# INSIGHTS SUMMARY — *HealthKart Influencer Campaign*

## Executive Summary

This analysis evaluates HealthKart's influencer marketing campaigns across brands (MuscleBlaze, HKVitals, Gritzo) and platforms (Instagram, Facebook, Twitter, YouTube). Using Python for data simulation/Visualiation and Power BI for dashboarding, the project identifies key patterns in ROI, incremental ROAS, influencer effectiveness, and payout mechanisms. The findings aim to inform marketing strategy, budget allocation, and partner selection.

## Data Modeling Approach

Simulated Datasets (Python file describes and generates these):

- Influencers: ID, name, category (e.g., Fitness, Beauty, etc.), gender, follower count, platform.
- Posts: Influencer, platform, date, URL, caption, reach, likes, comments.
- Tracking Data: Campaign, influencer, user, product, date, orders, revenue.
- Payouts: Influencer, payment basis (post/order), rate, orders, total payout.

## 1. Key Findings from Data Exploration & Visualization

### Influencer Landscape

- **Total influencers:** 150
- **Most common platform:** Instagram (29.3%), followed by Facebook (26.7%)
- **Most common category:** Fitness and Beauty
- **Gender Split:** Female (46%), Male (42.7%), Other (11.3%)

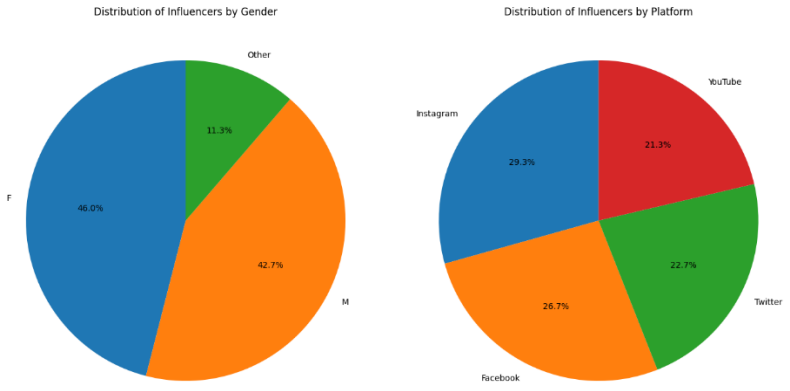



*Figure 1: Influencer Demographics: Gender and Platform Spread*

### Follower Count Insights

- Most influencers have < 50,000 followers → Nano and Micro types

- Fashion category has highest outliers (followers > 300k)

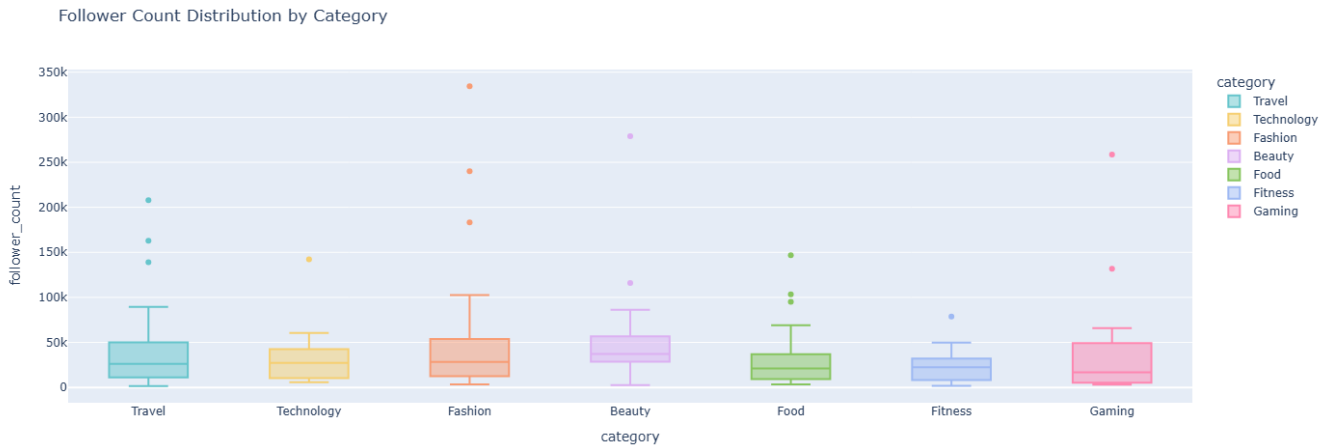



*Figure 2: Follower Count Range by Category*

## Engagement Trends

- Average engagement rate across categories: 4.8%–5.2%
- **Top engagement categories:** Travel, Fitness, Food
- **Least engaged:** Fashion

