

Instagram Influencer Analytics Dashboard

**DATA-DRIVEN INSIGHT ON GLOBAL
INFLUENCER PERFORMANCE**

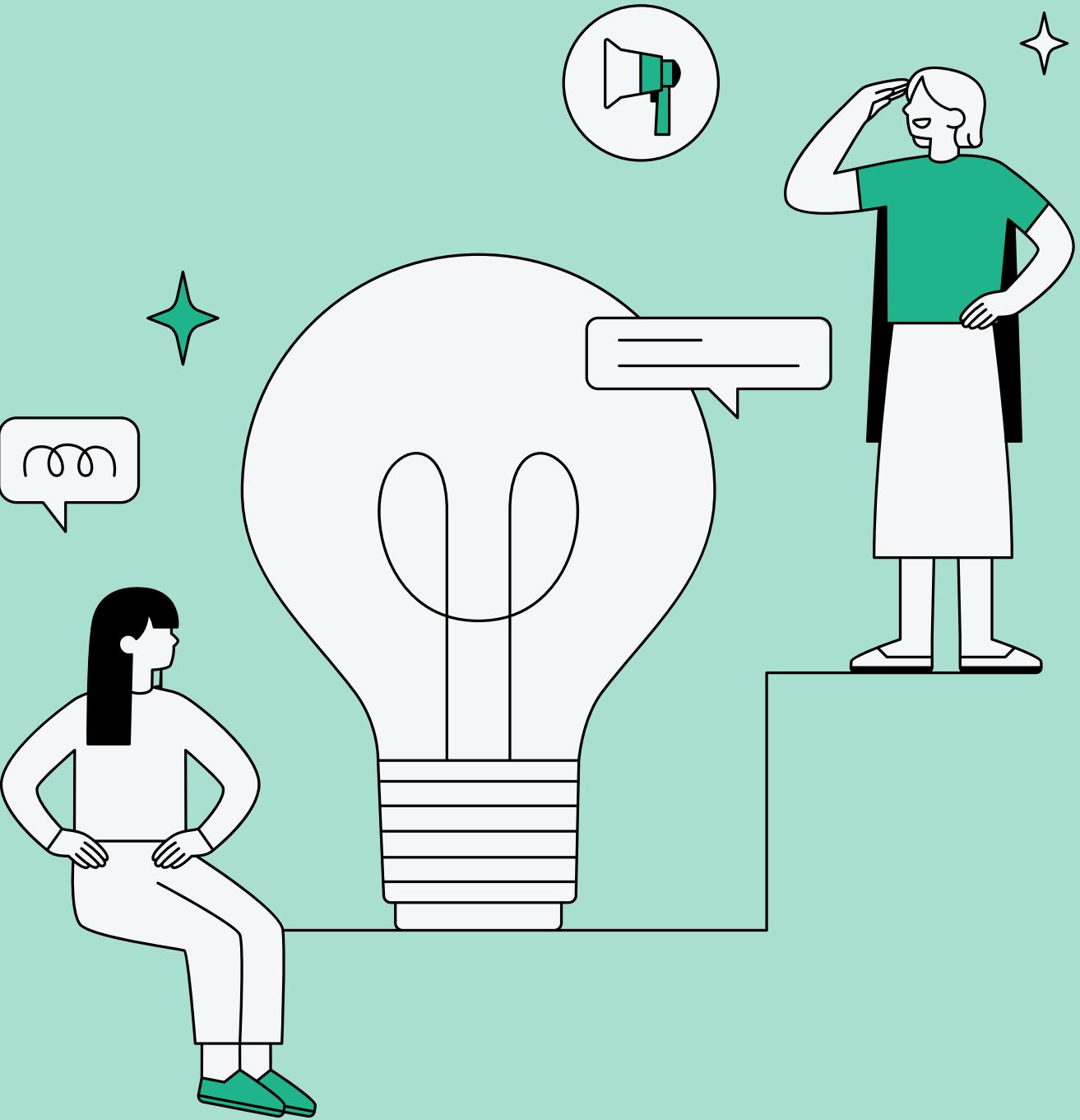
Tool Used : Excel | SQL | Power BI | Canva

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Introduction

- Instagram influencers shape digital marketing trends.
- Brands increasingly rely on influencer data to make strategic decisions.
- This project analyzes performance metrics of 192 influencers across 30+ countries



Goal: To identify high-performing influencers and trends using data analytics

Problem Statement

- **CHALLENGE:**

Brands struggle to select the right influencers due to inconsistent or unclear metrics.

