



Influencer Detection System

Overview

Influencer detection is the process of using data analytics to identify individuals who can sway the opinions and behaviors of others within a specific target audience. It involves analyzing social media and online data to find people with a significant and engaged following, helping brands find the best influencers for their marketing campaigns.

Finding The Right Influencers



Goal



Budget



Values



Performance



Relationship



Credibility

Influencers build trust with their audience over time. When they endorse a product or service, their followers are more likely to believe in its quality and effectiveness.

Engagement

Influencers who have an engaged audience (i.e., followers who actively like, comment, and share their content) can help create a deeper connection with your brand.

Authenticity

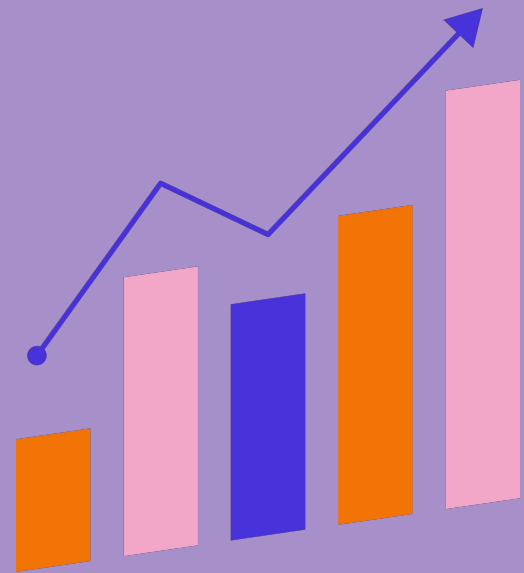
Authenticity is key in influencer marketing. The right influencers will naturally align with your brand values and messaging, making their endorsements more authentic and believable.