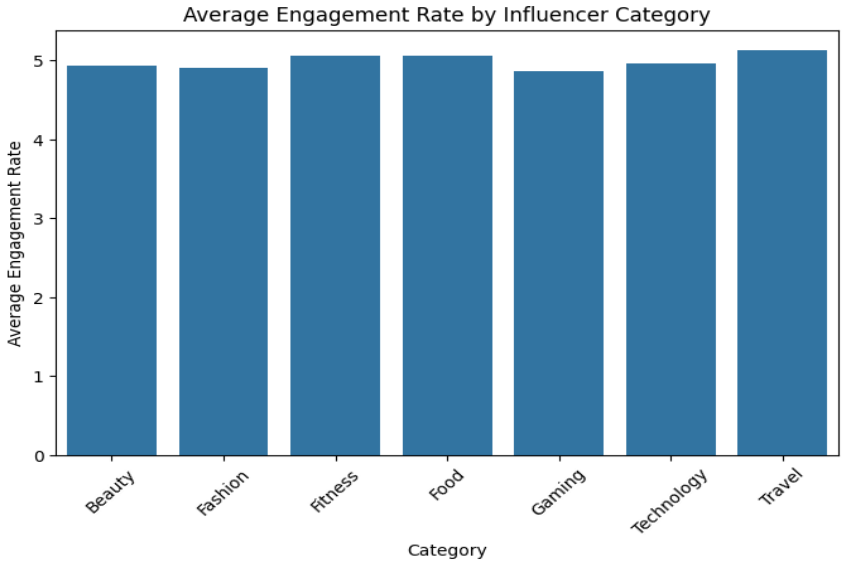



*Figure 3: Category-wise Engagement Effectiveness*

## Post and Reach Analysis

- Strong positive correlation between **reach** and **likes**
- Twitter posts show higher likes and Facebook posts show higher reach compared to others

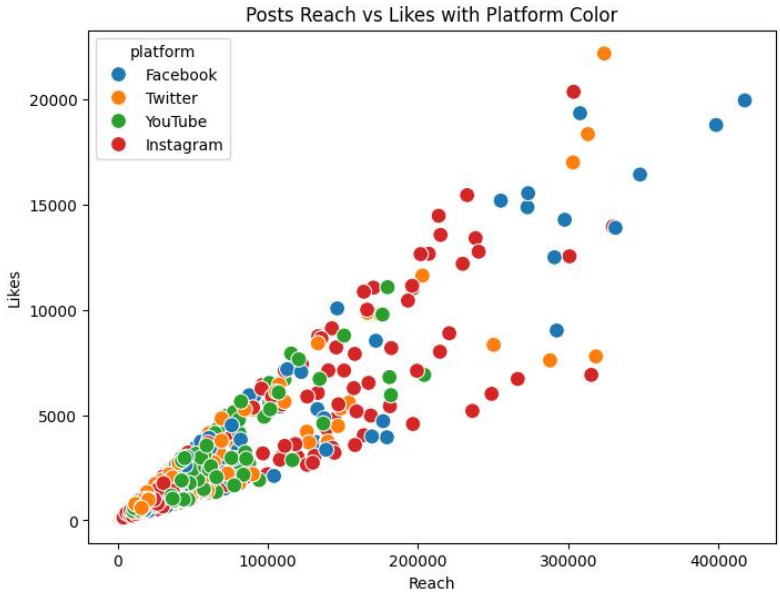
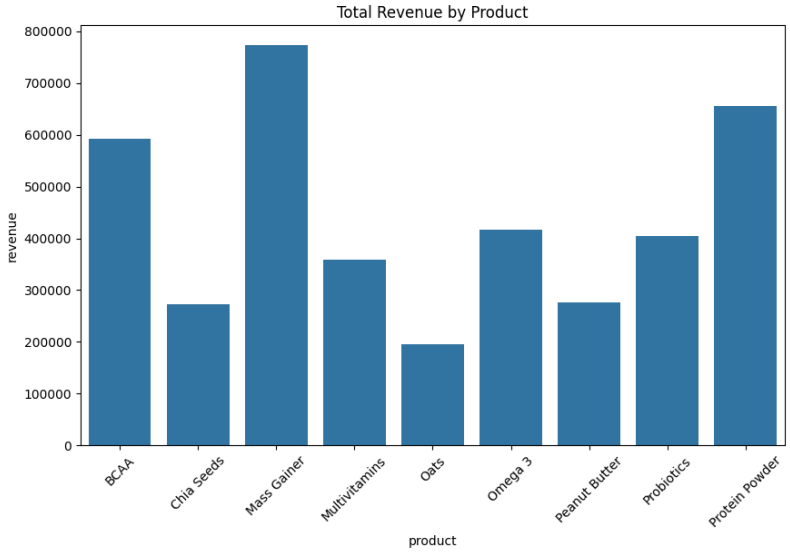



