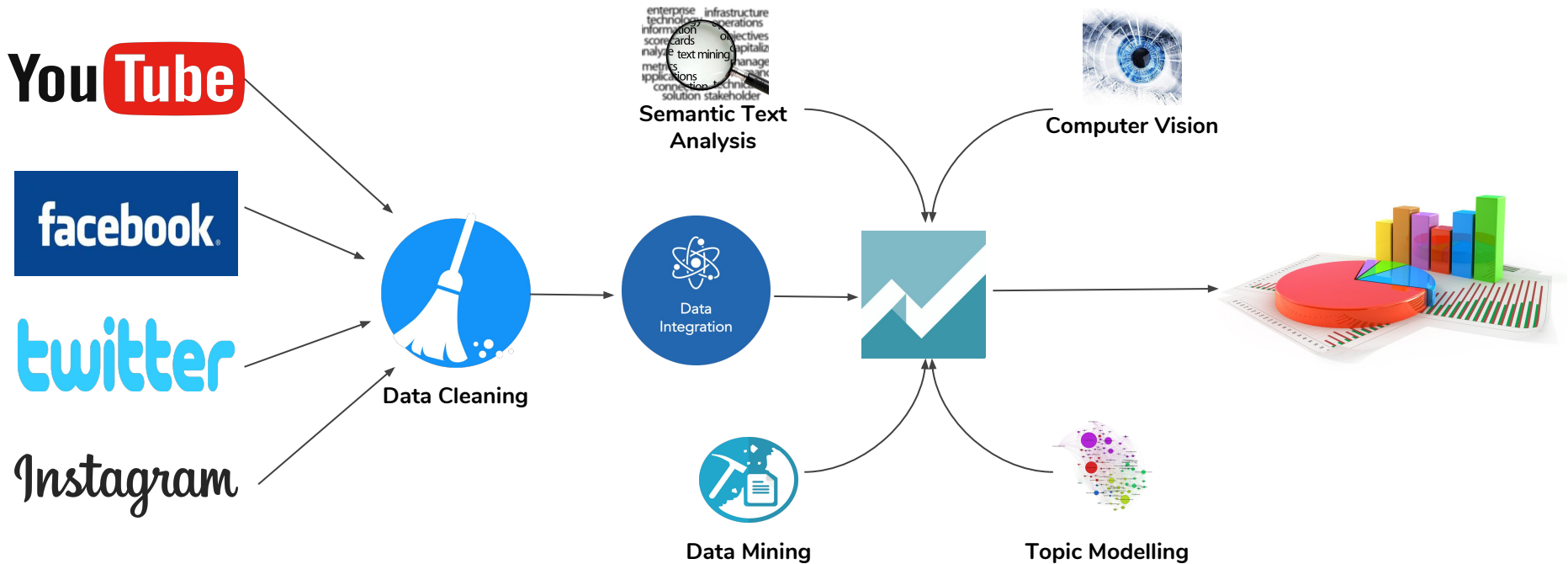
Challenge

Quantifying the power to sway decision-making of consumers

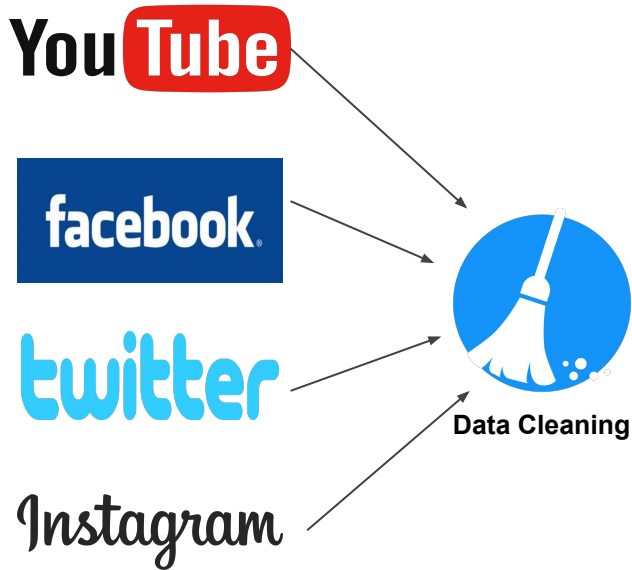
- There is no universally accepted measurement of influence
- Verifying the correctness of influencers expertise is hard



Overview



Progress



{json:api}



Data Extraction:

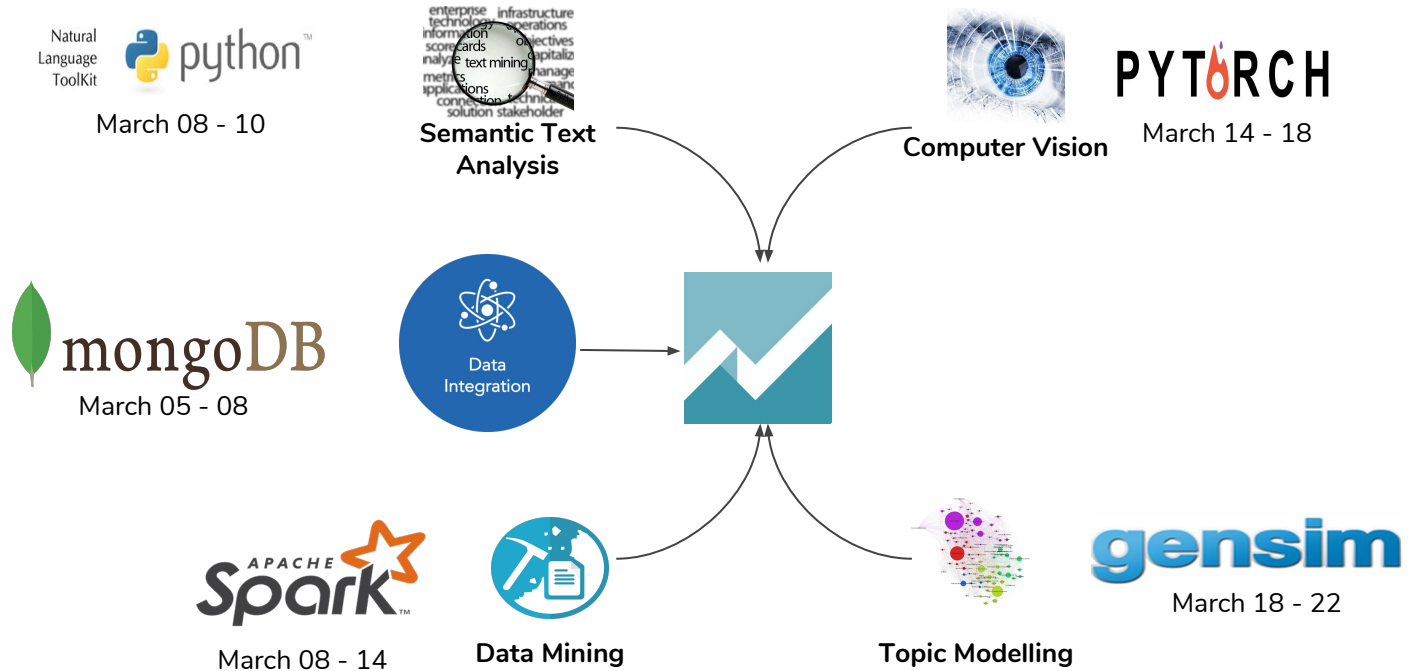
- Web scraping from Instagram
- Created API clients for extracting data from YouTube, Facebook and Twitter APIs
- Get Klout score for influencers

Data Cleaning:

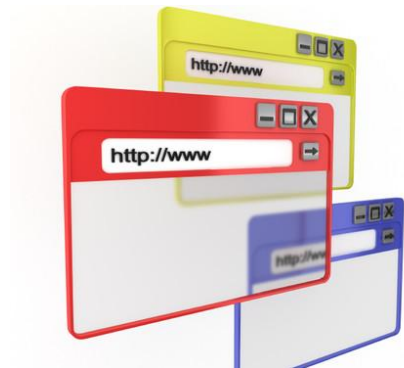
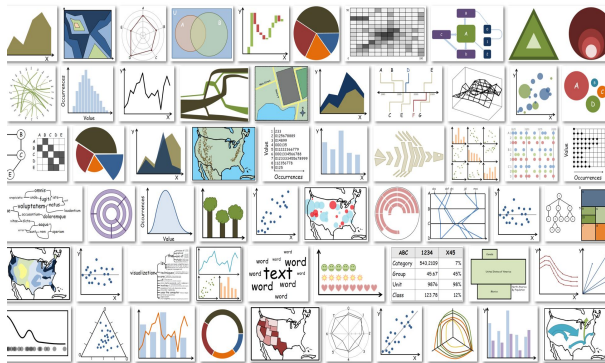
- Missing values
- Remove emojis
- Remove stop-words
- Map multiple accounts across services to single ID

Convert to JSON format and load to MongoDB

Coming up



UI & Visualization



March 22 - 26

March 26 - 30

Timeline

RightFluencer Project Timeline: At a Glance

