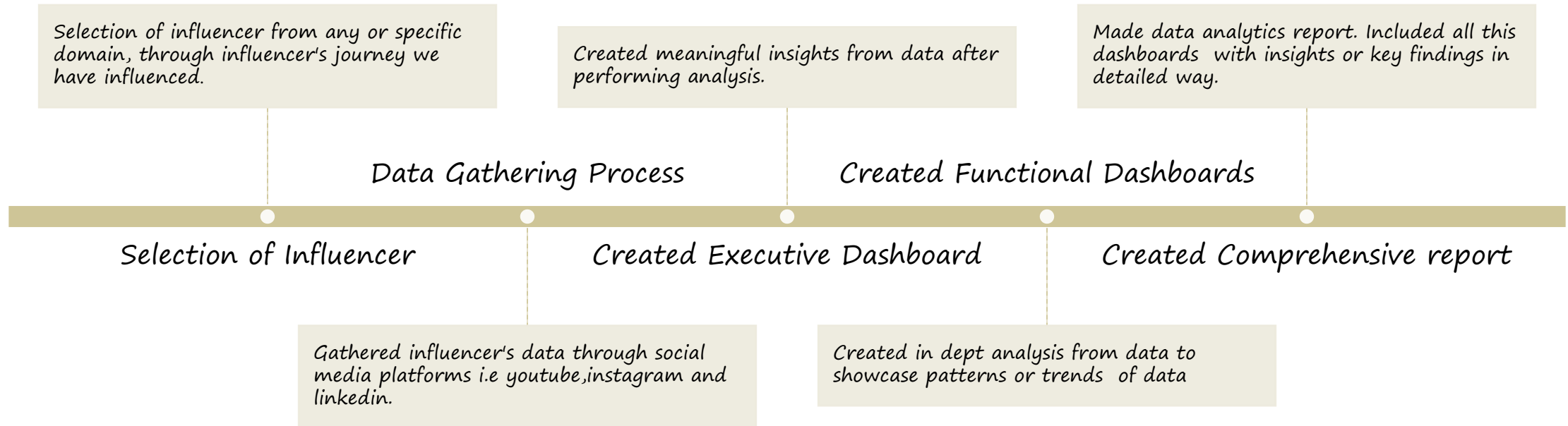


Influencer Analytics-Pankaj Bhadouria

Mansi Chaudhari

Timeline



Introduction of Influencer Analytics

Influencer analytics refers to the process of analyzing the performance, impact, and effectiveness of influencers in marketing campaigns or other initiatives. It involves gathering, processing, and interpreting data related to influencers' activities, audience demographics, engagement metrics, and other relevant factors to evaluate their contribution to a brand's objectives.



Pankaj Bhadouria

Pankaj Bhadouria is an accomplished Indian chef, author, and television personality, best known for winning the first season of "MasterChef India" in 2010. Her victory on the popular cooking reality show propelled her into the limelight and established her as a prominent figure in the culinary world. Before her foray into television, Pankaj Bhadouria had a career as a school teacher. However, her passion for cooking led her to participate in "MasterChef India," where she showcased her culinary skills and impressed both the judges and the audience with her creativity, innovation, and traditional Indian cooking techniques. Pankaj Bhadouria is also actively involved in culinary education and training. She conducts cooking classes and workshops, sharing her knowledge and skills with aspiring chefs and cooking enthusiasts. Her teaching style emphasizes the importance of using fresh, locally sourced ingredients and experimenting with flavors to create memorable dishes. Overall, Pankaj Bhadouria's journey from school teacher to celebrity chef exemplifies the power of passion and perseverance. Through her cooking, writing, and television appearances, she has carved a niche for herself in the culinary world, inspiring countless individuals to explore the rich and diverse tapestry of Indian cuisine.



Objective

The purpose of this analysis is to describe influencer performance on various social media platforms like instagram,youtube,linkedin over the time including day of month, month of year.

Distribute contents (uploaded data) of social media platforms like Instagram data into posts, reels & tagged, YouTube data into videos and shorts and LinkedIn data into posts,articles,images etc.

Analyse content wise patterns and trends over the specific time period i.e. past one year.

