

# Report analysis on top content categories among U.S. influencers

## Objective

The purpose of this analysis was to explore the most popular categories of Instagram influencers in the United States. We aimed to uncover which content categories attract the most influencers and to visualise their distribution effectively.

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## Data Overview

The dataset provided contained various details about Instagram influencers, including:

- **Category:** The content category each influencer belongs to (e.g., Fashion, Fitness, etc.).
- **Audience Country:** The country where most of the influencer's audience resides.
- **Followers:** The total number of followers each influencer has.
- **Engagement Avg:** The average engagement rate (likes, comments, etc.) of their posts.

For the purpose of this analysis, we focused specifically on influencers whose audience is primarily based in the United States.

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## Methodology

1. **Filtering for U.S. Influencers:** The analysis concentrated on influencers whose largest audience is in the U.S., filtering out influencers from other countries.
  2. **Handling Multiple Categories:** Some influencers belonged to multiple categories. To account for this, their categories were split and processed to treat each category separately, ensuring accurate representation.
  3. **Counting Category Occurrences:** After preparing the data, we counted how often each category appeared to identify the most common influencer content themes.
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## Key Findings

- **Top Categories:** The most popular influencer categories in the U.S. were identified as **Fashion**, **Beauty**, **Fitness**, and **Lifestyle**. These categories dominated the U.S. influencer landscape, accounting for the majority of influencers.

- **Additional Categories:** Other notable categories included **Travel**, **Food**, and **Music**, though they had fewer influencers compared to the top categories.

This suggests that U.S. Instagram influencers primarily focus on lifestyle-related content, which often resonates well with the visually-driven nature of the platform.

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### **Visual Insights**

1. **Bar Chart of Top Categories:** The analysis revealed the top influencer categories through a bar chart, providing a clear representation of the distribution among categories. **Fashion** and **Beauty** stood out as the leading categories with the largest share of influencers.
  2. **Pie Chart of Category Distribution:** A pie chart was used to visualize the proportional distribution of all influencer categories. The leading category, **Fashion**, was emphasised by a slight "explode" effect in the pie chart, making it clear which categories hold the most influence.
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### **Conclusion**

This analysis highlights the fact that **Fashion**, **Beauty**, and **Fitness** are the leading content categories among U.S. Instagram influencers. These categories attract influencers largely due to their visual appeal and lifestyle-oriented nature, which aligns well with the strengths of Instagram as a platform.

Understanding the dominance of these categories provides valuable insight for brands and marketers looking to collaborate with influencers. It suggests that campaigns targeting lifestyle and personal aesthetics are likely to reach a larger and more engaged audience in the U.S.