



## Influencer Analytics

# Introduction of Influencer analytics

Ready to kick start your influencer journey? Our Influencer Analytics project is your secret weapon! Gain insights, build your brand, and thrive in the digital world. Perfect for beginners and aspiring influencers, we turn data into your superpower! Discover your audience and become the influencer you were born to be! Let's transform your passion into influence with analytics-driven success!

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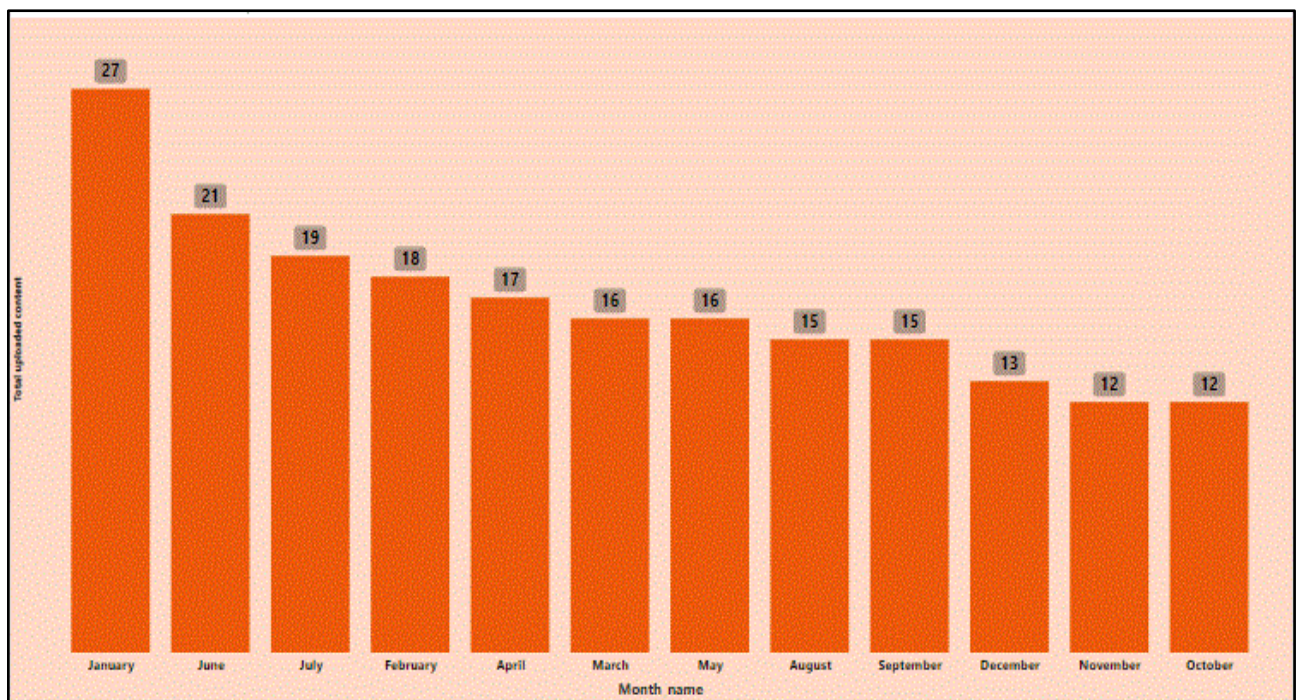
Pankaj Bhadouria ,she has winner of MasterChef India season 1. She has hosted TV shows. She was the first MasterChef winner worldwide to have an official MasterChef Cookbook. She has become Entrepreneurial, she has opened culinary academy. Pankaj's passion for cooking has made her a personality of choice for many a brand. She was a former schoolteacher before venturing into the culinary world. She has been very active on social media websites such as Youtube,Instagram,linkedIn.On YouTube she has total 1.84M subscribers. On Instagram she has a total of 1.9M followers and on LinkedIn 10k followers.

I have come across her professional journey when she participated into MasterChef India season 1. She has conveyed message to audiences that she has formerly schoolteacher she taught English subject to students, and she have 16 years of experience into this field, but because of her passion she has left that job, she proves that if you have something to do in your life with courage then you can do that. She is a very humble, down-to-earth person and focus personality she has. This is what inspired me by her career.

# What insights influencer have on social media platforms?

## 1.YouTube

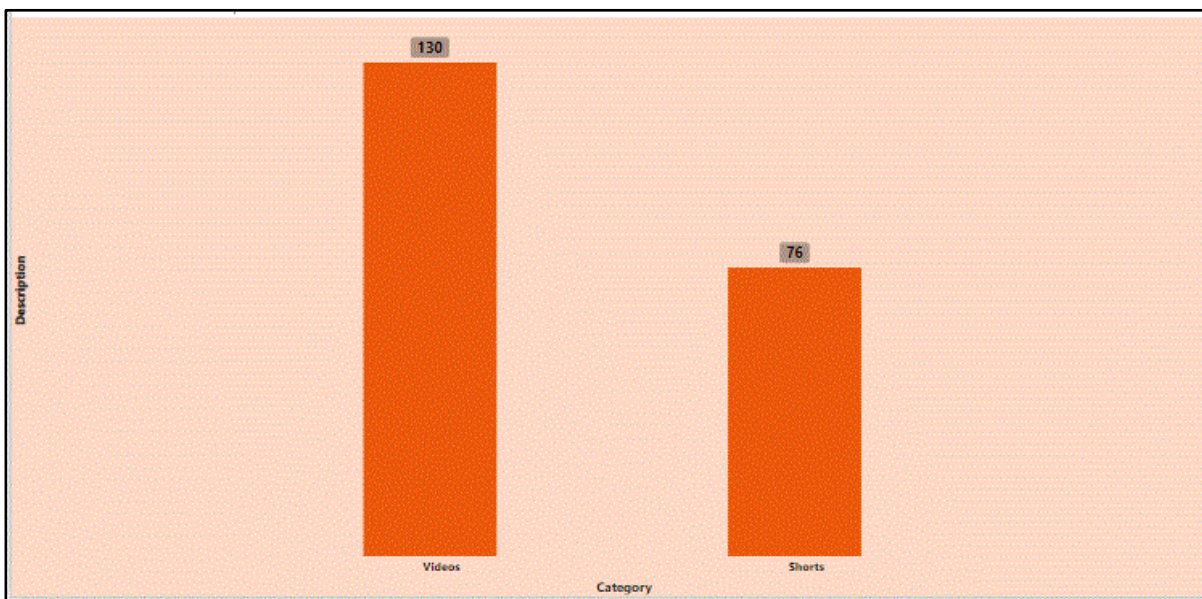
Analyzing total uploaded content (videos & shorts) by month of year (2023-2024)



- The above chart represents total uploaded categories per month for the year 2023-2024.
- On YouTube, influencer have been posting videos and shorts thrice a week. After doing analysis, the overall highest uploaded contents (videos & shorts) by influencer are on January month i.e. 27(14.6%). She has uploaded 19 videos (70.3%) and 8 shorts (29.6%) overall in January month.

- This analysis is applicable for year of 2022,2023,2024. If we talked about total categories then, she has uploaded a total of 130(63.1%) videos and 76(36.8%) shorts.
- After segregating these categories as per year then in 2022 total no of categories uploaded i.e. 33(16%), in 2023 total count of categories uploaded i.e. 156(75.7%) and 2024 she has been uploaded 12(5.8%) categories.
- In January month, the max uploaded time of video she has 13min 56sec, rest of the videos she has less than this peak timing.

