

# HealthKart Influencer Campaign Insights Summary

## Top 3 Influencers by ROAS:

- Based on simulated data, the top performers showed a ROAS of over 4.0.
- These influencers had high engagement rates and relatively lower payouts.

## Best Performing Personas:

- Gender + Category combos like Female-Fitness and Male-Nutrition showed higher average ROAS.
- Indicates persona-based targeting could enhance ROI.

## Poor ROAS Observations:

- Influencers with high payouts but low reach or orders resulted in negative ROI.
- Suggests monitoring payout efficiency is critical.

## Platform Performance:

- On average, Instagram showed the best ROAS.
- Twitter had lower ROI due to high payout:revenue ratio.

## Process that I used to make this assignment:

### PART 1: Using Google Colab (for data simulation and analysis)

#### Goal: Prepare and analyze influencer campaign data

- 1) **Simulate datasets:**
  - a. influencers.csv
  - b. posts.csv
  - c. tracking\_data.csv

- d. payouts.csv
- 2) **Clean and structure data:**
  - a. Ensure proper column names and formats
  - b. Match influencer IDs across datasets
- 3) **Calculate key metrics:**
  - a. ROAS (Revenue / Total Payout)
  - b. Incremental ROAS
  - c. Engagement rate
- 4) **Generate insights:**
  - a. Top influencers
  - b. Best personas (by gender/category)
  - c. Low ROAS or poor ROI cases
- 5) **Export CSVs:**
  - a. Save all datasets locally

## **PART 2: Using Streamlit Cloud (for dashboard and deployment)**

**Push to GitHub:**

**Deploy on Streamlit Cloud:**

**Use the dashboard:**

- Upload the 4 CSVs
- View ROAS table, top influencer chart, platform filter