



Factors affecting the popularity of Instagram Influencers

Priyanka Biswas

28A

MBA(BA)

Indian Institute of Foreign Trade, New Delhi

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1. INTRODUCTION

In the realm of digital influence and social media engagement, understanding the factors that contribute to the popularity of influencers is paramount for effective marketing strategies and audience engagement. This report delves into the insights gleaned from a comprehensive dashboard that summarizes the intricate dynamics shaping the popularity of influencers across various platforms. The dashboard is structured across three distinct pages, each offering unique perspectives and analyses.

Top Instagrammers of the world	Interactive Dashboard	Country & Category	Engagement & Followers
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Main Page: The main page of the dashboard provides a holistic overview of the factors influencing the popularity of influencers. It serves as the central hub where key metrics and visualizations are presented, offering a comprehensive snapshot of the influencer landscape. This page highlights the interplay between different variables such as followers, engagement, category, and geographical distribution through intuitive charts and data-driven analyses, providing valuable insights into the underlying trends and patterns shaping influencer popularity.

Effect of Country and Category: The second page of the dashboard delves deeper into the impact of geographical location and content category on influencer popularity. By examining the distribution of influencers across different countries and categories, this page uncovers regional preferences and content preferences among audiences. Through interactive visualizations and comparative analyses, it elucidates the varying degrees of influence exerted by different countries and content categories, shedding light on the nuanced factors driving influencer popularity in diverse contexts.

Effect of Engagement and Followers: The third page of the dashboard zooms in on the dynamics of engagement and followership, exploring their intricate relationship with influencer popularity. Through detailed analyses of engagement metrics and follower demographics, this page unveils the underlying mechanisms driving audience interactions and influencer reach. By dissecting engagement patterns and follower dynamics, it provides actionable insights for enhancing audience engagement strategies and optimizing influencer marketing campaigns.

2. FIRST PAGE: MAIN DASHBOARD

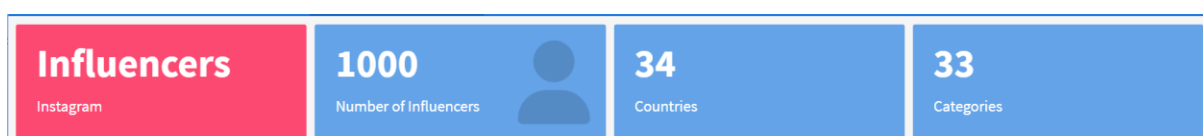
The first page of the dashboard offers a comprehensive overview of the influencer landscape, providing insights into the key metrics and trends shaping influencer popularity. This section serves as the central hub where stakeholders can glean valuable insights into the factors influencing influencer reach and engagement.



2.1 Total Number of Influencers, Categories, and Countries:

This section of the dashboard serves as the introductory glance into the dataset, providing stakeholders with essential metrics regarding the scope and scale of the influencer landscape. By showcasing the total number of influencers, categories, and countries represented in the dataset, stakeholders gain immediate insight into the breadth and diversity of the influencer ecosystem under analysis.

- Total Number of Influencers:** This metric indicates the overall size of the influencer dataset, reflecting the number of individual content creators or personalities included in the analysis. It offers stakeholders a foundational understanding of the scale of the influencer landscape being examined.
- Total Number of Categories:** This metric quantifies the variety of content categories present within the dataset. Categories may include genres such as fashion, beauty, lifestyle, gaming, travel, food, and more. Understanding the distribution of influencers across different categories provides valuable context for assessing audience interests and content preferences.
- Total Number of Countries:** This metric highlights the global reach of the influencer dataset by indicating the number of countries from which influencers originate or where their audiences are predominantly located. It offers insights into the geographical diversity of the influencer ecosystem and may indicate regions of strategic importance for audience targeting and market expansion.



2.2 Bar Chart Showing Influencer with Highest Followers:

The bar chart provides a visual representation of the influencer with the highest number of followers. This chart is a focal point for identifying the most influential figure within the dataset, showcasing their significant reach and potential impact. Stakeholders can quickly identify top-performing influencers and explore their content and engagement strategies to glean insights for their own campaigns.

