

HealthKart Campaign Insights Summary

Dashboard built using 4 key datasets: influencers, posts, tracking, payouts

KPIs tracked: Orders, Revenue, ROAS, ROI

Top influencers ranked by Revenue (Rank starts at 1)

Poor ROI influencers flagged ($ROAS < 1$)

Post engagement = Likes + Comments, Top 10 displayed

Export available as CSV and downloadable PDF