

Influencer Engagement

By Amanda Jo Griffin (Aj)



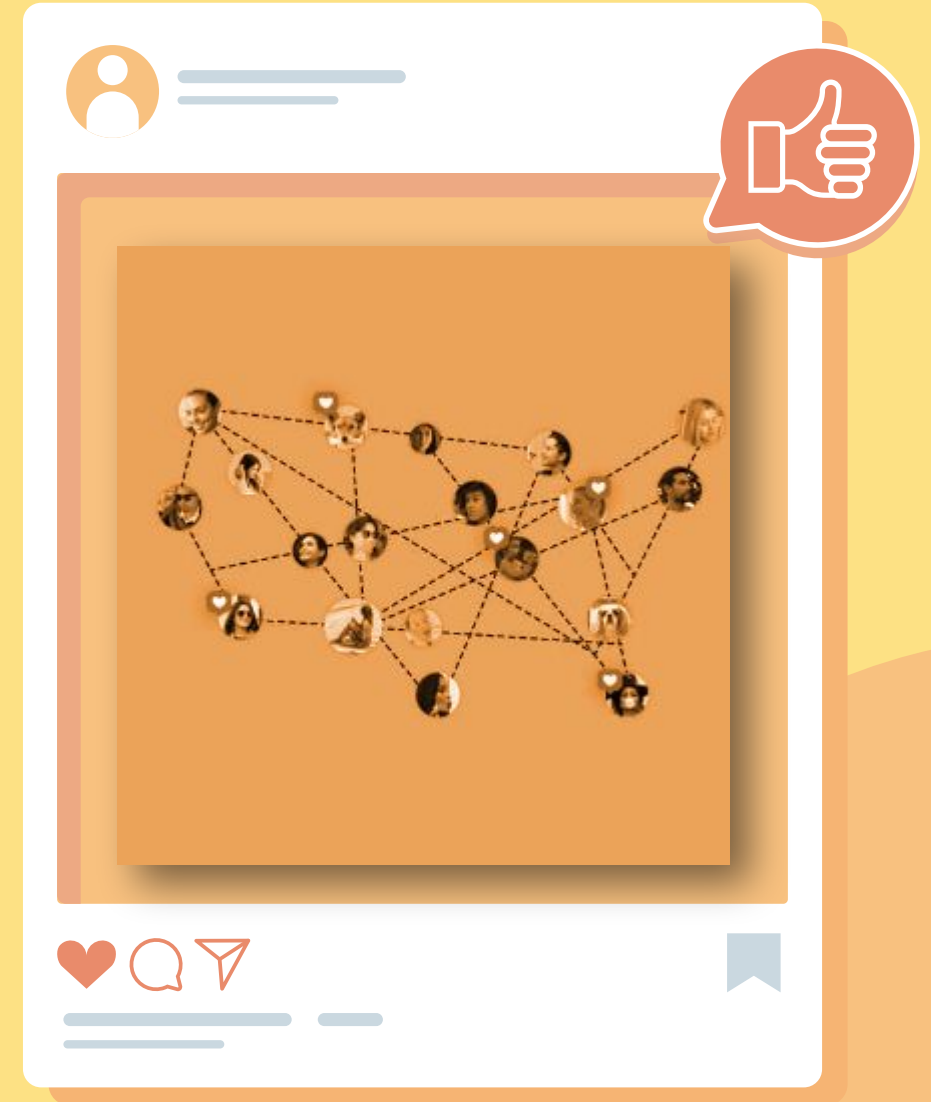
× Background...

As the dedicated data analyst at our agency, my role is to enhance influencer optimization by combining and analyzing key metrics from two datasets.

These metrics, including likes, comments, followers, and more, play a crucial role in refining brand impact and marketing strategies.

Through exploratory data analysis (EDA), I've identified key performance indicators influencing influencer scores.

These insights serve as the foundation for our agents, enabling strategic influencer engagement, guiding effective communication strategies, and ultimately increasing influencer scores, rankings, and revenue.

