HealthKart Influencer Campaign - Insights Summary

Objective:

Analyze the performance and ROI of HealthKart's influencer campaigns across Instagram and YouTube using simulated data.

Key Findings:

- Top Influencer by ROAS: Sneha (YouTube) with ROAS of 10.0.

- YouTube delivered the highest ROAS, suggesting it is a high-potential platform.

- Total Orders: 8

- Total Revenue: Rs.9500

- Total Payouts: Rs.1200

- Overall ROAS: 7.92

Underperformers:

- Ashwin (Instagram) and Raj showed lower ROAS compared to Sneha.

Recommendations:

- Focus future campaigns on YouTube and high-performing influencers.

- Consider renegotiating payouts for lower ROAS influencers.

- Expand collaborations with top performers like Sneha for improved ROI.

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Project Link: https://github.com/dransing/healthkart-influencer-dashboard