

KPIs

Engagement

Geographical

Influencers

Post Performance

Influence growth

Countries

Total Followers

15.48bn

Total Influencers

200

Total likes

732bn

Avg 60-day
Engagement rate

189.3%

Avg Engagement rate
%

2.87

Avg Influence Score

81.82

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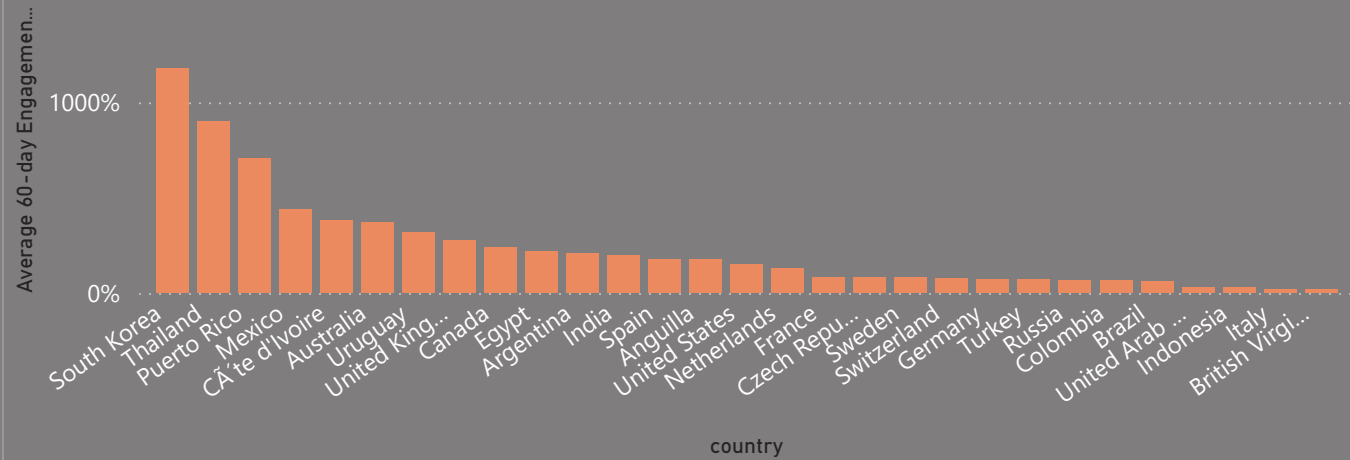
Influence growth

Countries

Avg Engagement Rate

2.87

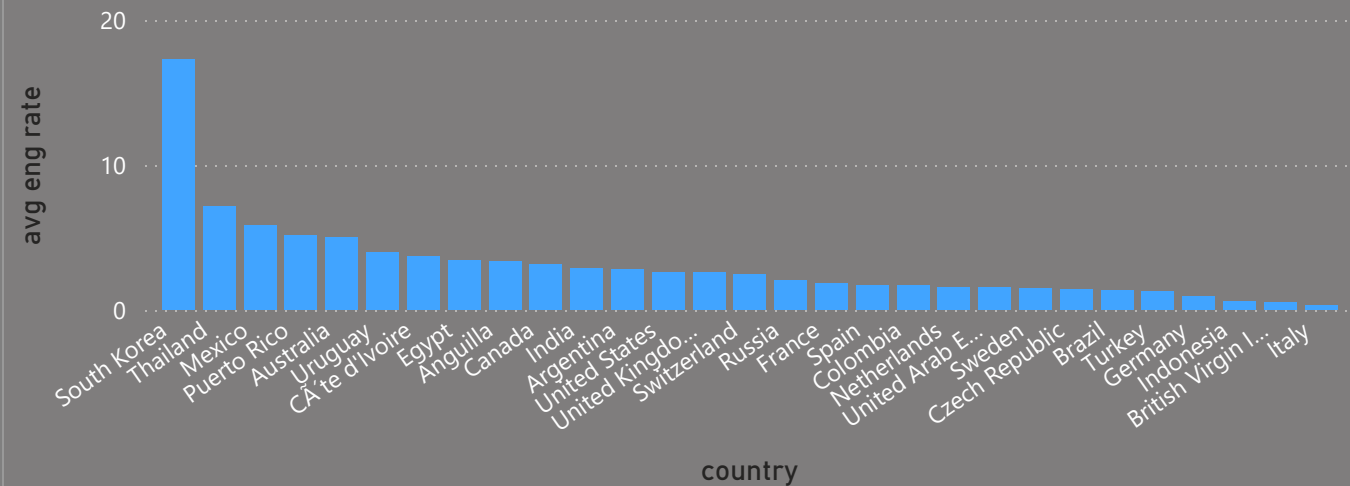
Average 60-day Engagement Rate by country