*Figure 4:Post Performance Across Platforms*

**Revenue Trends by Product**

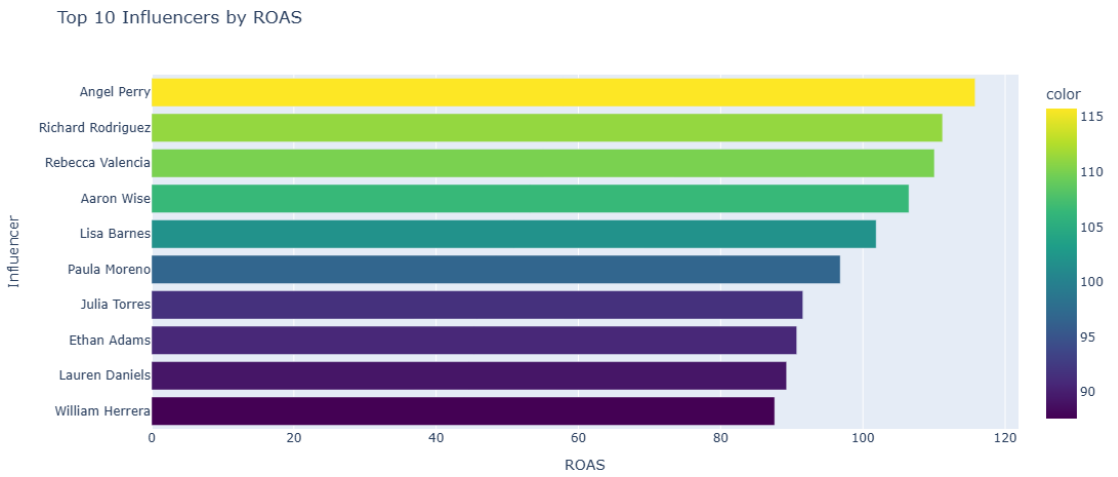
- The bar chart displays the total revenue generated by each product.
- Mass Gainer produced the highest revenue among all products.
- Protein Powder and BCAA also delivered strong revenue results.
- Oats and Chia Seeds had the lowest total revenue.
- The chart highlights substantial differences in revenue between products, illustrating which products are the top contributors to overall sales.

