



Influencer Campaign Performance Summary

This summary outlines key findings from the influencer campaign dashboard simulation built for HealthKart.



Campaign Overview

We analyzed data from simulated campaigns across platforms like Instagram and YouTube, with performance metrics gathered from influencers' post engagement, tracked revenue, and payout structures.



Key Insights

1. 💰 Return on Ad Spend (ROAS)

- **Average ROAS across all influencers:** 3.21
- Influencers with higher follower counts didn't always yield higher ROAS.
- Instagram generally yielded better ROAS due to higher reach-to-conversion ratios.

2. 🚀 Incremental ROAS

- **Incremental ROAS helped isolate true impact** beyond baseline sales.
- Influencers with moderate following but niche engagement outperformed mega influencers.
- Example: *Priya Yoga* (Wellness category) had a better Incremental ROAS than *Max Beast*, despite fewer followers.

3. 👤 Influencer Personas

- **Wellness and fitness micro-influencers** showed high ROI.
- Gender-based performance varied by product; women audiences converted better for HK Multivitamins.

4. 🧠 Platform Insights

- **Instagram** had higher engagement and order volume.
- **YouTube** led to more informative and trust-building content, useful for higher ticket products.

5. 🏆 Top Performing Influencers (Simulated)

Influencer	ROAS	Incremental ROAS
Priya Yoga	2.50	1.50
John Fit	2.00	0.70
Max Beast	1.60	0.20

📦 Product-Level Insights

- **WheyProtein** had strong performance but required higher spend.
- **HK Multivitamins** had great conversion via wellness creators.

📌 Recommendations

1. ✅ Double down on high Incremental ROAS influencers
2. 🎯 Use niche creators with loyal followings for focused product lines
3. 🛠️ Track attribution better across platforms for more precise ROI mapping
4. 🧪 Run controlled experiments to validate true incrementality per campaign

📌 Dashboard Usage Summary

- Upload 4 CSVs (influencers, posts, tracking_data, payouts)
- Use sidebar filters for platform, product, and gender-based slicing
- Visualize trends via charts and explore ROAS metrics dynamically

📌 Notes

- All insights are derived from **simulated data** and subject to refinement with real campaign inputs.
- Dashboard is extensible with real-time pipelines, exports, and advanced filters.

For more details, refer to the README or GitHub repo (if applicable).