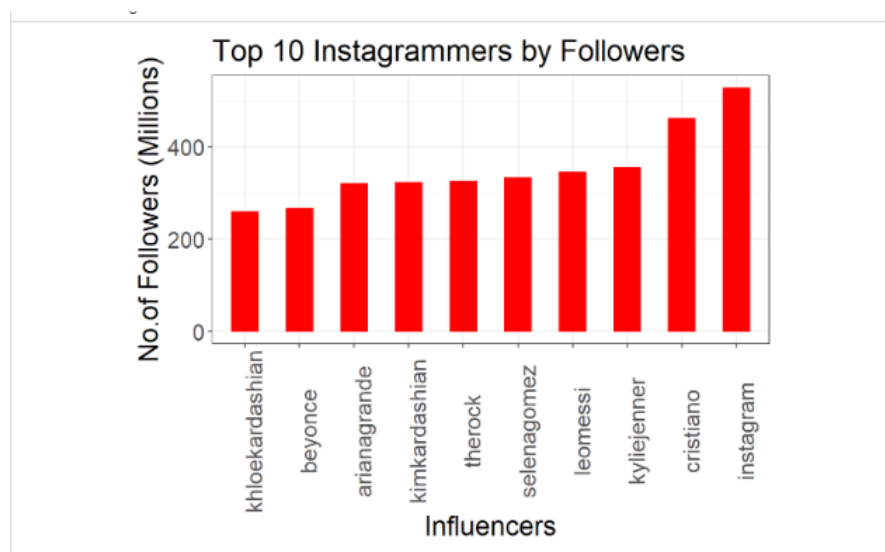
Most followed: The most followed Instagrammer is Kylie Jenner, with 300 million followers.

Least followed: The least followed Instagrammer is Cristiano Ronaldo, with 244 million followers.

Gender: All of the top 10 Instagrammers are female.

Distribution: The number of followers is not evenly distributed among the top 10 Instagrammers. There is a significant gap between the number of followers that Kylie Jenner has and the number of followers that the other Instagrammers have.

It is important to note that the number of followers is not the only measure of success on Instagram. Other factors, such as engagement rate and reach, can also be important. Additionally, it is important to remember that the data in this graph is based on a specific point in time and may have changed since then.



2.3 Engagement vs Followers Scatter Chart:

The scatter chart plots engagement metrics against the number of followers for each influencer. This visualization enables stakeholders to discern patterns and trends in audience engagement relative to the influencer's reach. By analyzing the distribution of data points, stakeholders can identify influencers with high engagement rates relative to their followership, indicating a strong connection with their audience.

X-axis: Number of followers (in millions)

Y-axis: Authentic engagement (in thousands)

The graph suggests that there is a weak positive correlation between the number of followers and authentic engagement. This means that as the number of followers increases, there is a slight

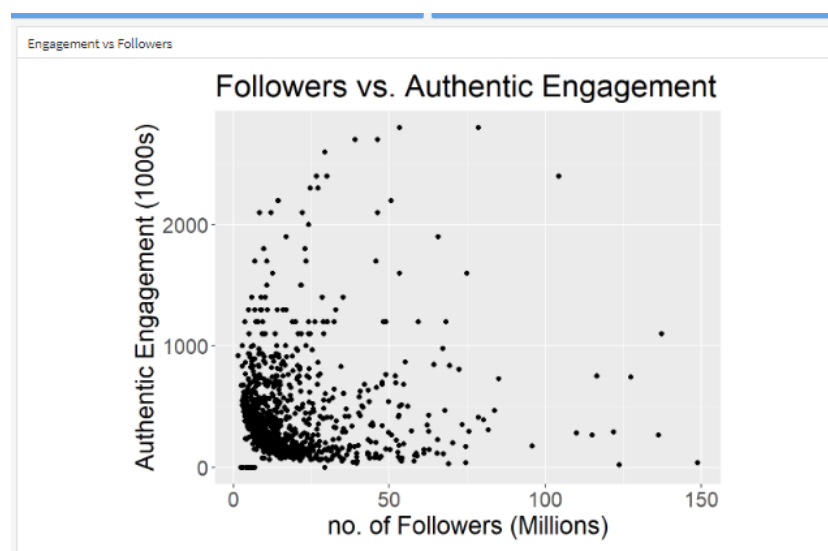
tendency for authentic engagement to also increase. However, there is a lot of scatter in the data, which means that there are many exceptions to this trend.

Here are some additional observations:

There are a few data points with very high numbers of followers (over 100 million) and very low authentic engagement (less than 20,000). These outliers could be due to a number of factors, such as the use of bots or fake accounts to inflate follower numbers.