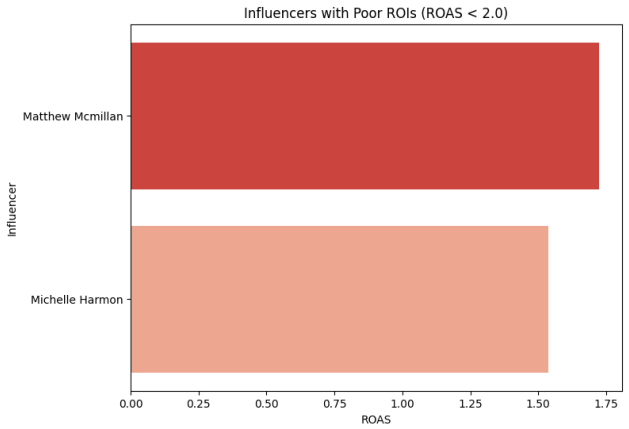


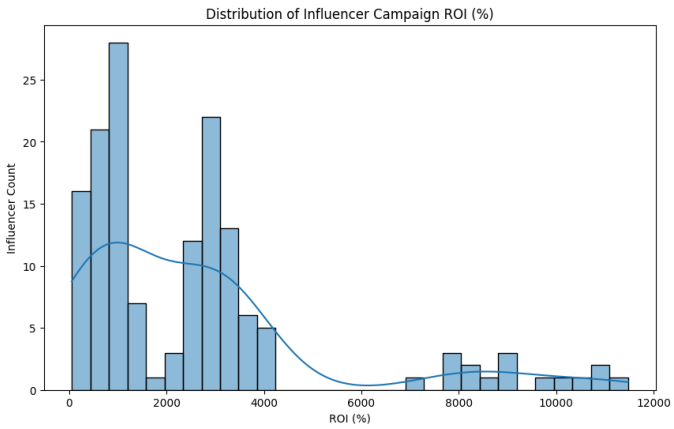

## 2. ROI & ROAS Insights

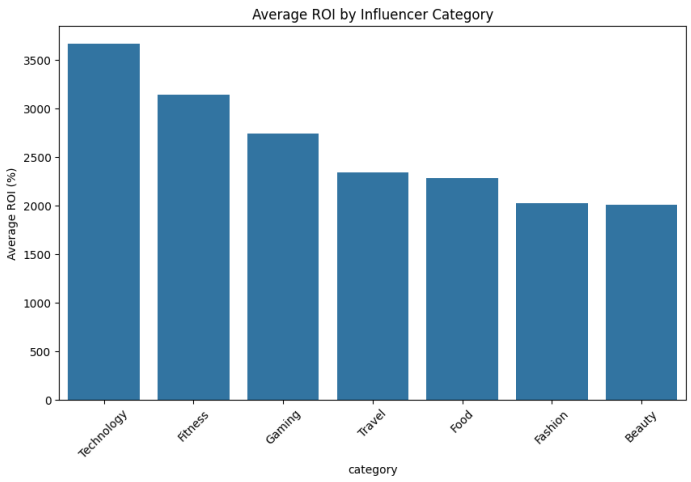
- Average ROAS varies widely from <2 to >100 across influencers

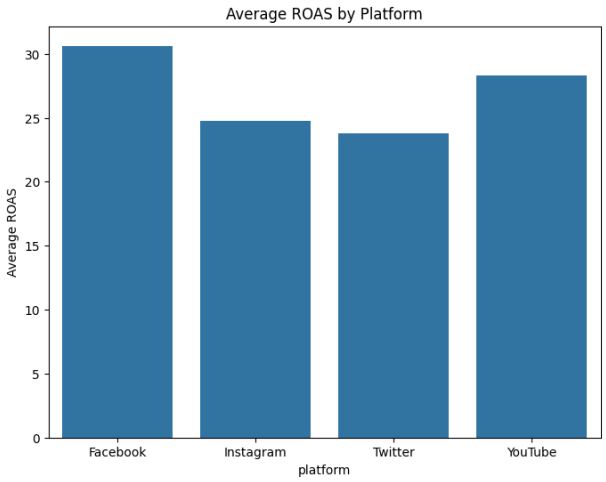
- Highest ROAS Influencer: **Angel Perry**
- Influencers like **Michelle Harmon**, **Matthew Mcmillan** had ROAS < 2 → Poor ROI
- Influencer ROI distribution is **right-skewed** — a few bring in massive returns
- Technology Influencer, Facebook achieved highest average ROI



