

# INSTAGRAM INFLUENCER DASHBOARD

Summary

Data Analysis

Influencer Performance

Influencer Reach & Collaborations

DECOMPOSITON TREE & QA



Apply all slicers



Clear all slicers

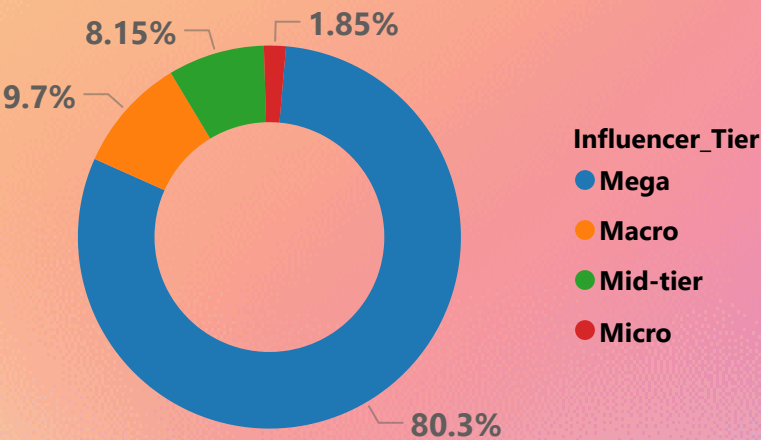
Total Influencer

2K

Verified %

51.25%

## Influencer Tier




## Total Follower Count by Country




# DATA ANALYSIS

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5bn

 Total Followers


15M

 Total Comments


257M

 Total Likes

11K











 Engagement Rate

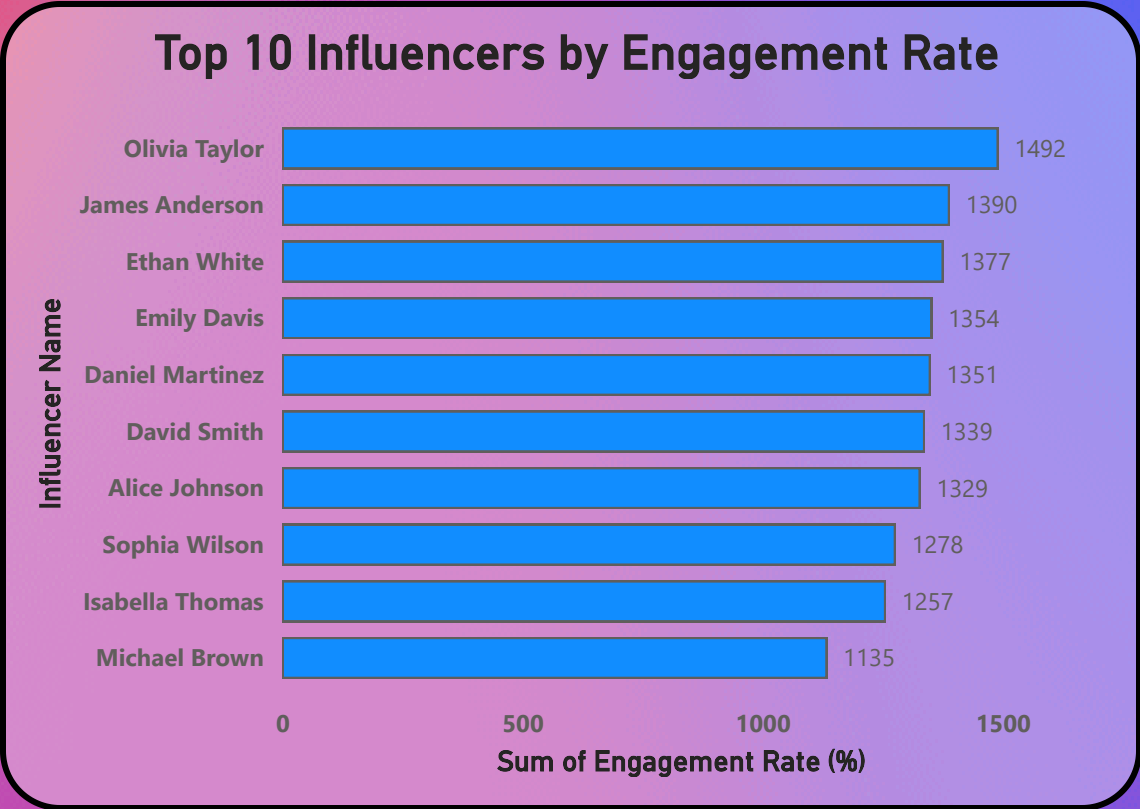
5M

 Total Posts

Hashtags Used

All

Country	Follower Count	Engagement Rate (%)	Post Reach	Total Posts
Australia	206	1130	 243,734,655	471596
Brazil	203	1079	 262,304,698	534363
Canada	208	1141	 262,764,333	566555
France	200	1072	 270,241,707	480970
Germany	211	1196	 250,756,815	541018
India	213	1207	 260,484,269	491601
Italy	185	974	 209,695,039	482163
Japan	182	1052	 235,017,221	472378
UK	183	1029	 233,730,794	479533
USA	209	1189	 259,708,823	515513
Total	2000	11069	2,488,438,354	5035690