### Analyzing categories (videos & shorts) wise description



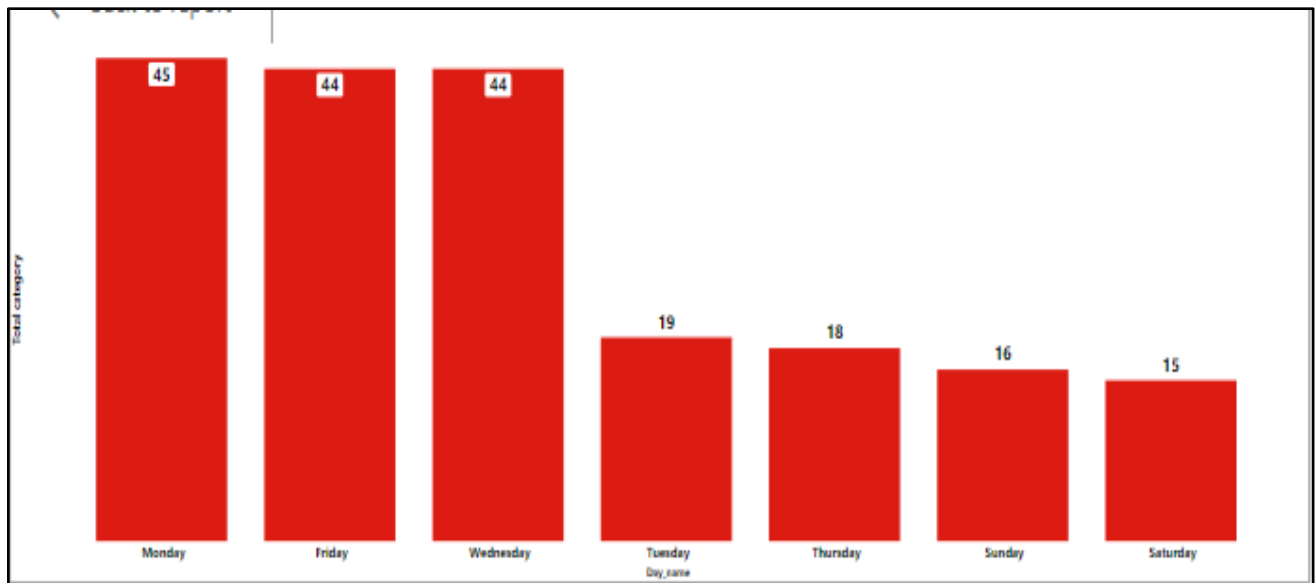
- The above chart represents a description of categories (videos & shorts) uploaded on YouTube.
- After doing deeper analysis, a total of 130 videos (63.1%) and total no of shorts 76(36.8%) have description on YouTube by influencer provided to audiences. Description of videos contains timeline of video. How much time is required to do each step-in recipe. In all videos,

a content wise timeline has been provided, so that viewers get an idea, or they can do analysis how much time she has taken for each step to explain in detail way.

- Recipe time has been provided for viewers. Preparation time for recipe, cooking time required, and how many people you can serve this recipe so that it will going to beneficial for viewers make plan accordingly.
- Description contains full method of recipe in very descriptive manner so that if viewers can't see or open video then they can go through this method of recipe also and they will get an idea what they must do exactly.



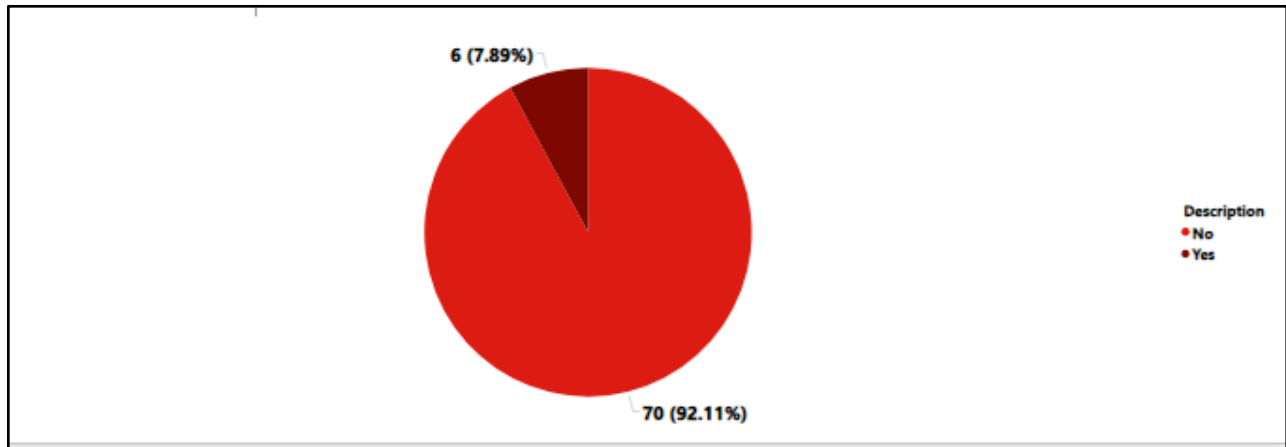
## Analyzing uploaded categories (videos & shorts) per day of year 2023-2024



- The above chart represents how much content including videos and shorts influencer have uploaded per day.
- These total uploaded categories trend analysis that on Monday, Pankaj has uploaded more count of contents in terms of other day i.e. 45.
- Pankaj has been uploaded videos and shorts on YouTube every Monday, Wednesday and Friday only in week. She doesn't upload videos on weekends maybe. This could recognize that she does preparation of recipes on weekends, so that she will get enough time to think what she will going to present in front of audiences. Also, many viewers are busy on weekends doing other stuff or they will not get enough time to watch videos on weekends. It will be beneficial for both viewers and Pankaj, they both will get enough time to plan accordingly. Ultimately these insights can conclude that Pankaj has soft skill of time management.