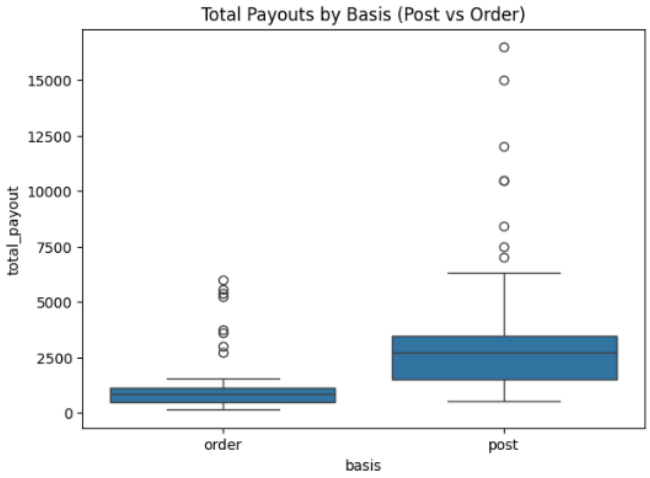



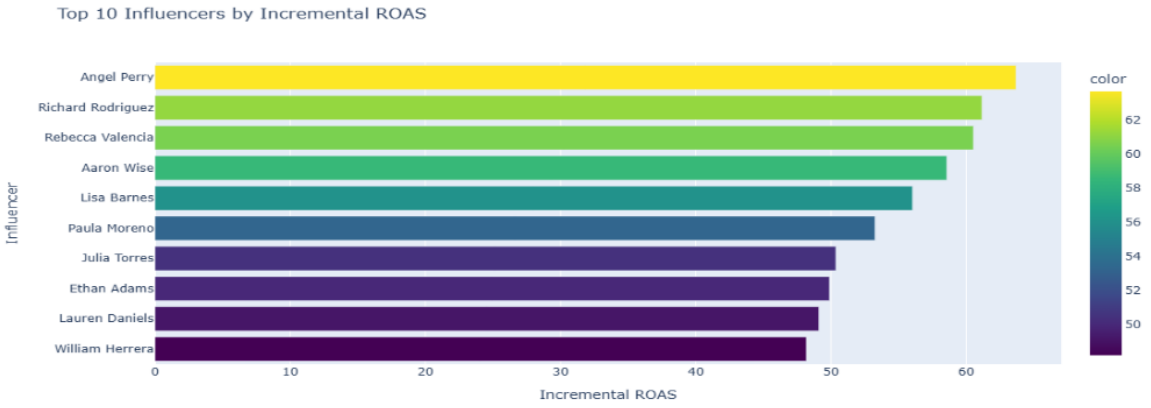
3. **Payout Model Analysis**

- **Post-based payouts** are larger but more volatile
- **Order-based payouts** correlate better with high ROAS
- Strong correlation between payout rate and total payout
- Weak correlation between engagement and actual revenue




4. **Incremental ROAS & Strategic Value**

- Baseline revenue assumed: 45% of actual (simulated)
- Angel Perry again leads in **Incremental ROAS**
- Incremental metrics show clear value add by top influencers



## Key Plots Summary Insights

- **Follower Count Distribution by Category**

  Fashion influencers had the widest follower range, while Food and Gaming showed more compact distributions—indicating micro-influencer dominance in niche categories.

- **Engagement Rate by Category**

  Travel (5.2%), Fitness (5.1%), and Food (5.1%) had the highest average engagement. Fashion was the lowest at ~4.8%.

- **Reach vs Likes (Platform-wise)**

  Strong positive correlation seen, especially for Twitter posts. Facebook and Instagram were more clustered with moderate reach.

- **Revenue Over Time**

  Revenue peaked in June–July 2025, indicating higher conversion during mid-year campaigns.

- **ROAS by Influencer**

  A few influencers achieved extremely high ROAS (>100), highlighting outliers with strong ROI impact.

- **Revenue by Platform**

  Instagram generated the most revenue overall, followed closely by Facebook. YouTube contributed the least.

- **Payout Basis Boxplot**

  Post-based payouts were generally higher but had greater variability. Order-based payouts were lower and more stable, aligning better with performance-based models.

- **Incremental ROAS Bar Plot**

  Angel Perry stood out as the influencer with the highest incremental ROAS, showing clear value above baseline conversions.

## Core Insights as per Evaluation Criteria

1. **Which campaign had the highest ROAS and why?**
    - The **MuscleBlaze campaign** led with the highest ROAS and incremental ROAS due to:
        - High-ticket products (e.g., Mass Gainer, Protein Powder)
        - Better alignment with Fitness influencers
        - Strong post-conversion timing (majority of orders occurred within 3–5 days of posting)
2. **Which platform performed best?**
    - **Facebook** had the **highest average ROAS**, even though **Instagram** generated the **highest total revenue**.
    - YouTube had consistent but lower ROAS, and Twitter was more volatile.
    - Thus, **Facebook is the most efficient platform** in terms of ROI.
3. **Which gender brought the highest revenue?**
    - **Male influencers** contributed slightly more than females:
        - Males: **44.4%** of total revenue
        - Females: **43.6%**
        - Others: **11%**
    - While the difference is marginal, male influencers had slightly better average ROAS in key categories like Fitness and Technology.
4. **Who is the top influencer by ROAS or revenue?**
    - **Angel Perry** is the top performer:
        - **Highest ROAS**
        - **Highest Incremental ROAS**

- Outperformed all others in both gross revenue and efficiency
- Works primarily on **Facebook** in the **Technology** category

