



Saqib Shaikh

Overview of Influencer Performance

12bn

Total Followers

1.06M

Avg Likes Per Post

1.33

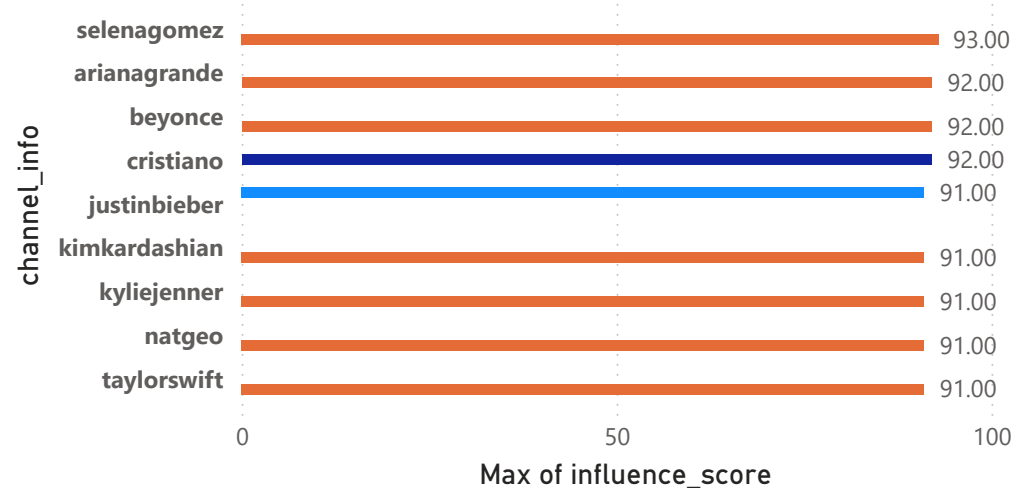
Avg Eng Rate

