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TwinFluencer and Trend Analysis

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Introduction

01.

Similar Influencers

We aimed to identify a client's favorable persona based on influencers they like/dislike

02.

Trend analysis

We aimed to identify and forecast trending words and themes from Tiktok and Instagram hashtags

TwinFluencer

Goal

To help customers find influencers they want to work with, dependent on their likes/dislikes of other influencers

Method

We use image and sentence embeddings to generate influencer level vectors and apply a Pinecone similarity search.

Use Case

Customers often provide examples of influencers they like, which are used as a benchmark to find similar influencers. This automates this process, improving efficiency and precision in influencer recommendations.



DEMO TIME

Trend Analysis

Goal

To identify trending concepts/ideas from TikTok data so creators have a stronger understanding of content direction

Method

Tracking groups of hashtags (grouped by word embedding) and finding those with statistically significant increases

Use Case

Once scaled to include more data (more hashtags or keywords), more specific trends can be found to direct content for greater engagement



DEMO TIME

(again)



Next Steps

Trend Analysis

- Scale up to more data
- Investigate more groupings
- Remove seasonal trends

TwinFluencer

- Expand to all ~270,000 IG influencers
- Look for more ways to search for similarity
- Further benchmark results

Learnings (technical)

Dash App

Using a UI to communicate a MVP and demonstrate potential to productionize

Open Source ML/AI models

Hugging Face Sentence Transformers, OpenAI CLIP, Tensorflow, Pinecone, FAISS

GPU Utilization

Utilizing AWS GPUs to speed up our vector generation

Learnings (soft skills)

Blockers

Unlocking people is the first and most important step to efficient and productive work

Efficient Communication

Every meeting is fast, people say what needs to be said very concisely

Consistent Feedback

Everyone asks for feedback and everyone gives it constructively

Thank You!

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