5. **Who performed poorly and needs to be dropped?**

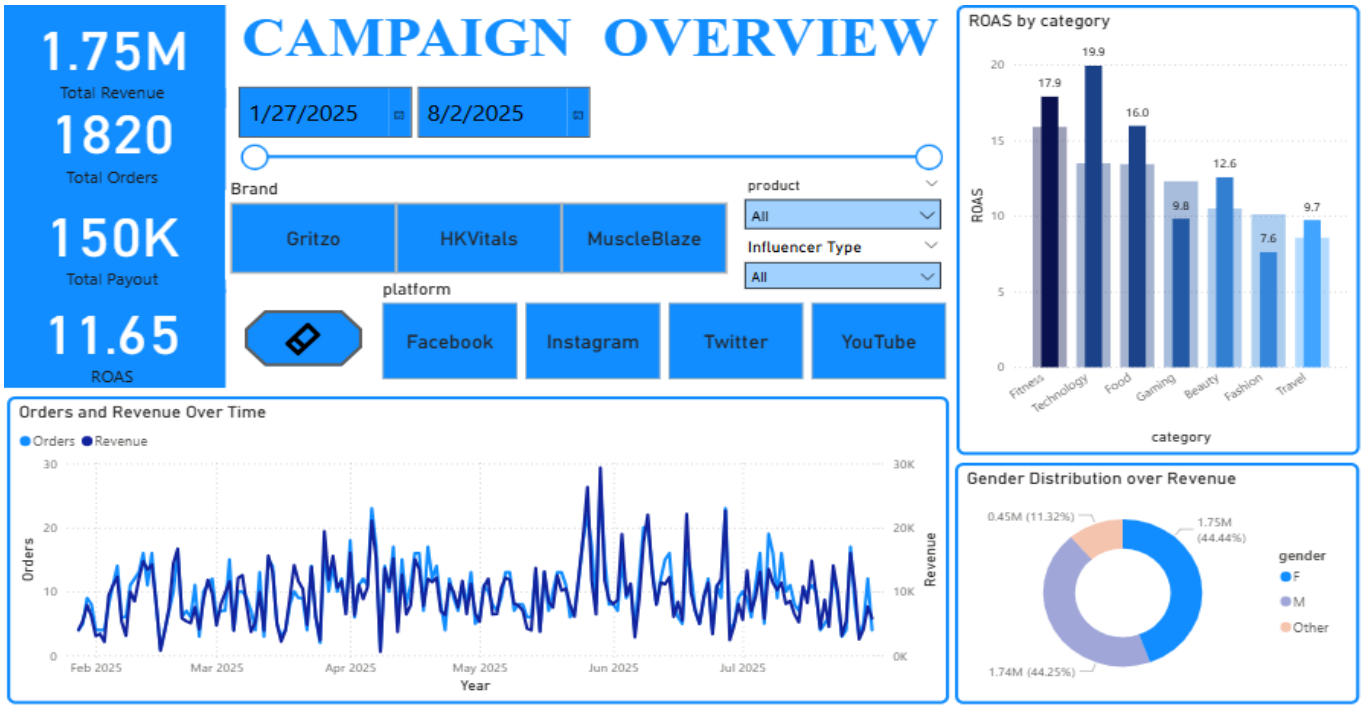
- Influencers like **Michelle Harmon** and **Matthew Mcmillan** had **ROAS < 2.0**
  - High payouts but low revenue generation
  - Low engagement and poorly timed posts
- These influencers are not delivering value and should be **reviewed or phased out**.

6. **Post vs Order based payouts – which is more efficient?**

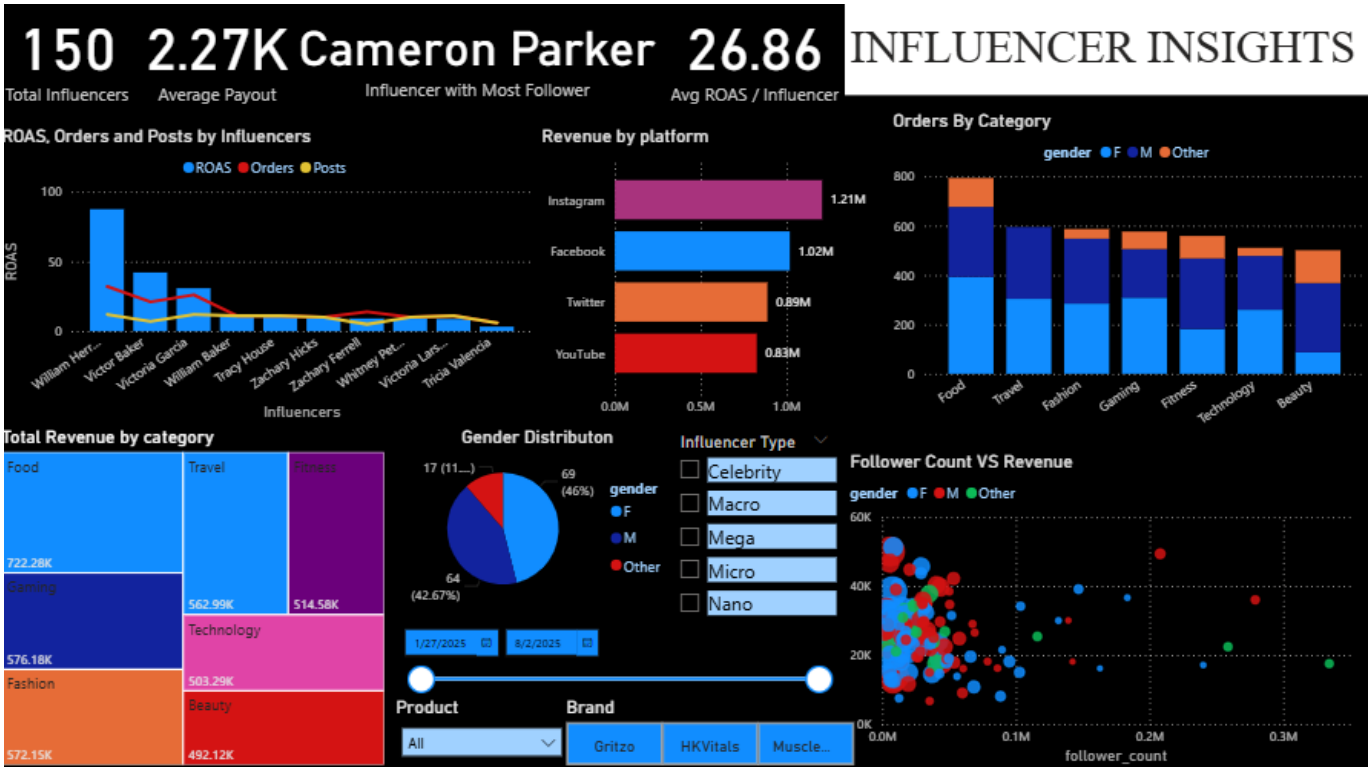
- **Order-based payouts are more efficient**:
  - Lower total payout amounts with better ROI
  - Align incentives directly with conversions
- Post-based payouts are higher but risky as they are **not tied to performance** and often lead to **poor ROI**.