590bn

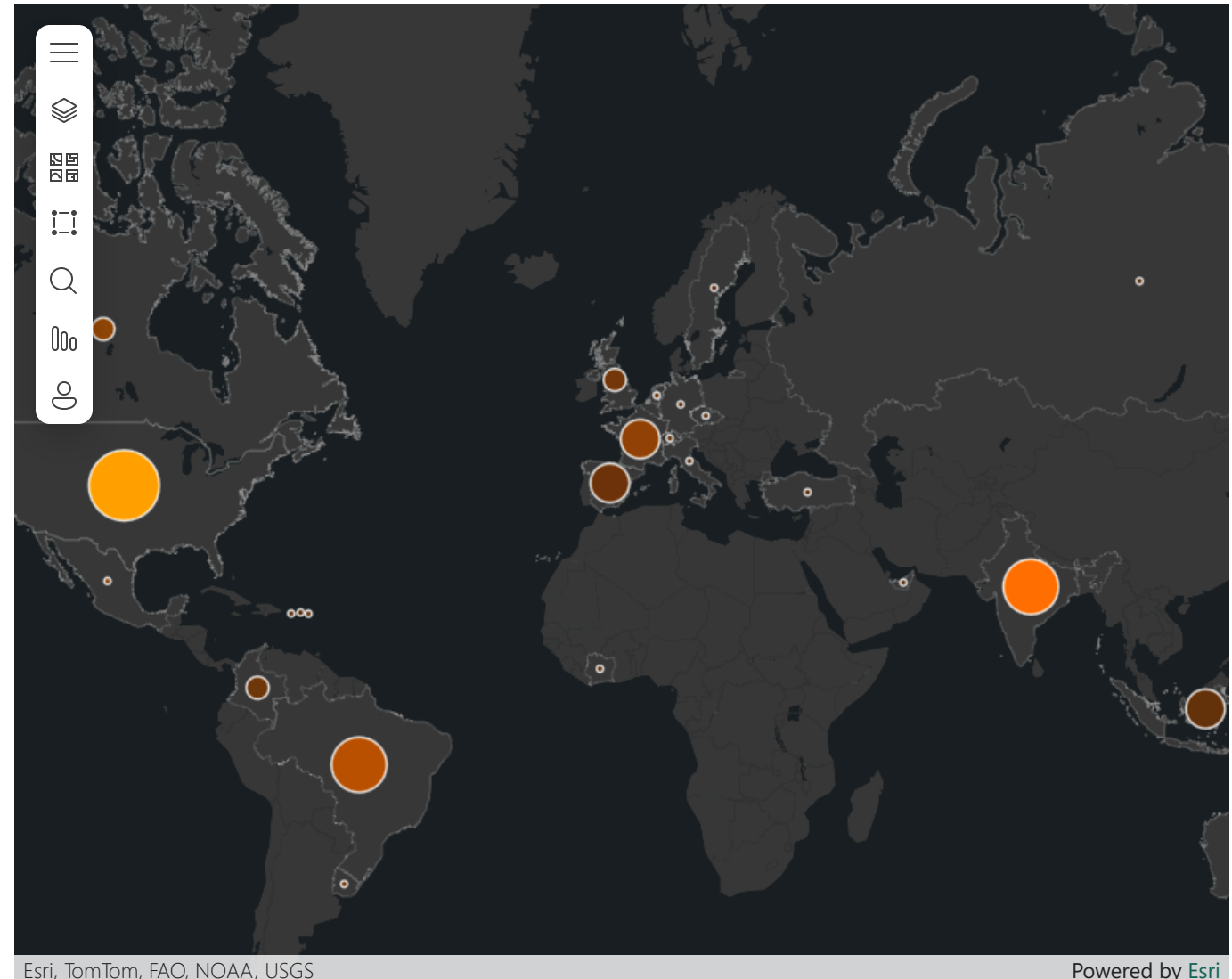
Total Likes

Top 10 Influencers Globally

Countries: ● Canada ● Spain ● United States

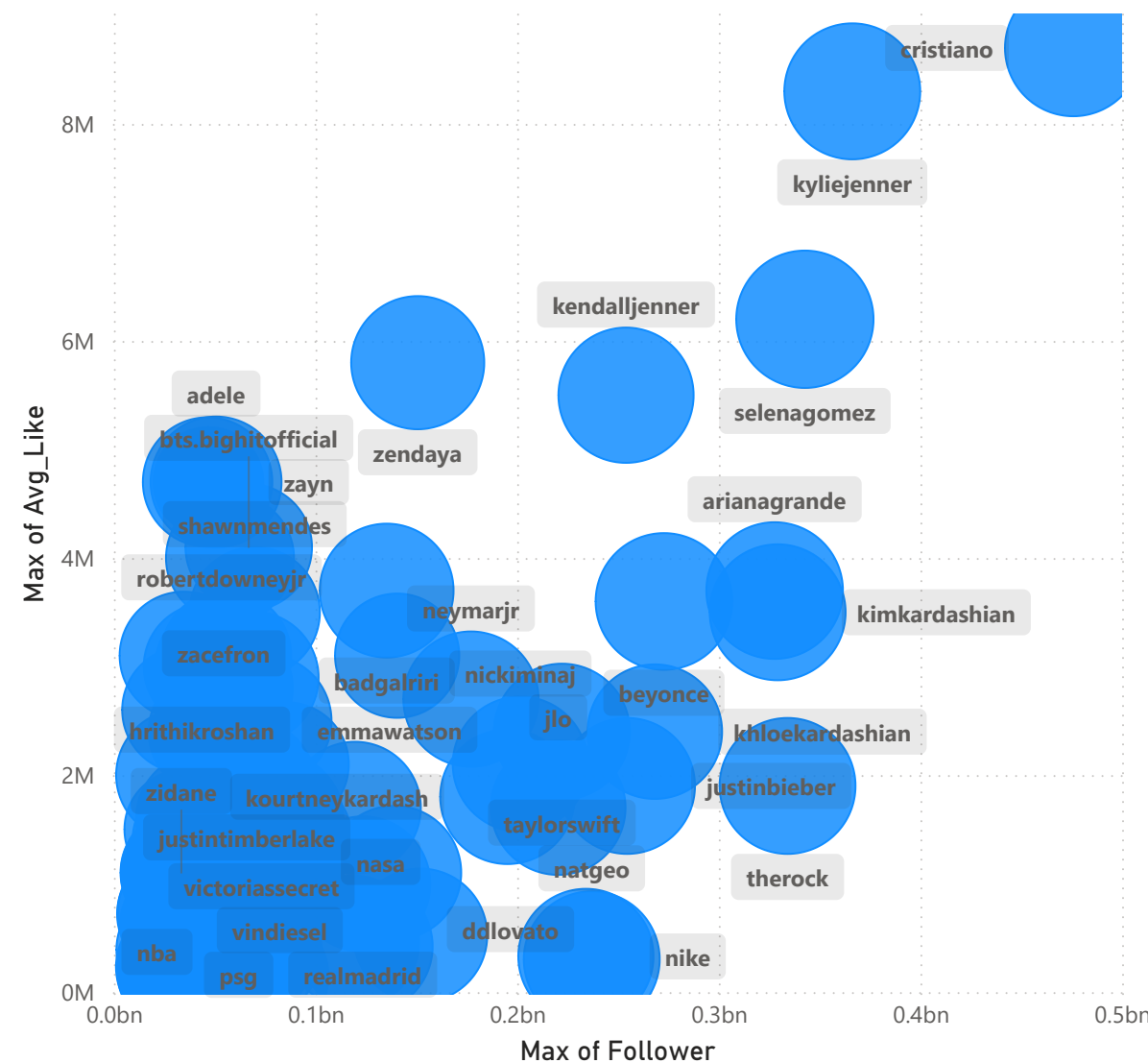