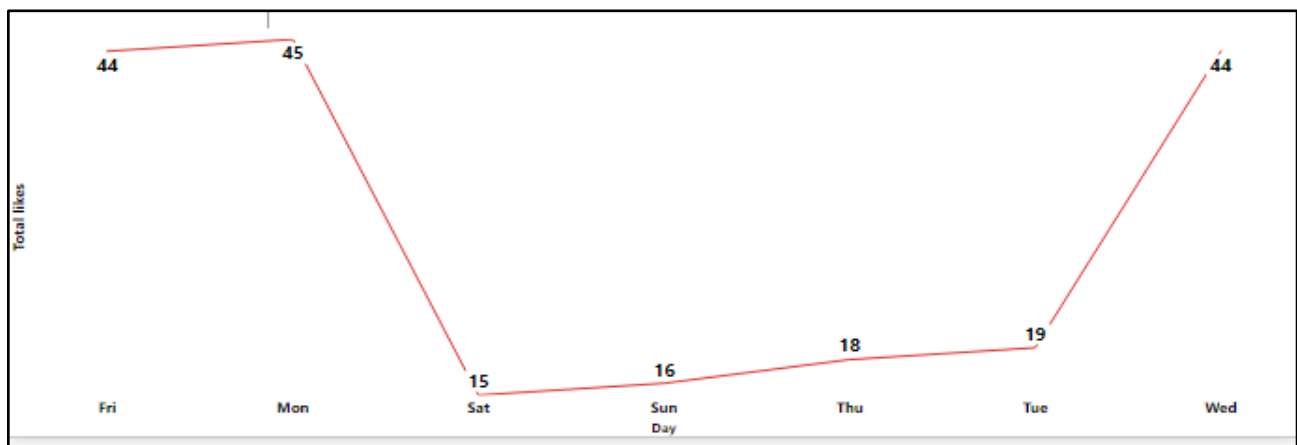
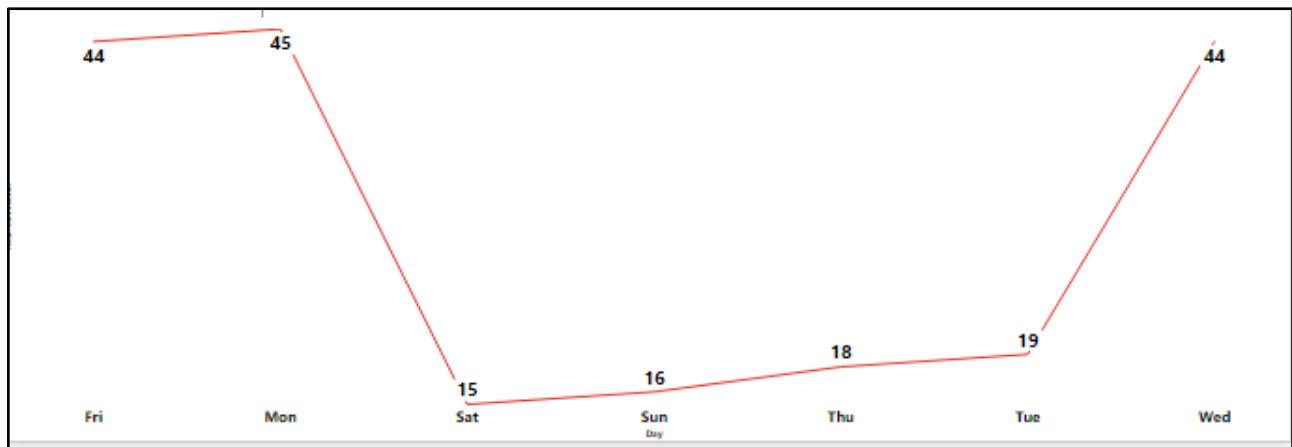


## Analyzing shorts categories by description



- Above trend evaluates comparison between description per shorts.
- Pankaj has uploaded 76 shorts. In between 76, for 70(92.11%) shorts she did not provide any description. For 6 (7.78%) shorts she has provided a description.
- In description, recipe name, preparation time, cooking time, ingredients & method has-been provided for viewers so who don't get time to watch full videos or having some network or infrastructure issue in that situation they can refer description very convenient.

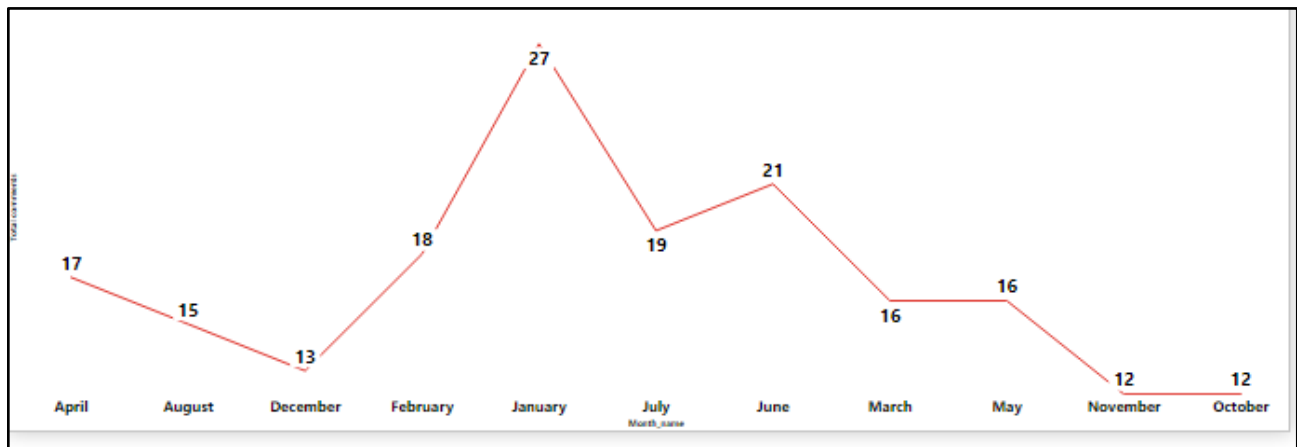
## Analyzing total comments & likes of categories (videos & shorts) by day of year 2023-2024



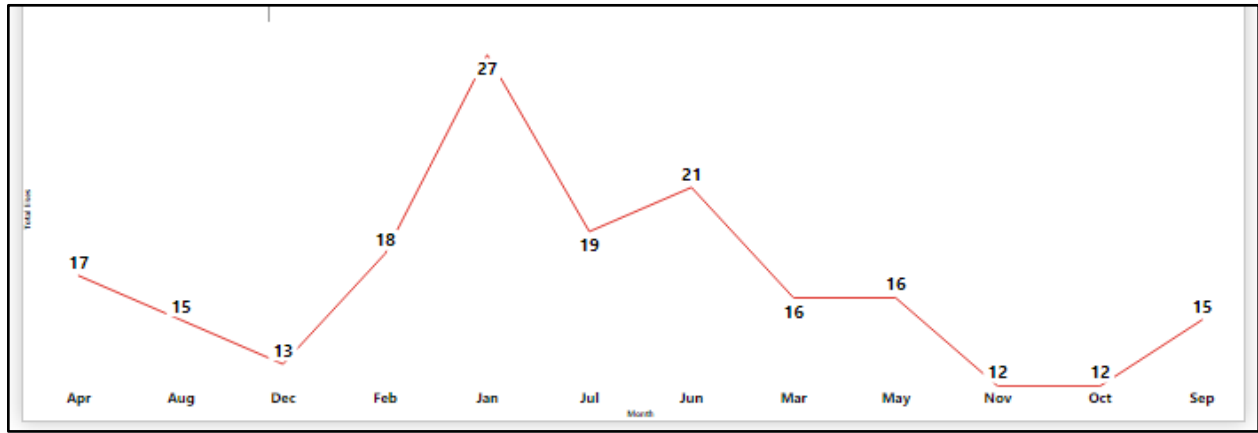
- The above chart represents the total count of comments and likes that has been given to Pankaj's uploaded data (videos & shorts) per day.
- On Monday she has got maximum count of comments and likes to categories i.e. 45.
- Pankaj has uploaded videos & shorts on weekdays i.e. Monday, Wednesday & Friday. When she has uploaded contents maybe many viewers or subscribers who has subscribed to her channel, they got notifications for her videos after uploading and they saw immediately, this can be reason why she got more count of comments and likes on these days.

- As we concluded that, Thursday, Tuesday, Saturday & Sunday has less views than other days may be viewers already has seen all videos which she has been uploaded on Monday, Wednesday, Friday.
- As per recommendation if Pankaj started uploading videos on everyday basis as per her convenience, then she can increase more subscribers as well as likes and comments

### Analyzing total comments & likes of categories (videos & shorts) per month of year 2023-2024



## Influencer Analytics



- Above trend evaluates total count of likes and comments of categories per month
- Jan month has overall highest count of likes and comments of uploaded contents on YouTube i.e. 27.
- Engagement matrix evaluates that she has been more contents uploaded on January month, ultimately, she has got more views than other months so count of likes and comments of categories having highest numbers than others.
- In October, November and December she has got less comments and likes maybe the contents she has been uploaded that is not unique to viewers to see or they found these common to view or they found these recipes anywhere else.