- **SOLUTION:**

Build a comprehensive, visual dashboard that evaluates influencers on:

1. Engagement Rate
2. Follower Growth
3. Content Quality
4. Reach

- **OBJECTIVE:**

Use data to help marketers and brands make better influencer partnership decisions.



Data Collection & Cleaning

ORIGINAL DATASET:

- 200 Influencers

FINAL DATASET:

- 192 influencers after:
- Removing duplicates
- Fixing nulls
- Standardizing country/influencer type names

Tool Used: Excel

Cleaned for consistency, accuracy, and completeness

Tools & Technologies

TOOL	PURPOSE
Excel	Data Cleaning: removed duplicates, handled nulls, standardized fields
SQL	Base metric calculations: Engagement Rate, Like-to-Follower Ratio
Power BI (DAX)	Dynamic segmentation: Engagement Tier, Influencer Type + Dashboard creation
Canva	Final presentation design and visual enhancements



Metric Calculations Logic - SQL & DAX

Hybrid Approach for Metric Logic

Metrics Calculated Using SQL

1. Engagement Rate (%):

Avg. Likes - Followers * 100

2. Like-to-Follower Ratio(%):

Likes / Followers * 100

- SQL handled numeric logic.

- DAX powered interactive visuals and segmentation.

Metrics Calculated Using DAX

1. Engagement Tier =

```
SWITCH(  
    TRUE(),  
    'public insta_influencer'[total_engagement_rate] > 0.10, "Very  
    High",  
    'public insta_influencer'[total_engagement_rate] > 0.05, "High",  
    'public insta_influencer'[total_engagement_rate] > 0.02, "Medium",  
    "Low"  
)
```

2. Influencer Type =

```
SWITCH(  
    TRUE(),  
    'public insta_influencer'[follower_normalized] >= 100000000,  
    "Mega Influencer",  
    'public insta_influencer'[follower_normalized] >= 10000000, "Macro  
    Influencer",  
    'public insta_influencer'[follower_normalized] >= 1000000, "Micro  
    Influencer",  
    "Nano Influencer"  
)
```

Power BI Dashboard Overview

- KPIs (Cards):

1. Total Influencers Count
2. Total Followers
3. Avg. Engagement Rate
4. Avg. Like Follower Ratio
5. Max. Influencer Score



- Slicers:

1. Influencer Type
2. Engagement Tier
3. Follower Range



PAGE 1: ENGAGEMENT AND QUALITY

- Influencers Distribution By Engagement Tier (Donut Chart)
- Avg. Engagement rate By Influencer Type (Bar Chart)
- Like to Follower Ratio By Influencer Type (Column Chart)

PAGE 2: PERFORMANCE AND REACH

- Top 10 Influencer By Follower (Bar Chart)
- Avg. New Post Likes By Influencer Type (Line Chart)
- Avg. Influencer Score By Engagement Tier (Column Chart)
- Top 5 Influencers By Engagement Rate (Table)

Key Performance Indicators (KPIs)



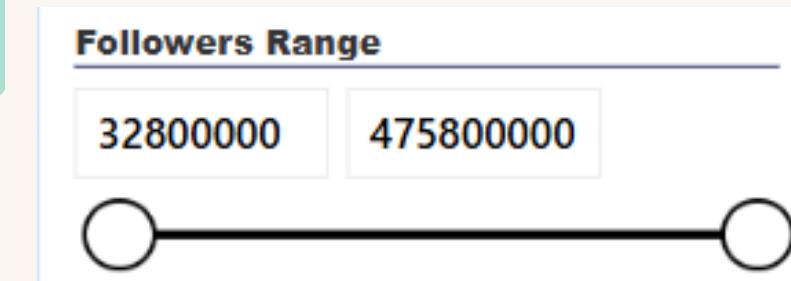
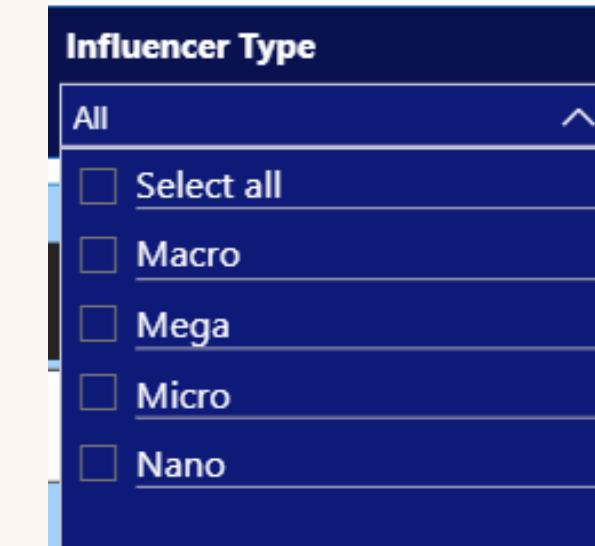
- **Total Influencer Count:** 192 influencers after cleaning
- **Total Followers:** Combined audience reach across all influencers
- **Average Engagement Rate:** Avg. Likes - Followers * 100
- **Average Like-to-Follower Ratio:** Likes / Followers * 100
- **Maximum Influencer Score:** Highest score calculated based on Influencer Score