The data points are concentrated in the lower left corner of the graph, which means that most of the accounts have a relatively small number of followers and low authentic engagement.

There is a curved line drawn through the data points. This line is likely intended to represent the overall trend of the data, but it is important to remember that it is just an estimate and does not perfectly capture all of the individual data points.



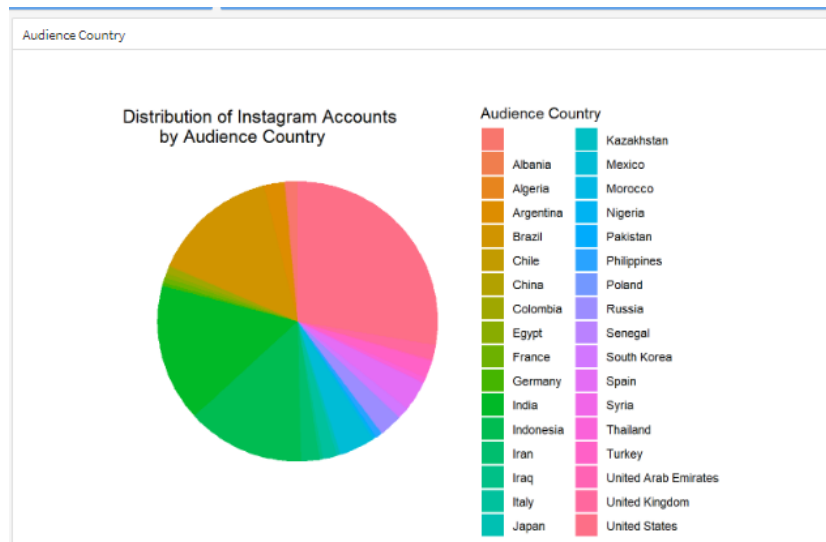
2.4 Audience Country Pie Chart:

The pie chart visually represents the distribution of influencers' audiences by country. This visualization offers insights into the geographical composition of influencer audiences, highlighting regions with the highest concentration of followers. Stakeholders can use this information to tailor their content and marketing strategies to specific geographic regions and target audiences more effectively.

Top countries: The top five countries with the most Instagram accounts are India, the United States, Brazil, Indonesia, and Turkey. These countries account for a significant portion of the global Instagram user base.

Regional distribution: The distribution of Instagram accounts is uneven across different regions. For example, India has a much larger number of Instagram users than any other country in Asia, and Brazil has the most users in South America.

Smaller countries: Although they have a smaller overall number of users, some smaller countries have a high penetration rate of Instagram users. For example, Brunei has the highest percentage of its population using Instagram, followed by Guam and the Cayman Islands.



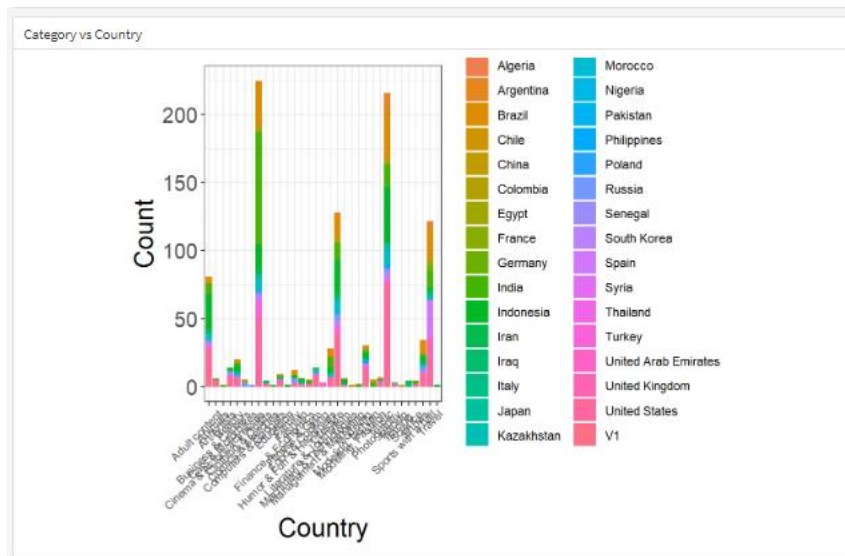
2.5 Category vs Country Stacked Bar Chart:

The stacked bar chart illustrates the distribution of influencers across different content categories and countries. This visualization provides a comprehensive view of how content categories are distributed across various geographic regions. Stakeholders can identify trends in content preferences among different audience demographics and geographical locations, enabling them to tailor their content strategies accordingly. Here are some key observations:

Distribution of influencers by category: The most common category for influencers is "Fashion & Beauty," followed by "Lifestyle" and "Travel." These categories together account for more than half of all influencers in the graph.