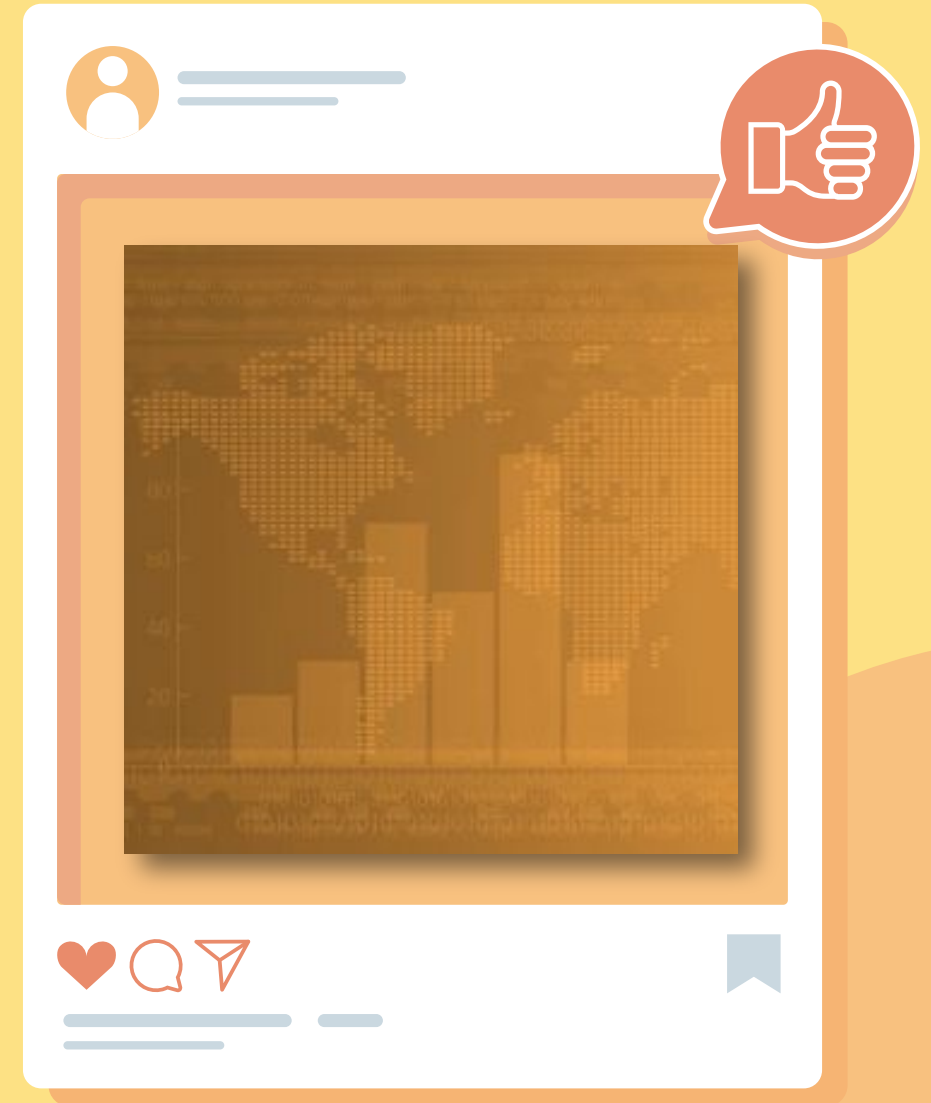


Purpose...

This presentation aims to seamlessly communicate crucial insights via an all-encompassing slide deck and Tableau story.

Our objective is to equip the team with an in-depth understanding of valuable analytics, geographical trends, and targeted influencer engagement strategies.

By doing so, we aim to foster successful collaborations and facilitate informed discussions, providing our team with a strategic edge in navigating the dynamic landscape of influencer representation.



About The Data

01

Influencer datasets encompassing key metrics such as comments, likes, posts, followers, rank, influencer score, and engagement rates.

02

Started with two datasets, one with 200 rows and 20 columns, and one with 200 rows and 10 columns.

03

Merged like columns together to create one merged dataset consisting of 400 rows and 23 columns.

04

Conducted exploratory data analysis (EDA) utilizing Python and Seaborn, complemented by interactive visualizations in Tableau.



In doing Exploratory Data Analysis, we took a look at distribution charts (ex: Distribution of Engagement Rate) to provide insights into how well the influencers are connecting with their audience.