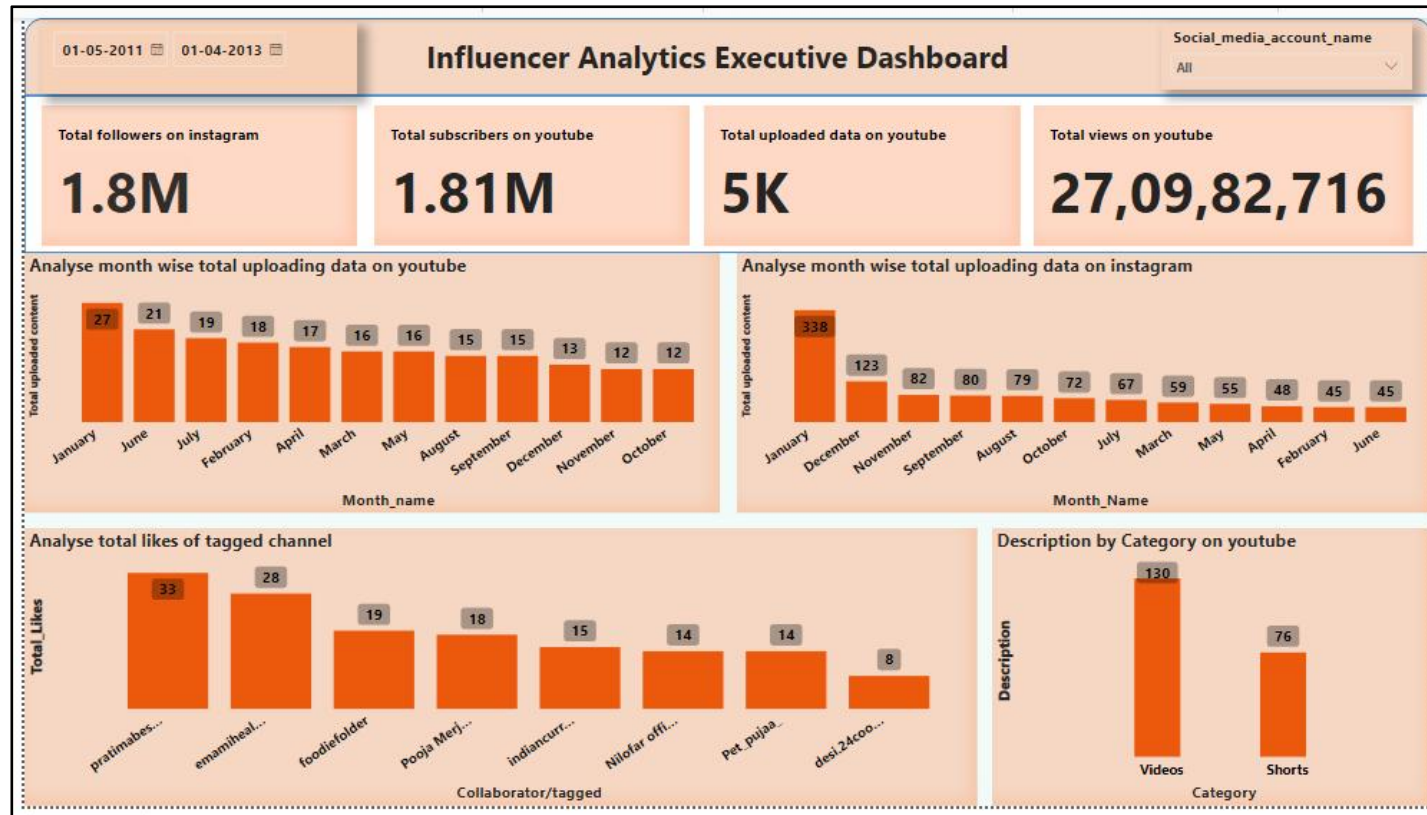


Data Collection Methodology

Data was collected from Pankaj Bhadouria's official YouTube channel, Instagram profile and LinkedIn for the past one year.

All data was stored and analyzed using Excel for initial processing and Power BI for in-depth visualization and analysis.