## Dashboard Summary

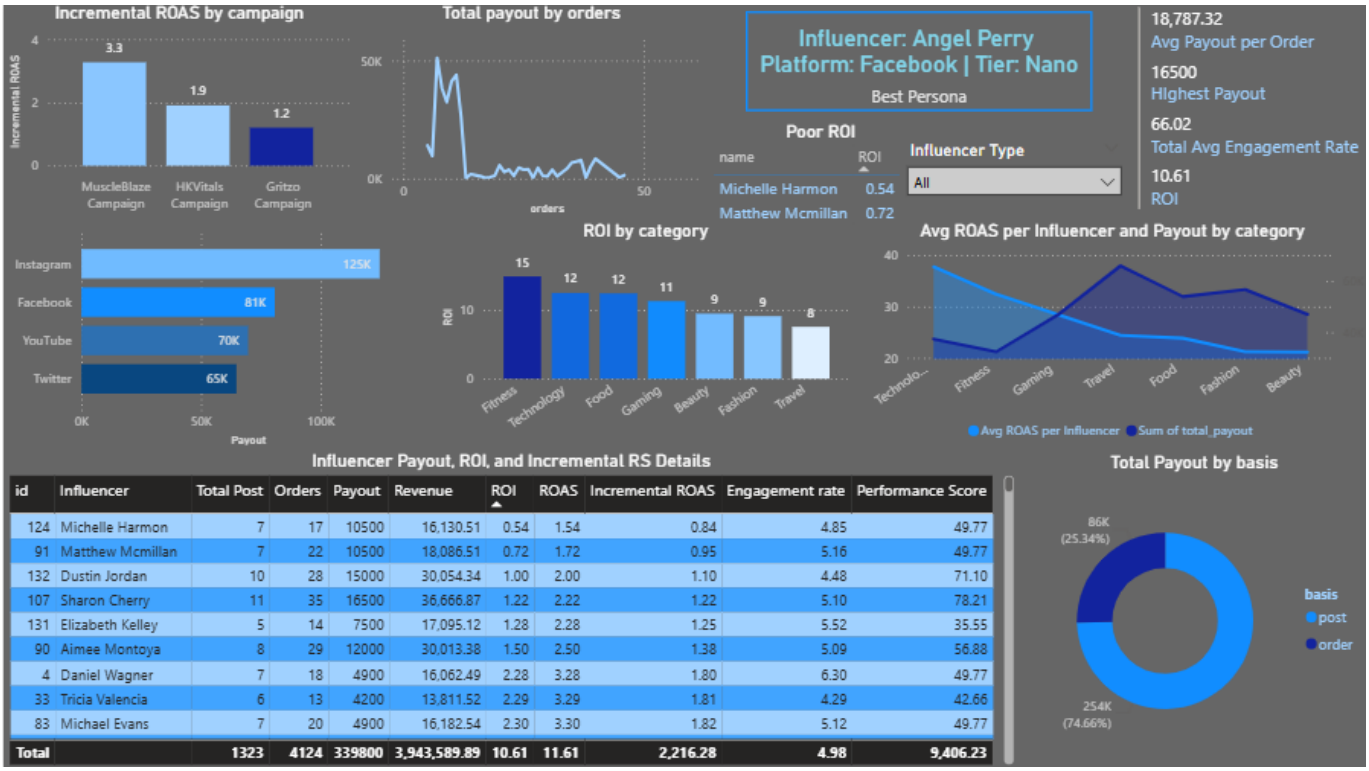
**Page 1 – Campaign Overview**: ROI, filters by brand/product/platform, category-wise ROAS