Network Analysis of Social Media Platform YOUTUBE



**Identifying Relevant
Influencers**



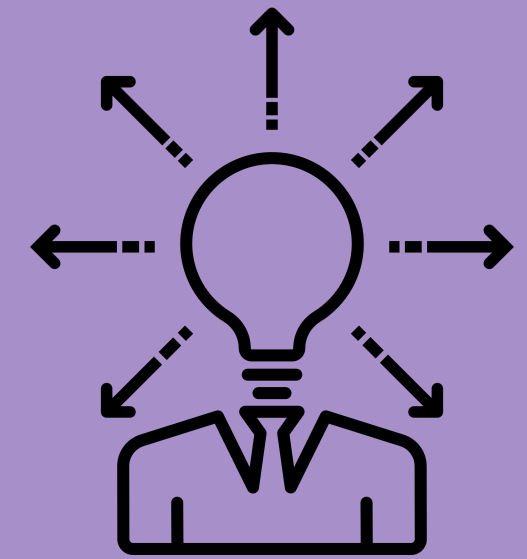
**Monitoring
Trends**



**Optimizing
Campaigns**



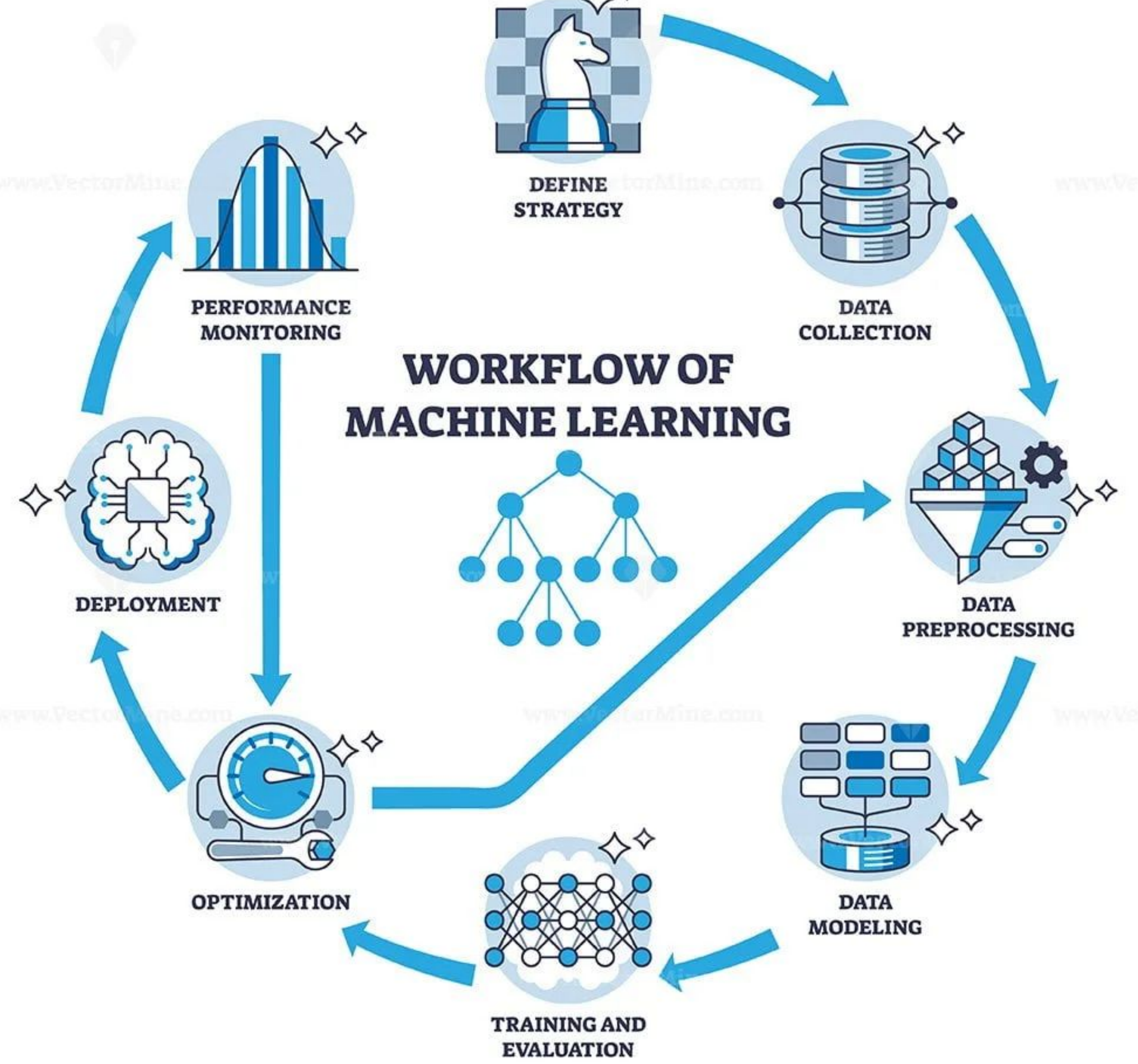
**Building
Relationships**



**Measuring
Reach**

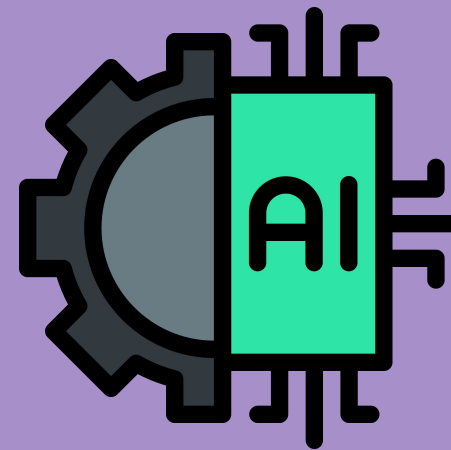
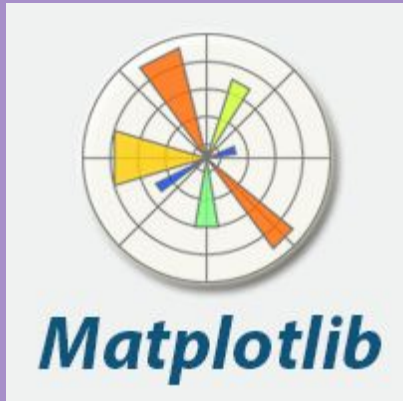