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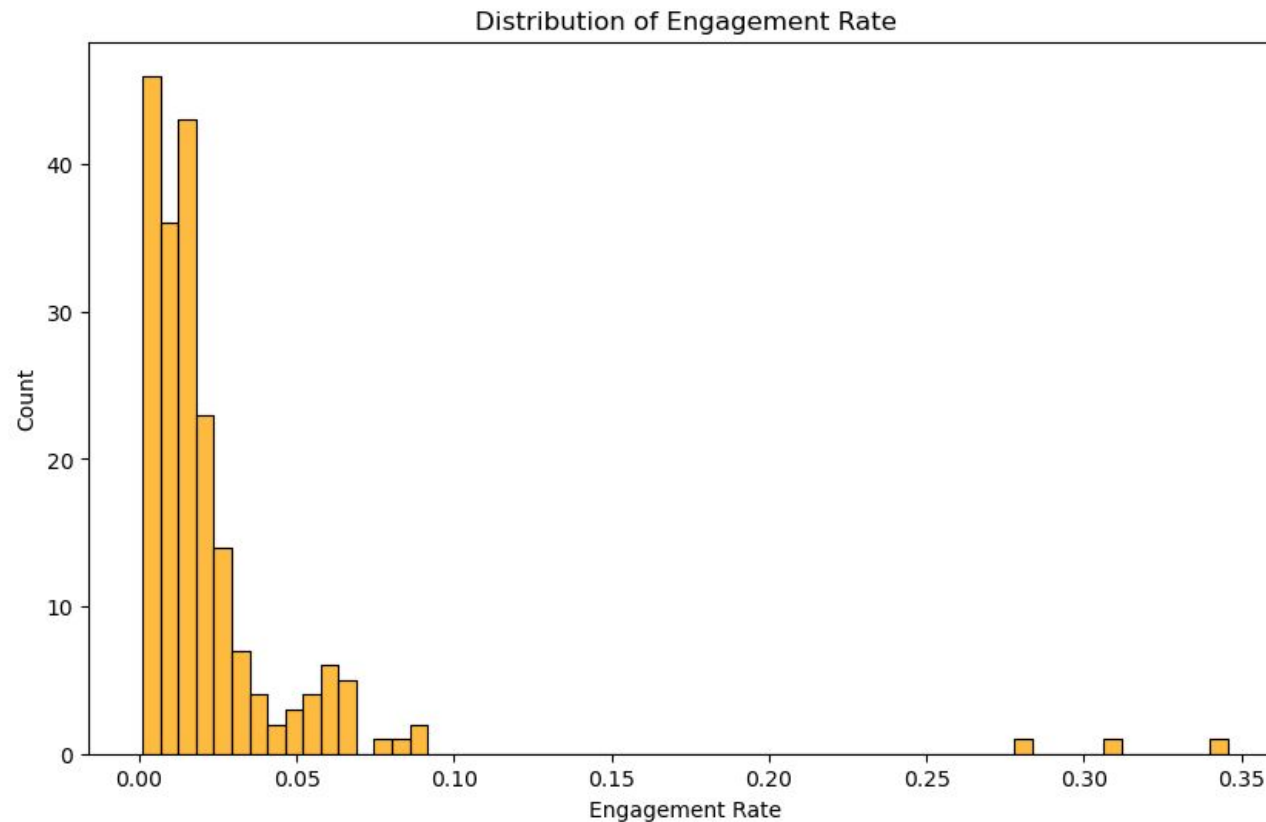


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— Irene M. Pepperberg

Histogram: Distribution of Engagement Rate



The histogram illustrates the distribution of engagement rates, with the majority falling between 0.00 and 0.10, with a concentration around 0.00 to 0.05.

There are outliers observed at higher values, particularly around 0.30 and 0.35, indicating instances of significantly elevated engagement rates.





We also took a look at count plots to see stats like count of influencers by main topic to help understand predominant content themes.



