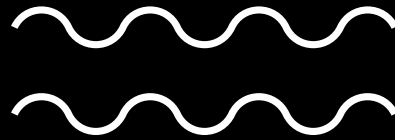# The Power of Influencers on Social Media

Matias
Olivia
Sunera

Content:

- Impact of Influencers

- Reasons for Influencer Research

- Data analytics - Data Visualization

Impact of Influencers

01

Consumer Behavior

Influencers have the ability to sway consumer behavior, driving purchase decisions and shaping trends through their endorsements and product recommendations.

02

Social Causes

Many influencers leverage their platform to advocate for social causes, raising awareness and mobilizing support for important issues.

03

Business Collaborations

Influencers often collaborate with brands, leading to mutually beneficial partnerships that enhance brand visibility and credibility.

Reasons for Influencer Research

- Relevance in Digital Marketing
- Growth of Influencer Marketing
- Diversity of Platforms
- Available Data

Aim

- Investigate which platforms are the most popular - by followers, engagement rate and potential reach

- Determine which platforms, influencers and categories of influence are best suited for different audience reach and engagement

Data analytics - Data Visualization Summary

- Data sourced from **kaggle**
  - Top 100 influencers of most countries on Instagram, YouTube, TikTok and Threads

- Flask backend with interactive API routes that serve back Python created plots
  - Database created in **mongo DB**

- Incorporate HTML dropdowns, search boxes, orderable table columns, maps
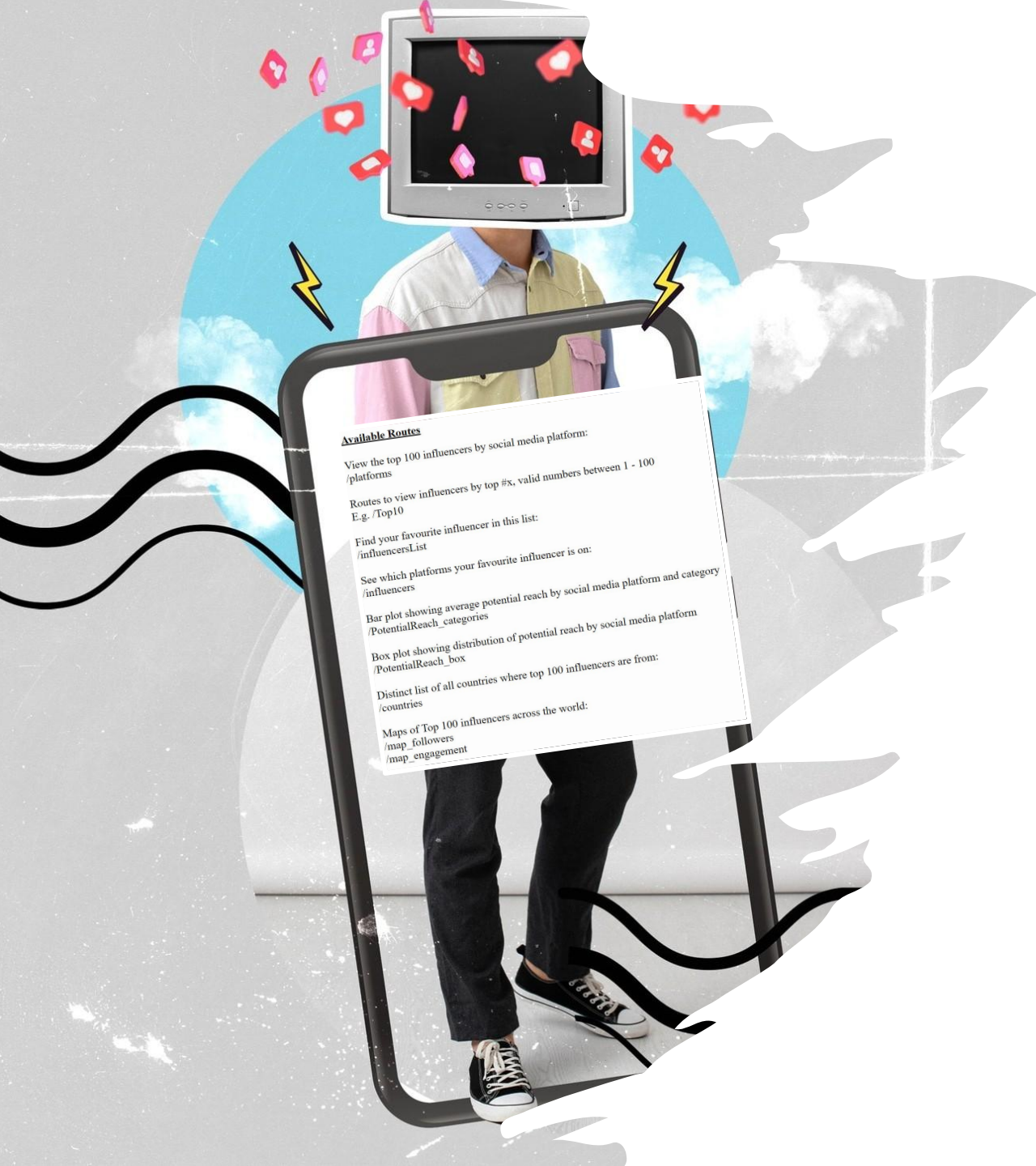
Available Routes

