

Social Media Influencer Dataset

Analysis by:

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The Dataset

Social Media Influencers

Top 1000 social media influencers from Instagram, YouTube and TikTok each.

About the dataset:

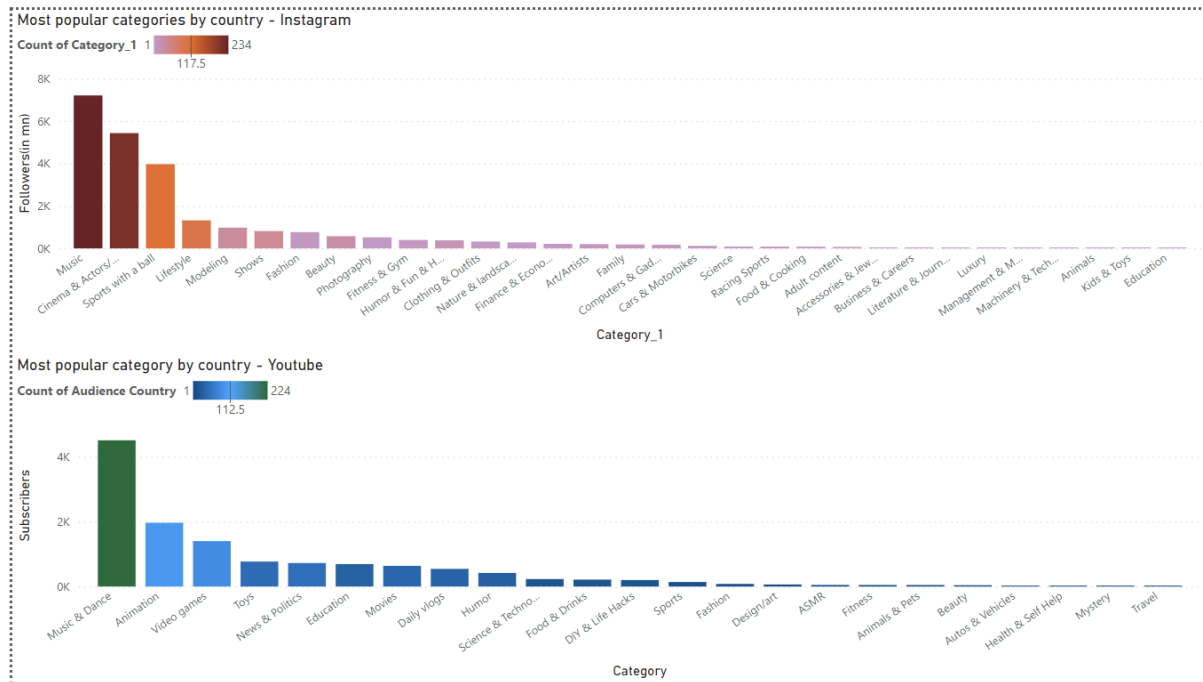
Influencers are categorized by the number of followers they have on social media. They include celebrities with large followings to niche content creators with a loyal following on social-media platforms such as YouTube, Instagram, Facebook, and TikTok. Their followers range in number from hundreds of millions to 1,000. Influencers may be categorized in tiers (mega-, macro-, micro-, and nano influencers), based on their number of followers.

Businesses pursue people who aim to lessen their consumption of advertisements and are willing to pay their influencers more. Targeting influencers is seen as increasing marketing's reach, counteracting a growing tendency by prospective customers to ignore marketing.

Marketing researchers Kapitan and Silvera find that influencer selection extends into product personality. This product and benefit matching is key. For a shampoo, it should use an influencer with good hair. Likewise, a flashy product may use bold colors to convey its brand. If an influencer is not flashy, they will clash with the brand. Matching an influencer with the product's purpose and mood is important.

Analysis

Which social media platform between YouTube and Instagram should businesses use to advertise their product based on the category?