country	engagement growth
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Thailand	1,400,000.00
Puerto Rico	751,400.00
United Kingdom	82,383.33
Côte d'Ivoire	0.00
Italy	-51,000.00
Germany	-95,966.67
Indonesia	-132,990.91
British Virgin Islands	-133,300.00
Czech Republic	-232,200.00
Turkey	-239,066.67
Netherlands	-244,500.00
Spain	-331,225.00
Sweden	-364,450.00
Switzerland	-364,450.00
Total	-578,971.00

avg engagement rate by country



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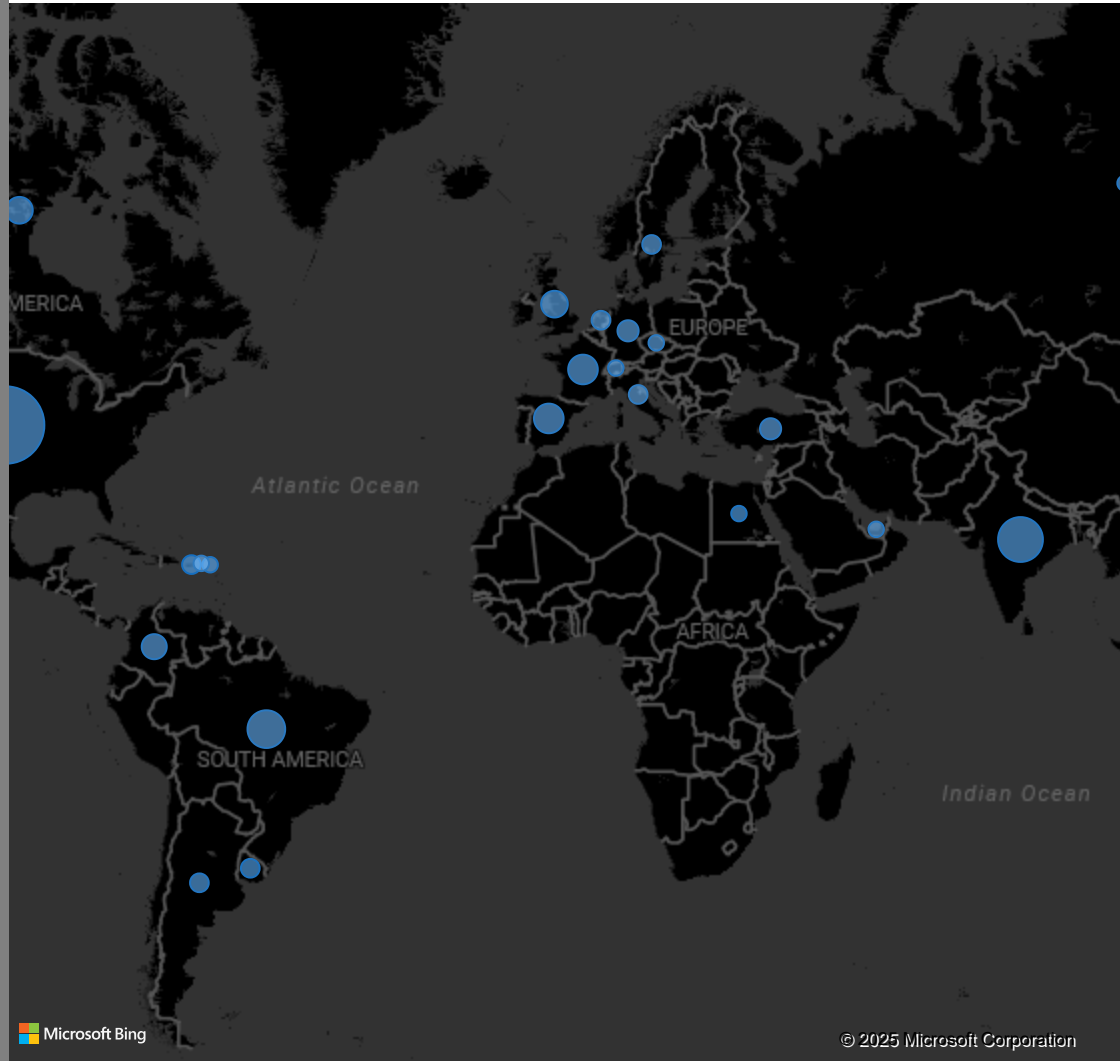
Influencers