View the top 100 influencers by social media platform:
/platforms

Routes to view influencers by top #x, valid numbers between 1 - 100
E.g. /Top10

Find your favourite influencer in this list:
/influencersList

See which platforms your favourite influencer is on:
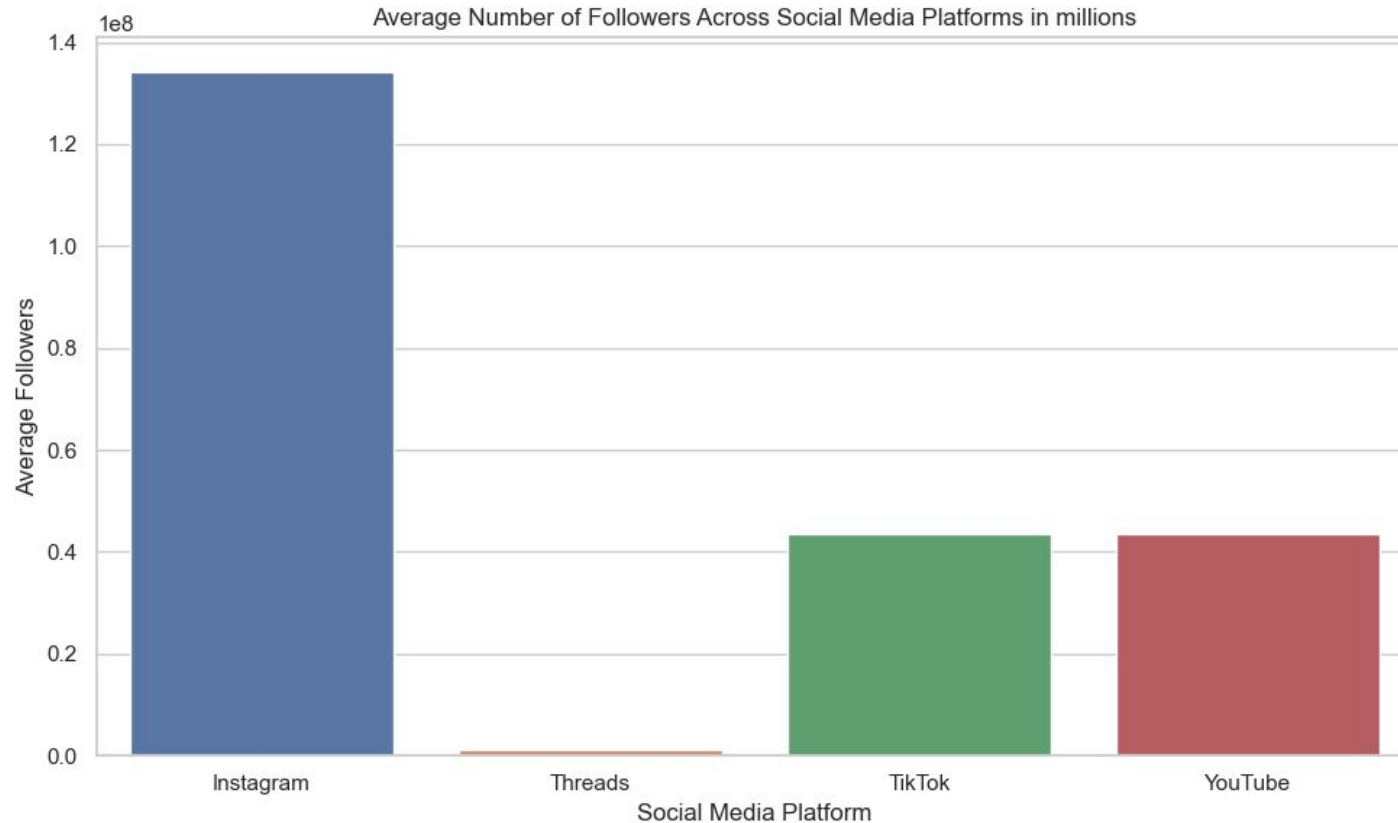/influencers

Bar plot showing average potential reach by social media platform and category
/PotentialReach_categories

Box plot showing distribution of potential reach by social media platform
/PotentialReach_box

Distinct list of all countries where top 100 influencers are from:
/countries

Maps of Top 100 influencers across the world:
/map_followers
/map_engagement

Most popular platform (by followers)