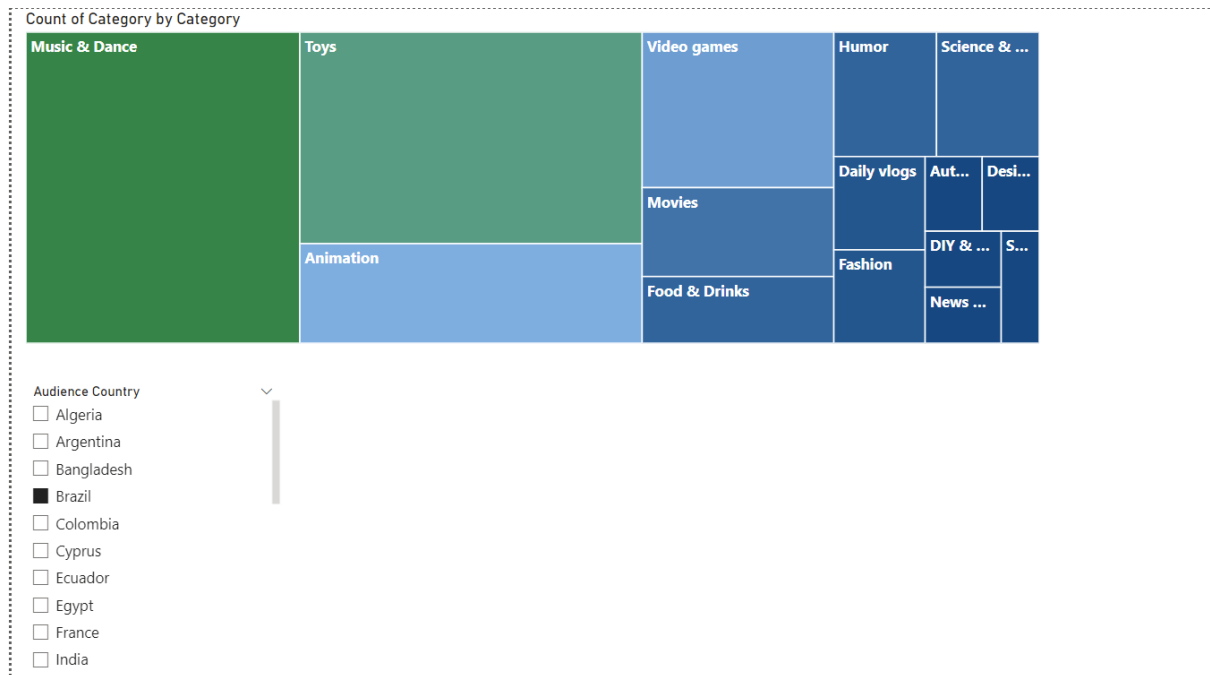
These graphs show the popularity of each category on the two platforms – YouTube and Instagram. Not each category is available on each platform.

We can see that the Music is a the most popular category in both the platforms. Animation and Education is one of the top categories on YouTube, but we can see it is the least followed category on Instagram.

From a business perspective, if someone wants to advertise an educational app, it would be better for them to advertise on YouTube as compared to Instagram.