Post Performance

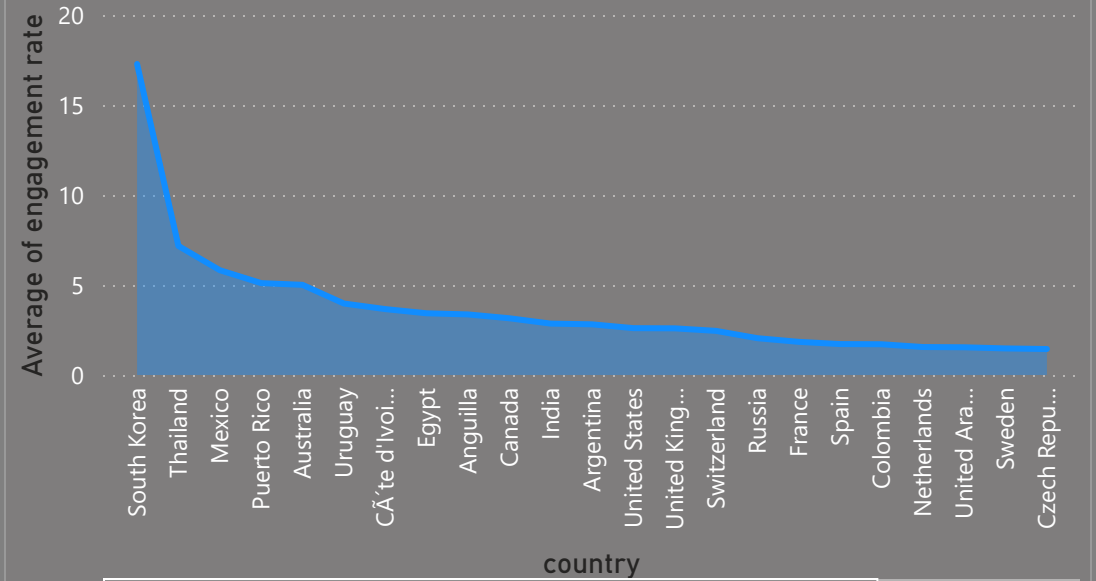
Influence growth

Countries

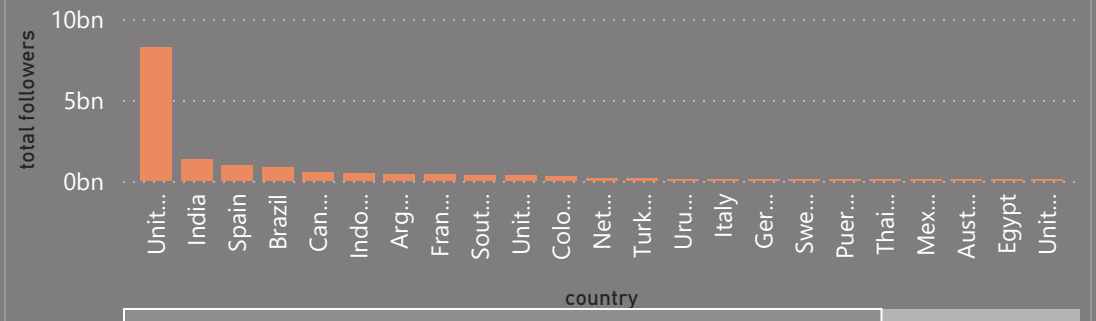
Count of Influencers by country



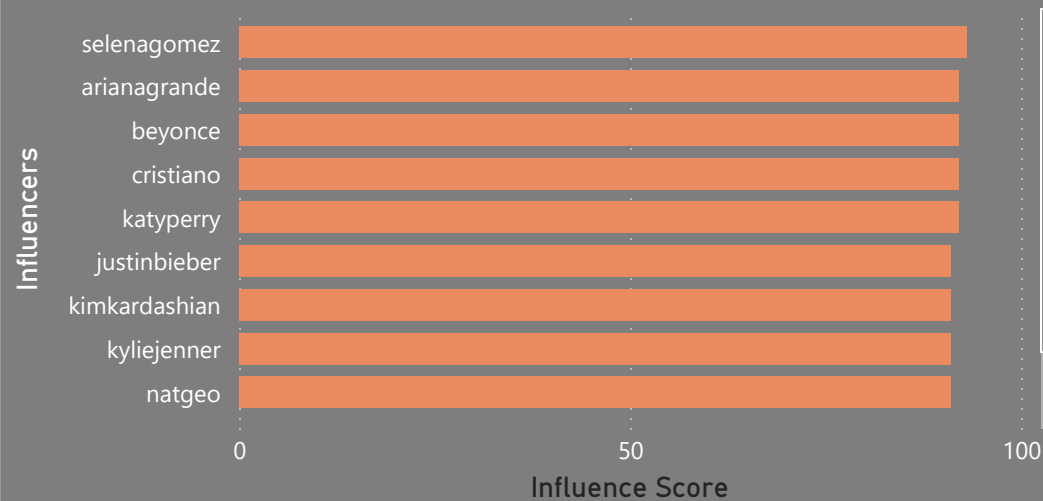
Average of engagement rate by country



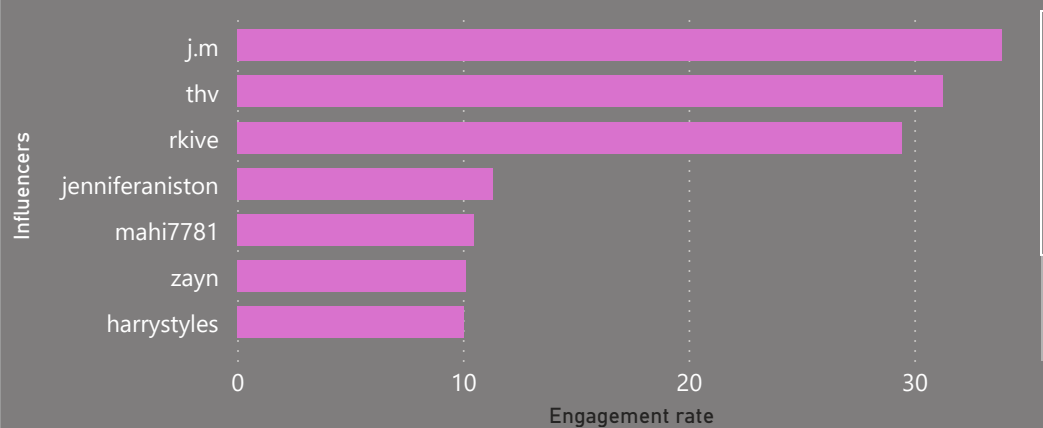
total followers by country