Count of Influencer by country Colored by Engagement Rate

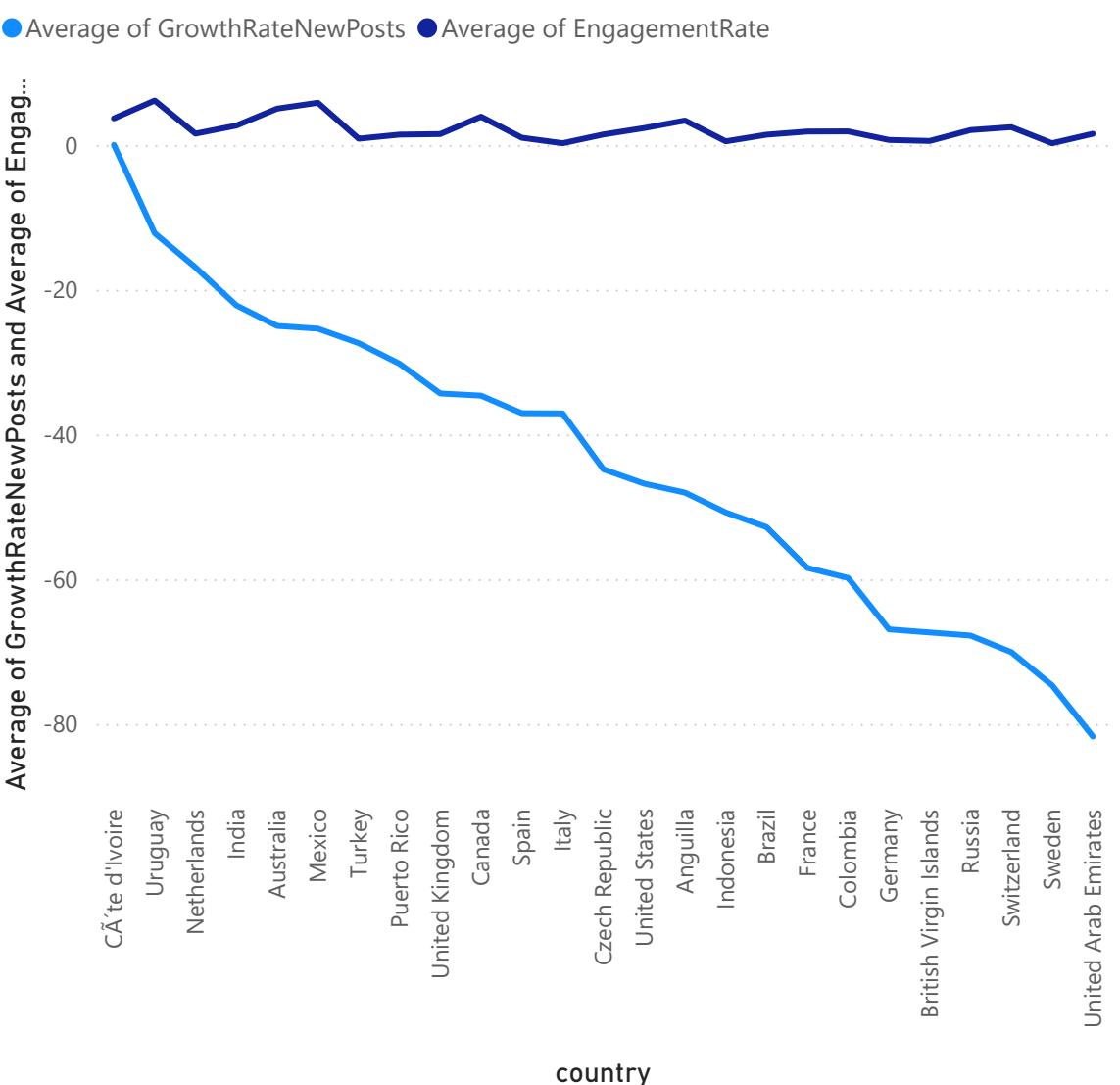


Engagement and Influence Metrics