Dashboard Slicers (Interactive Filters)

The following slicers enable dynamic data exploration:

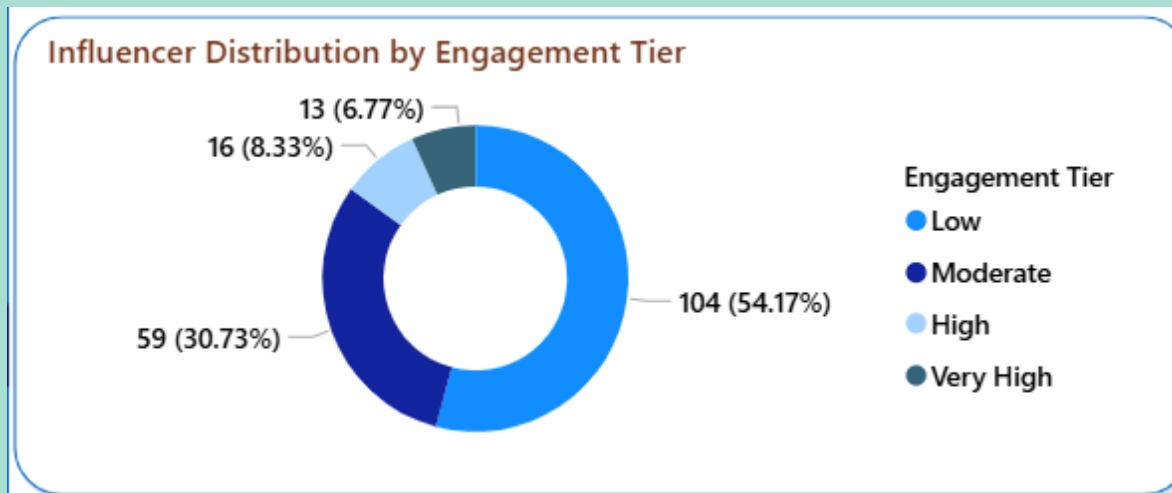


- Influencer Type: Nano, Micro, Macro, Mega
- Engagement Tier: Very High, High, Moderate, Low
- Follower Range: 32800000 - 475800000



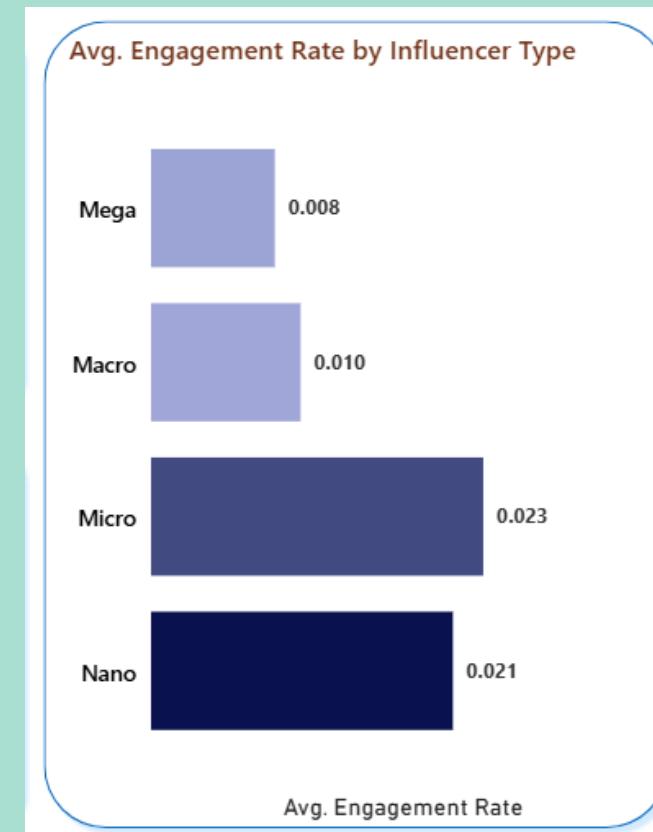
These slicers allow custom views by narrowing down the data to specific categories or performance levels.

