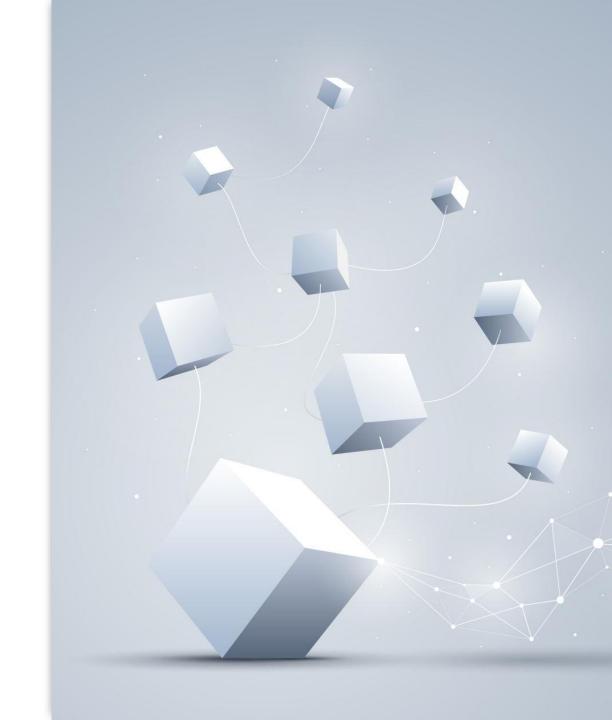# Influencer Identification Using Clustering and Classification

Group 5

Introduction

- **Objective:** To identify potential influencers in the TikTok profiles dataset using machine learning techniques.

- **Approach:** Utilize clustering algorithms to group similar profiles and classification models to predict influencer likelihood.

- **Importance:** Helps in targeted marketing and understanding influencer impact.

Tactical Decisions

- **Feature Engineering:** Calculate engagement rates and other relevant features.

- **Features:** Followers, following, likes, videos count, engagement rates.

- **Data Preprocessing:** Standardize features, handle missing values.

- **Methods:** Standard Scaler for feature scaling.

- **Model Selection:** Experiment with clustering and classification models.

- **Clustering:** K-Means.

- **Classification:** Random Forest, Logistic Regression.

Strategic Decisions

Partnerships and Collaborations: Collaborate with marketing agencies and social media platforms to enhance data collection and model accuracy.

Technology Integration: Integrate models with social media management tools for real-time influencer identification.

Continuous Improvement: Update models with new data to maintain accuracy and relevance.

Why This Topic is Important

Significance of Influencer Marketing:

- Influencers shape consumer behavior and drive purchasing decisions.
- Essential for brands to reach target audiences effectively.

Identifying True Influencers:

- Accurate identification ensures efficient marketing budget allocation.
- Collaborate with profiles having genuine engagement and impact.

Data-Driven Decision Making:

- Machine learning ensures decisions are based on analytics.
- Enhances reliability and effectiveness of marketing strategies.

Competitive Advantage:

- Stay ahead by leveraging advanced techniques for influencer identification.
- Discover niche influencers for specific audience segments.