








Top Instagram Influencers Analysis

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Project Overview

-  Objective:
 - Analyze top Instagram influencers to identify performance, engagement, and regional trends.
-  Tools Used:
 - Tableau, Excel
-  Deliverables:
 - - 4 Interactive Dashboards
 - - KPI Analysis
 - - Regional & Trend Insights



Data Cleaning & Setup

-  Data Preprocessing:
 - - Null values replaced with 0 or median
 - - Corrected data types (followers = number, country = string)
 - - Renamed fields for clarity (e.g., channel_info → Influencer Name)
-  Data Source:
 - Excel file with influencer stats (followers, likes, posts, country, etc.)






KPI's Used

-  Key Metrics Calculated:
 - - Total Followers
 - - Average Engagement Rate
 - - Total Likes
 - - Average Likes per Post
 - - Like-to-Follower Ratio



Calculated Fields

-  Custom Metrics Created:
- 1. Engagement Rate (%) = $(\text{avg_likes} / \text{followers}) * 100$
- 2. Growth in New Post Likes = $((\text{new_post_avg_like} - \text{avg_likes}) / \text{avg_likes}) * 100$
- 3. Like-to-Follower Ratio = $\text{total_likes} / \text{followers}$
-  Used across dashboards for deep engagement insights.

Dashboard Highlights (1 slide per dashboard)

-  Dashboard 1: Influencer Overview
 -  KPI Tiles
 -  Top 10 Influencers by Influence Score
 -  Map of Engagement by Country
-  Insight:
 - High engagement from mid-level influencers in India & Brazil.

Insights & Conclusion

-  Final Takeaways:
 - - Micro-influencers show higher engagement efficiency
 - - Top countries: USA, UK, India
 - - Engagement rate doesn't always correlate with followers
 - - Like-to-Follower ratio is key for ROI
-  Use cases:
 - Marketing strategy, influencer selection, regional targeting