Executive Dashboard

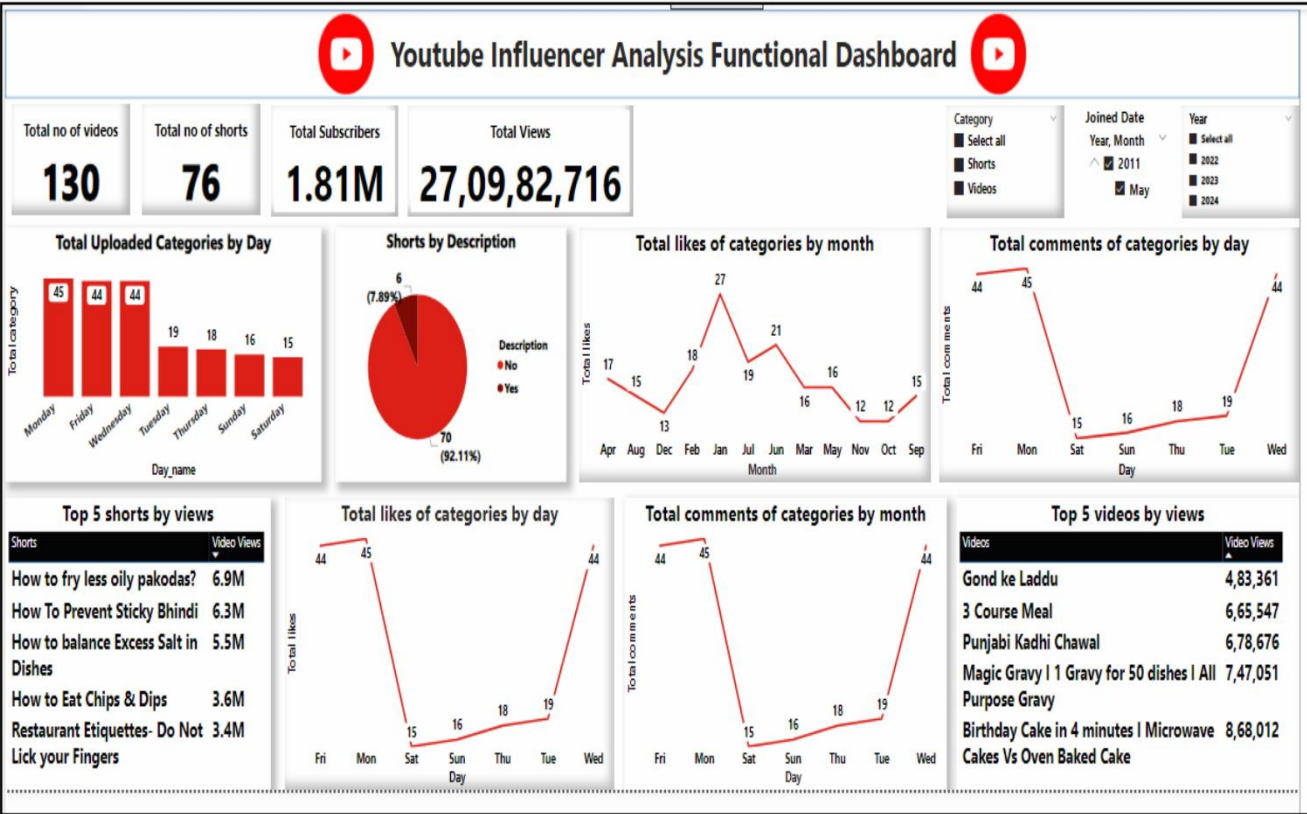


Key Findings:

Total followers on instagram, total subscribers on YouTube, total uploaded data on youtube

Content performance:
Distributed categories uploaded per month on official YouTube and Instagram account
Analyse category wise description on YouTube

Influencer Analytics: Analyzing Pankaj Bhadouria's YouTube Channel



Overview of Pankaj Bhadouria's YouTube Channel

Total number of subscribers, Total number of videos uploaded, distribution category wise content uploded.

