

Insights Summary – HealthKart Influencer Campaign Dashboard

This dashboard helps track how well HealthKart's influencer marketing is doing. It covers five influencers from different categories like fitness, yoga, and wellness. The data includes their post performance, revenue generated from their campaigns, and how much they were paid.

1. **Top Influencer:**

One influencer stood out by giving the highest return. They generated more revenue compared to how much we paid them. This shows they are very effective in converting their audience into customers.

2. **Low ROI Influencers:**

Some influencers had a ROAS (Return on Ad Spend) below 1, which means we spent more on them than what we earned. These influencers didn't perform well and may not be worth investing in for future campaigns.

3. **Which Platform Worked Best:**

Instagram gave the best results in terms of reach and engagement. Fitness and bodybuilding influencers also performed better, especially for products like protein and supplements.

4. **Campaign Timing:**

Campaigns done in May and July had better results. This shows that the time of year can affect how people respond, and planning campaigns around active months could help get better results.

5. **How Payout Type Affects ROI:**

Influencers who were paid per order performed better than those paid per post. This means it might be smarter to focus more on performance-based payments in future.

6. **More Insights:**

By using filters (like platform, product, or influencer type), we found deeper patterns. For example, gym-related products worked better with bodybuilding influencers on Instagram, while yoga mats were better promoted by wellness creators on YouTube.