

Project Report

Project Title

Top Instagram Influencers Data Analysis using Tableau

Domain

Business Analytics / Data Visualization

Tools Used

- Tableau Desktop
 - Microsoft Excel (Data Cleaning)
 - SQL (Optional for validation)
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1. Introduction

Social media platforms like Instagram play a major role in digital marketing and brand influence. Influencers impact audience behavior through engagement, reach, and content quality. This project analyzes **Top Instagram Influencers** to understand performance metrics such as followers, engagement rate, influence score, and geographic distribution.

The objective of this project is to build **interactive Tableau dashboards and a story** that provide actionable insights for marketing teams and business analysts.

2. Objectives of the Project

- Analyze top Instagram influencers based on followers and influence score
 - Identify high-engagement influencers
 - Compare influencer performance across countries
 - Understand relationships between followers, likes, and engagement
 - Present insights using dashboards and a Tableau Story
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3. Dataset Description

The dataset contains information about top Instagram influencers worldwide.

Attributes Used:

- **rank** – Influencer rank based on followers
- **channel_info** – Influencer username
- **influence_score** – Overall influence score

- **posts** – Number of posts
 - **followers** – Total followers
 - **avg_likes** – Average likes per post
 - **60_day_eng_rate** – Engagement rate for last 60 days
 - **new_post_avg_like** – Average likes on recent posts
 - **total_likes** – Total likes received
 - **country** – Country of origin
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4. Data Cleaning & Preparation

- Removed null and inconsistent values
- Converted numeric fields (followers, likes, influence score)
- Standardized engagement rate as percentage
- Renamed fields for clarity
- Verified country names for geographic mapping

Data cleaning was done using **Excel** before importing into Tableau.

5. Key Performance Indicators (KPIs)

- Total Influencers
 - Total Followers
 - Average Influence Score
 - Average Engagement Rate
 - Average Likes per Post
 - Total Likes
 - Top Influencer by Influence Score
 - Country with Highest Number of Influencers
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6. Calculated Fields Used

Engagement Rate

```
(avg_likes / followers) * 100
```

Growth in New Post Likes

```
(new_post_avg_like - avg_likes) / avg_likes * 100
```

Like-to-Follower Ratio

```
total_likes / followers
```

These calculated fields help compare influencers fairly regardless of follower size.

7. Dashboards Description

Dashboard 1: Influencer Overview

Purpose: High-level summary of influencer performance

Visuals Used:

- KPI tiles (Total Followers, Avg Engagement Rate)
- Bar chart: Top 10 influencers by influence score
- Country-wise influencer count

Why Used: Provides a quick business snapshot for decision-makers.

Dashboard 2: Engagement Analysis

Purpose: Analyze engagement quality

Visuals Used:

- Scatter plot: Followers vs Average Likes
- Bar chart: Engagement rate by influencer
- Filters for country and influencer

Why Used: Helps identify influencers with strong engagement regardless of follower size.

Dashboard 3: Country-wise Performance

Purpose: Geographic comparison of influencers

Visuals Used:

- Map visualization by country
- Bar chart: Average engagement rate by country
- Using Bubble chart Country like-to-follower Ratio

Why Used: Useful for region-based marketing strategies.

Dashboard 4: Rank & Trend Insights

Purpose: Performance comparison by rank

Visuals Used:

- Heatmap: Engagement rate by rank and country
- Comparison of new vs average likes
- Engagement Trend by Country Ranking for 60 days

Why Used: Highlights emerging influencers and engagement trends.

Dashboard 5: Engagement and Influence Analysis Dashboard

Purpose: To analyze user engagement and influence by visualizing the distribution of average likes and influence scores to identify patterns and key influencers.

- The Histogram shows **the frequently different ranges of average likes occur**
 - The Box Plot shows **how influence scores are spread across users**, highlighting variations and outliers.
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8. Tableau Story

The Tableau Story combines all dashboards into a **step-by-step narrative**:

1. Overview of top influencers
2. Engagement comparison
3. Country-based insights
4. Identification of high-growth influencers
5. Engagement and Influence Analysis

Why Story is Used:

- Makes insights easy to understand
 - Ideal for presentations and project submission
 - Guides users logically through analysis
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9. Key Insights & Findings

- High follower count does not always guarantee high engagement
 - Some mid-ranked influencers show strong engagement growth
 - USA and India have the highest number of top influencers
 - Micro-influencers can deliver better engagement ratios
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10. Business Use Cases

- Influencer marketing campaign selection
- Brand partnership decisions
- Regional marketing strategies
- Identifying rising influencers

11. Conclusion

This Tableau project successfully transforms raw Instagram influencer data into meaningful insights using dashboards and storytelling. The analysis helps businesses identify the right influencers based on engagement, influence, and geography rather than follower count alone.

The project demonstrates strong skills in **data cleaning, KPI creation, visualization design, and storytelling using Tableau**, making it suitable for a Business Analyst or Data Analyst role.

12. Future Enhancements

- Add time-series data for follower growth
 - Perform sentiment analysis on comments
 - Integrate real-time Instagram API data
 - Advanced clustering of influencers
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