HealthKart Influencer Campaign Analysis - Insights Summary

Objective

To simulate and analyze influencer marketing campaigns for HealthKart using Python, and extract actionable business insights from influencer performance across categories and platforms.
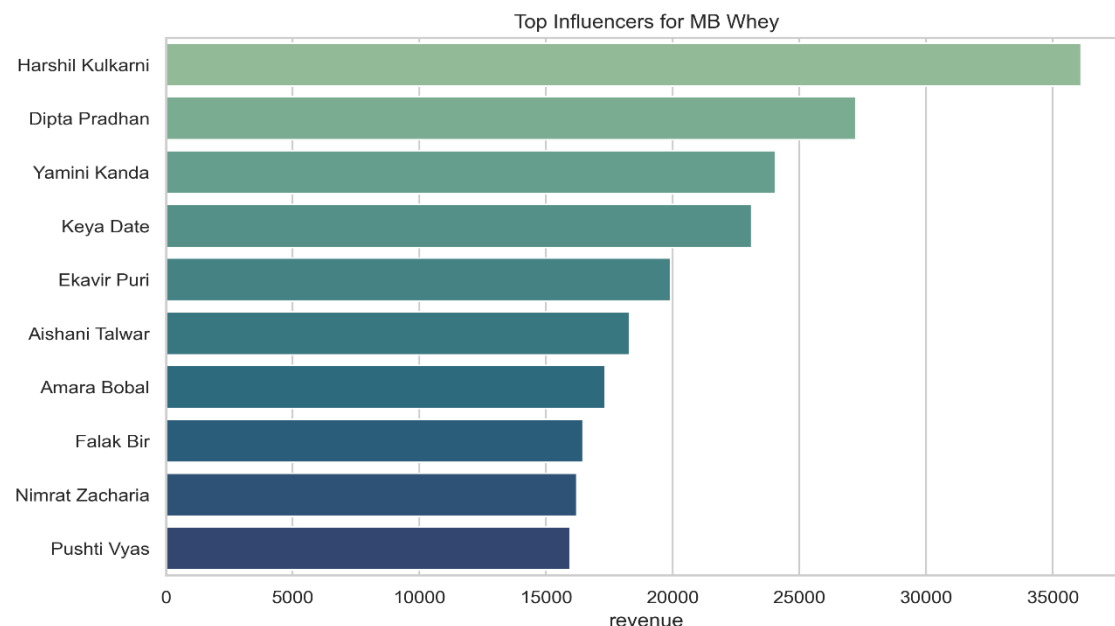
Setup & Assumptions