Engagement & Content Quality Insights



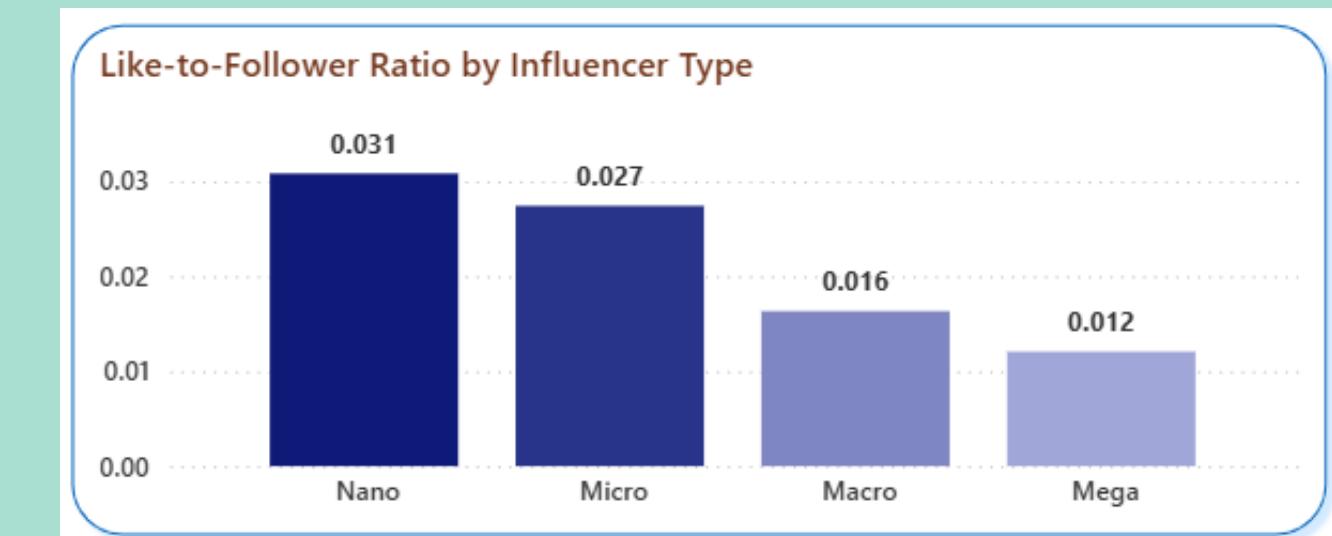
Influencer Distribution by Engagement Tier

- High engagement tier dominates the dataset with 71 influencers
- Only 17 influencers fall into the Very High tier, highlighting its rarity



Avg. Engagement Rate by Influencer Type

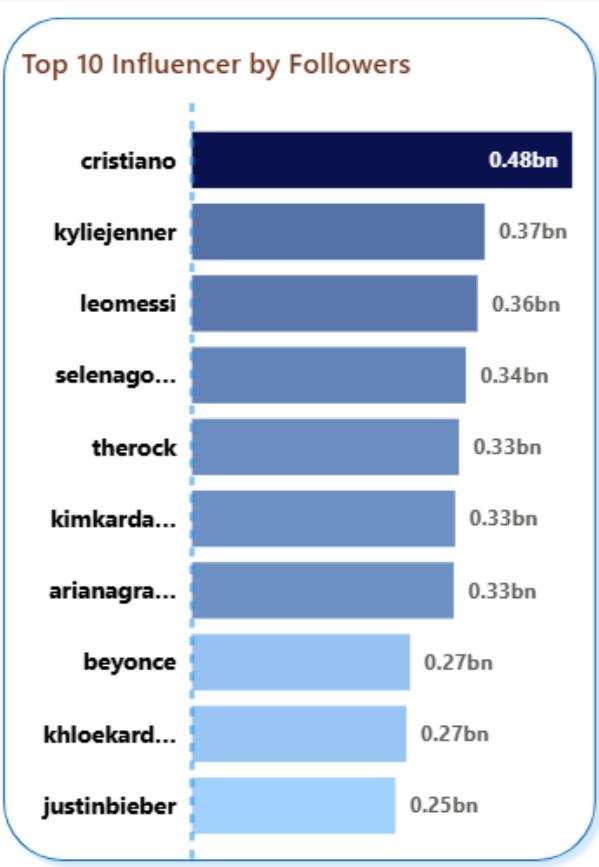
- Micro influencers had the highest average engagement rate
- Surprisingly, Nano influencers ranked second, showing strong audience loyalty despite small reach