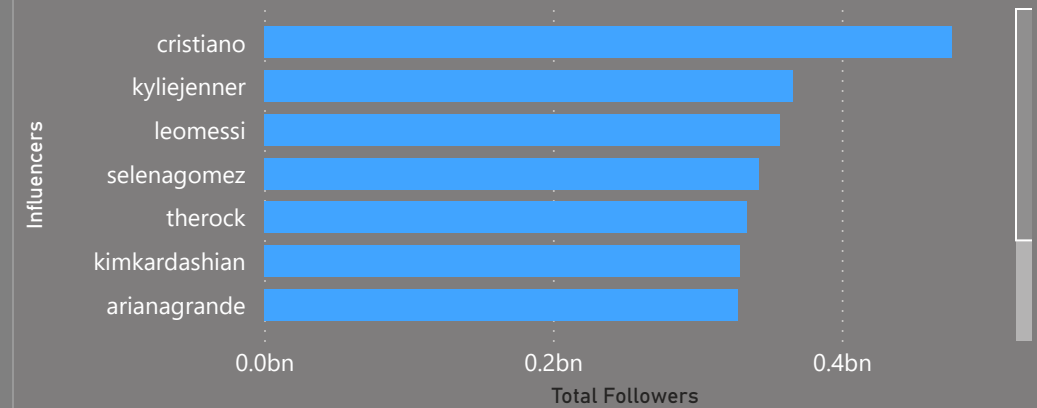
Influence_score by Influencers



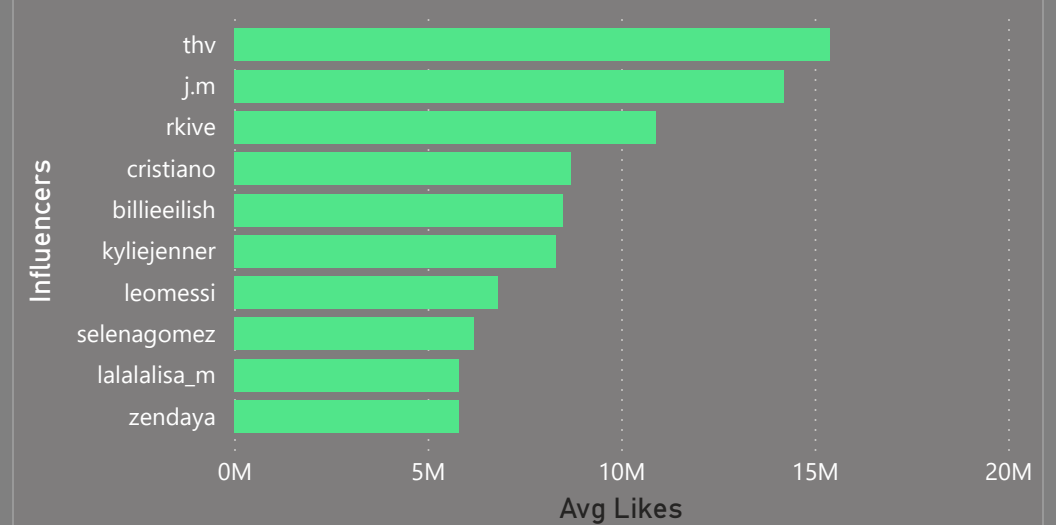
Engagement rate by Influencers



Total followers by Influencers



Avg_likes by Influencers



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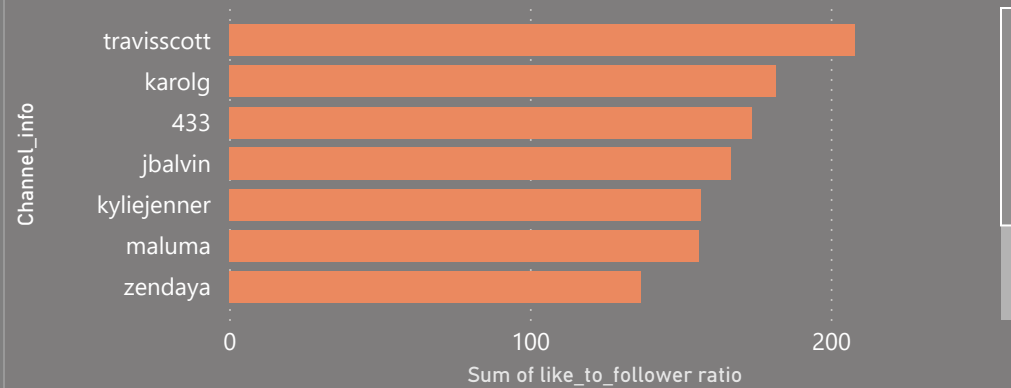
Influencers