Simulation: Data generated using Faker to represent influencer activity across platforms (Instagram, Twitter, YouTube).
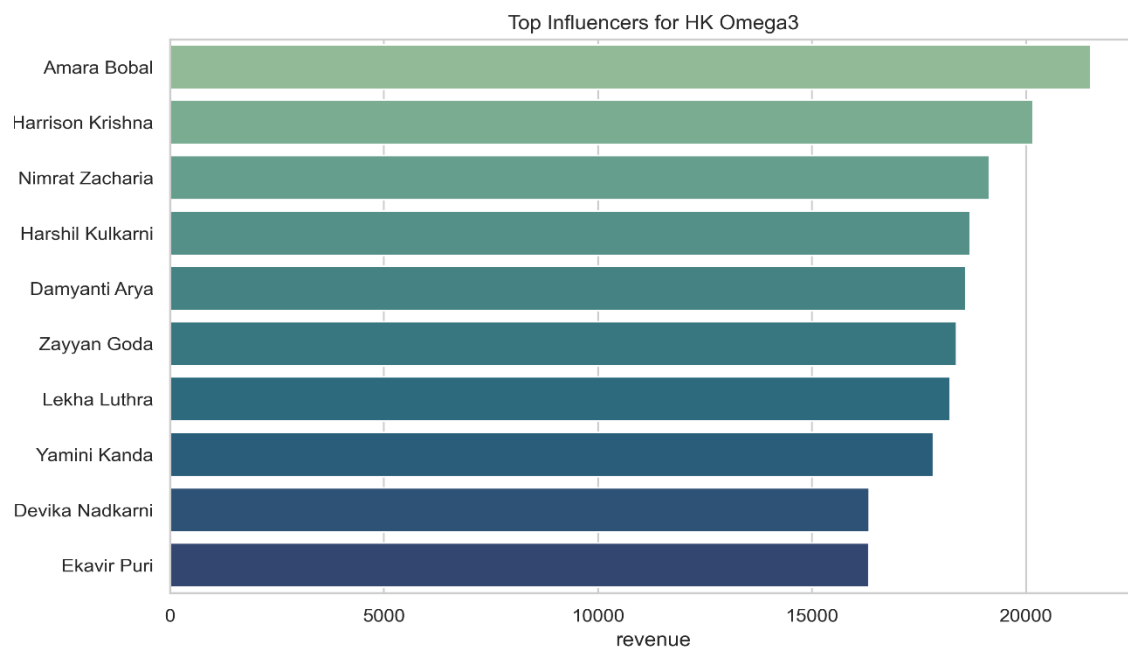
Metrics Generated:
- Revenue, Orders, Payouts, ROAS, ROI, Incremental ROAS
- Influencer details like name, followers, category, cost per order/post, platform, and post date
- **Assumptions**:
    a) Revenue is a function of estimated orders
    b) Payouts are based on post or order type, and vary by influencer
    c) Lift in ROAS calculated through a simplified incremental formula
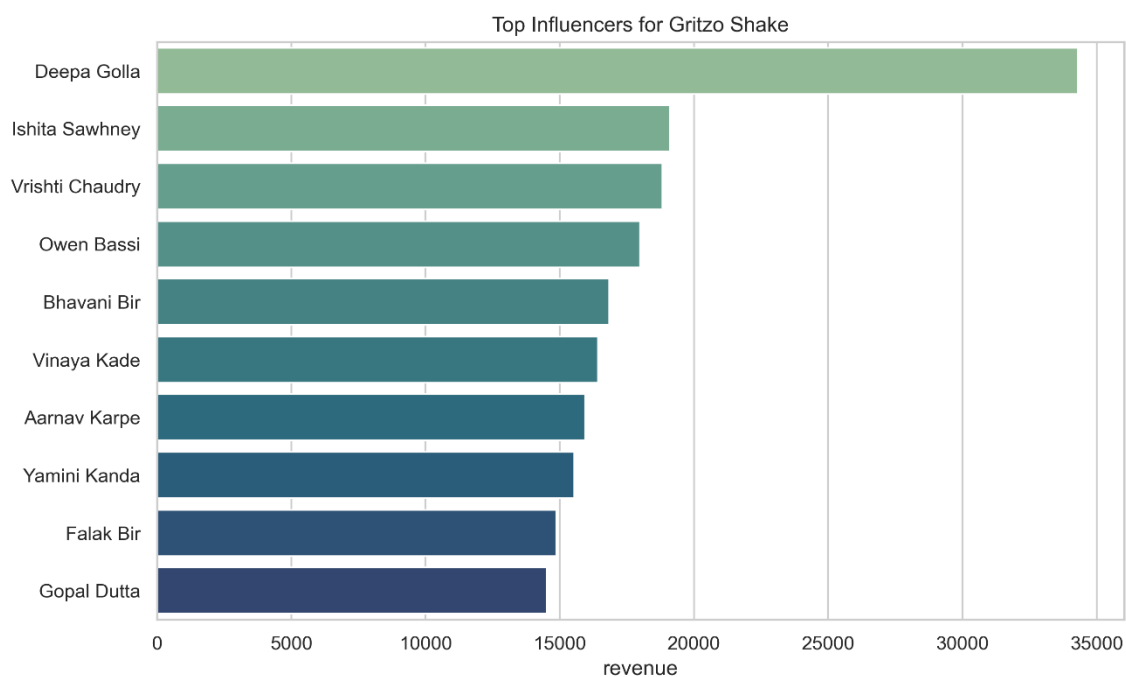
Key Business Insights
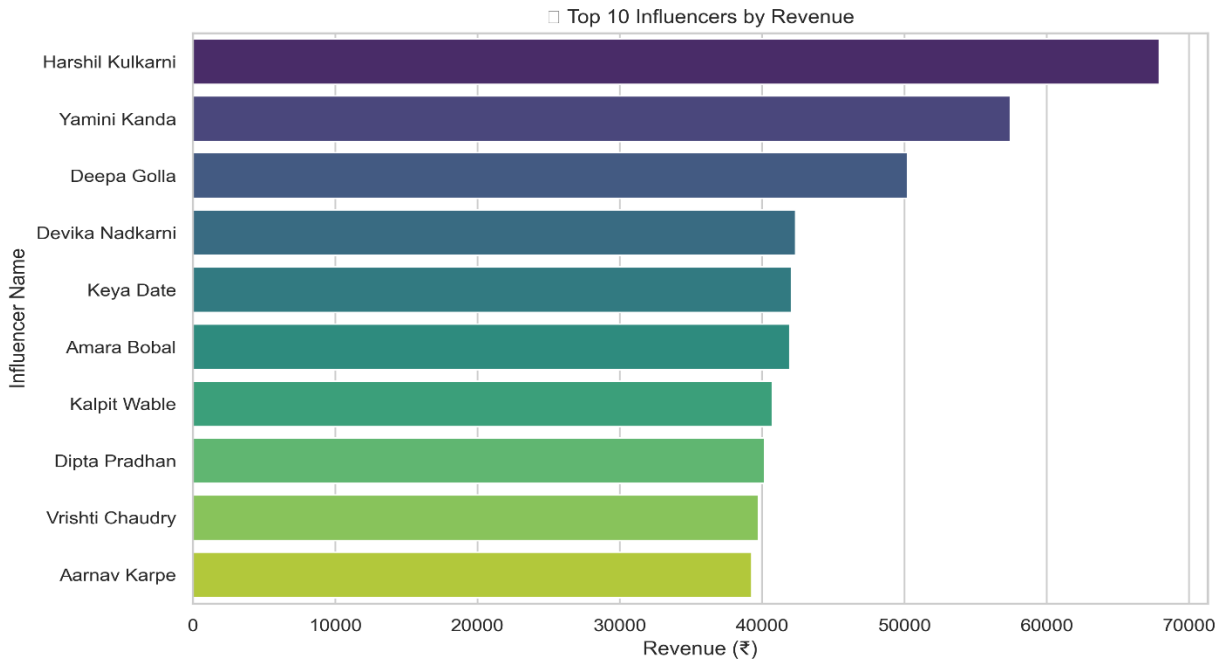
Top 10 Influencers for MB Whey

