#### Title:

### HealthKart Influencer Campaign - Insights Summary

#### Overview

This report analyzes the performance of influencer campaigns across platforms like Instagram, TikTok, YouTube, and Twitter. The goal was to measure ROI, specifically focusing on ROAS (Return on Ad Spend), total payouts, and campaign efficiency for various influencer categories including Food, Fitness, Travel, and Beauty.

## Top 5 Influencers by ROAS

## Influencer Name Platform Category Revenue (₹) Total Payout (₹) ROAS

Influencer_10	YouTube	Food	₹15,051.00	₹1,149.00	13.10
Influencer_3	TikTok	Travel	₹19,561.00	₹2,539.00	7.71
Influencer_6	Twitter	Beauty	₹14,514.15	₹2,338.00	6.21
Influencer_9	Instagram	n Travel	₹18,199.33	₹3,465.00	5.25
Influencer_12	Twitter	Fitness	₹14,851.59	₹2,981.00	4.98

# Key Findings

- Influencer 10 (YouTube, Food) generated the highest ROAS of 13.10, showing very efficient ad spend.
- Travel influencers on **TikTok and Instagram** also delivered strong ROAS above 5.0.
- Twitter influencers in Beauty and Fitness surprisingly performed well despite lower visibility.
- All top influencers were on post-based payout models, indicating success in fixedcompensation strategies.

- Platforms: YouTube and Twitter had standout performers in terms of ROI.
- Categories: Food and Travel influencers consistently showed higher return on ad spend.
- **Payout Models:** "Per Post" influencers outperformed "Per Order" in ROAS for this sample.

### Recommendations

- 1. **Double down** on high-performing categories like **Food** and **Travel**, particularly on **YouTube and Instagram**.
- 2. **Retain or renegotiate contracts** with top influencers based on performance.
- 3. Use ROAS as a primary metric for future influencer partnerships and contract renewals.
- 4. **Prioritize influencers** on platforms with historically higher ROI especially **YouTube** for Food-related campaigns.

#### Data Sources

- top5 influencers.csv from outputs/exports/
- Columns used: influencer\_id, name, category, platform, revenue, total\_payout, roas
- Analysis done in: HealthKart\_Influencer\_Analysis.ipynb

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