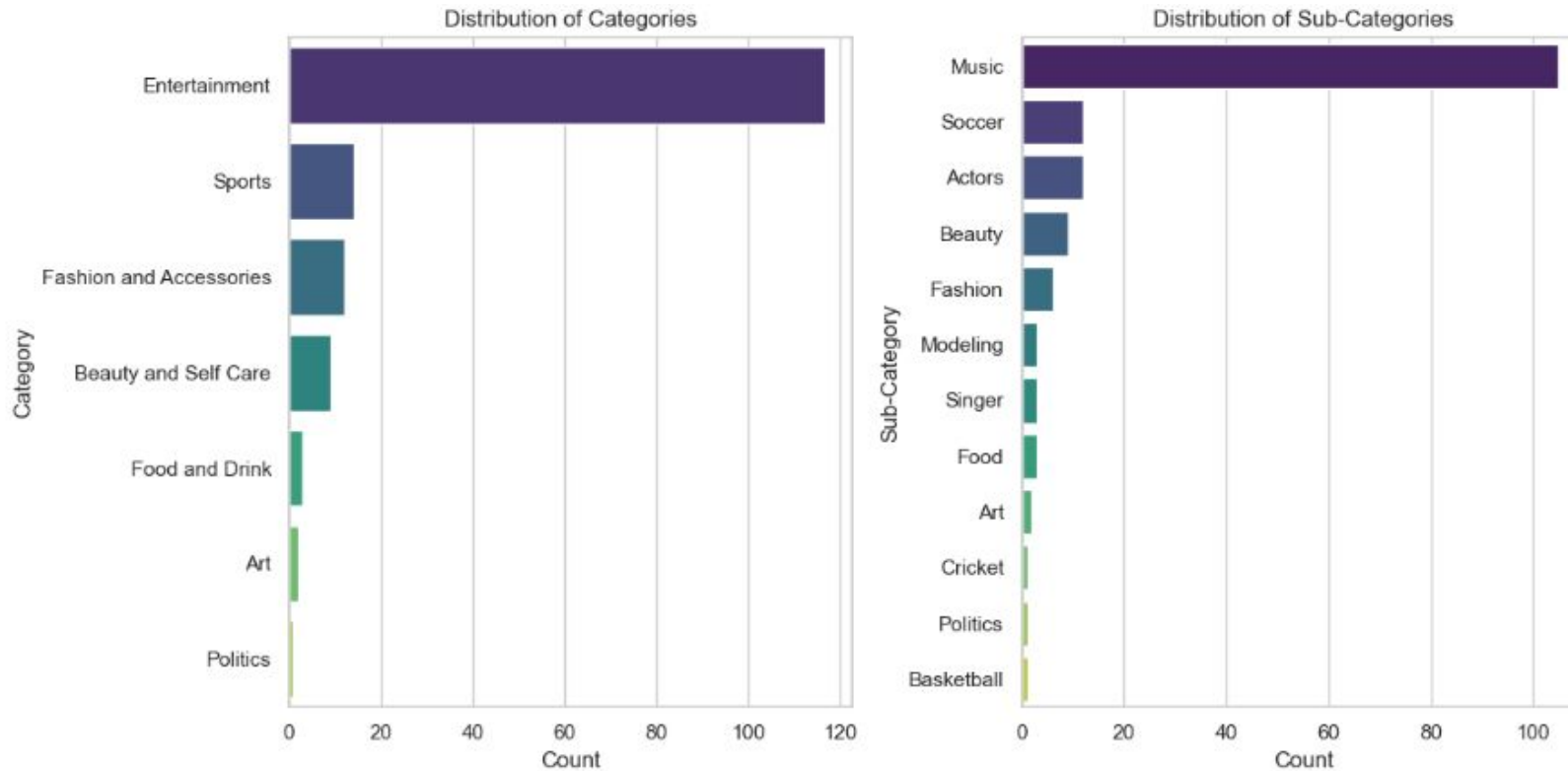Average Number of Followers Across Social Media Platforms in millions

Based on average number of followers per influencer (Top 100), Instagram is positioned as the leading platform