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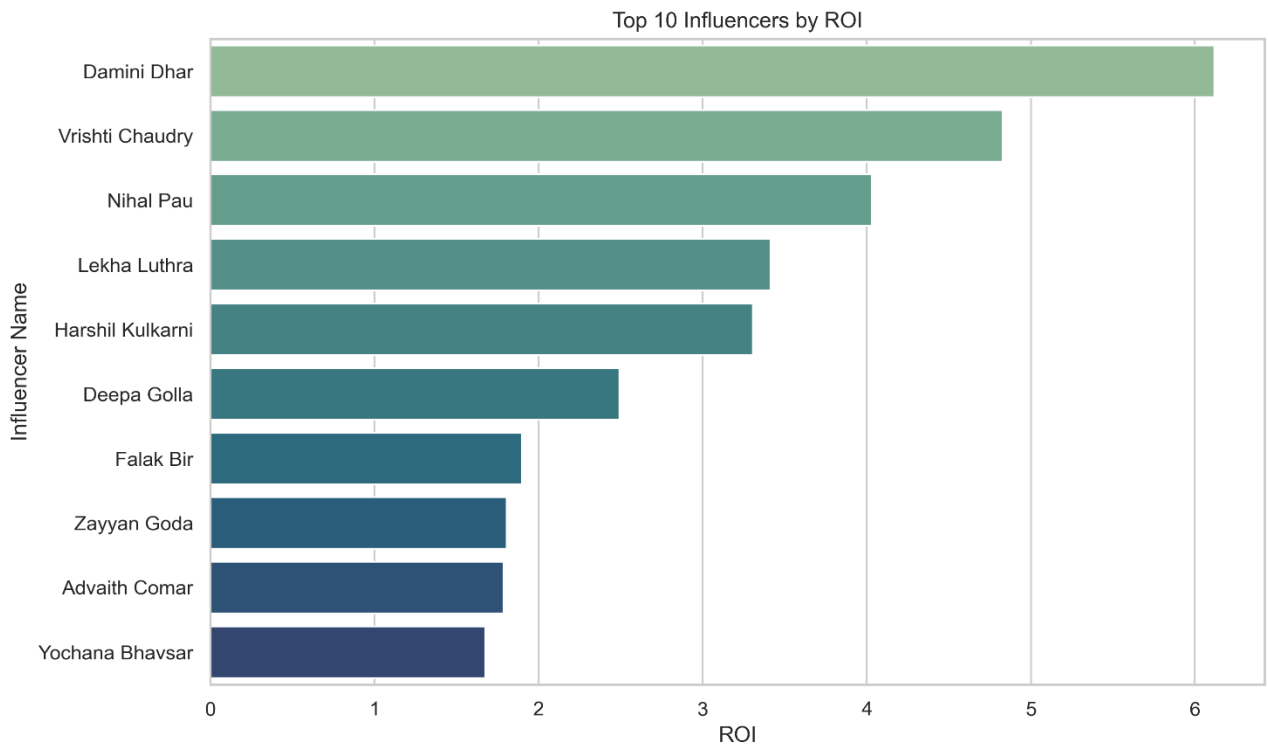
Top 10 Influencers for HK Omega3