Distribution of influencers by country: The United States has the most influencers overall, followed by India and Brazil. However, it is important to note that the graph does not show the total number of influencers in each country, so it is difficult to make direct comparisons.

Color coding: The colors in the graph represent the different countries that influencers are from. For example, the blue bars represent influencers from the United States, the green bars represent influencers from India, and so on.



2.6 Engagement vs Followers vs Categories Scatter Chart:

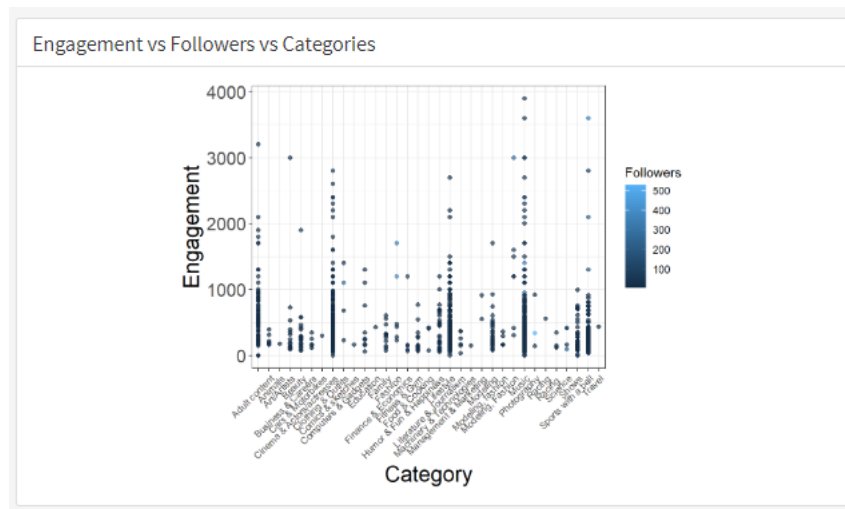
This scatter chart plots engagement metrics against followership, segmented by content categories. By visualizing engagement and followership metrics for each content category, stakeholders can compare the performance of different categories in terms of audience engagement. This analysis helps identify content categories with the highest engagement levels relative to their followership, guiding content strategy decisions.

Here are some of my observations:

Overall engagement: Engagement levels vary significantly across categories. The categories with the highest engagement are "Luxury" and "Tech & Gaming", with engagement levels exceeding 200,000 interactions per post on average. On the other hand, categories like "Education & Non-Profit" and "Family" have the lowest engagement, averaging around 50,000 interactions per post.

Distribution of influencers: The number of influencers also varies across categories. "Fashion & Beauty" has the most influencers, followed by "Lifestyle" and "Entertainment". Conversely, "Education & Non-Profit" and "Family" have the fewest influencers.

Engagement within categories: There is also a wide range of engagement levels within each category. For example, in the "Tech & Gaming" category, some influencers have engagement levels as high as 400,000 interactions per post, while others have engagement levels as low as 50,000 interactions per post.



2.7 Distribution of Categories Pie Chart:

The pie chart illustrates the distribution of influencers across different content categories. This visualization offers insights into the diversity of content among influencers, showcasing the popularity of various content categories among audiences. Stakeholders can use this information to identify emerging trends, niche content categories, or areas of opportunity for content creation and marketing efforts.

Here are some key observations:

Top categories: The top five categories for Instagram accounts are Humor & Fun & Happiness, Lifestyle, Animals, Art/Artists, and Beauty. These categories together represent a significant portion of all Instagram accounts.