## Analyzing highest views of videos

Videos	Video Views
Gond ke Laddu	4,83,361
3 Course Meal	6,65,547
Punjabi Kadhi Chawal	6,78,676
Magic Gravy   1 Gravy for 50 dishes	7,47,051
I All Purpose Gravy	
Birthday Cake in 4 minutes	8,68,012
Microwave Cakes Vs Oven Baked Cake	

- By seeing above table, it analyses which specific video having highest views
- Birthday cake in 4 minutes | Microwave Cakes Vs Oven Baked Cake has highest views i.e. 8,68,012.
- As I personally saw this video where she has differentiate between two methods of making cakes .First from microwave and second from oven and what's difference between these 2 cakes, she has been explained very neatly and concise way, apart from that she has made these 2 cakes in very quickly , batter is same for these 2 cakes only difference is that she has made one cake in microwave and second one in oven and not only the cake but she has made customize birthday party cake ,Viewers got an idea which is best way to make customize cake in easy and simple way.

## Analyzing highest views of shorts

Shorts	Video Views
How to fry less oily pakodas?	6.9M
How To Prevent Sticky Bhindi	6.3M
How to balance Excess Salt in Dishes	5.5M
How to Eat Chips & Dips	3.6M
Restaurant Etiquettes- Do Not Lick your Fingers	3.4M

- By seeing the above table, it analyses how to fry less oily pakodas? Having maximum views as compared to other shorts i.e. 6.9M.
- She has given tricks how to use less oil while making pakodas ,which is nowadays very essential to people or mostly youngsters are going gym everyday they cannot eat pakodas for having restrictions on food also some people having diseases like BP sugar,cholesterol, but they having wish to eat but unfortunately they can't, so these tricks might help many people to follow and they can eat pakodas.
- She has given very easy and simple recipes to follow while making pakodas.

## Key Performance Indicator matrix

- Efficient and relevant KPI of Total no of videos 130 and total no of shorts 76 has uploaded on YouTube from past one year.
- Pankaj has Overall, 1.81 M total subscribers on YouTube.
- Pankaj has 27,09,82,716 views of contents including videos and shorts.

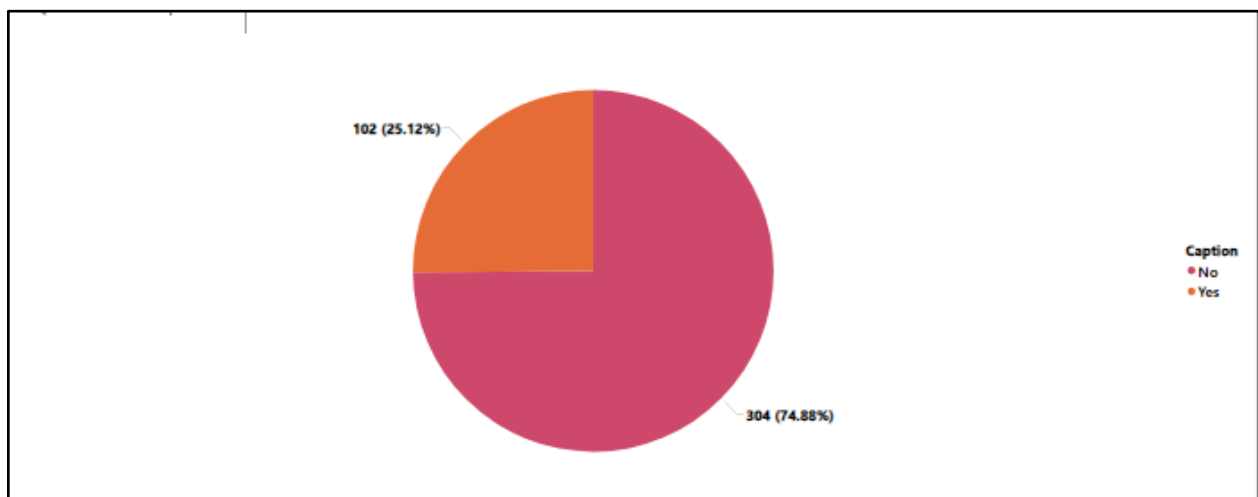
## Slicers

- Relevant slicer of year i.e. 2022,2023,2024 and categories like videos and shorts have been added.
- By applying filter, value gets exchanged as per scenarios.
- It will make dashboard responsive and interactive so that business decisions and business strategies can decide.