# INFLUENCER PERFORMANCE

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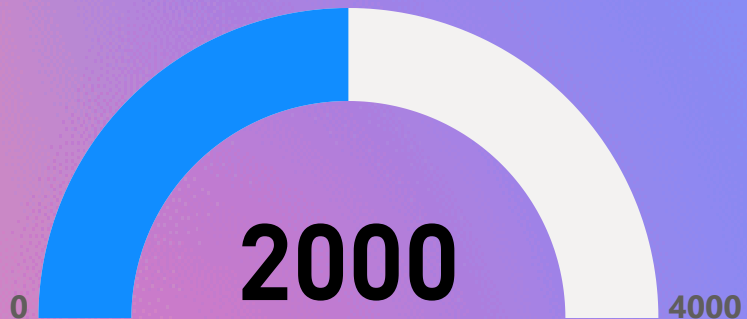
 Post Reach











2,488M

Country

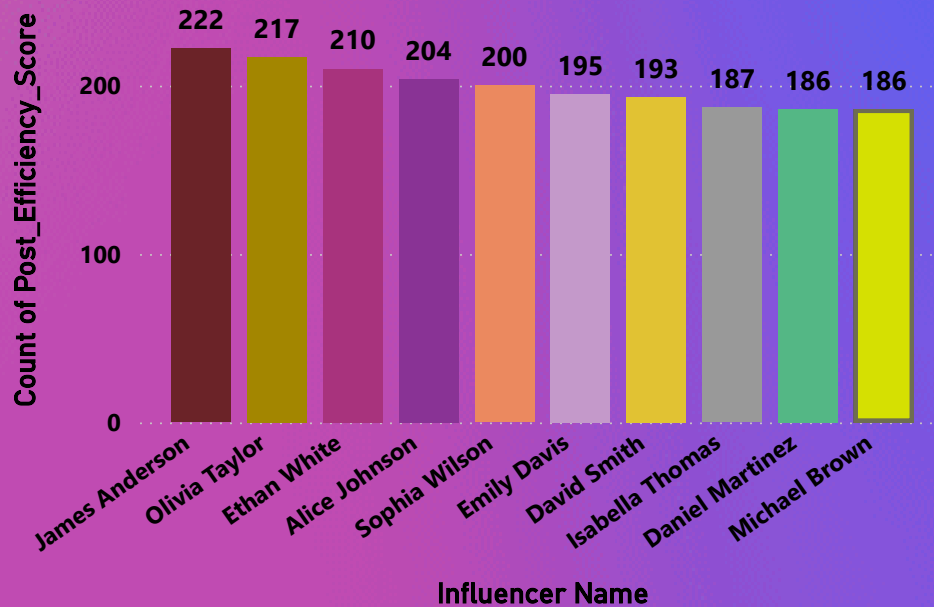
All

Engagement Level



Influencer Name	Follower Count	Sum of Engagement Rate (%)	Sum of Post_Efficiency_Score
 Alice Johnson	204	★ 1127	<div><div></div></div> 2633.58%
 Daniel Martinez	186	★ 1085	<div><div></div></div> 2544.09%
 David Smith	193	★ 1093	<div><div></div></div> 2587.46%
 Emily Davis	195	★ 1089	<div><div></div></div> 2561.46%
 Ethan White	210	★ 1182	<div><div></div></div> 2927.98%
 Isabella Thomas	187	★ 1080	<div><div></div></div> 2498.13%
 James Anderson	222	★ 1194	<div><div></div></div> 2794.60%
 Michael Brown	186	★ 919	<div><div></div></div> 2044.58%
 Olivia Taylor	217	★ 1193	<div><div></div></div> 2728.61%
 Sophia Wilson	200	★ 1108	<div><div></div></div> 2541.82%
Total	1999	11069	25862.32%