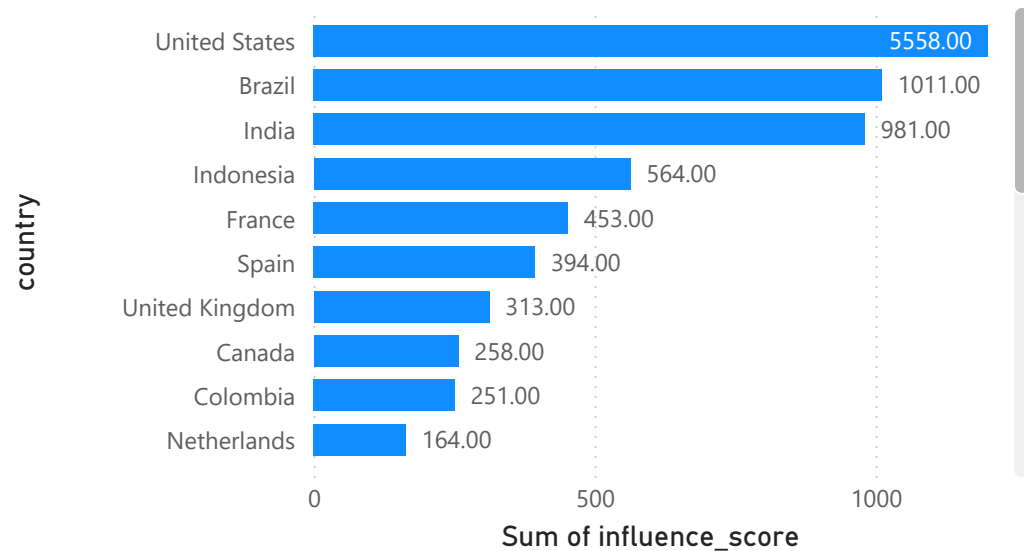
Follower vs Avg_Like by Influencers



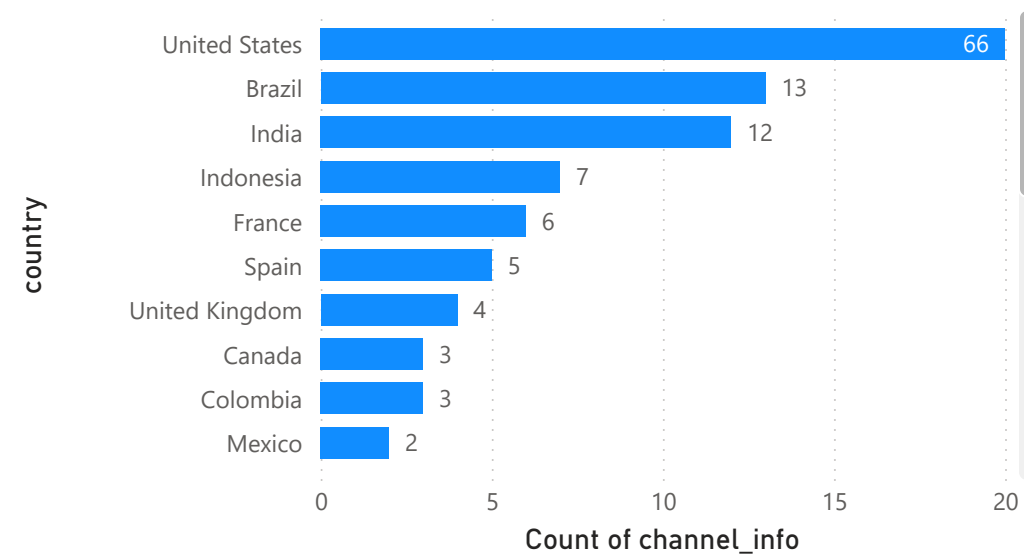
Comparison of GrowthRate vs EngagementRate by country