Top Influencers for HK Omega3

Influencer	revenue (approx)
Amara Bobal	~21500
Harrison Krishna	~20300
Nimrat Zacharia	~19600
Harshil Kulkarni	~19200
Damyanti Arya	~19000
Zayyan Goda	~18800
Lekha Luthra	~18600
Yamini Kanda	~18000
Devika Nadkarni	~16300
Ekavir Puri	~16300

Top 10 Influencers for Gritzo Shake

Top Influencers for Gritzo Shake

Influencer	revenue (approx)
Deepa Golla	~34500
Ishita Sawhney	~19000
Vrishti Chaudry	~18500
Owen Bassi	~17500
Bhavani Bir	~16500
Vinaya Kade	~16000
Aarnav Karpe	~15500
Yamini Kanda	~15300
Falak Bir	~14500
Gopal Dutta	~14300

Top 10 Influencers by Revenue

Top 10 Influencers by Revenue

Influencer Name	Revenue (₹)
Harshil Kulkarni	67000
Yamini Kanda	57000
Deepa Golla	50000
Devika Nadkarni	43000
Keya Date	43000
Amara Bobal	42000
Kalpit Wable	41000
Dipta Pradhan	40000
Vrishti Chaudry	40000
Aarnav Karpe	39000

Top 10 Influencers by ROI

Top 10 Influencers by ROI

| Influencer Name	ROI
Damini Dhar	6.1
Vrishti Chaudry	4.8
Nihal Pau	4.0
Lekha Luthra	3.4
Harshil Kulkarni	3.3
Deepa Golla	2.5
Falak Bir	1.9
Zayyan Goda	1.8
Advaith Comar	1.8
Yochana Bhavsar	1.7

Note: Could negotiate better deals with top performing Influencers across brands and metrics (ROI or Revenue)