Distribution of Potential Reach by Social Media Platform

Distribution of Potential Reach Across Social Media Platforms
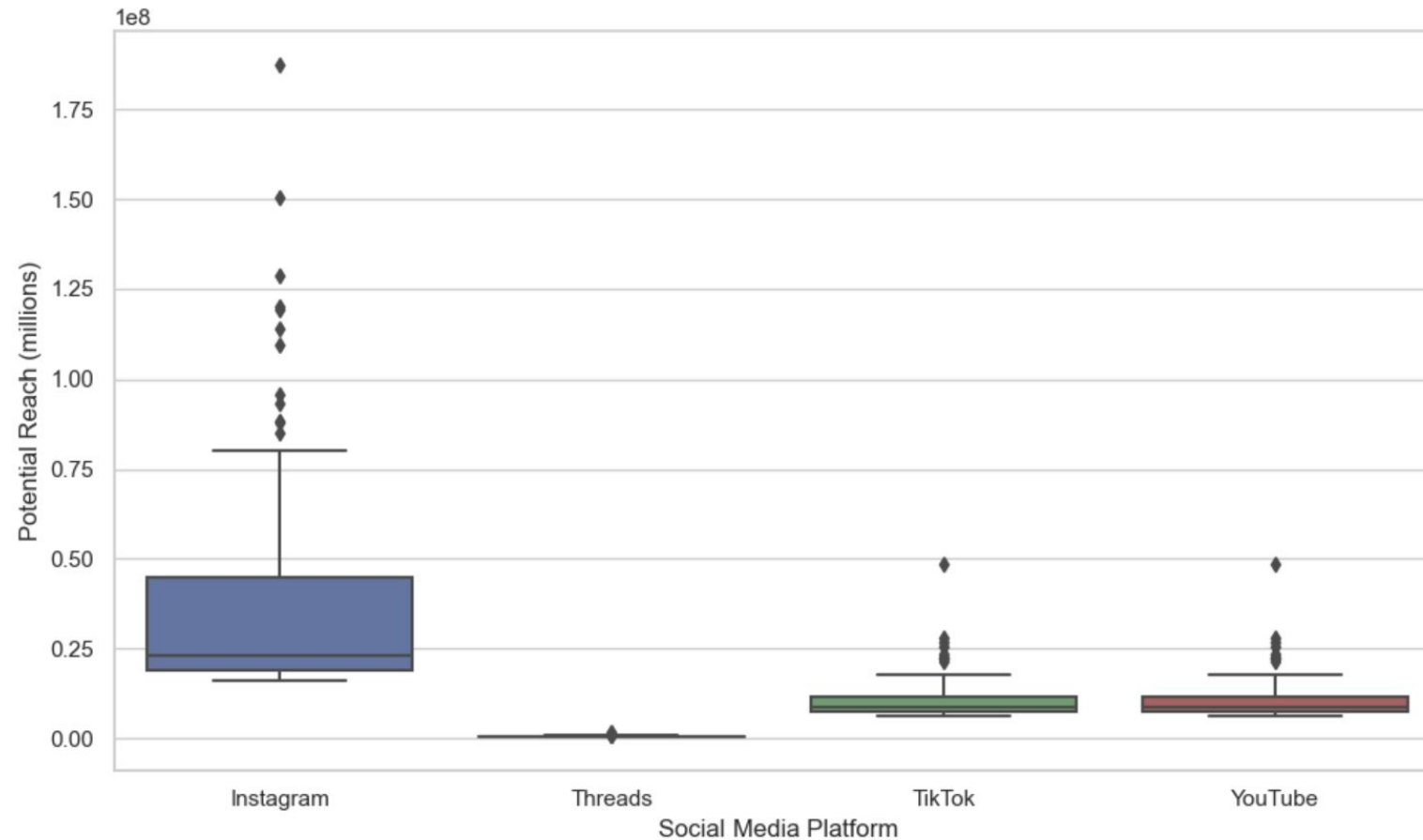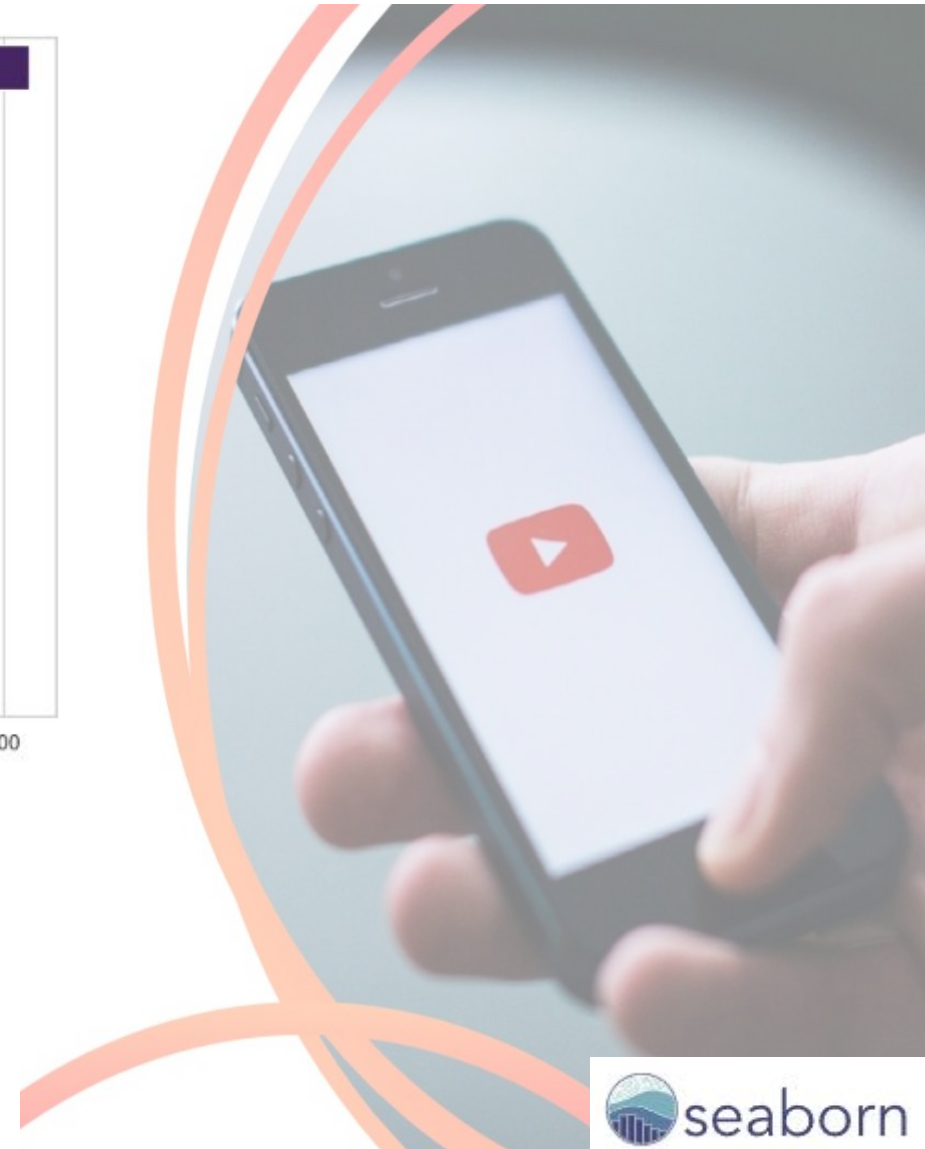
Categories of influence