Post\_Efficiency\_Score by Influencer Name



# INFLUENCER REACH & COLLABORATIONS

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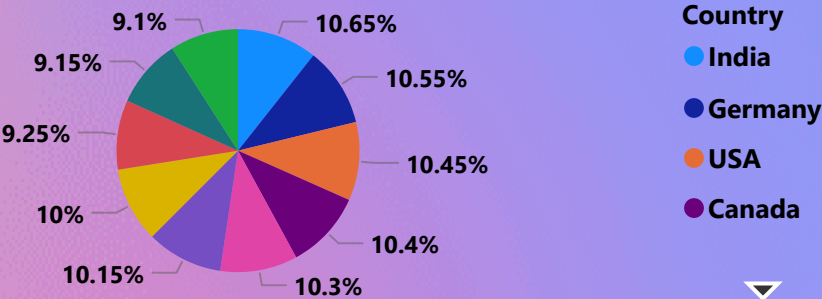
Country

All

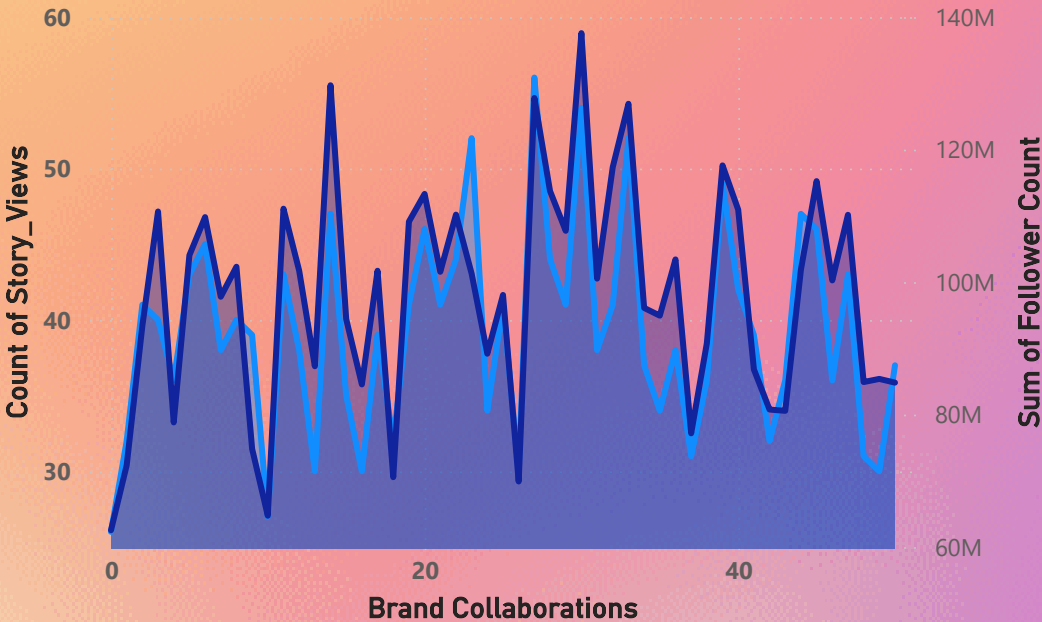
Post Type

All

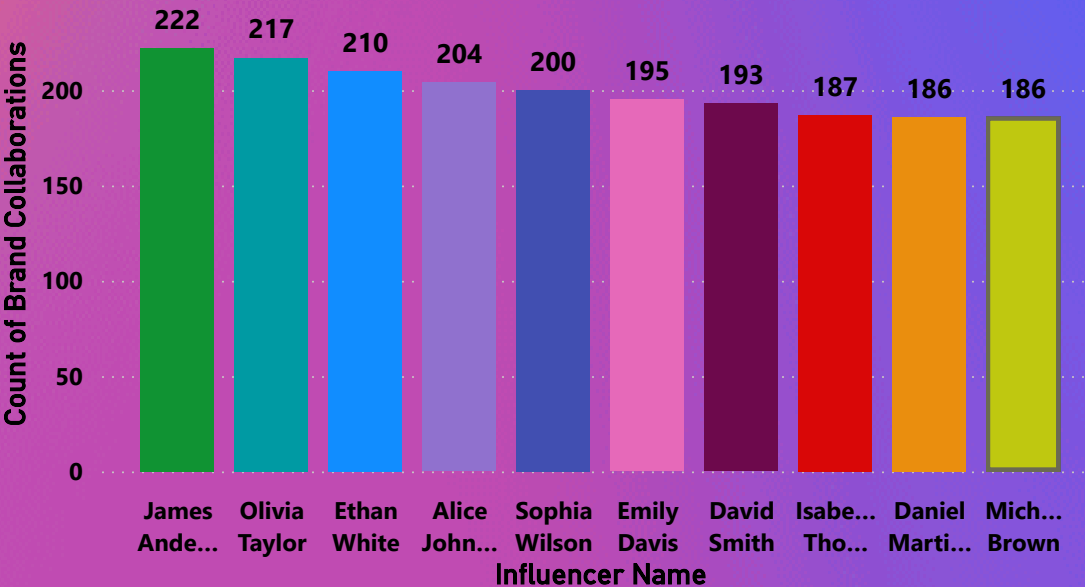
## Count of Influencer Name by Country



## Story Views and Follower Count by Brand Collaborations



## Count of Brand