Post Performance

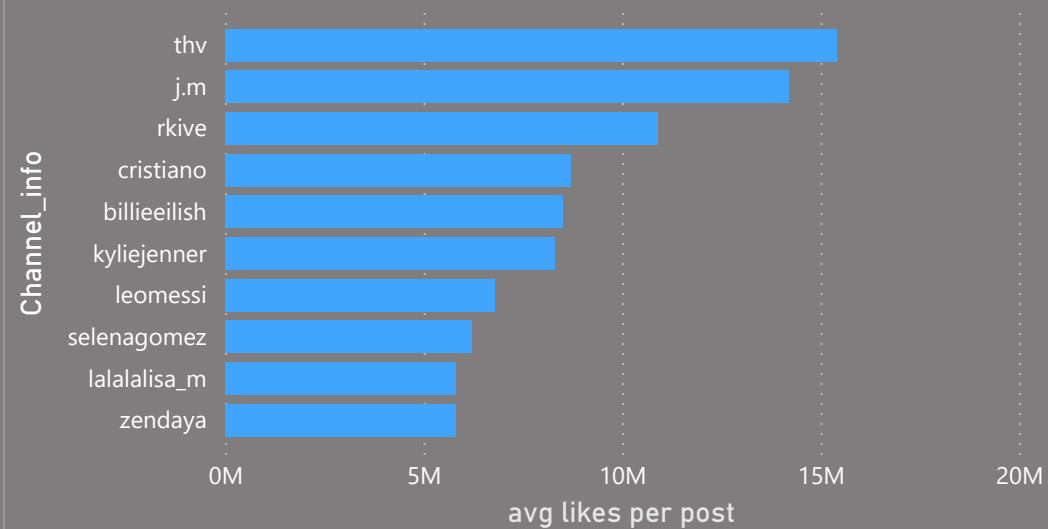
Influence growth

Countries

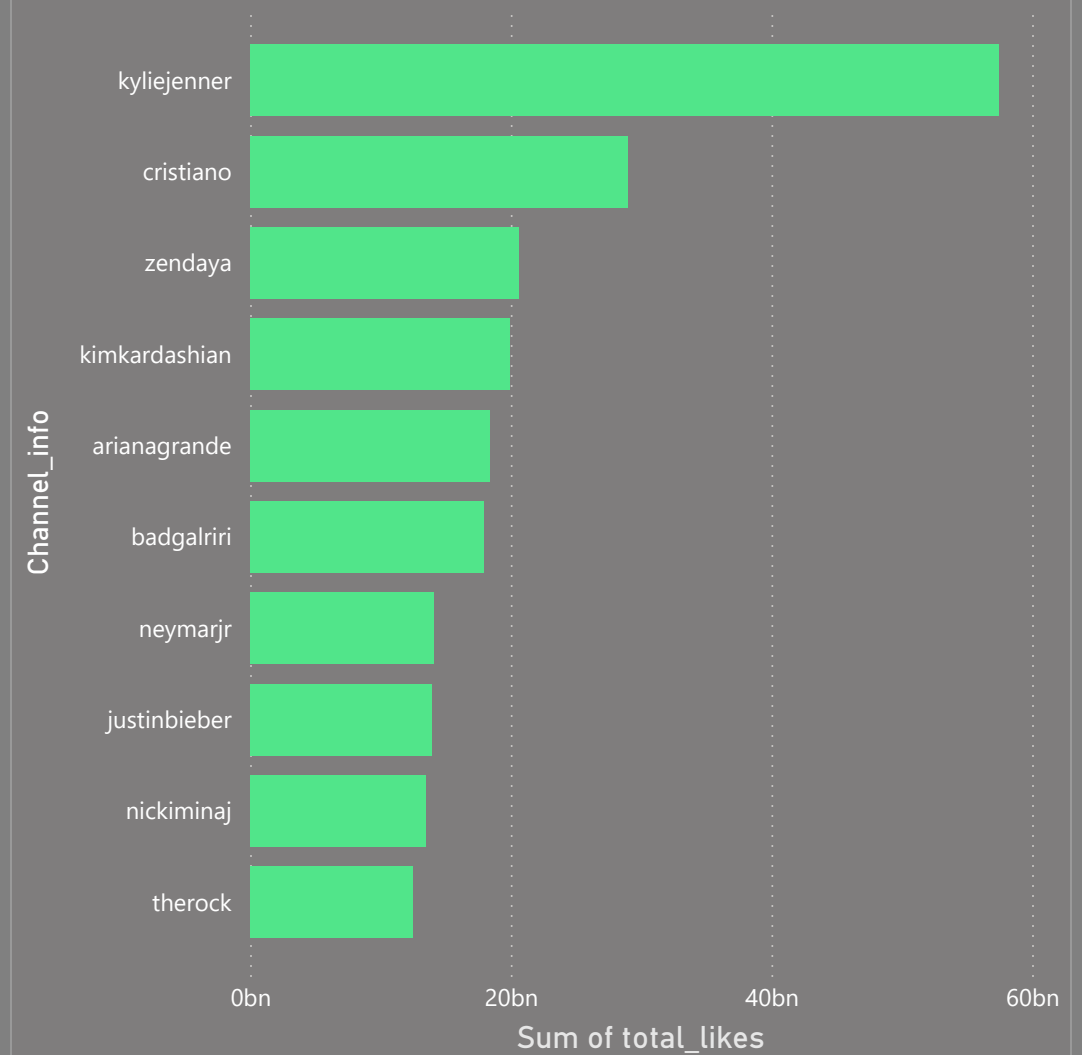
like_to_follower ratio by Influencers



avg likes per post by Influencers



total_likes by Influencers



