# 📊 HealthKart Influencer Campaign - Insights Summary

## 1. Overall Performance

• Total Revenue: ₹48,600  
• Total Payout: ₹53,400  
• Average ROAS: ~0.91  
• Average ROI: ~-9%  
  
Despite decent engagement, many influencers delivered negative ROI. This highlights inefficiencies in fixed payout structures and points toward a need for smarter payout strategies.

## 2. Top Performing Influencers

• Nidhi Mohan Kamal — ROAS: 2.00  
• Luke Coutinho — ROAS: 1.86  
• Ranveer Allahbadia — ROAS: 1.45  
  
These influencers stand out by generating significantly more revenue than they cost.

## 3. Underperformers

• Namrata Purohit — ROAS: 0.216  
• Shweta Mehta — ROAS: 0.625  
  
Flat-rate post-based payments for these influencers resulted in poor ROI. Their high payouts didn’t translate into corresponding revenue.

## 4. Platform Insights

• Instagram: Most used, but mixed ROI results.  
• YouTube: Higher engagement and more consistent returns.  
• Twitter: Limited usage but yielded strong ROAS in one case.  
  
YouTube seems like a stronger channel for driving real conversions.

## 5. Recommendations

• Shift low-ROI influencers to order-based or performance-linked models.  
• Double down on creators with proven high ROAS.  
• Use platform insights to allocate budget more effectively.  
• Consider CPC/CPA-style hybrid models to reduce fixed costs and improve ROI predictability.