Top 10 Worst / Poor Performing Influencers

Top 10 Poor Performing Influencers by ROI
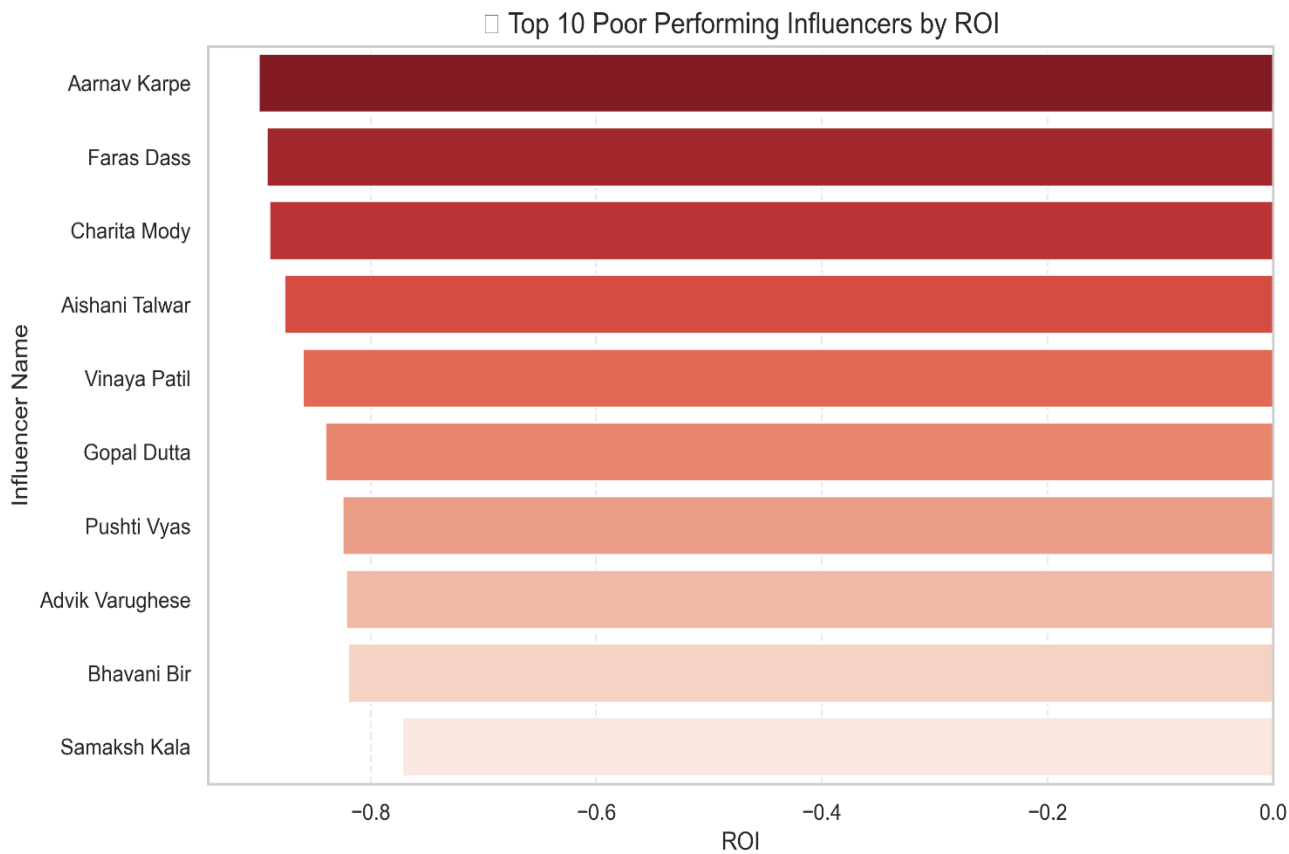
Note: Useful for identifying which partnerships to pause, renegotiate, or analyze further.