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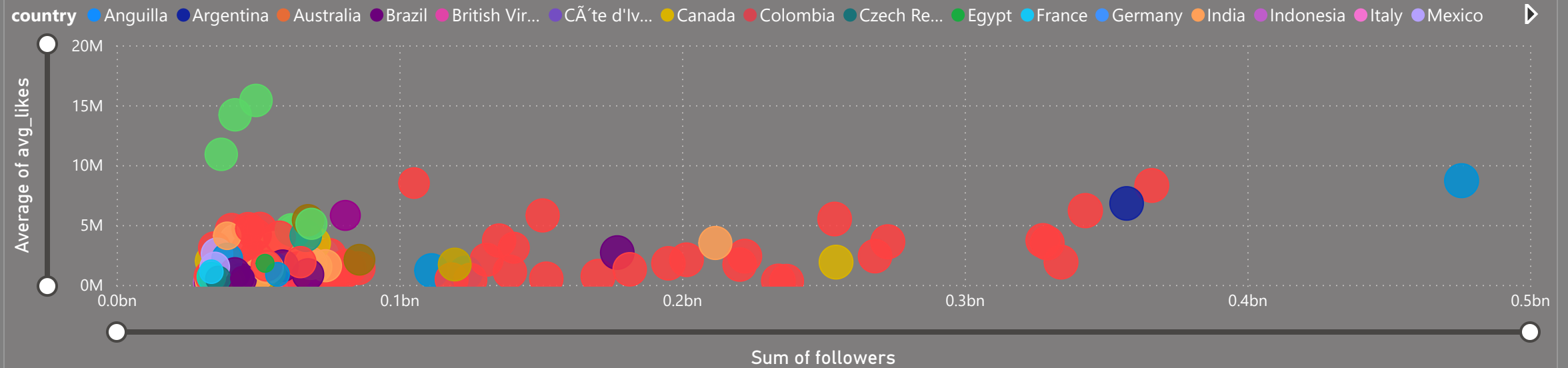
Influencers

Post Performance

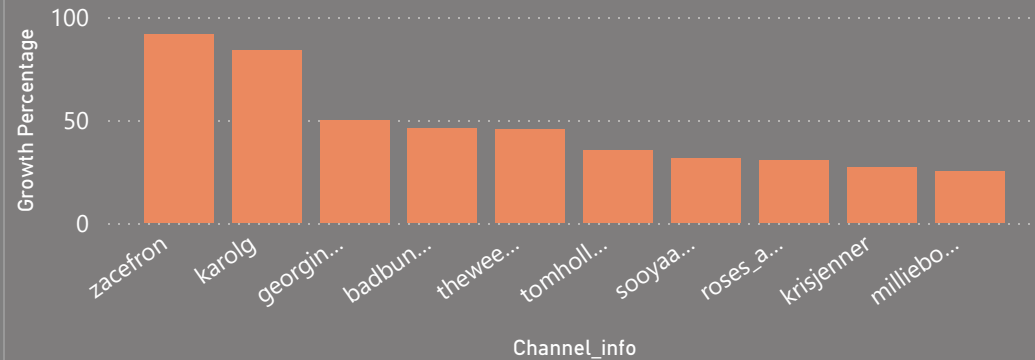
Influence growth

Countries

followers, avg_likes and avg influence score by Influencer and country