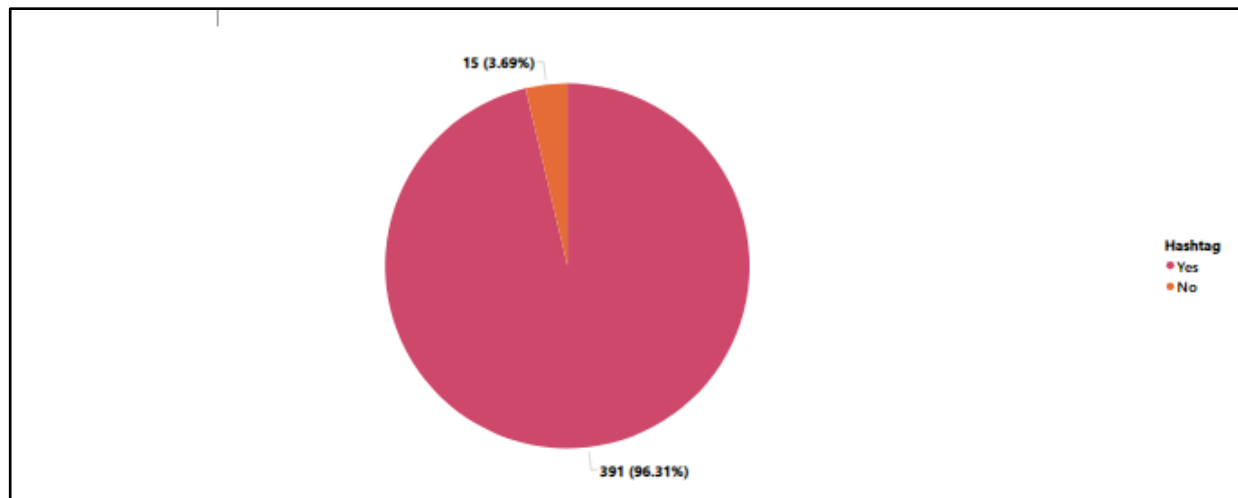
## 2.Instagram

### Analyzing categories(posts,reels,tagged) by caption



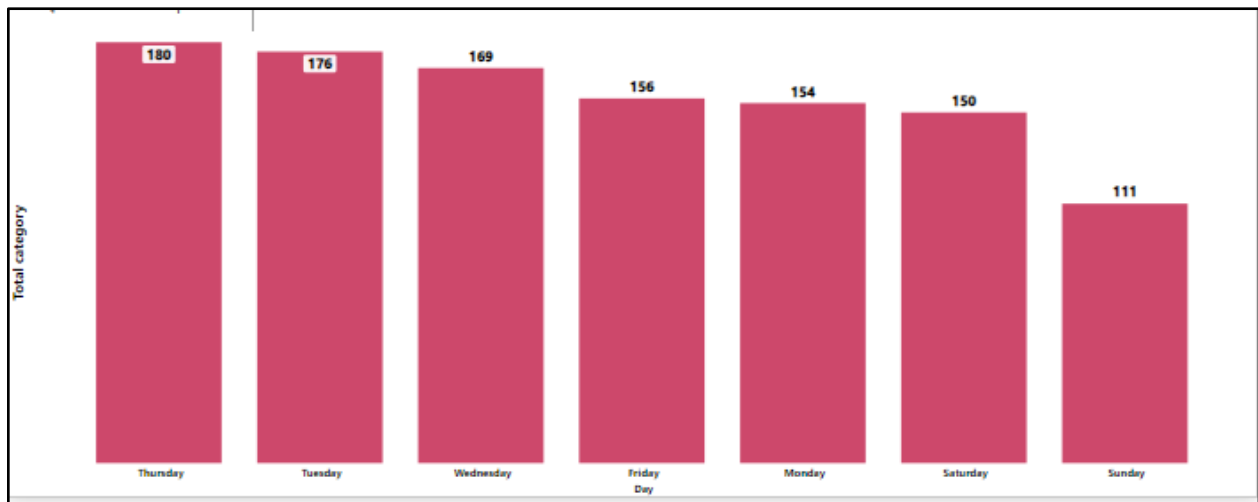
- Above trend evaluated comparison between categories(posts,reels,tagged). Total no of posts Pankaj has uploaded on Instagram 349(31.8%), total no of reels Pankaj has uploaded on Instagram 340(31%), and a total tagged channel she has 407(37.1%).
- Overall, 304(74.88%) data uploaded on Instagram have captions provided and 102(25.12%) data don't have captions. In Caption, Pankaj has included recipe details so that when viewers go through those details, they will get an idea what exactly the recipe is.

## Analyse total uploaded categories (posts,reels,tagged) by hashtag



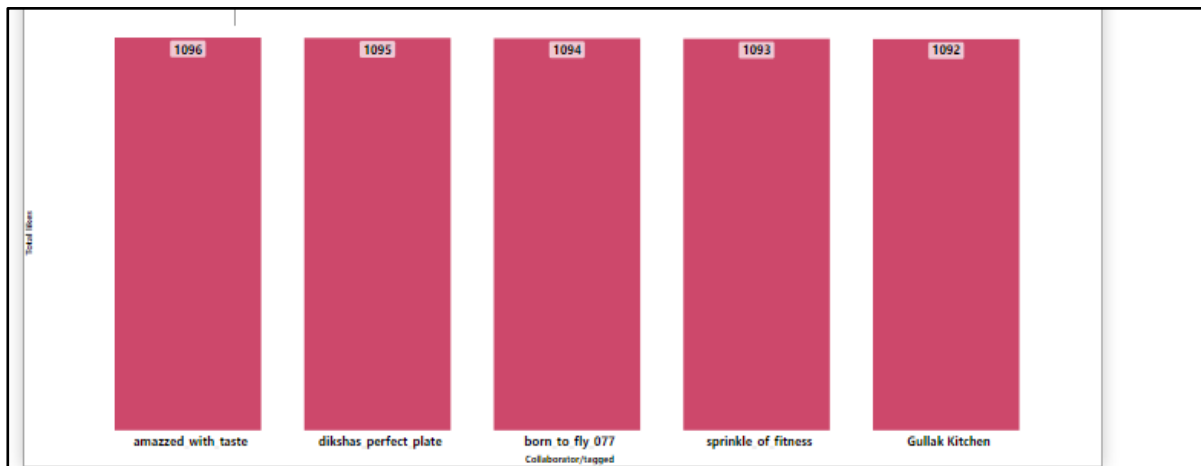
- The above chart evaluates comparison between categories uploaded on Instagram including posts,reels,tagged by hashtag.
- In overall uploaded categories 391(96.31%) data where she has provided hashtag and total 15 (3.69%) categories, she doesn't provided hashtag.
- After doing deeper analysis only a few tagged categories don't have hashtag provided by collaborator channels.

## Analyses total uploaded categories(posts,reels,tagged) per day



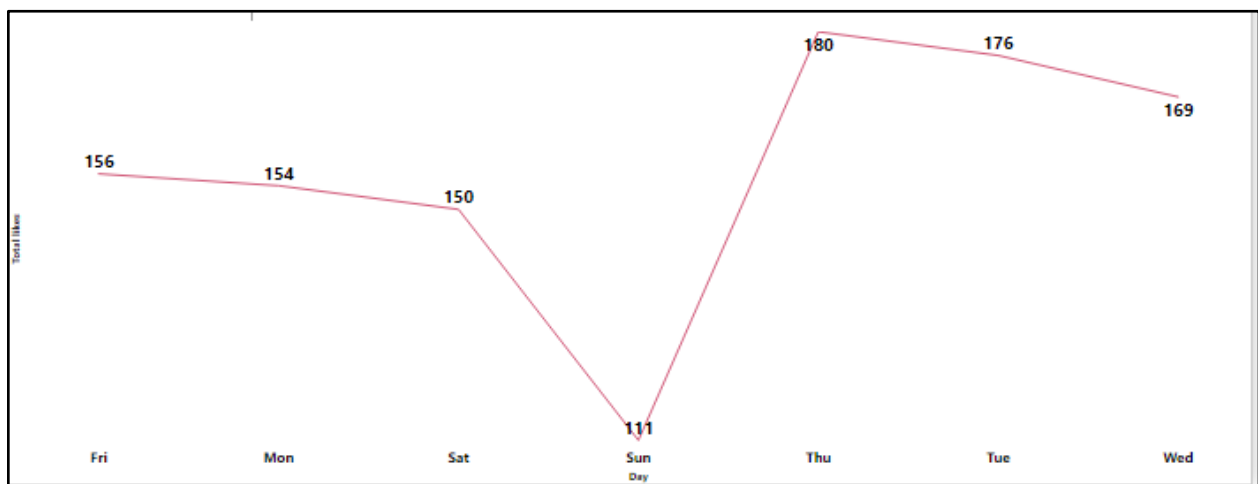
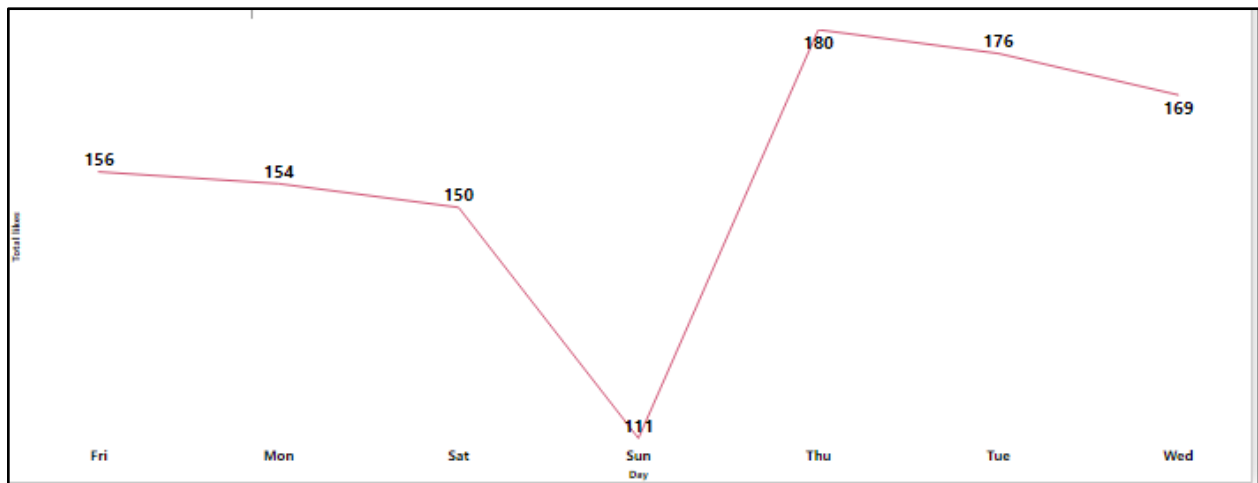
- Above chart analyses total uploaded categories (posts,reels,tagged) per day
- After doing analysis on Thursday, she has maximum count of data uploaded i.e. 180(16.4%) on Instagram including posts,reels,tagged of year 2023-2024.
- In 2023, a total of 820 (74.8%) categories and in 2024, a total of 276(25.1%) categories have been uploaded.
- This above trend specifies on Thursday she has been uploaded more categories after that on Tuesday 176(16%) and Wednesday 169(15.4%) categories uploaded.
- As per recommendations we can give to Pankaj as if she started posting or uploading contents on everyday not fixed time as per her convenience or she can make live cooking so that she can attract more viewers and add more subscribers to her channel.