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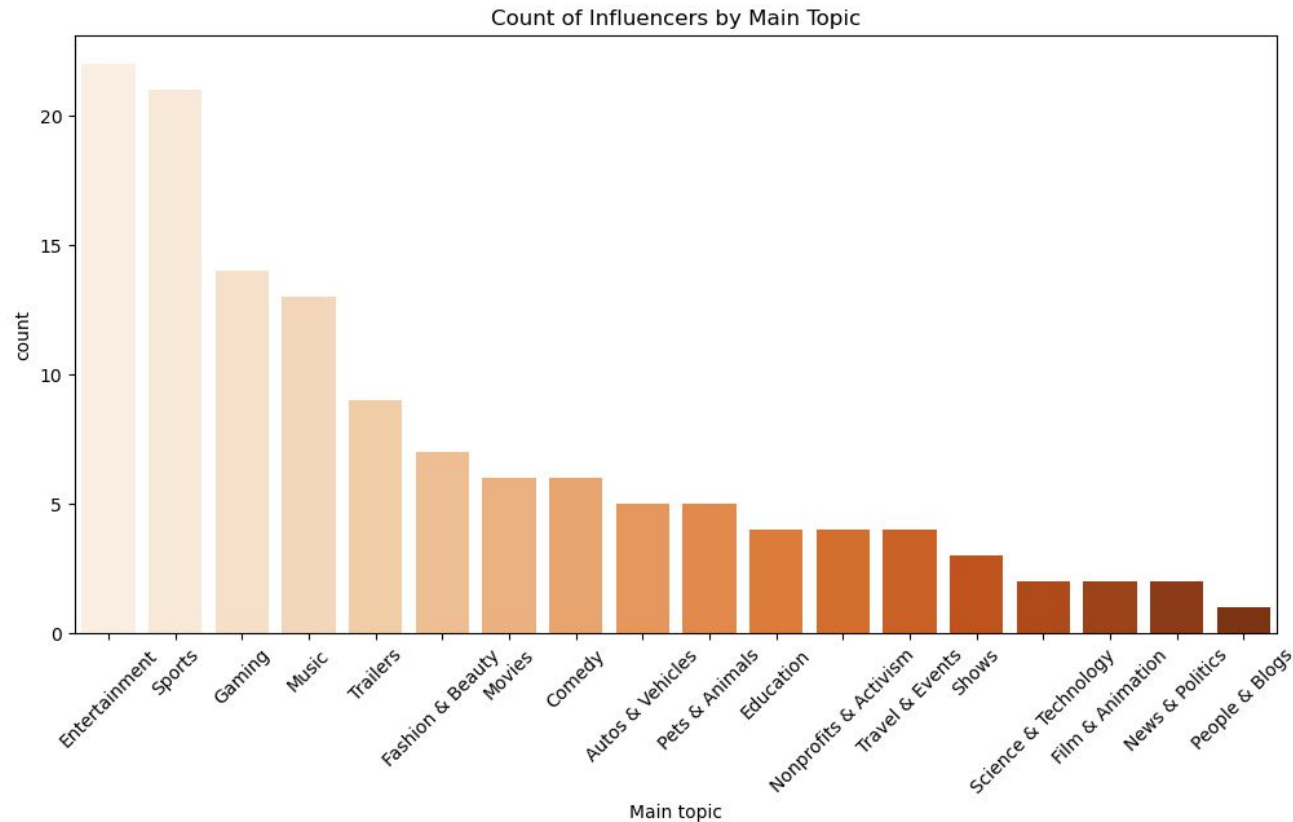
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Count Plot: Influencers By Main Topic



The count plot reveals that the majority of influencers are in the entertainment, sports, gaming, music, trailers, fashion, and beauty categories.

In contrast, the lowest counts are associated with people and blogs, news and politics, film, and science and technology.





Box Plots on different influencer stats allowed us to provide a statistical summary of influencer metrics and determine if there are any influencers with exceptionally high or low performance.