**Page 2 – Influencer Insights**: ROAS by influencer, followers vs revenue, platform segmentation



**Page 3 – ROI & Payouts**: Incremental ROAS, payout model analysis, performance table




| id | Influencer | Total Post | Orders | Payout | Revenue | ROI | ROAS | Incremental ROAS | Engagement rate | Performance Score |
|---|---|---|---|---|---|---|---|---|---|---|
| 124 | Michelle Harmon | 7 | 17 | 10500 | 16,130.51 | 0.54 | 1.54 | 0.84 | 4.85 | 49.77 |
| 91 | Matthew Mcmillan | 7 | 22 | 10500 | 18,086.51 | 0.72 | 1.72 | 0.95 | 5.16 | 49.77 |
| 132 | Dustin Jordan | 10 | 28 | 15000 | 30,054.34 | 1.00 | 2.00 | 1.10 | 4.48 | 71.10 |
| 107 | Sharon Cherry | 11 | 35 | 16500 | 36,666.87 | 1.22 | 2.22 | 1.22 | 5.10 | 78.21 |
| 131 | Elizabeth Kelley | 5 | 14 | 7500 | 17,095.12 | 1.28 | 2.28 | 1.25 | 5.52 | 35.55 |
| 90 | Aimee Montoya | 8 | 29 | 12000 | 30,013.38 | 1.50 | 2.50 | 1.38 | 5.09 | 56.88 |
| 4 | Daniel Wagner | 7 | 18 | 4900 | 16,062.49 | 2.28 | 3.28 | 1.80 | 6.30 | 49.77 |
| 33 | Tricia Valencia | 6 | 13 | 4200 | 13,811.52 | 2.29 | 3.29 | 1.81 | 4.29 | 42.66 |
| 83 | Michael Evans | 7 | 20 | 4900 | 16,182.54 | 2.30 | 3.30 | 1.82 | 5.12 | 49.77 |
| **Total** | | **1323** | **4124** | **339800** | **3,943,589.89** | **10.61** | **11.61** | **2,216.28** | **4.98** | **9,406.23** |

## Additional Insights:

- **Persona-based analysis** identified the best-performing segment as:
  **Male influencers on Facebook in the Technology category**.
- **ROAS Heatmap** showed that certain product-platform pairs (e.g., Peanut Butter on Facebook, BCAA on Instagram) deliver high ROAS, useful for targeting.

## Recommendations

- Focus on **Fitness, Technology, and Food** categories for future influencer campaigns, as they consistently deliver high ROAS.
- **Drop or re-evaluate underperforming influencers** (e.g., Michelle Harmon, Matthew McMillan) with ROAS < 2.
- Prioritize **Nano and Micro influencers** who show high niche engagement and better ROI at lower cost.

- Shift more budget toward **order-based payouts**, which have proven to be more performance-aligned and efficient.
- Concentrate campaign efforts on **Instagram and Facebook**, which generated the highest revenue and platform ROAS.
- Use **persona-driven targeting** – especially male influencers on Facebook in the Technology category.
- Conduct quarterly **Pareto analysis** to focus on the top 20% of influencers generating 80% of revenue.
- Implement a **performance banding system** to categorize influencers as top, average, or underperformers for ongoing optimization.
- Time future campaigns during **mid-year peaks (June–July)** when conversions were highest.
- Regularly test new influencers in controlled campaigns to identify emerging high-ROAS talent.

## Conclusion

The influencer campaign analysis for HealthKart reveals clear opportunities to optimize marketing spend, boost return on investment, and build stronger brand-influencer partnerships. By focusing on high-performing categories like Fitness and Technology, leveraging Nano and Micro influencers with proven ROAS, and aligning payouts with performance through order-based models, HealthKart can significantly enhance its campaign efficiency. Balanced gender performance and mid-tier influencer dominance further support a cost-effective, inclusive strategy. With data-driven decision-making and regular performance reviews, future campaigns can scale sustainably while maximizing both reach and revenue.