Distribution of Revenue through various Platforms

Revenue Share by Platform
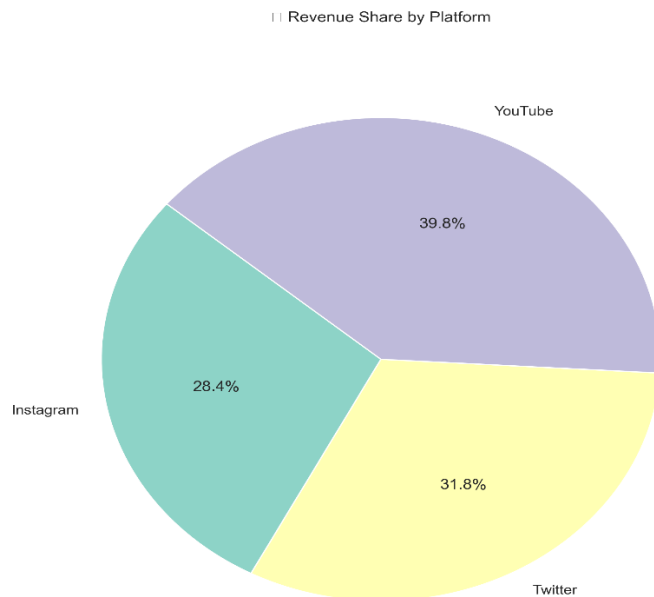
- This shows the share of total revenue generated via influencer campaigns by platform.

- So, for every INR 100 earned:

  a) INR 39.8 came from YouTube influencers

  b) INR 31.8 came from Twitter influencers

  c) INR 28.4 came from Instagram influencers

- YouTube has the Highest gross revenue share (nearly 40%). Likely better for long-form content, demos, product storytelling. Indicates strong purchase intent from YouTube audience.

- The best bet is to double down on high-performing YouTube influencers.

- 31.8% revenue share is high given Twitter's low engagement in India. May indicate high CTR (Click-Through Rate) from link-sharing posts.

- Investigate Twitter's high revenue, is it due to few power influencers or good targeting?

- Despite being the most popular influencer platform, it's contributing only 28.4%. Possibly due to low conversion, non-clickable links, or high saturation. If payouts are high, this platform may show poor ROI. Evaluate Instagram campaigns carefully; high visibility doesn't always translate to sales.

- Prioritize YouTube for next major campaign, especially for high-AOV (average order value) products.

- Audit Twitter influencers for cost vs contribution, could be a hidden ROI gem.

- Test alternative formats or influencer types on Instagram, or lower the budget unless ROAS improves.

Category-wise Distribution of Revenue

□ Revenue Share by Category

Wellness 32.0%
Fitness 32.8%
Nutrition 35.2%
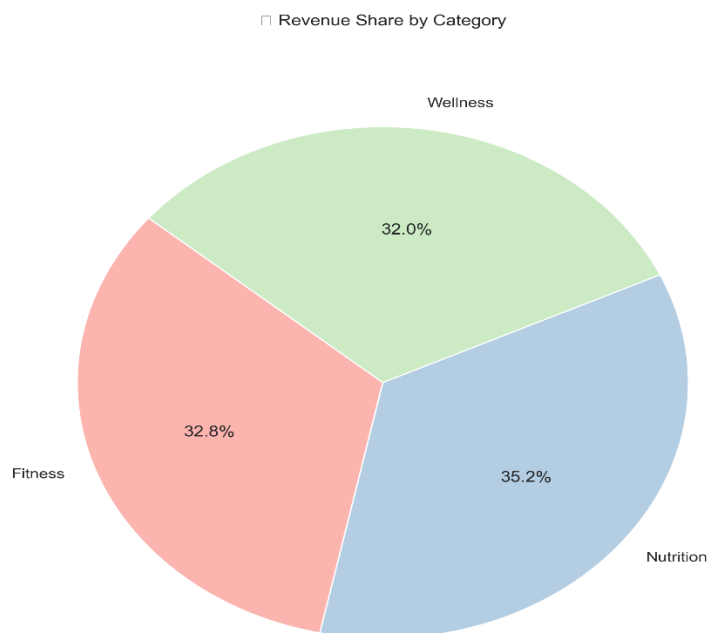
- The revenue distribution is evenly spread across categories. Indicates HealthKart's influencer strategy is well-balanced, not overly dependent on one

