

Filter Options

Select Campaign/Brand

MuscleBlaze\_Whey

Select Platform

Instagram

Select Influencer Category

Fitness

# HealthKart Influencer Campaign Dashboard

Track and visualize the ROI of influencer marketing campaigns.

## Key Performance Indicators

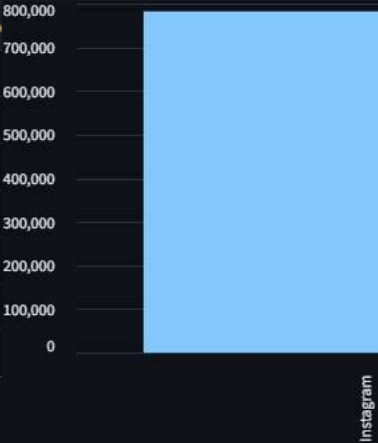
Total Spend (Payouts)	Total Revenue	Overall Incremental ROAS	Total Influencers
₹111,125	₹782,339	7.04x	7

## Performance Analysis

### Top 10 Influencers by ROAS

	name	category	platform	800,000 to 700,000
6	Alec Navarro	Fitness	Instagram	600,000
15	Nicole Reyes	Fitness	Instagram	500,000
13	Peter Myers	Fitness	Instagram	400,000
44	Monique Smith	Fitness	Instagram	300,000
14	Michael Hernandez	Fitness	Instagram	200,000
31	Caleb Brown	Fitness	Instagram	100,000
19	Bailey Lee	Fitness	Instagram	0

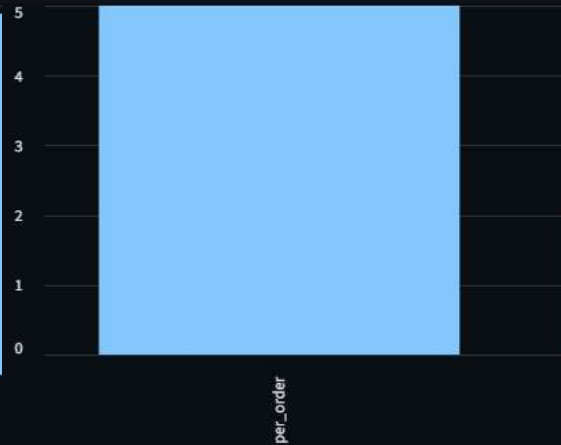
### Revenue by Platform



### Revenue by Influencer Category



### Payout Basis Distribution



All Influencer Data

	influencer_id	name	category	gender	follower_count	platform	basis
6	7	Alec Navarro	Fitness	Male	426815	Instagram	per_orde
13	14	Peter Myers	Fitness	Male	299360	Instagram	per_orde
14	15	Michael Hernandez	Fitness	Female	526872	Instagram	per_orde
15	16	Nicole Reyes	Fitness	Female	883090	Instagram	per_orde
19	20	Bailey Lee	Fitness	Male	157023	Instagram	per_post
31	32	Caleb Brown	Fitness	Male	110809	Instagram	per_post
44	45	Monique Smith	Fitness	Female	339159	Instagram	per_orde