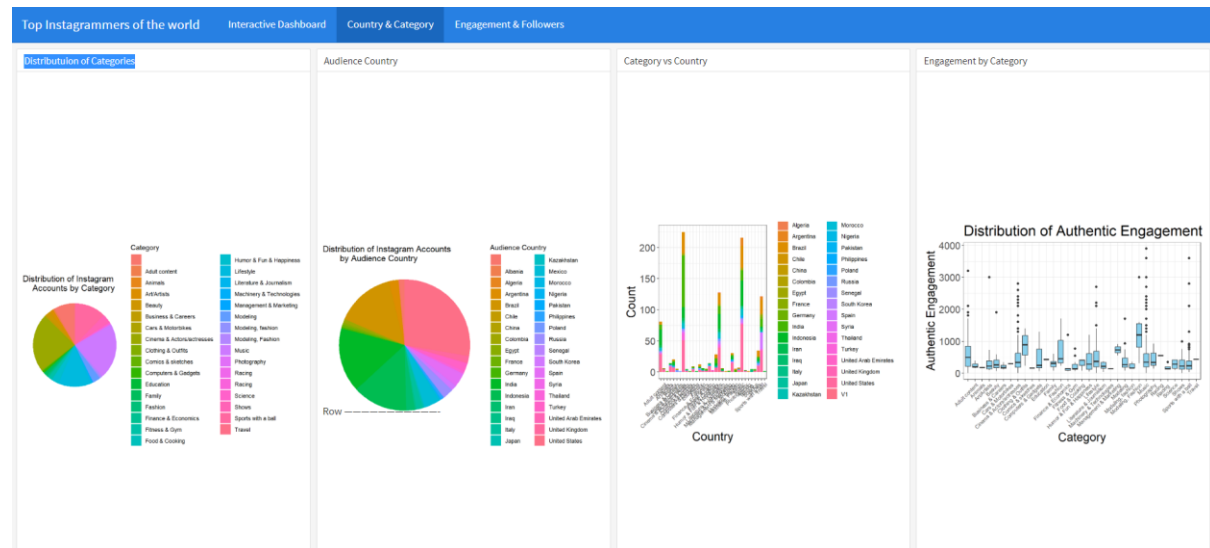
Distribution: The distribution of accounts across categories is uneven. There are many more accounts in the top five categories than in the remaining categories.

Niche categories: Some categories, such as Science and Racing, have a relatively small number of accounts. This suggests that these topics may be of interest to a more niche audience on Instagram.



3. SECOND PAGE: EFFECT OF CATEGORY AND COUNTRY

The second page of the dashboard provides a detailed analysis of the effect of category and country on influencer popularity. By focusing on these key variables, stakeholders can gain deeper insights into the factors influencing audience engagement and reach across different content categories and geographic regions.



3.1 Pie Chart of Categories:

The pie chart visually represents the distribution of influencers across different content categories. By showcasing the popularity of each category, stakeholders can identify the most prevalent content categories among influencers, enabling them to tailor their marketing strategies to align with popular content trends and audience preferences.

3.2 Pie Chart of Audience Country:

This pie chart illustrates the distribution of influencers' audiences by country. By highlighting the geographic composition of influencer audiences, stakeholders can identify regions with the highest concentration of followers. This information is valuable for targeting specific geographic markets and tailoring content and marketing strategies to local audience preferences.

3.3 Category vs Country Stacked Bar Chart:

The category vs country chart provides a visual representation of the distribution of influencers across different content categories and countries. By showcasing the intersection of categories and countries, stakeholders can identify regional preferences for specific content categories and tailor their content strategies accordingly. This analysis helps inform localized marketing strategies and content creation efforts.

3.4 Box Plot of Influencers Engagement vs Category:

The box plot illustrates the distribution of engagement metrics across different content categories. By visualizing engagement levels within each category, stakeholders can identify categories with higher or lower engagement levels relative to others. This analysis provides valuable insights into content

category preferences among audiences and enables stakeholders to optimize their content strategies for maximum audience engagement and reach.

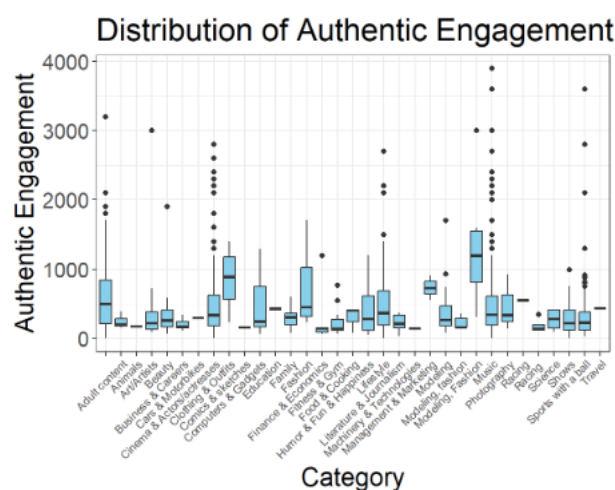
Overall Engagement by Category:

Top Categories: The categories with the highest average authentic engagement are Education & Non-Profit and Family & Parenting, followed by Luxury and Science. These categories have average engagement levels exceeding 20,000 interactions per post.