Average engagement rate (likes, comments) per video

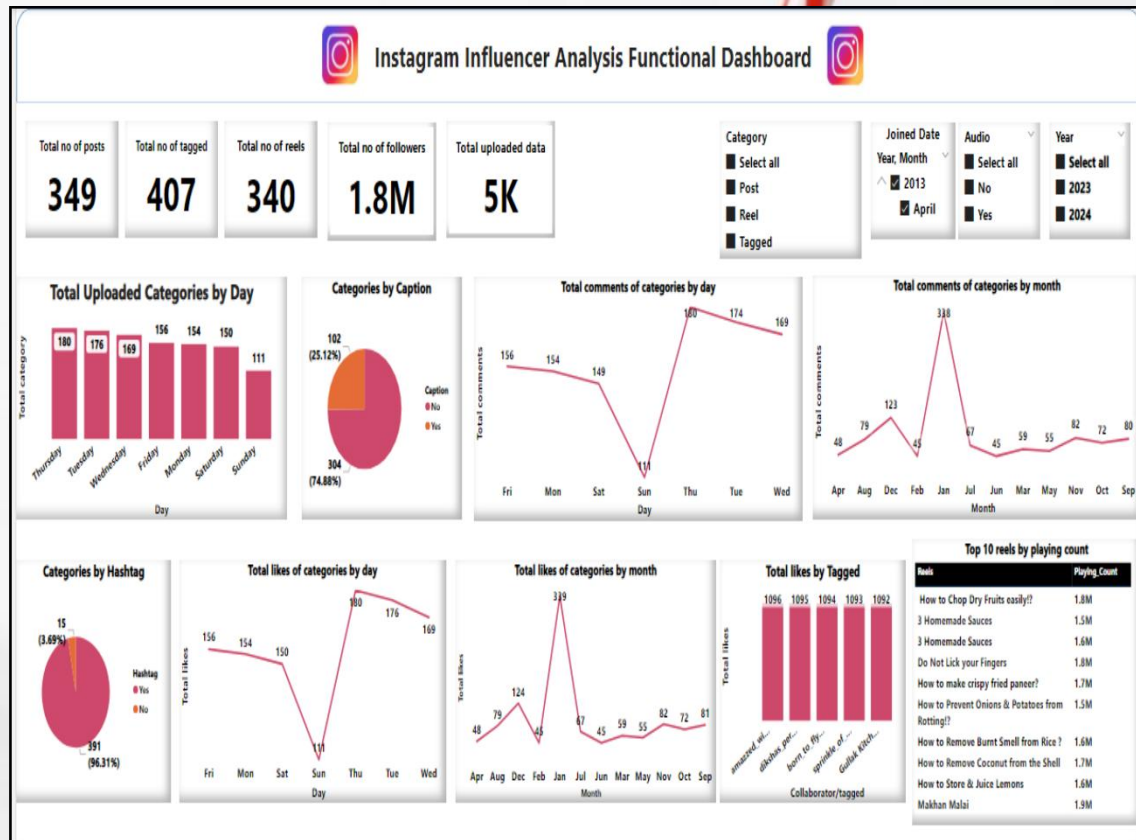
Comparison of engagement metrics between different types of content

Highlighting videos with exceptionally high engagement

Sentiment breakdown for top-performing videos

Highlighting Pankaj Bhadouria's unique selling points and competitive advantages

Influencer Analytics: Analyzing Pankaj Bhadouria's Instagram Channel



Key Metrics:

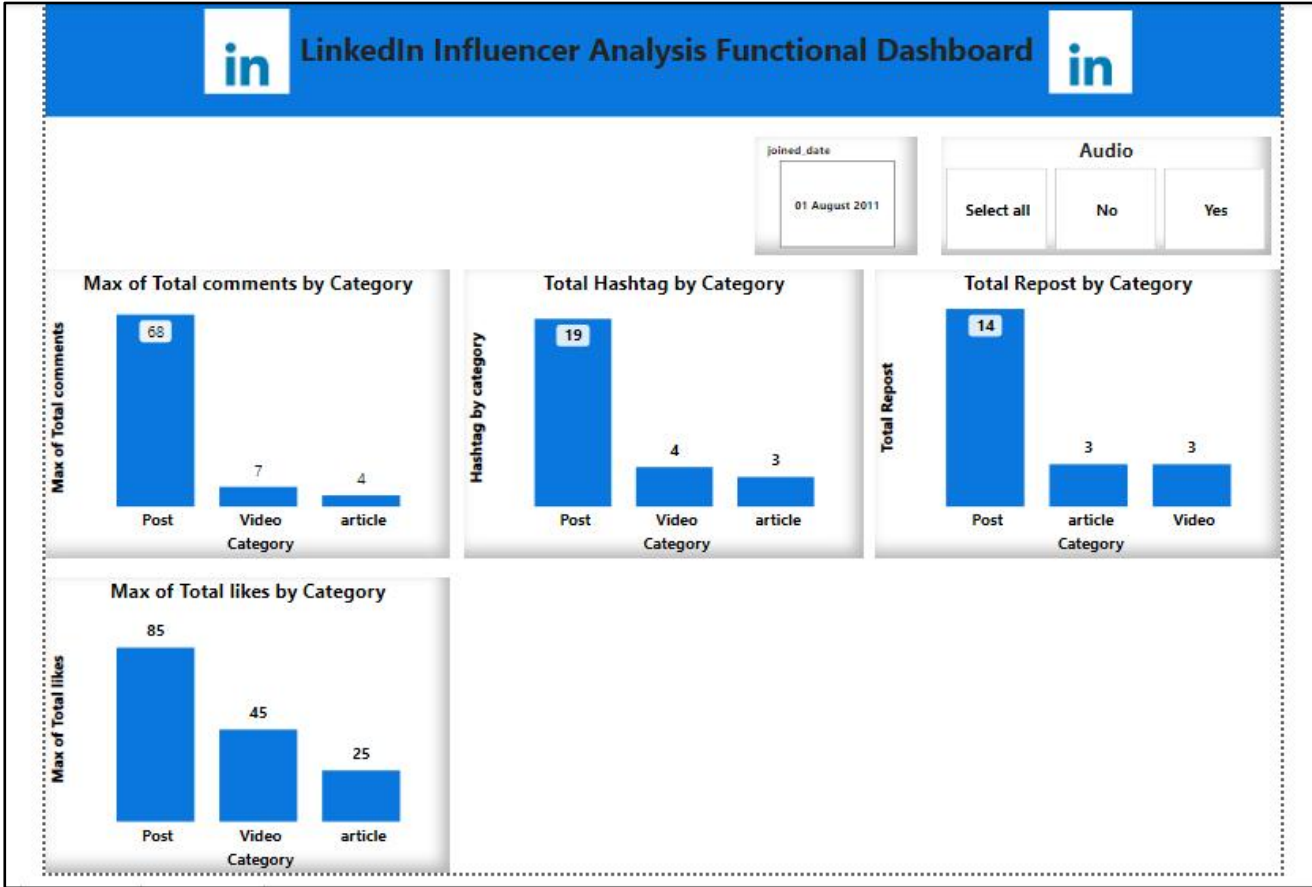
Total number of followers, total uploaded content, mentioned total no of uploaded categories into posts, reels, tagged Likes, comments and other engagement metrics

Analysis of audience interaction and sentiment towards Pankaj Bhadouria's content
Evaluation of content quality, relevance, and consistency

Types of content posted on the Instagram channel

Identification of top-performing posts

Influencer Analytics: Analyzing Pankaj Bhadouria's LinkedIn Channel



Key Metrics Overview

Total number of followers
Engagement rate: Analyze likes, comments and overall interactions on her posts
Break down the types of content Pankaj Bhadouria posts on LinkedIn(post,articles,videos)
Analyze the performance of different content types in terms of engagement, and effectiveness.
Identify any trends or patterns in her content strategy.
Highlight the top-performing category based on likes and comments



Summary

Pankaj Bhadouria's journey from a passionate home cook to a celebrated chef and influencer exemplifies the power of talent, perseverance, and dedication.

As we delve deeper into our influencer analytics project, we aim to uncover valuable insights into Pankaj's audience demographics, engagement metrics, and brand affinity, enabling us to devise effective marketing strategies and partnerships.



Thank you