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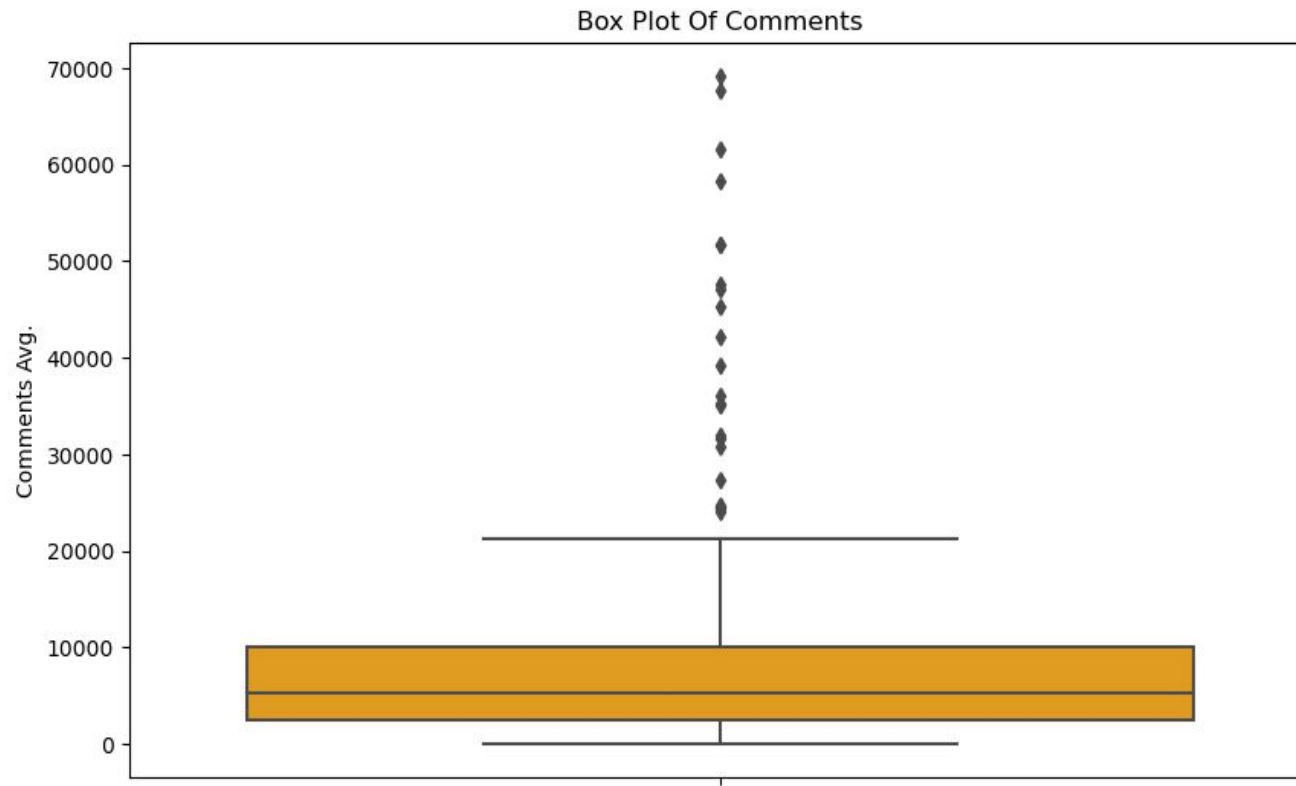


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Box Plot: Average Comments



Average comments exhibit a concentrated distribution (1000 to 10000) with a median around 5000.

Outliers extend beyond, reaching up to 70000, signifying instances of significantly higher comment averages.





**For additional data visualization,
we moved on to the self-use
Tableau story featuring
dashboards showing influencer
stats and rankings.**



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Tableau...

Link -> [HERE](#)



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Conclusions



→ Predominance of influencers in the US, indicating a substantial concentration within the domestic market.



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→ Top influencers consistently lead in engagement metrics (likes, comments, views, posts, and followers), underlining the direct impact of these metrics on overall influencer performance and ranking.



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→ No direct correlation found between 60-Day Engagement vs Followers, implying follower count alone may not determine engagement success for influencers, or between Influencer Score and Rank suggesting external factors contribute to an influencer's overall ranking.



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→ Influencers are predominantly concentrated in entertainment, sports, gaming, music, trailers, fashion, and beauty, while lower counts are observed in people and blogs, news and politics, film, and science and technology.



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Recommendations



Diversified Strategies

Go beyond traditional metrics (Likes, Comments) for influencer success. Explore innovative content, collaborations, and community-building for enhanced impact.



Geographical Expansion

Expand influencer representation beyond the U.S. to diversify the agency's portfolio, tap into varied audience demographics, and potentially elevate overall influencer performance.



Collaborative Marketing

Leverage the impact of top influencers by strategically grouping those with high stats in various categories. This increases overall visibility for influencers and the agency.





Thank you!

Do you have any questions?

