

# Insights Summary

## 1. Platform Performance

- **YouTube** generated the **highest revenue (₹30,000)**, driven by strong engagement and higher follower count.
- **Instagram**, despite being a popular platform, showed **low ROI (0.25)**, indicating inefficiency in spend.
- **Facebook** delivered a balanced performance with **moderate revenue** and the **best ROI (0.67)** among all.

## 2. Influencer Effectiveness

- **Dev (Facebook)** is the **top-performing influencer** with the highest **ROI (0.67)** and **ROAS (1.67)**.
- **Riya (YouTube)** had the **highest revenue and order count**, but a **moderate ROI (0.50)** due to high payout.
- **Aman (Instagram)** is underperforming with **lowest ROI (0.25)** despite decent orders and a reasonable payout.

## 3. ROI & ROAS Trends

- Average ROI across all campaigns is **0.47**, suggesting room for improvement in influencer targeting or payout structure.
- Average ROAS is **1.47**, meaning for every ₹1 spent, ₹1.47 is earned — a **positive indicator** overall.

## 4. Category Insights

- **Beauty (Riya)** tops in revenue and reach (150K followers), indicating the **highest potential** for monetization.
- **Fitness (Aman)** lags in both ROI and revenue despite a decent follower base, suggesting a need for re-evaluation.
- **Gaming (Dev)** shows **efficient returns**, possibly due to niche targeting and lower acquisition costs.

## Key Takeaways

- Focus on **ROI over just reach** — High followers  $\neq$  high returns.
- Consider reallocating budget from **Instagram to Facebook/YouTube** based on performance.
- Optimize payouts for high-engagement influencers to boost overall campaign efficiency.