Greatest number of influencers in the Entertainment - Music category
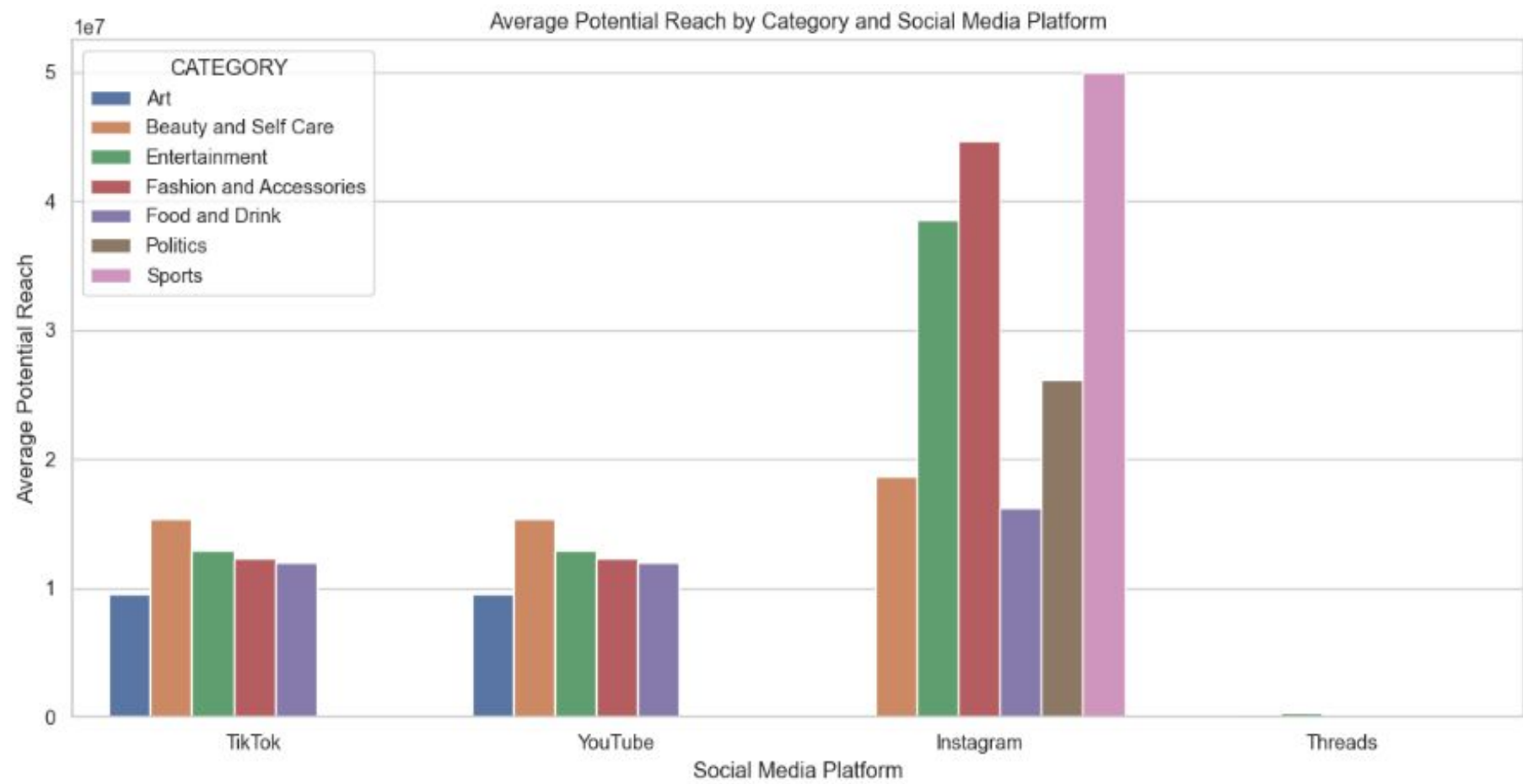
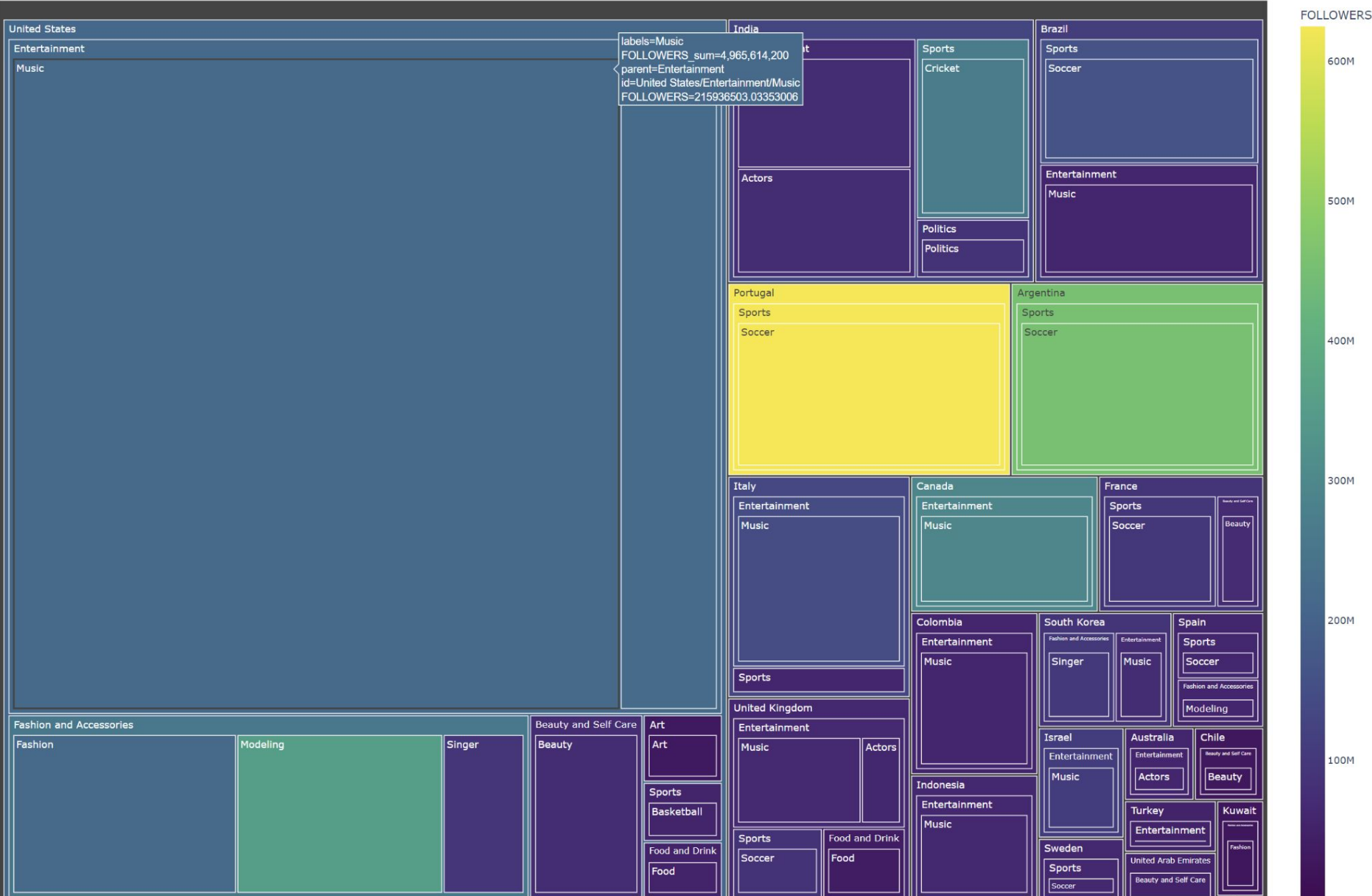Soccer is the most popular category of influence in sports

