HealthKart Influencer Campaign Dashboard

GitHub:https://github.com/Sindhureddy342/Healthkart

Live Demo: https://sindhureddy342-healthkart-intern-n3jvju.streamlit.app/

🔹 Project Overview

This project is an interactive Streamlit dashboard that simulates how a company like **HealthKart** could analyze its influencer marketing campaigns. It's designed to give marketing and data teams a simple, real-time view of campaign performance, return on investment, and influencer effectiveness.

I created this project from scratch, using dummy data that mimics real-world influencer campaigns across platforms like Instagram, YouTube, and Twitter.

🔹 Objectives

- Track and visualize campaign data for influencers.
- Monitor overall ROI and ROAS.
- Identify which influencers are generating high or low returns.
- Provide dynamic filters and insights to aid strategic marketing decisions.
- Offer a user-friendly, publicly accessible dashboard to non-technical users.

🔹 Key Features

📌 Filtering Options (Sidebar)

- **Platform-based Filtering**: Instagram, YouTube, Twitter
- **Category Filtering**: Fitness, Yoga, Bodybuilding, etc.
- **Date Range Selection**: Analyze any time window between January to July 2025

📌 **Core Metrics Displayed**

- **Total Revenue Generated**
- **Total Payouts to Influencers**
- **ROI**: Return on Investment
- **ROAS**: Return on Ad Spend

📌 **Performance Insights**

- Identifies the **top-performing influencer** based on ROAS
- Lists influencers delivering **poor ROI** (ROAS < 1)
- Revenue breakdown by influencer

📌 **Visualizations**

- **Bar Charts** of revenue vs. ROAS by influencer using Plotly
- Clean and interactive visuals for better understanding

📌 **Payout Tracking**

- Details on influencer payout structure (basis: order or post)
- Displays orders, payout rates, and total payout per influencer

🔹 How the App Works

- The backend uses `pandas` to simulate influencer, post, tracking, and payout data.
- Streamlit is used for the frontend UI and dashboard interactivity.
- Plotly is used for bar chart visualizations of ROAS.
- Users can dynamically explore data by changing filters.

🔹 Deployment

- The app is deployed on **Streamlit Community Cloud**, allowing public access without installation.

- All code and configuration are managed in a public GitHub repository.