## Analyzing Highest likes by collaborator or tagged channel



- The above charts represent amazed with taste has maximum count of likes i.e. 1096 amongst other collaborators.
- Influencer get an idea which tagged channel she has maximum count of likes of videos from past one year.

## Analyses total comments & likes of categories(posts,reels,tagged) by day of year 2022-2023

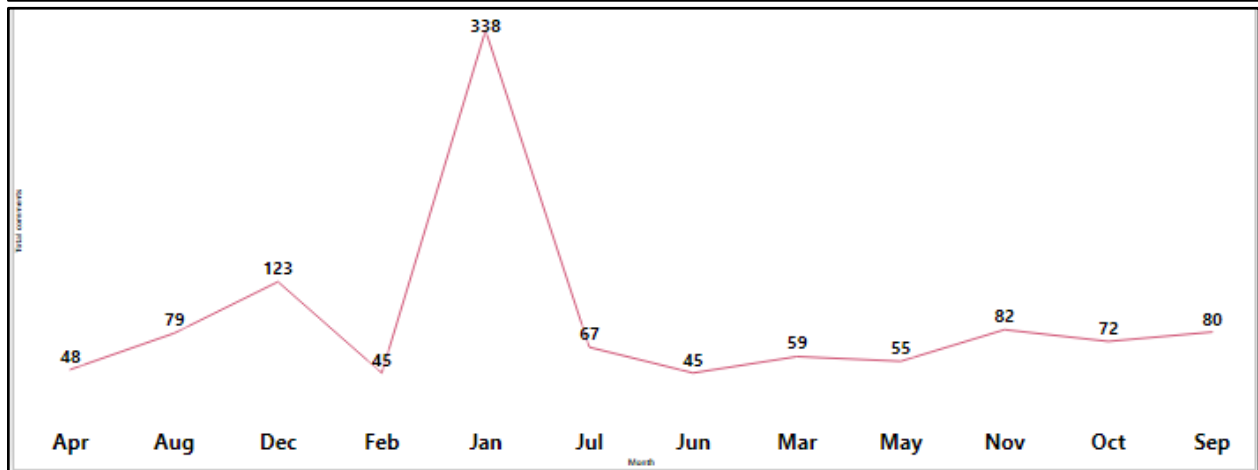
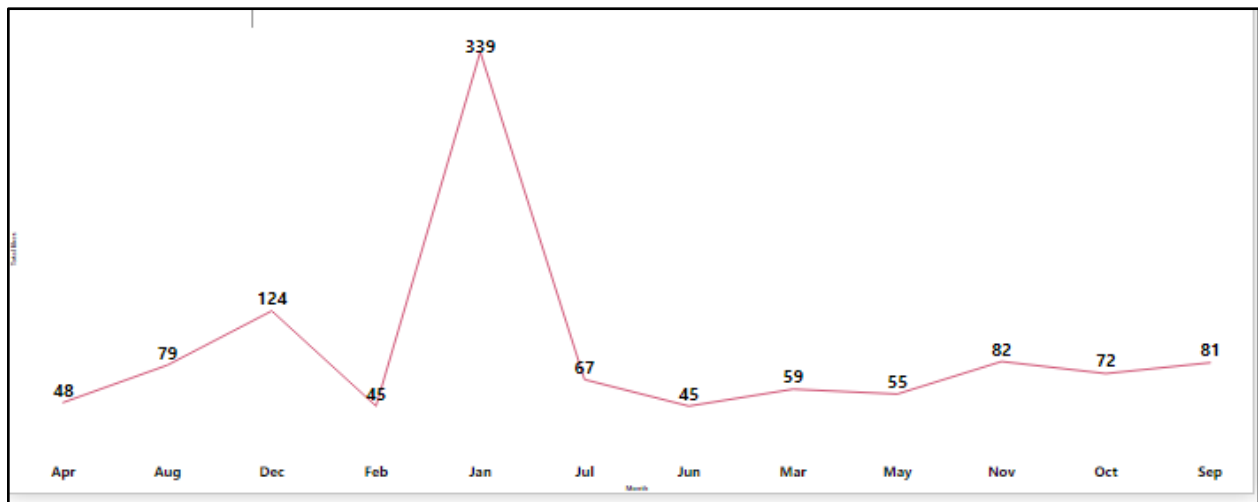


- The above charts analyses, Thursday having maximum count of comments and likes of categories (posts,reels,tagged) which influencer have been posted.
- Total count of 180 (916.4%) likes and comments Pankaj has got on Thursday for uploaded data (including posts,reels,tagged)
- As we saw, more contents she has been posted on Thursday, she got more count of likes and comments on Thursday, maybe she uploaded videos that day only viewers or subscribers got a notification about posting videos and they likely to watch and like, comment and share those videos. On Sunday she got very few likes and comments to

categories, maybe viewers are busy on this day doing other stuff. This can be reason, Pankaj has got less likes and comments as compared to other day.

- As per recommendation if Pankaj has started posting videos on everyday basis, then she may get more subscribers. As well as likes and comments.

## Analyzing total likes & comments of categories (posts,reels,tagged) per month of year 2023-2024



- Above charts analyzing total count of likes & comments of categories per month of year 2023-2024
- Highest count of likes and highest count of comments to uploaded data (including posts,reels,tagged)influencer got in January month.
- overall total count of 339 likes she got to contents in January month
- Overall, total count of 338 comments she got to contents in January month
- She has got very few comments and likes for categories in February and June month maybe she has been uploaded less categories on these months having some personal stuff, so she got less likes and comments.





## Analyzing top 10 highest playing count of reels

Reels	Playing_Count
How to Chop Dry Fruits easily!?	1.8M
3 Homemade Sauces	1.5M
3 Homemade Sauces	1.6M
Do Not Lick your Fingers	1.8M
How to make crispy fried paneer?	1.7M
How to Prevent Onions & Potatoes from Rotting!?	1.5M
How to Remove Burnt Smell from Rice ?	1.6M
How to Remove Coconut from the Shell	1.7M
How to Store & Juice Lemons	1.6M
Makhan Malai	1.9M

- The above table represents the top 10 reels which have been mostly played by viewers.
- Makhan Malai has the highest played amongst other reels. She has shared Lucknow's recipe to the viewers and by seeing this recipe it has been made up of saffron milk and looks very yummy and delicious.