Collaborations by Influencer Name



# DECOMPOSITION TREE & QA

Summary

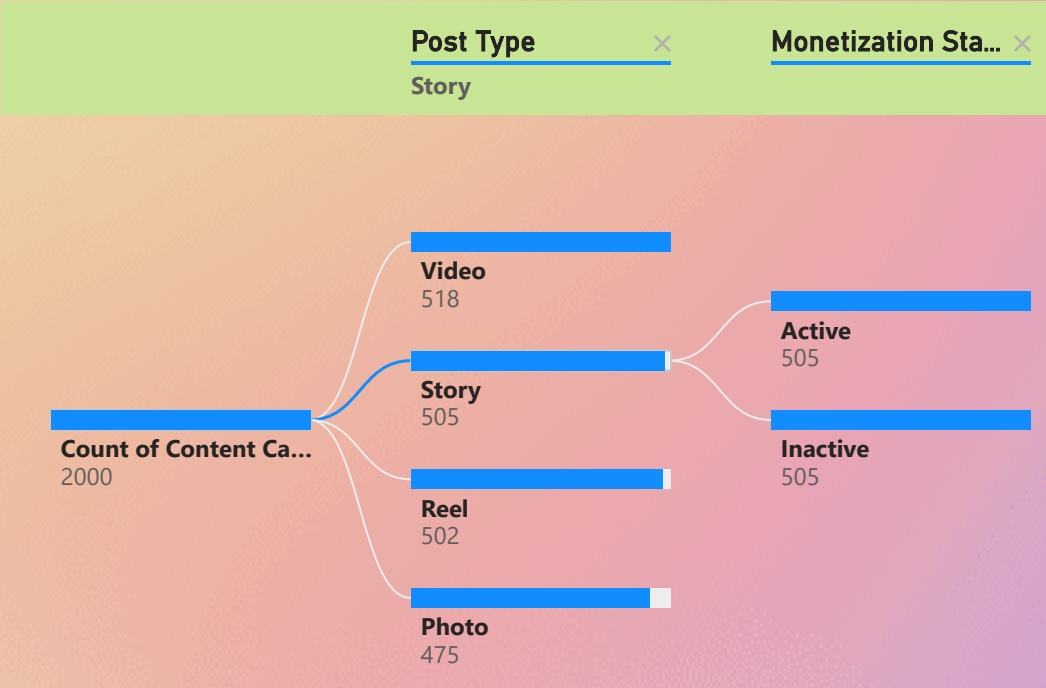
Data Analysis

Influencer Performance

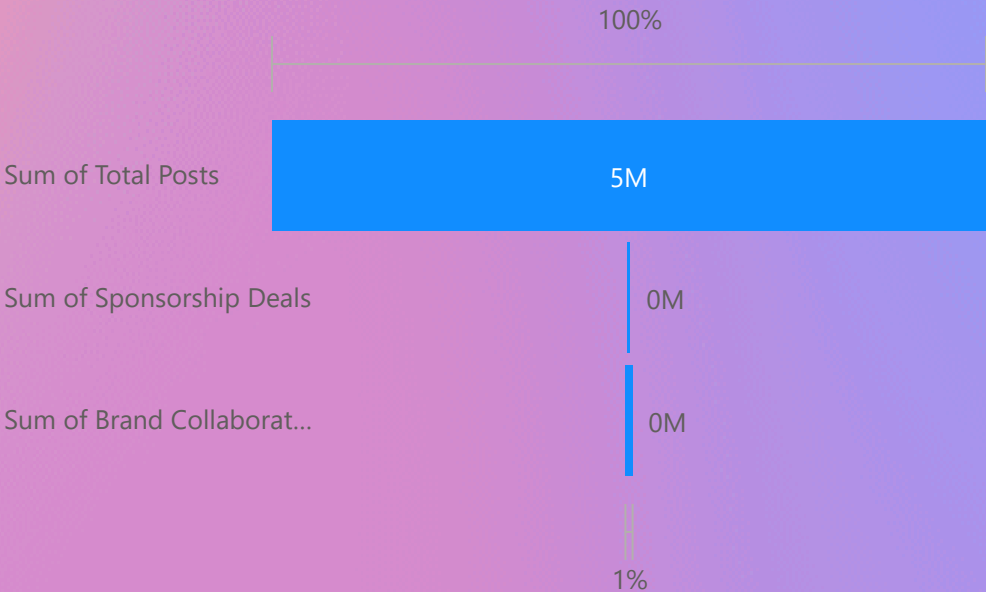
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## Sponsorship Deals



Show total posts, sponsorship deals, and brand collaborations in funnel chart



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