

# Instagram Influencer Analysis for a Cosmetics Campaign

## 1. Scenario

Business Context:

You are a Junior Data Analyst at BeautyGlow Cosmetics, a cosmetics company preparing to launch a new facial serum product. The marketing team plans to utilize influencer marketing to enhance brand awareness and drive sales in key markets, specifically India and Indonesia. You have been assigned to analyze a dataset of the top 1,000 global influencers to provide data-driven recommendations to the Marketing Manager.

## 2. Ask (Key Questions)

The primary objective is to answer the following business questions for the Marketing Manager:

### 1. Category Analysis

Which influencer categories have the **highest average engagement rate** and appear the most **promising**?

### 2. Market Analysis

Who are the **top influencers** in our **target markets (India and Indonesia)**, and **how is their performance**?

### 3. Specific Recommendations

What are the **names of influencers** within the **best-performing categories and markets** that can be **recommended**?

### 4. Performance Analysis

How do influencers perform **on average** when grouped by their **follower count tiers**?

## 3. Prepare

- **Open the File:**

Open the file `top_1000_instagrammers.csv` in Excel via **Data > From Text/CSV > Load**.

- **Understand the Data:**

Familiarize yourself with each column, such as **Name**, **Category**, **Followers**, and **Audience Country**.

## 4. Process (Cleaning & Preparation)

This is a mandatory step before creating a Pivot Table. Make sure you have completed the following:

- **Handle Missing Values:**

For missing values in the **Followers** or **Engagement** columns:

- If the influencer **is not from India or Indonesia**, delete the row.
- Otherwise, attempt to **scrape** or retrieve the missing data from websites or relevant platforms.

- **Handle Duplicate Data:**

- Remove duplicate entries, especially those with the same **Name**.

- **Create Numeric Columns:**

- Create columns **Followers\_Num**, **Auth\_Eng\_Num**, and **Eng\_Avg\_Num** by using formulas to convert text values (e.g., "M" for million, "K" for thousand) into numeric values.

- **Create Metric Columns:**

- Create a column for **Engagement\_Rate** using the formula:

`=Auth_Eng_Num / Followers_Num`

- Format the result as a **Percentage (%)**.


## 5. Analyze

From the cleaned and processed dataset, I created several Pivot Tables to perform the analysis:

### 1. First Pivot Table


Contains **Categories**, **Engagement Rate**, and **Influencer Names**.

I filtered the **Top 10 influencers** and sorted them **from highest to lowest engagement rate**.

 Purpose: To identify which influencer categories have the highest average engagement rates and are the most promising.


### 2. Second Pivot Table

A modified version of the first pivot, with filters applied to **Categories** and **Audience Country**.

 Purpose: To focus specifically on the target markets (India and Indonesia) and relevant categories like Beauty and others.


### 3. Third Pivot Table

Includes **Follower Categories** and **Engagement Rate**.

 Purpose: To analyze whether there is a correlation between an influencer's follower count and their average performance.

### 4. Fourth Pivot Table

Displays **Influencer Names** and their **Engagement Rates**, sorted and filtered by **Country (India & Indonesia)** and **Relevant Categories (e.g., Beauty)**.

 Purpose: To identify individual influencers who are most impactful and worth reaching out to for the campaign.


## 6. Share

This stage presents key insights from the data analysis to inform the overall marketing strategy.

- **Most Promising Influencer Categories:**

Top performance comes from **hybrid categories**.


The category "**Beauty/Humor & Fun & Happiness/Cinema &...**" shows the **highest engagement rate** (nearly **15%**), followed by "**Beauty/Art/Artists/Cinema & Actors/Actresses**" (close to **10%**).

 This suggests that audiences are highly drawn to beauty content when combined with humor or an artistic/screen-based approach.

- **Performance by Follower Tier:**

There is a clear trend: influencers with **fewer followers** tend to have **higher-quality engagement**.

**Tier 1 influencers** show the **highest average engagement rate (~8%)**, significantly outperforming Tiers 2, 3, and 4.

 This indicates that engagement rate is a more reliable metric than simply targeting influencers with the largest follower counts.

- **Top 10 Recommended Influencers:**

Based on engagement rate and relevance to our **target markets (India & Indonesia)**, here are the **top 10 influencers** most recommended for collaboration in the upcoming BeautyGlow serum launch:

No	Name	Engagement Rate	Follower Tier
1	kriti.shetty_official	15.08%	Tier 1

No	Name	Engagement Rate	Follower Tier
2	srinidhi_shetty	15.01%	Tier 1
3	tejasswiprakash	6.49%	Tier 1
4	samantharuthprabhuoffl	4.96%	Tier 2
5	sooyoungchoi	3.72%	Tier 1
6	rashmika_mandanna	3.72%	Tier 2
7	katrinakaif	2.98%	Tier 3
8	simonettalein	2.04%	Tier 2
9	natashawilona12	0.44%	Tier 2
10	sunnyleone	0.33%	Tier 3

## 7. Act (Strategic Recommendations)

Based on the insights above, the following **actionable recommendations** are proposed for the marketing team:

### 1. Prioritize Influencers with the Highest Engagement Rates

Focus budget allocation and outreach efforts on influencers with **proven high engagement rates** — particularly those in **Tier 1 and Tier 2** from the list above — rather than solely focusing on follower count.

### 2. Focus on Creative Hybrid Content

Design campaign concepts aligned with the **best-performing categories**.

Encourage content that blends **beauty** with **humor, artistic storytelling, or cinematic themes** to capture audience attention more effectively.

### 3. Immediately Reach Out to the Top 10 Influencers

The marketing team is advised to **initiate outreach and negotiations** with the 10 influencers listed above as soon as possible.

This list represents the **best opportunities identified by the data** to engage target audiences in **India and Indonesia effectively**.

#### 4. Customize the Approach for Each Influencer

Although the list is unified, the **pitch and messaging should be personalized** for each influencer.

For example:

- Highlight the **Indonesian market reach** when contacting **natashawilona12**
- Emphasize **cinematic and acting fanbase alignment** when reaching out to **top names** with ties to film or artistic content