## Key Performance Matrix

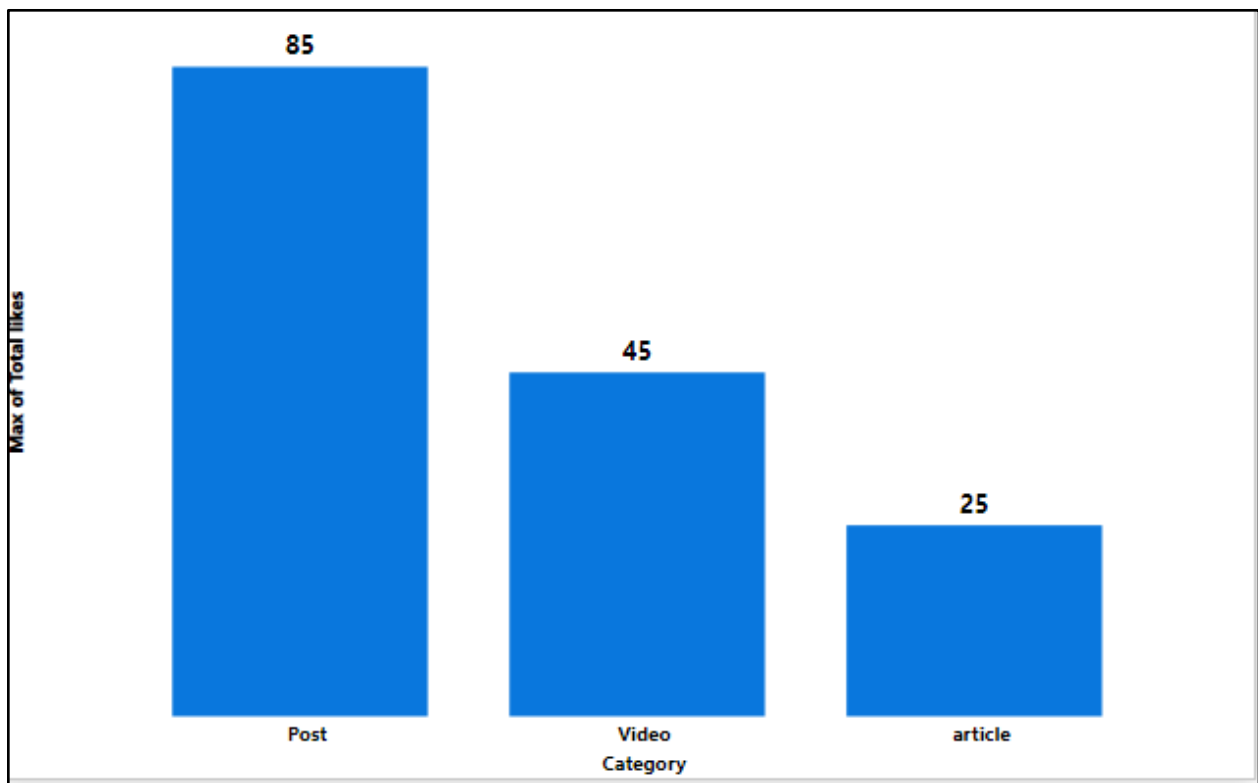
- Relevant and efficient KPI has been added to improve dashboard performance.
- Total no of posts, tagged, reels and followers Pankaj has on Instagram.
- Total uploaded contents including posts,reels,tagged she has past one year

## Slicers

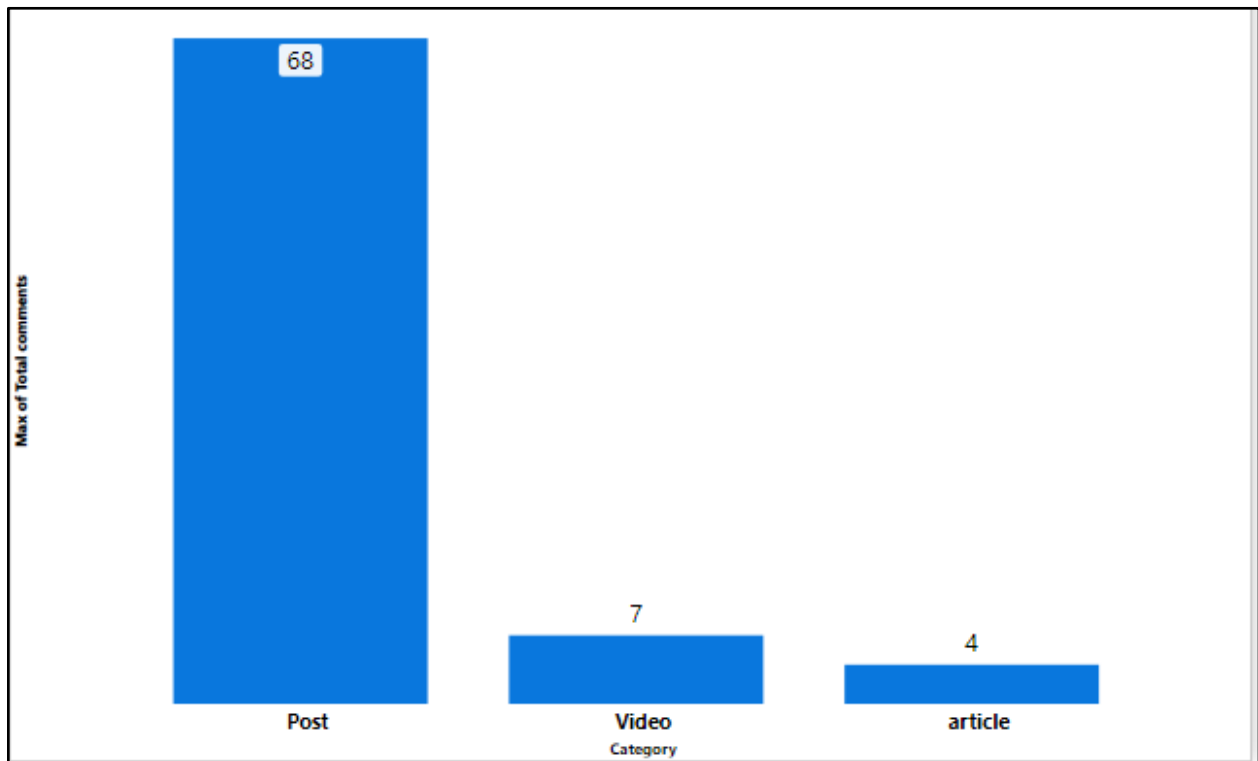
- Relevant slicers have been added to increase responsiveness of dashboard
- Audio of influencer, categories(posts,reels,tagged), year (2023-2024) by applying filter of this field value gets interchanges as per scenarios.