Lower Engagement: The categories with the lowest average engagement are Fitness & Gym and Beauty & Fashion, followed by Music and Travel. These categories have average engagement levels below 10,000 interactions per post.

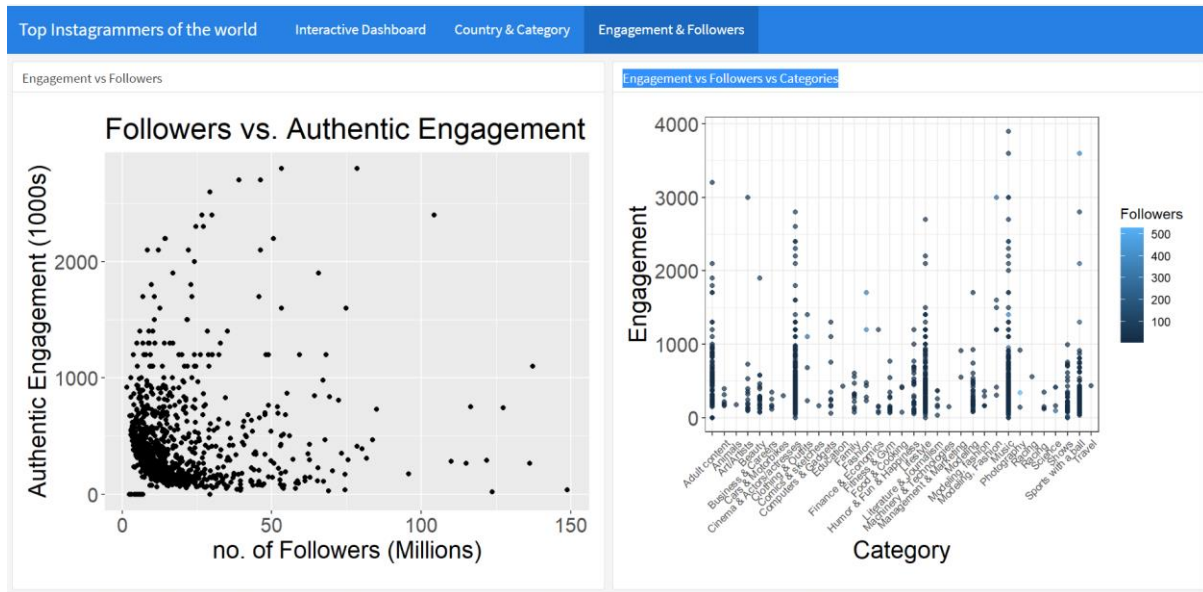
Distribution: The distribution of engagement is skewed, with a few categories having significantly higher engagement than others.

Engagement Within Categories: There is a wide range of engagement levels within each category. For example, in the Education & Non-Profit category, some influencers have engagement levels as high as 70,000 interactions per post, while others have engagement levels as low as 5,000 interactions per post.



4. THIRD PAGE: CORRELATION BETWEEN ENGAGEMENT AND FOLLOWERS

The third page of the dashboard focuses on analyzing the correlation between engagement and followers, providing insights into the dynamics of audience interaction and influencer reach. By examining the relationship between these key metrics, stakeholders can gain a deeper understanding of influencer performance and audience engagement patterns.



4.1 Engagement vs Followers Scatter Plot:

The scatter plot visually represents the relationship between engagement and followers for each influencer. By plotting engagement metrics against the number of followers, stakeholders can assess the correlation between these two variables. This analysis helps identify influencers with high engagement levels relative to their followership, indicating a strong connection with their audience.

4.2 Engagement vs Followers vs Categories Scatter Plot:

This scatter plot extends the analysis by incorporating content categories into the relationship between engagement and followers. By visualizing engagement and followership metrics segmented by content categories, stakeholders can compare the performance of different categories in terms of audience engagement. This analysis helps identify content categories with the highest engagement levels relative to their followership, guiding content strategy decisions.