product line. Campaign design shows good diversification across product verticals.
- Nutrition with 35.2% contribution, slightly higher than the rest suggests larger influencer pool, higher ticket size per product or better audience-product fit.
- Wellness is slightly behind (32%), the difference is not higher but worth exploring things like: a) Are the payouts too high for wellness influencers?

    b) Does wellness have lower conversion rate?

Revenue Trends over time
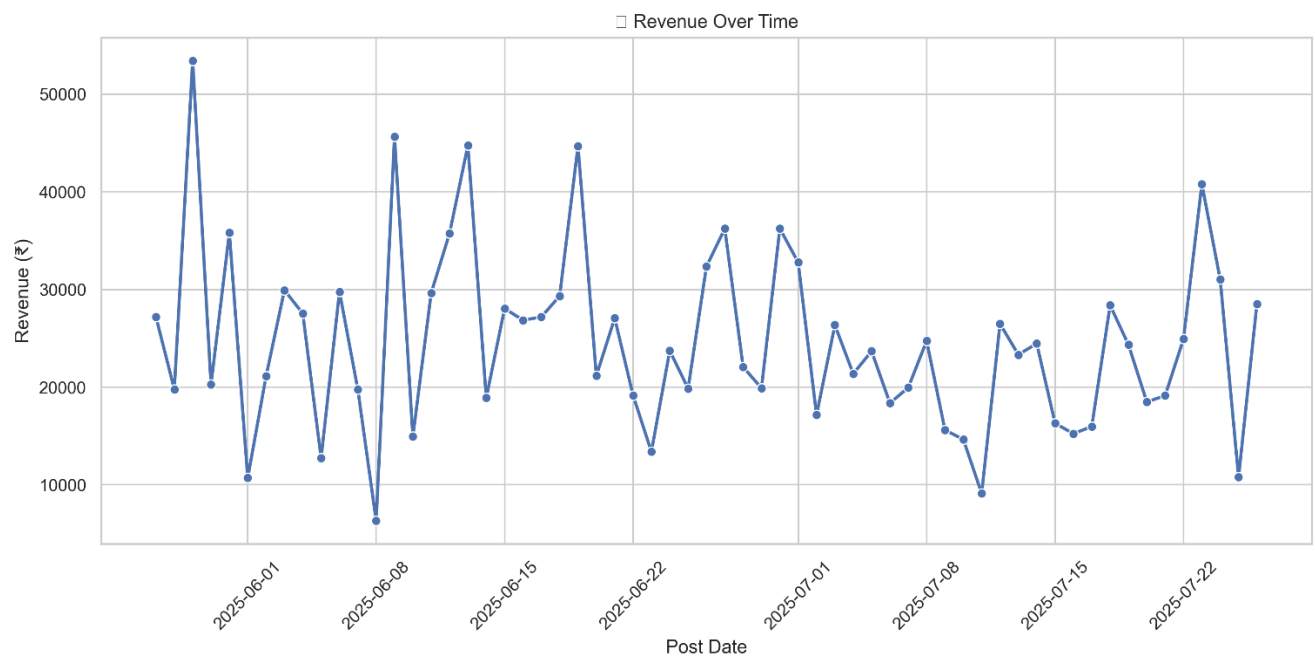
- Multiple noticeable peaks (around June 1, June 10, June 18, July 23).
- These spikes could correspond to:

    a) High-performing influencer posts

    b) Weekend campaigns

     c) Product launches or flash sales

- Certain influencer posts have a disproportionate impact, investigating which influencer or campaigns caused these spikes would be really beneficial.
- Sudden Dips obviously indicate very low revenue days scattered across the month (INR 10K – INR 15K range). This could be due to:

a) Weekday posting with low reach or

b) Poor-performing influencers or

c) Platform algorithm issues or low ad engagement

Category vs Platform

ROI Heatmap: Category vs Platform
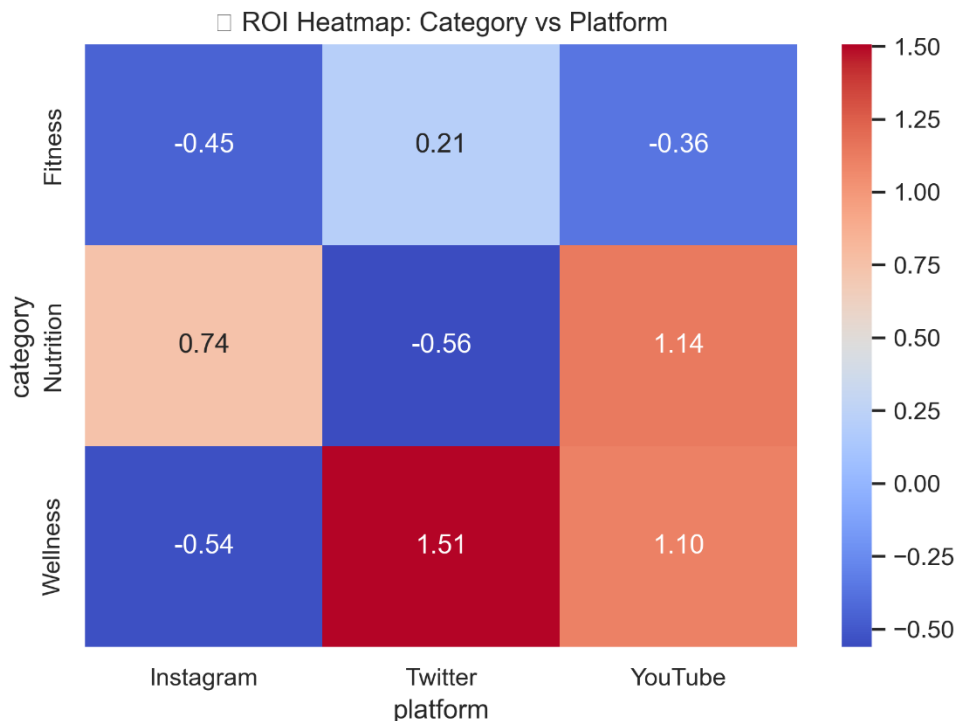
- Wellness + Twitter (Highest ROI-1.51, across all combinations). Likely a few powerful Twitter influencers driving excellent cost efficiency (low cost, high conversion)
- Hence, double down on Twitter for Wellness; possibly a hidden goldmine.
- Nutrition + YouTube (ROI-1.14). Great performance, aligns with what we'd expect from YouTube's long-form content. Likely good for explainer videos, testimonials, product demos. It's advisable to continue investing in YouTube campaigns for Nutrition
- Wellness + YouTube (ROI = 1.10). YouTube showing up again, as a ROI positive channel. Maybe the best platform overall based on consistency alone.
- Highly recommend YouTube as a core platform for Wellness & Nutrition campaigns
- Instagram across all categories (ROI<0). All three categories are in negative ROI when promoted on Instagram

- Possible reasons might be High influencer fees, Low post conversion or Inconsistent audience engagement or all three
- Instagram is not cost-effective; especially for Fitness & Wellness. Re-evaluating influencer tiers and formats is highly recommended
- Nutrition + Twitter (ROI = -0.56). Despite Twitter's success with Wellness, it fails with Nutrition. Could indicate a mismatch in audience-product fit. It is better to pause Nutrition efforts on Twitter or test new formats or creators.
- Reallocate budgets from Instagram to Twitter/YouTube for better ROIs.
- A/B test campaign content on Instagram before committing large budgets; try Reels, stories etc.