Top 10 influencers by New_post_growth_rate %



Bottom 10 Influencers by New_post_Growth_rate %



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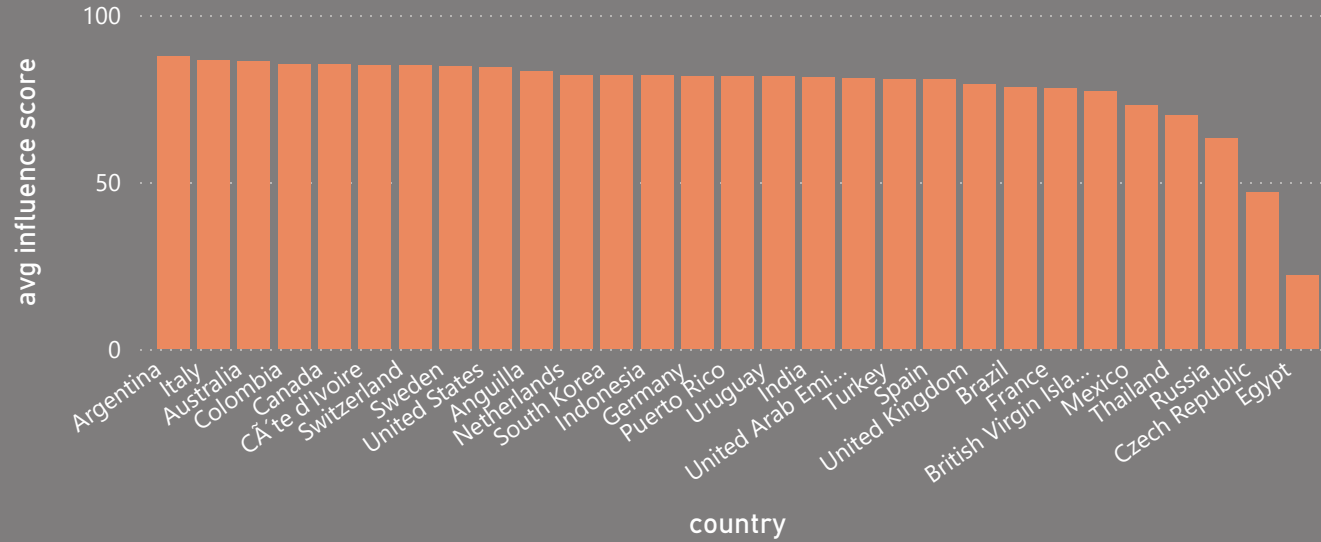
Influencers