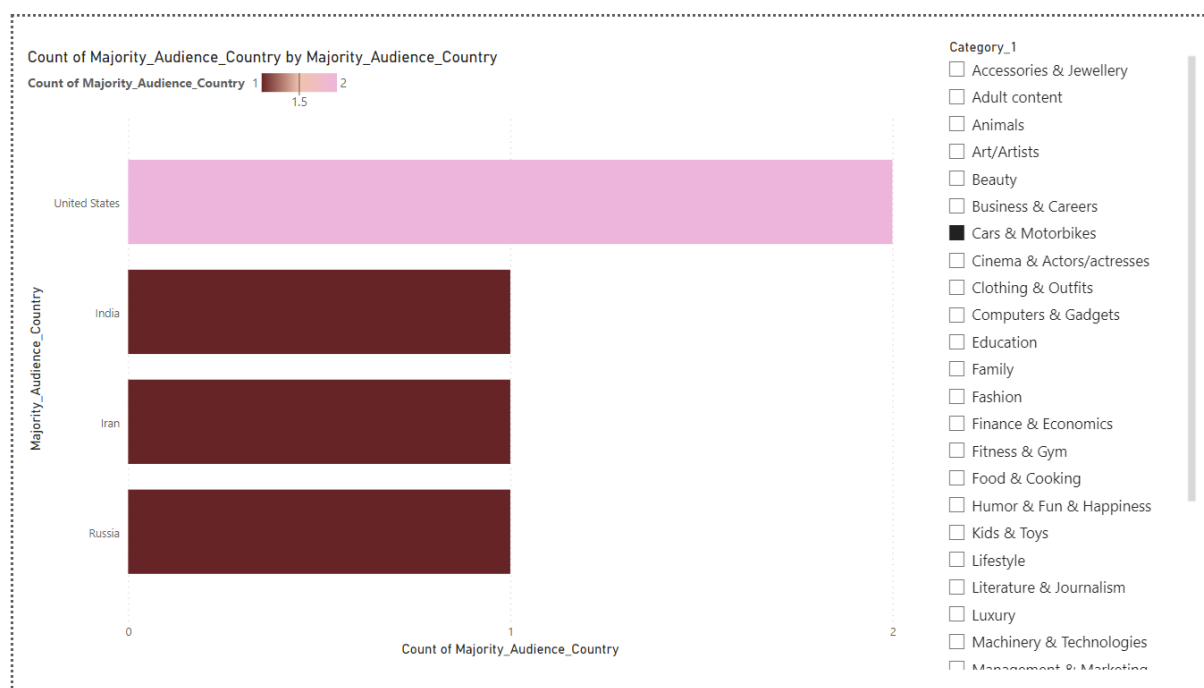
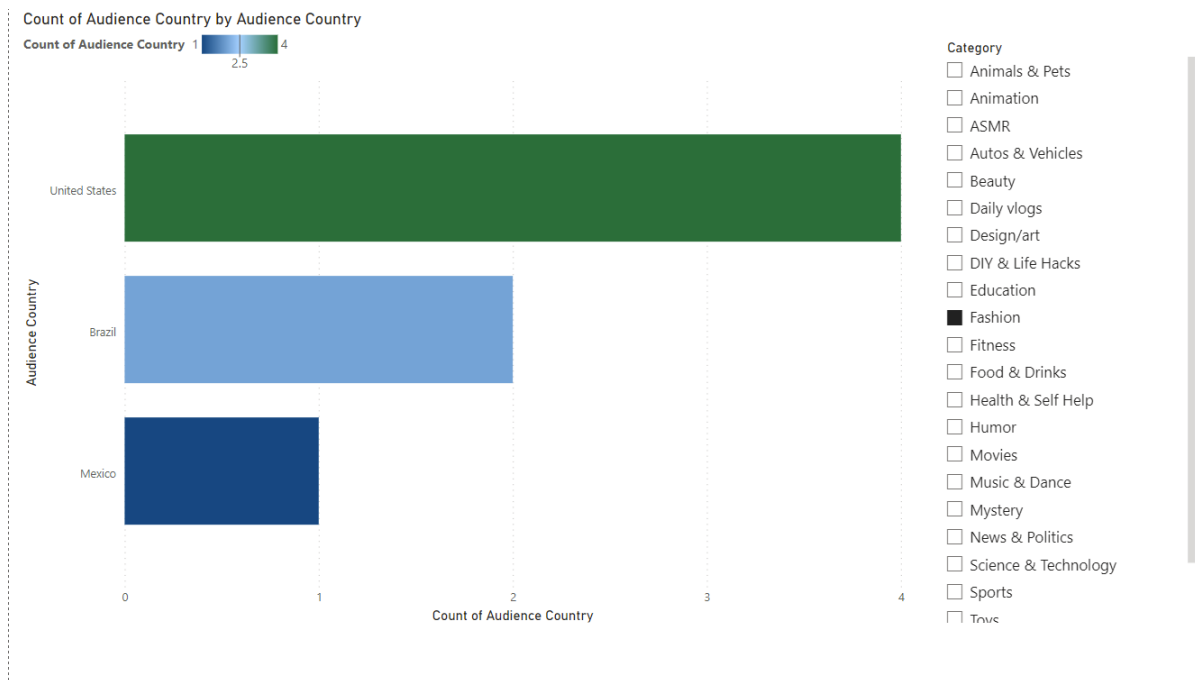
In this, we can see which categories are most popular overall but not by country.

We can see which platform to use generally but the category popularity varies in each country. In order to check this, I have made a second dashboard with treemaps of the category by country.



These two charts show the popular categories in each country. Businesses can simply choose the countries they want to advertise in to see whether it is a popular category there and whether the product would do well there.

These charts do well if we want to see which categories would do well in a specific country and so would help certain businesses. But now keeping in mind businesses that have globally available products e.g. websites and apps that can have a global audience instead on in one specific country, we need different charts.