Influence Score Distribution By Countries

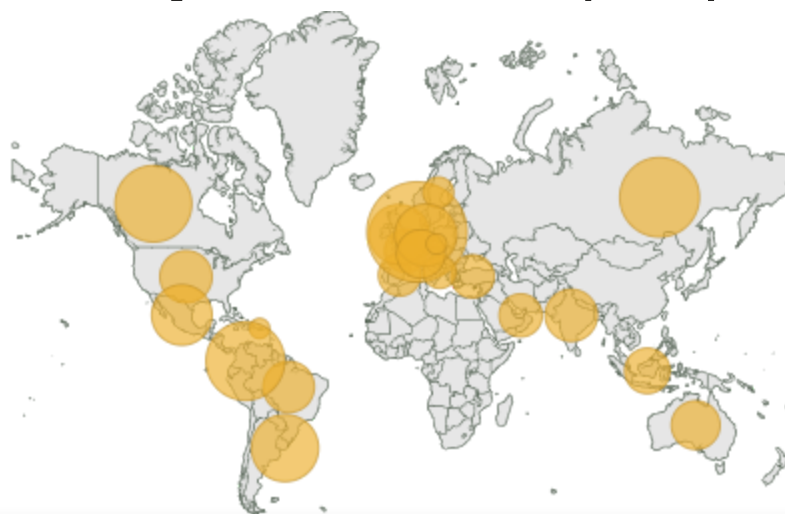


Country with Highest Influencers



Country Specific Insights

Average of LikeToFollowerRatio by country

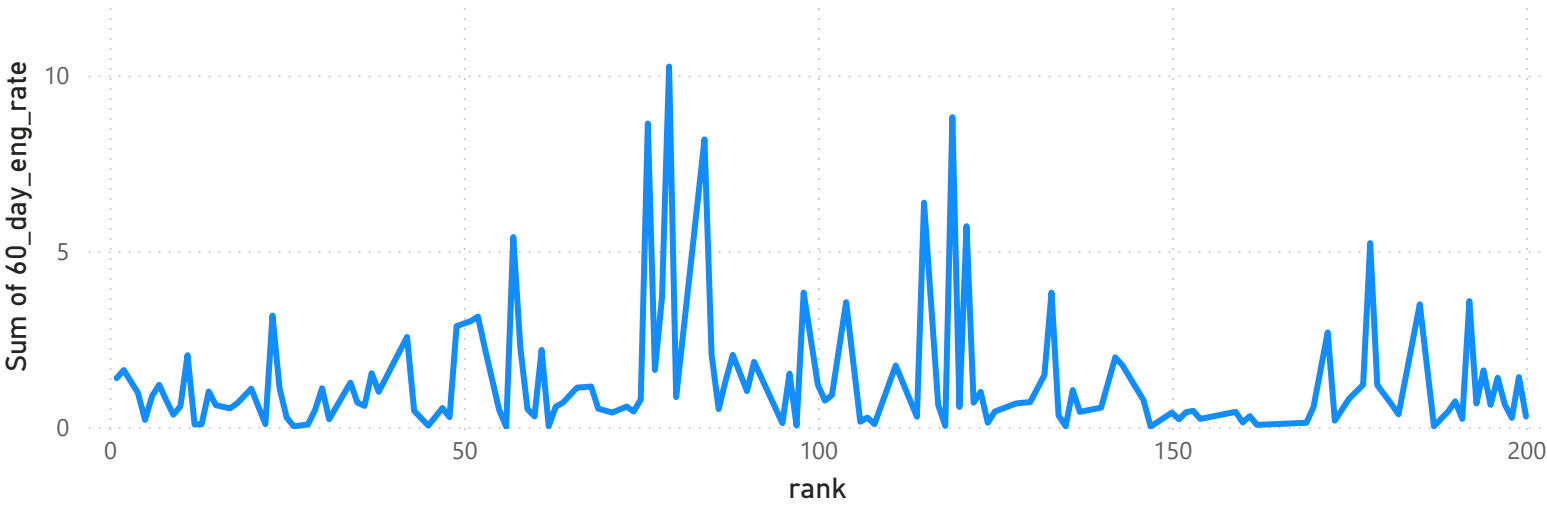




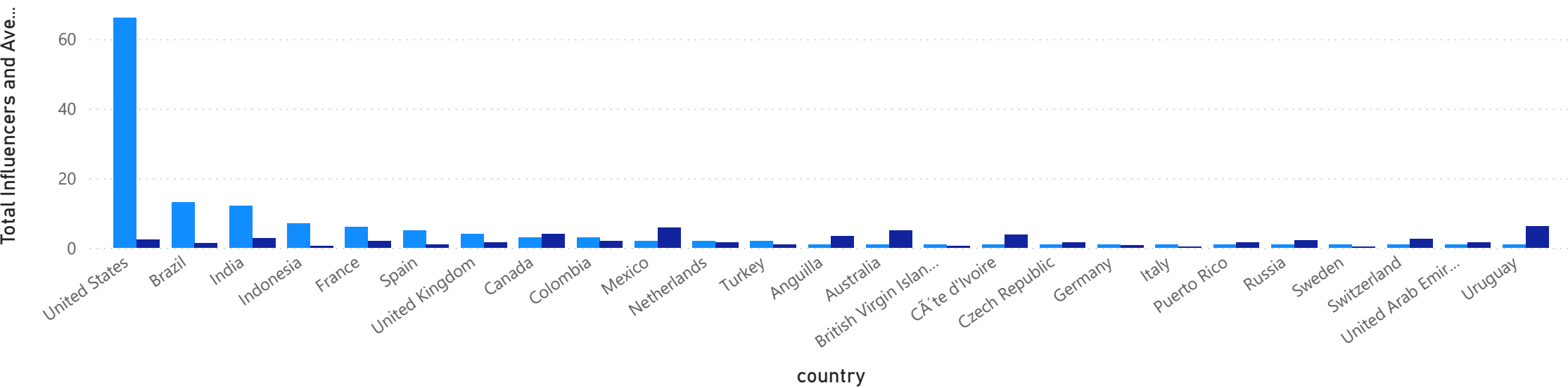
Engagement Trends

60_day_eng_rate	Max of rank	First country
1.39	1	Spain
0.97	4	United States
0.20	5	United States
0.88	6	United States
0.35	9	United States
0.59	10	Canada
2.04	11	United States
1.01	14	United States
0.62	15	United States
0.53	17	United States
1.09	20	Brazil
2.17	22	United States
Total	200	Anguilla