Post Performance

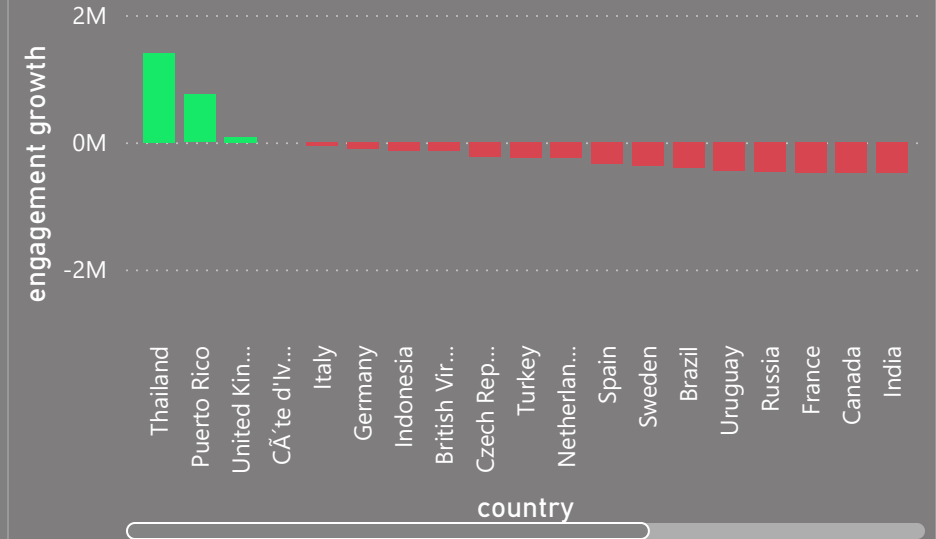
Influence growth

Countries

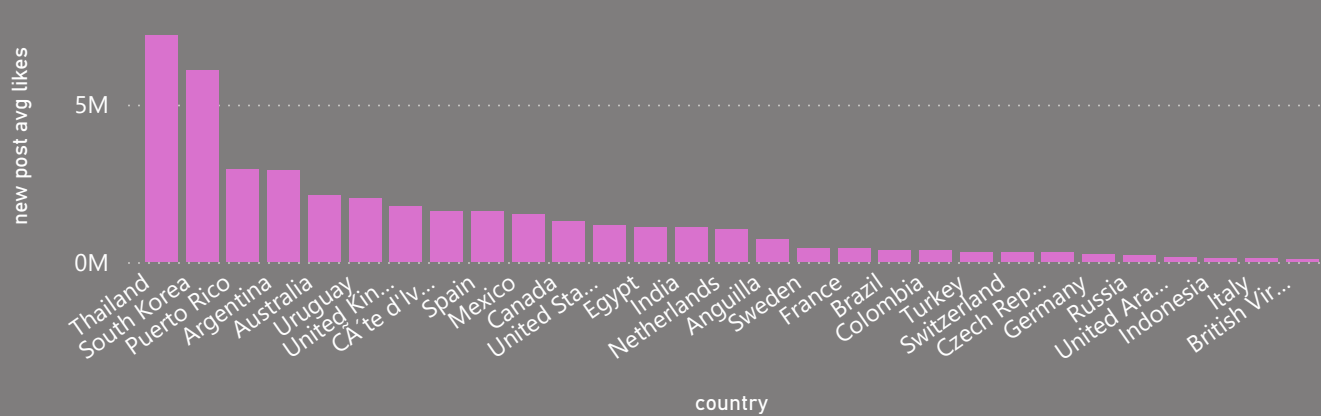
avg influence score by country



engagement growth by country



new post avg likes by country



Average of like_to_follower ratio by country