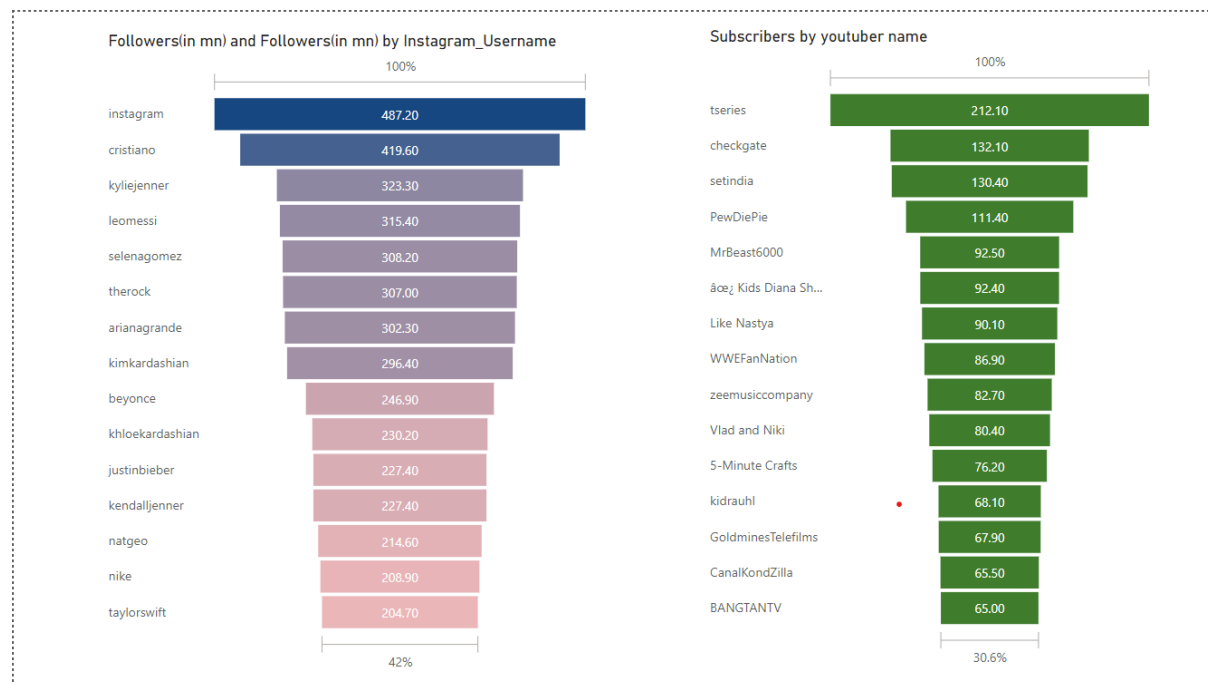


These bar charts are for the two platforms – YouTube and Instagram respectively. It allows businesses to choose the category that their product belongs to and see where the category is most popular and choose that specific country to advertise in.

This way, we have covered all the basics that a business might need to know to compare the platforms. They can compare the platforms to see where their product would do better for different categories and countries and make their decision accordingly.

These charts can help us figure out the platform but not which influencer would suit a specific business the most. This brings us to our second query: Which social media influencers are the most popular ones and most useful for businesses?

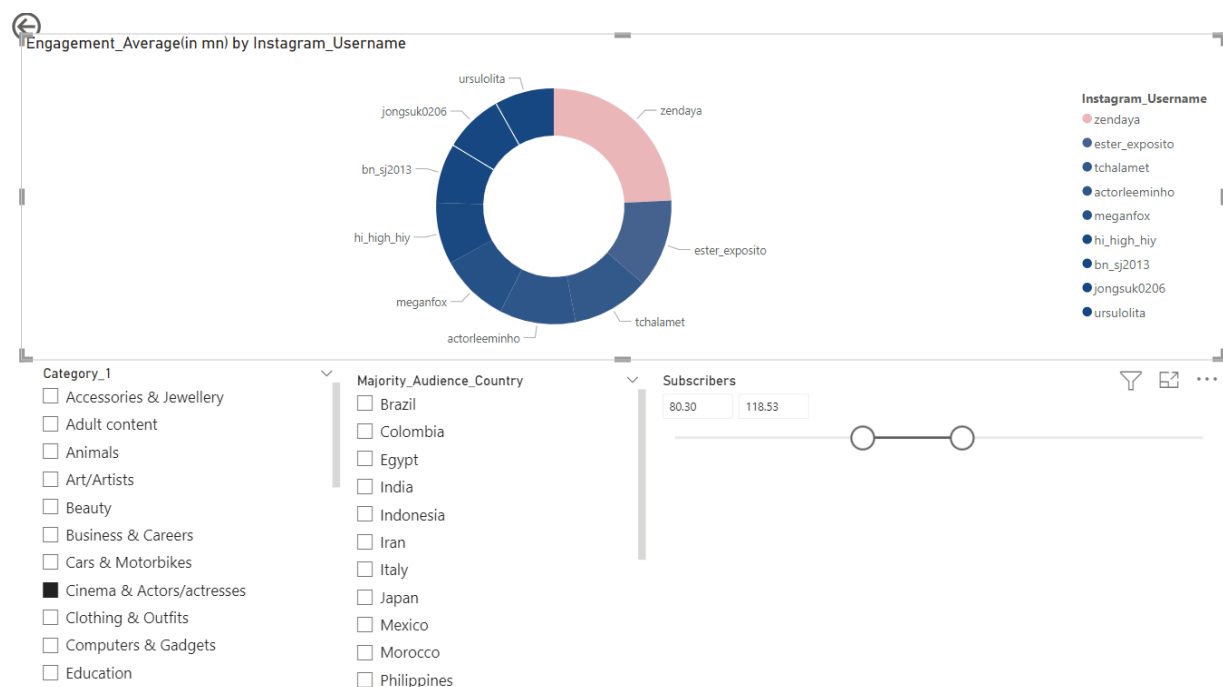
Which social media influencers are the most popular ones and most useful for businesses?