Like-to-Follower Ratio by Influencer Type

- Nano influencers outperformed all other types in like-to-follower ratio
- Engagement rate and like-follower ratio don't always align — quality doesn't always depend on follower size

Performance & Reach Visuals



Top 10 Influencers by Follower Count

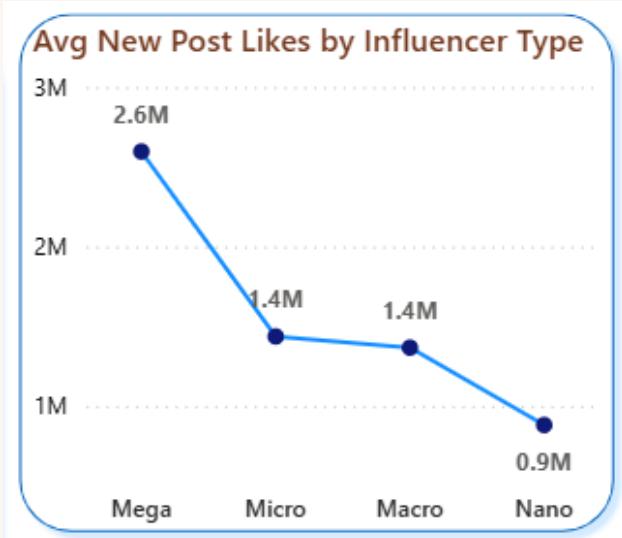
- Dominated by Fashion and Lifestyle creators
- 7 out of 10 are from the United States
- High followers didn't always mean high engagement rates

Top 5 Influencers by Engagement Rate

Channel Info	Followers	Engagement Rate	Influencer Score	Country
j.m	41900000.00	0.26	83.00	South Korea
thv	49300000.00	0.26	83.00	South Korea
badbunnypr	42100000.00	0.13	83.00	Puerto Rico
tomholland2013	67700000.00	0.11	77.00	United Kingdom
karolg	55600000.00	0.10	83.00	India

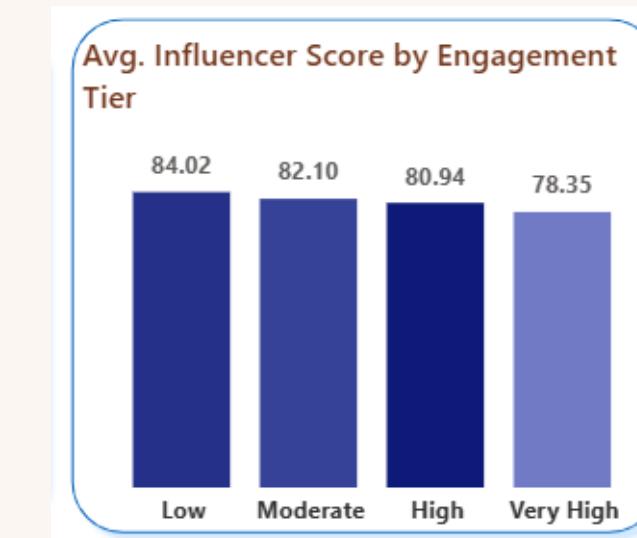
Top 5 Influencers by Engagement Rate

- All belong to Micro or Nano categories
- Indicates that smaller creators outperform in loyalty and interaction



Avg. New Post Likes by Influencer Type

- Mega influencers get the highest average likes per post
- However, engagement consistently decreases with follower count



Avg. Influencer Score by Engagement Tier

- Contrary to expectations, Low Tier influencers had the highest average scores
- Very High Tier had the lowest average score, indicating that extreme engagement doesn't always translate into overall performance

Strategic Recommendations for Brands

- Partner with Micro and Nano influencers for higher engagement ROI
- Prioritize Engagement Rate over Follower Count
- Use Like-to-Follower Ratio to detect authentic audience relationships
- Expand regionally — focus on high-engagement creators beyond the US



Conclusion & Future Scope

CONCLUSION:

- Cleaned, structured, and analyzed data of 192 influencers from 30+ countries
- Used SQL for metric creation (e.g., engagement rate), DAX for segmentation (e.g., influencer type)
- Built an interactive dashboard in Power BI and designed a storytelling presentation in Canva
- Discovered that Nano & Micro influencers consistently outperform larger influencers in quality engagement

FUTURE SCOPE:

- Track Profile Visits, Comments Reliability, and Reels Reach
- Add growth trends (monthly follower/post growth)
- Integrate Hashtag Analysis and ROI metrics for campaign planning
- Explore sentiment analysis using NLP on comments

Thank you !!

3K

