

HealthKart Influencer Campaign Insights Summary Report

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Date: 25th July 2025

1. Executive Summary

This report evaluates simulated influencer campaign data across Instagram, YouTube, and Twitter for the HealthKart brand family (MuscleBlaze, HKVitals, Gritzo). It highlights key performance indicators (KPIs) such as ROAS (Return on Ad Spend), engagement rate, and payout efficiency to help optimize influencer marketing decisions.

2. Project Scope & Objective

Objective:

- Track campaign and influencer performance.
- Identify high-ROI influencers and poor performers.
- Recommend strategies to improve marketing ROI.

Scope:

- **Platforms:** Instagram, YouTube, Twitter
 - **Brands:** MuscleBlaze, HKVitals, Gritzo
 - **Metrics:** ROAS, Engagement Rate, Payout Efficiency
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3. Data Overview

Simulated Datasets Used:

- **influencers.csv:** 100 influencers with demographics, platform, and follower tiers.
- **posts.csv:** 1,000 posts with reach, likes, comments, and engagement data.
- **tracking_data.csv:** 3,000 influencer-attributed orders with revenue data.
- **payouts.csv:** Influencer compensation model (post-based or order-based).

Campaign Period: Simulated from January 2024 to June 2025.

4. Key Metrics Defined

- **ROAS (Return on Ad Spend)** = Revenue / Total Payout
- **Engagement Rate** = (Likes + Comments) / Reach
- **Payout Efficiency** = Revenue / Total Payout
- **Influencer Tiers:**
 - Nano: < 10K followers
 - Micro: 10K–100K
 - Macro: 100K–500K
 - Mega: > 500K

5. Top 5 Performing Influencers (By ROAS)

Influencer	Platform	ROAS	Engagement Rate
Samantha Hill	Instagram	5.23	0.06
Isaiah Price	YouTube	4.88	0.07
Erica Mitchell	Twitter	4.55	0.08
Logan Reed	Instagram	4.30	0.05
Tanya Gomez	YouTube	4.18	0.06

These influencers generated the highest return on ad spend and maintained strong audience engagement.

6. Bottom 5 Performing Influencers

Influencer	Platform	ROAS	Engagement Rate
David Torres	Twitter	0.25	0.02
Julie Parker	Instagram	0.33	0.01
Marcus Bell	YouTube	0.40	0.02
Alyssa Stone	Instagram	0.41	0.03
Kenneth Diaz	Twitter	0.44	0.02

These influencers should be reconsidered or restructured in future campaign planning.

7. Platform Performance Summary

Platform	Avg ROAS	Avg Engagement	Avg Revenue	Avg Payout
Instagram	2.85	0.058	\$12,500	\$4,390
YouTube	2.67	0.060	\$10,980	\$4,110
Twitter	1.95	0.047	\$9,400	\$4,820

Insight: Instagram outperforms on ROI and engagement, making it the most effective channel for influencer campaigns.

8. Dashboard Overview

An interactive dashboard was created using Streamlit, featuring:

- Filters: Platform, Gender, Category, Tier
 - KPIs: Total Revenue, Total Payout, Avg ROAS
 - Visualizations:
 - ROAS distribution histogram
 - Engagement vs. ROAS scatterplot
 - Payout efficiency leaderboard
 - CSV download for reporting
 - Hosted at: <https://healthkart-intern-assignment-53whkyl8xbznt8xm7gaeuk.streamlit.app/>
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9. Recommendations

- **Double down on high-ROAS influencers** (ROAS > 3).
 - **Reduce budget allocation to underperformers** (ROAS < 1).
 - **Instagram is the most effective** in terms of both reach and ROI.
 - **Engagement rate should guide influencer selection.**
 - **Simulate incremental ROAS with A/B testing** in future data.
 - **Train a predictive model** to evaluate potential ROI from new influencers.
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10. Conclusion & Next Steps

Conclusion:

This analysis and dashboard allow HealthKart to make more strategic, data-backed influencer marketing decisions.

Next Steps:

- Integrate live data from influencer campaign tracking tools.
- Add fraud detection (e.g., for bots or fake engagement).
- Train machine learning models to recommend influencer partnerships.