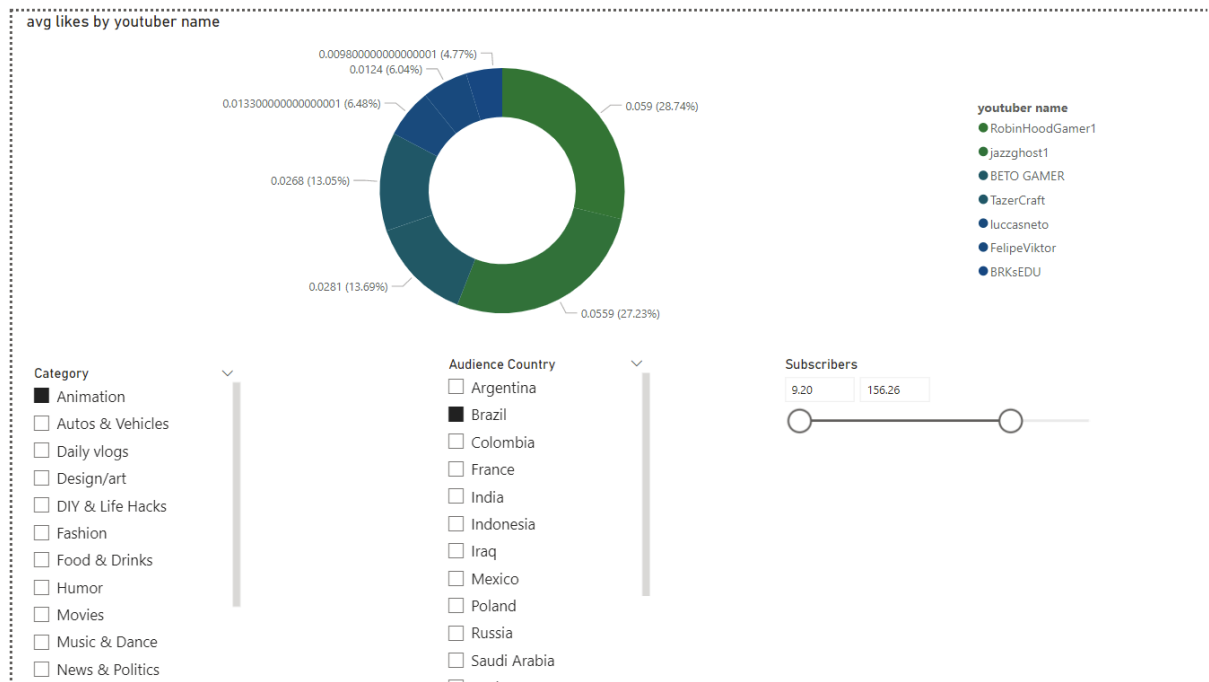


We start by looking at which influencers are most popular on the two platforms. But after the business knowledge we gained in step 1 of this project, we know that these numbers are irrelevant. A large number of followers does not necessarily mean that these are the best influencers to use for advertisement.

From the background knowledge we gained, we know that engagement is the best performance indicator and the one factor all businesses must consider when choosing the influencer.

So I made the next 2 charts for the 2 different platforms.





Initially, I made the chart to just show which influencer should businesses choose based on the categories chosen. The chart shows the top 7 influencers.

But since there are businesses all over the world and different influencers do better in some countries as compared to others, I added the option of choosing the country as well. This way the business can see which influencer to choose based on the category as well as the country.

This might seem like a good place to stop but I wanted to add one more detail.

There are businesses of all sizes. Some are big and so can afford to spend much more on advertising than others. However, some cannot. Therefore, I added a slider as well which we can use to choose which category of influencer we wanted to choose. Generally, influencers with larger number of followers charge more. So if a business of a smaller size and hence a smaller budget wants to hire an influencer, they can simply choose one with a smaller number of followers.