Platform with the greatest average potential reach (millions)

Instagram has the highest average potential reach (millions)

TikTok and YouTube have comparable potential reach.

Average Potential Reach by Category and Social Media Platform

Treemap - Country and categories of influence (followers)

Top influencers for each platform (by followers)

Top 100 Influencers
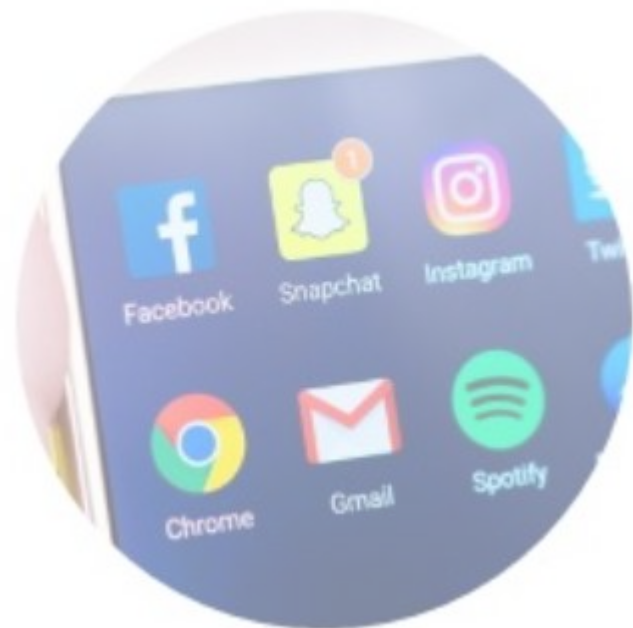
Select social media platform: [Instagram ▾]

