HealthKart Influencer Campaign Insights

Key Highlights:

- Top influencer by net profit: Sneha

- Influencer with the lowest profit margin: Ashwin

- Anomalies were detected on 1 different days

- Wide ROAS variance indicates strong optimization opportunities

- Use the payout simulator in the dashboard to test different ROI strategies

This report was auto-generated as part of an intelligent influencer analytics platform built using Streamlit, Python, and AI-enhanced features.