### 3.Linkedin

Analyzing highest likes & comments of categories  
(videos,posts,articles) for year 2023-2024

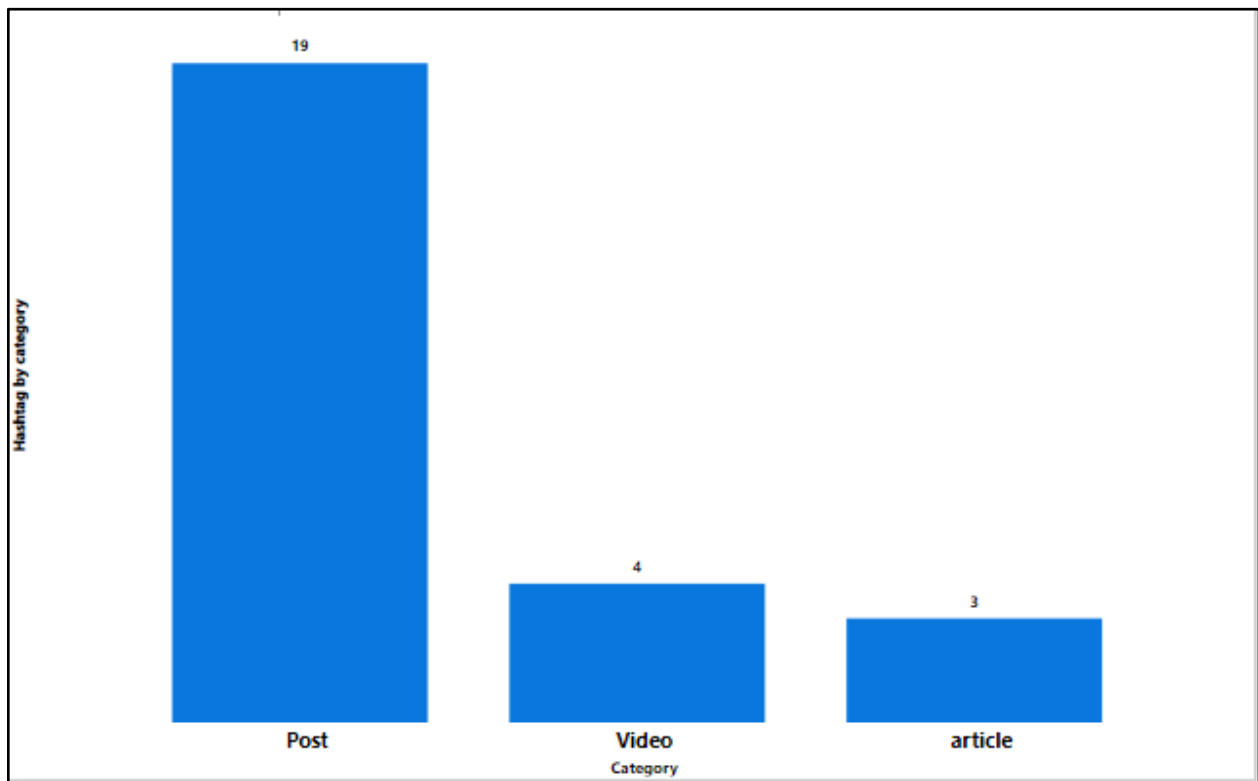


## Influencer Analytics



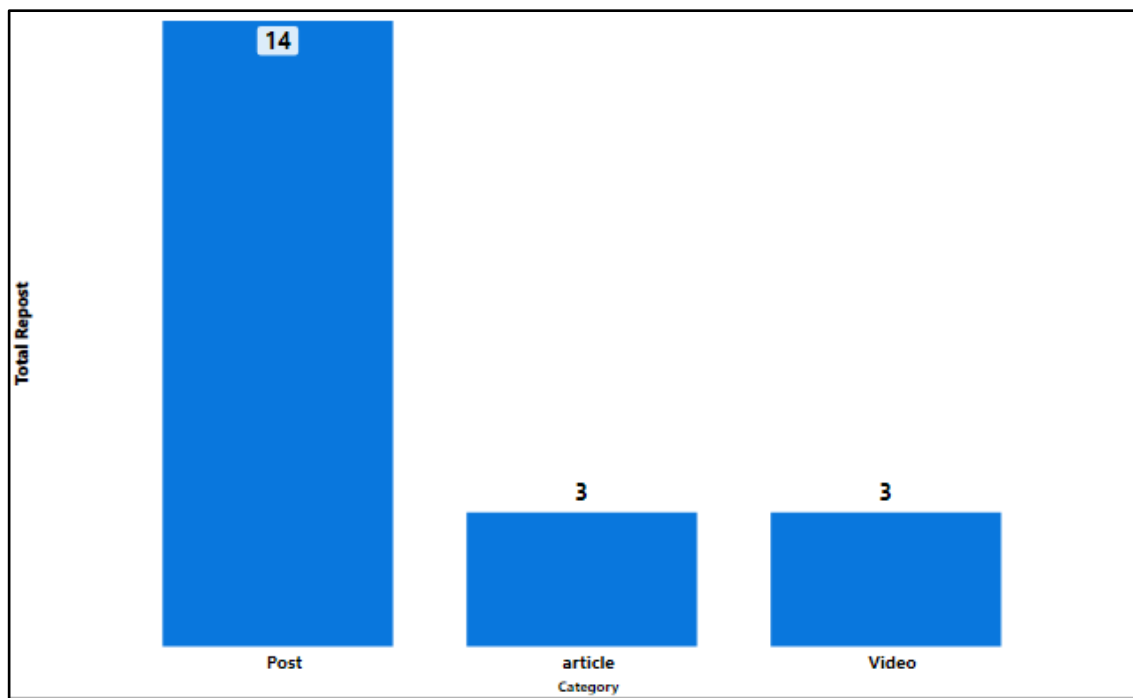
- After doing the above analysis, the post has got the maximum likes till now i.e. 85 amongst 19 (67.8%) posts, the video has the highest likes till now i.e. 45 amongst 5(17.8%) videos and the article has highest likes 25(14.2%) till now amongst 4 articles.
- The post has got the highest comments till now i.e. 68 amongst 19 posts, the video has the highest comments till now i.e. 7 amongst 5 videos, and the article has highest comments 4 till now amongst 4 articles.
- As per recommendation Pankaj will start uploading more contents on LinkedIn or start following or increasing more followers than she can get more likes and comments.

## Analyzing total hashtag per categories(videos,posts,articles) of year 2023-2024



- The above chart gives information about hashtags per content. Influencer has been posted hashtag for 19 post, total 4 videos and 3 articles have hashtag.

## Analyzing total repost of categories (videos,posts,articles) for year 2023-2024



The above chart displays total repost information. 14 post, 3 articles and videos Pankaj has been reposted till now from past one year.

## Conclusion

The overall analysis concluded that Pankaj bhadouria doesn't come from cooking industry background and she has by professionally teacher, but she has passion towards cooking domain. And she got an opportunity to enter this field of cooking through MasterChef show, where she has proven by winning that show how she has courage and eagerness towards cooking. And became first India's MasterChef. Then she got encouragement again from her hobby and she opened culinary academy where she started giving classes or courses in this domain for those who want to start their career or have an interest in this field. After that she hosted many television shows, became an author by writing many books and very active personality and individual personality in social media sites. She has been posting videos only 3 days on weekdays, but she got many responses from these only. She has covered different types or varieties of foods like Indian, chinese, cuisine etc... She shared recipes which is easy to make or very less time required to prepare and quicky audiences can make this and innovative is the very important word for her channel, the way she explained recipes is tremendous so that viewers get understand in very quickly.

I don't think so any recommendations or any new things she must try because she is already doing very good job keep it up!!