Instagram
Threads
TikTok
YouTube

Show [10 ▾] entries
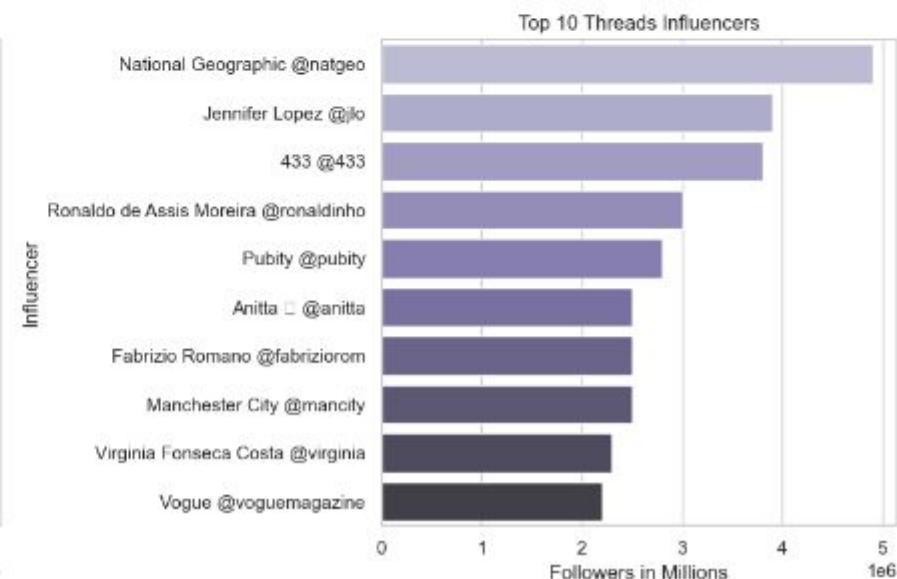
Search: [   ]

Rank ↑↓	Name ↑↓	Followers ↑↓	Country ↑↓	Potential Reach ↑↓	Engagement rate (%) ↑↓
3	Kylie	400500000	United States	120100000	
11	Taylor Swift	283400000	United States	85000000	
16	Neymar Jr	220100000	Brazil	66000000	
1	Cristiano Ronaldo	625100000	Portugal	187500000	0.01
9	Leo Messi	501100000	Argentina	150300000	0.01
12	Jennifer Lopez	253600000	United States	76100000	0.01
17	KATY PERRY	207100000	United States	62100000	0.01
22	Demi Lovato	157300000	United States	47200000	0.01
23	badgalriri	152600000		45800000	0.01
33	Miley Cyrus	217200000	United States	65099999.99999999	0.01

Showing 1 to 10 of 100 entries

Previous | **1** | 2 | 3 | 4 | 5 | … | 10 | Next

Top influencers for each platform

Seaborn is a Python data visualization library based on matplotlib.

Top 10 Instagram Influencers

- Cristiano Ronaldo @cristiano
- Leo Messi @leomessi
- Selena Gomez @selenagomez
- Kylie @kyliejenner
- Dwayne Johnson @therock
- Ariana Grande @arianagrande
- Kim Kardashian @kimkardashian
- Beyoncé @beyonce
- Khloé Kardashian @khloekardashian
- Kendall @kendalljenner

Followers in Millions

Top 10 YouTube Influencers

- Khabane lame @khaby.lame
- Bella Poarch @bellapoarch
- Addison Rae @addisonre
- MrBeast @mrbeast
- Zach King @zachking
- Kimberly Loaiza @kimberly.loaiza
- The Rock @therock
- Will Smith @willsmith
- cznburak @cznburak
- Jason Derulo @jasonderulo

Followers in Millions

Top 10 TikTok Influencers

- Khabane lame @khaby.lame
- Bella Poarch @bellapoarch
- Addison Rae @addisonre
- MrBeast @mrbeast
- Zach King @zachking
- Kimberly Loaiza @kimberly.loaiza
- The Rock @therock
- Will Smith @willsmith
- cznburak @cznburak
- Jason Derulo @jasonderulo

Followers in Millions

Top 10 Threads Influencers

- National Geographic @natgeo
- Jennifer Lopez @jlo
- 433 @433
- Ronaldo de Assis Moreira @ronaldinho
- Pubity @pubity
- Anitta ⬜ @anitta
- Fabrizio Romano @fabriziorom
- Manchester City @mancity
- Virginia Fonseca Costa @virginia
- Vogue @voguemagazine

Followers in Millions

Followers by Social Media Platform
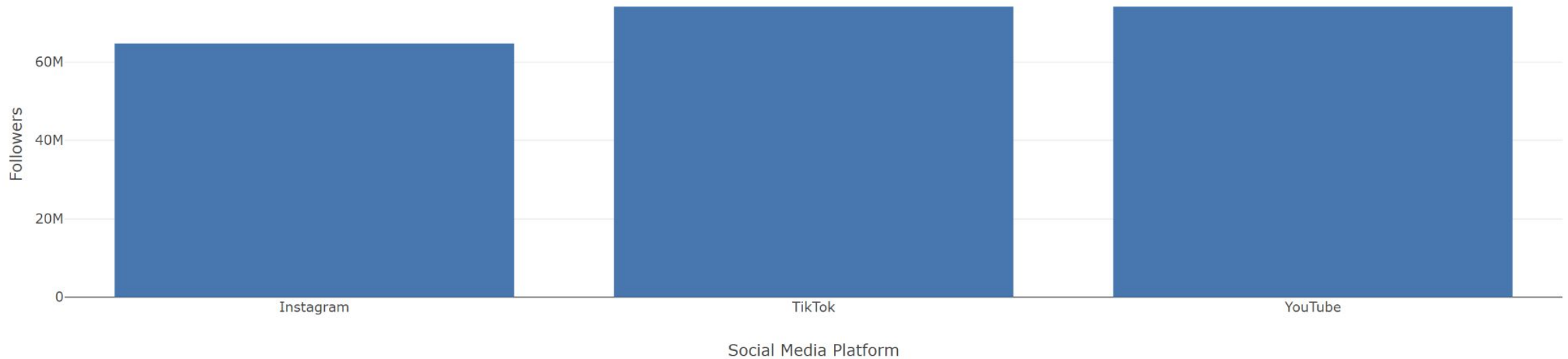
Where influencers are from and their engagement rate