Sum of 60_day_eng_rate by rank

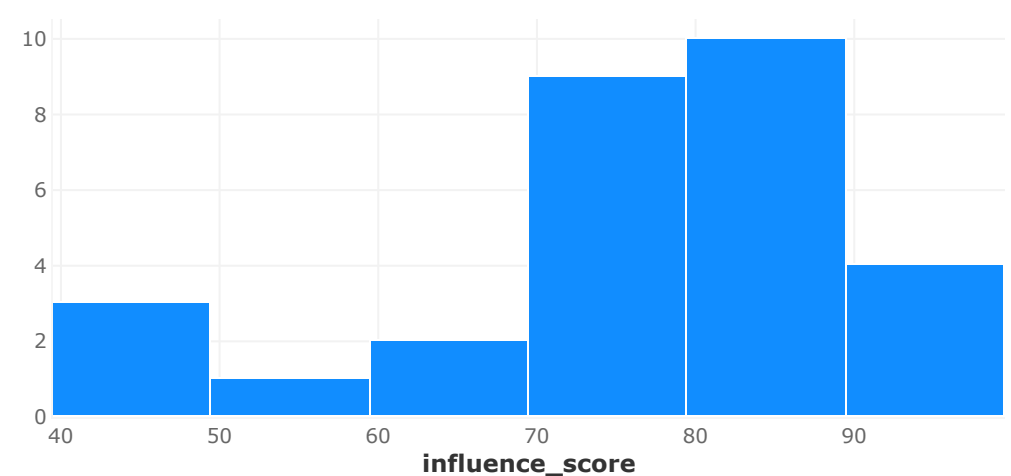
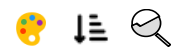


Total Influencers and Average of EngagementRate by country

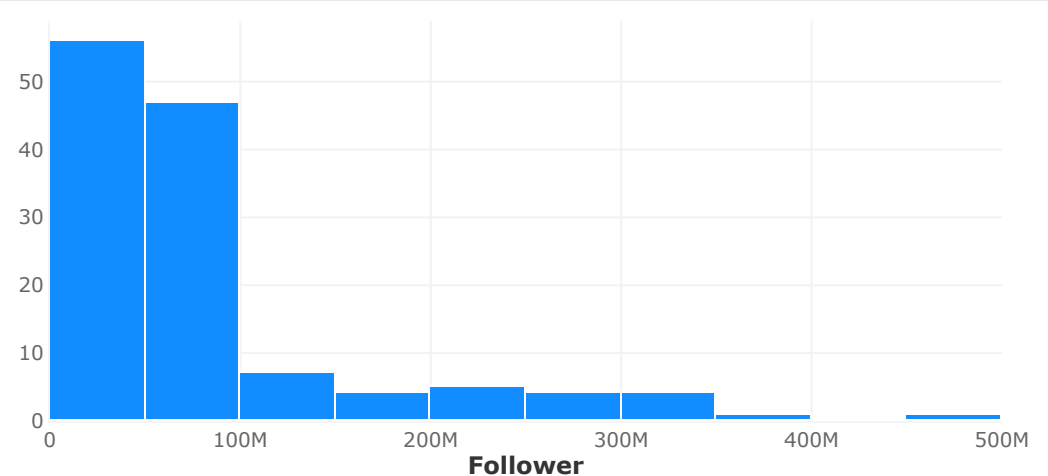
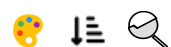


Histograms Spreads

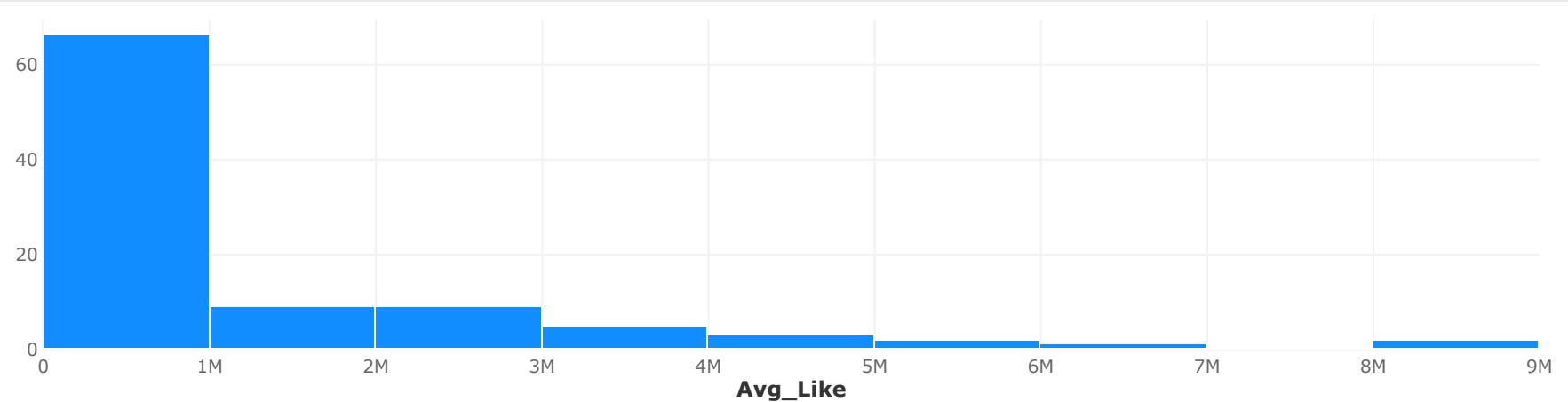
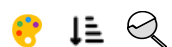
influence_score



Follower

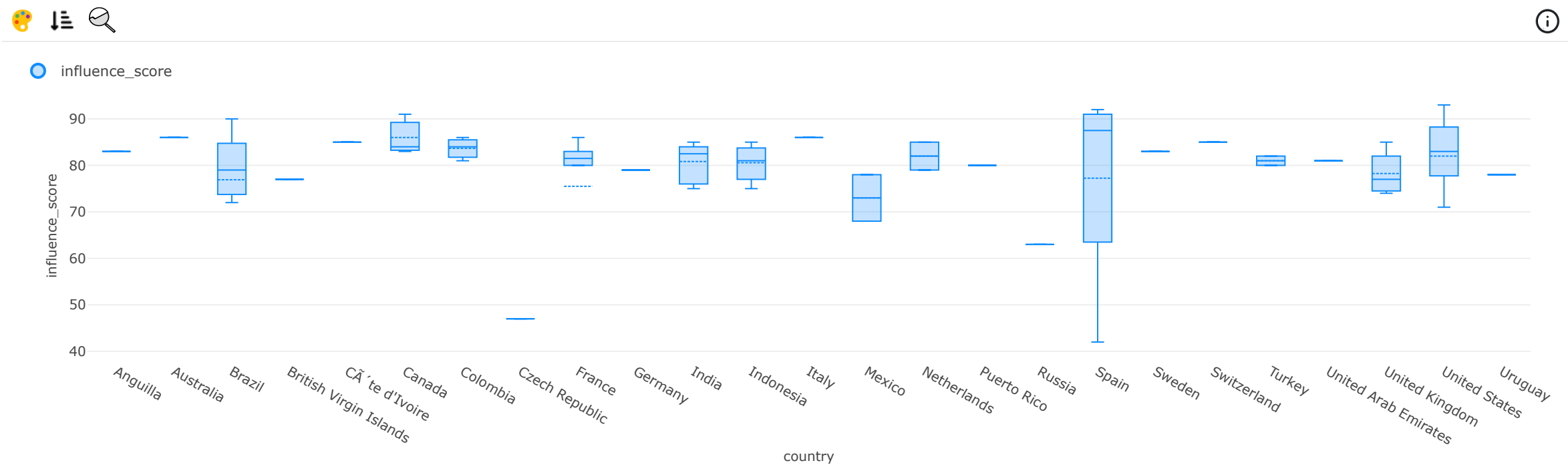


Avg_Like





Influence_score By Country (Boxplot)



Avg_Like (Histogram)