Argentina
Australia
Brazil
Canada
Chile
Colombia
Egypt
France
Greece
India
Indonesia
Israel
Italy
Kuwait
Mexico
Nigeria
Portugal
Puerto Rico
South Korea
Spain
Sweden
Turkey
United Arab Emirates
United Kingdom
United States
Venezuela
Vietnam

Map of countries where Top 100 influencers are from and their engagement rate (%)

Puerto Rico

COUNTRY=Puerto Rico
ENGAGEMENT RATE=18.4
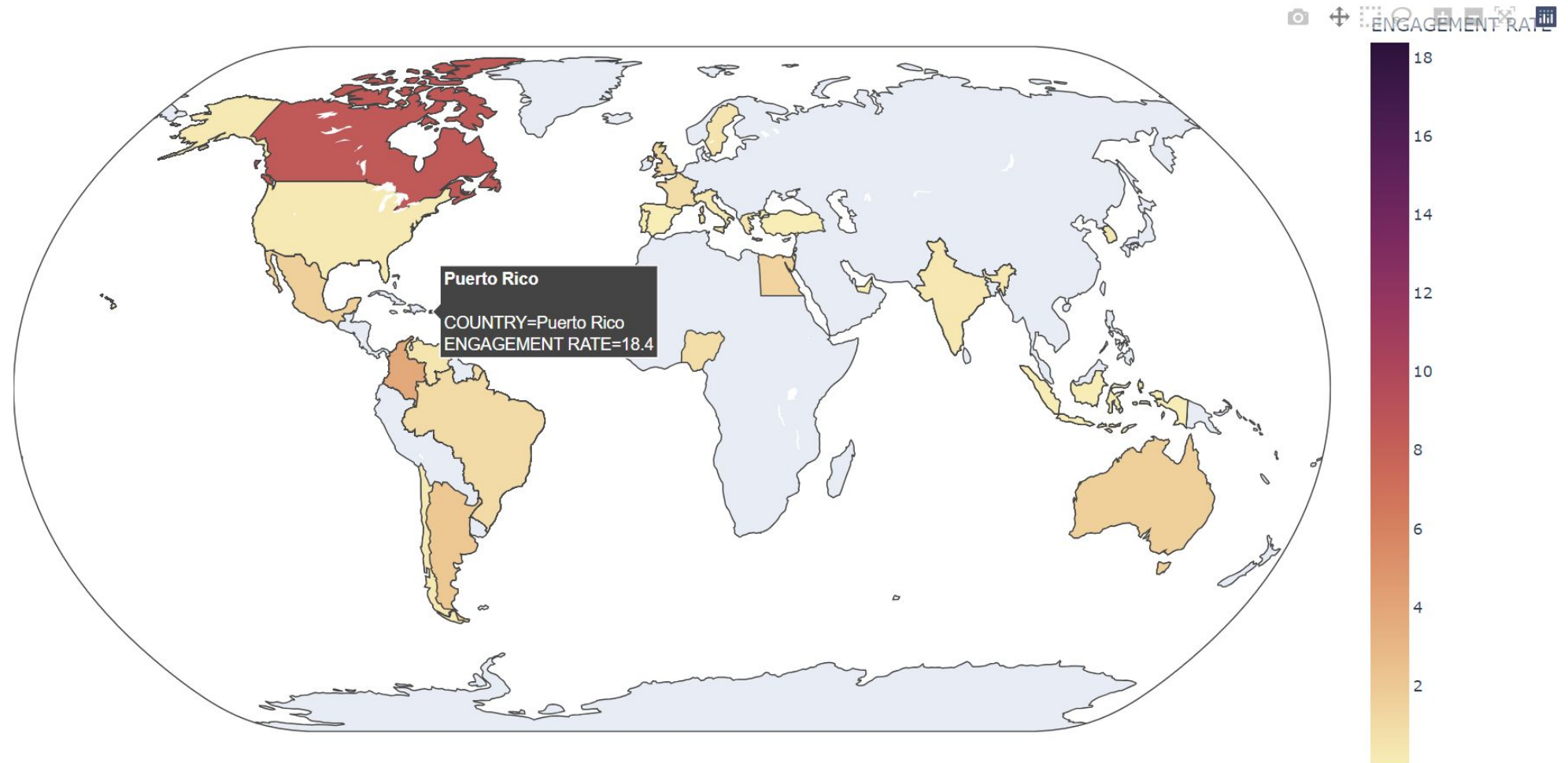
Choropleth Map with plotly.express

Concluding Insights

1. Top Influencers: Cristiano Ronaldo and Leo Messi are among the top influencers with the highest follower counts, indicating their significant influence and reach on social media platforms.

2. The influencer with the highest average engagement rate is Bad Bunny (@badbunny) from Puerto Rico, with an engagement rate of 18.4%.
The second-highest engagement rate among influencers is held by Chris Hemsworth (@chrishemsworth) from Australia.

3. If you want greater chance to get the most followers and potential reach, then Instagram is the best choice of the 4 platforms analysed. Threads is not a good platform for social media advertising or influence.

4. The category of influence with the highest average potential reach is in sports, fashion & accessories and entertainment

THANK YOU
Q & A