**Assessing
Engagement**

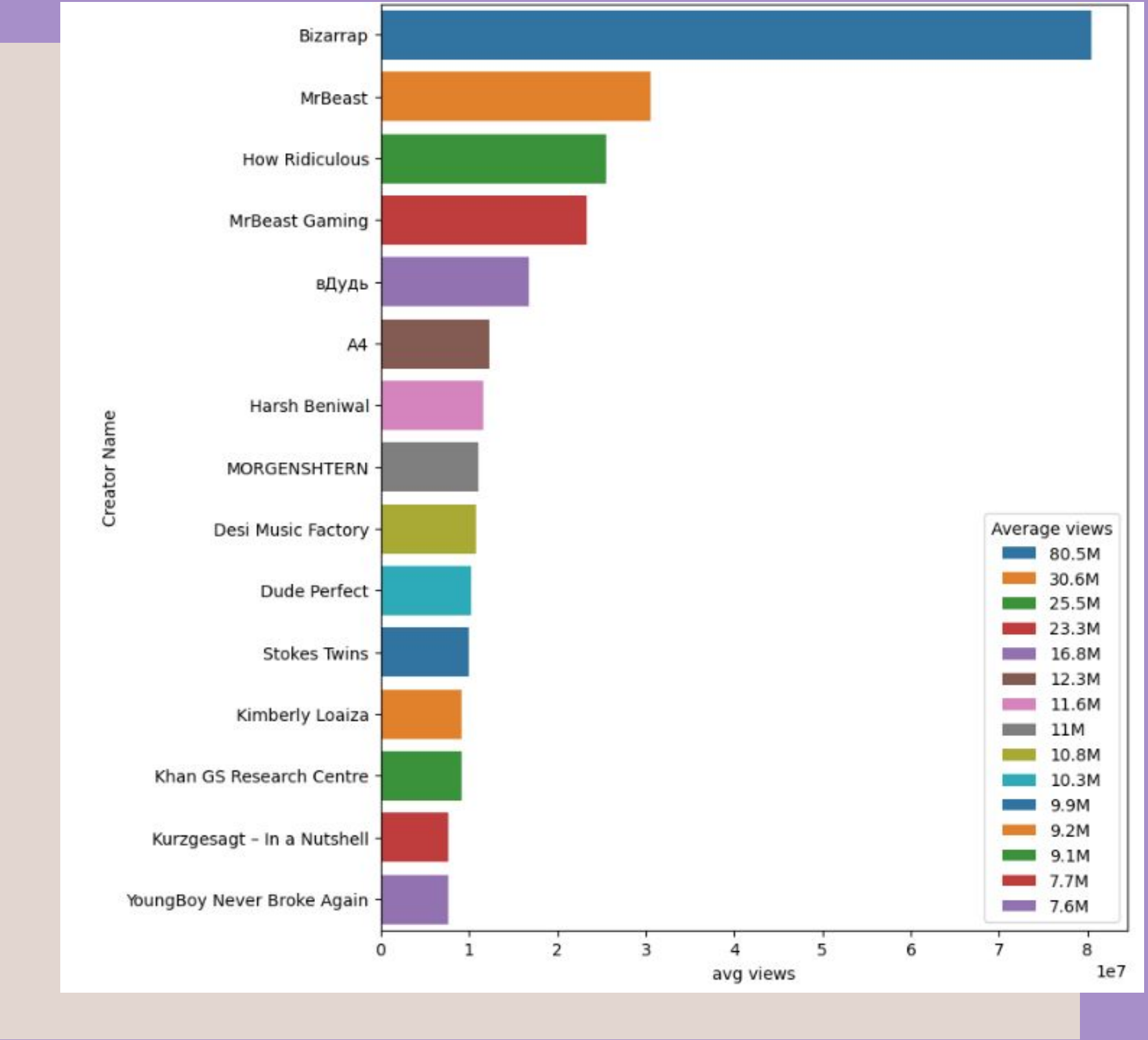
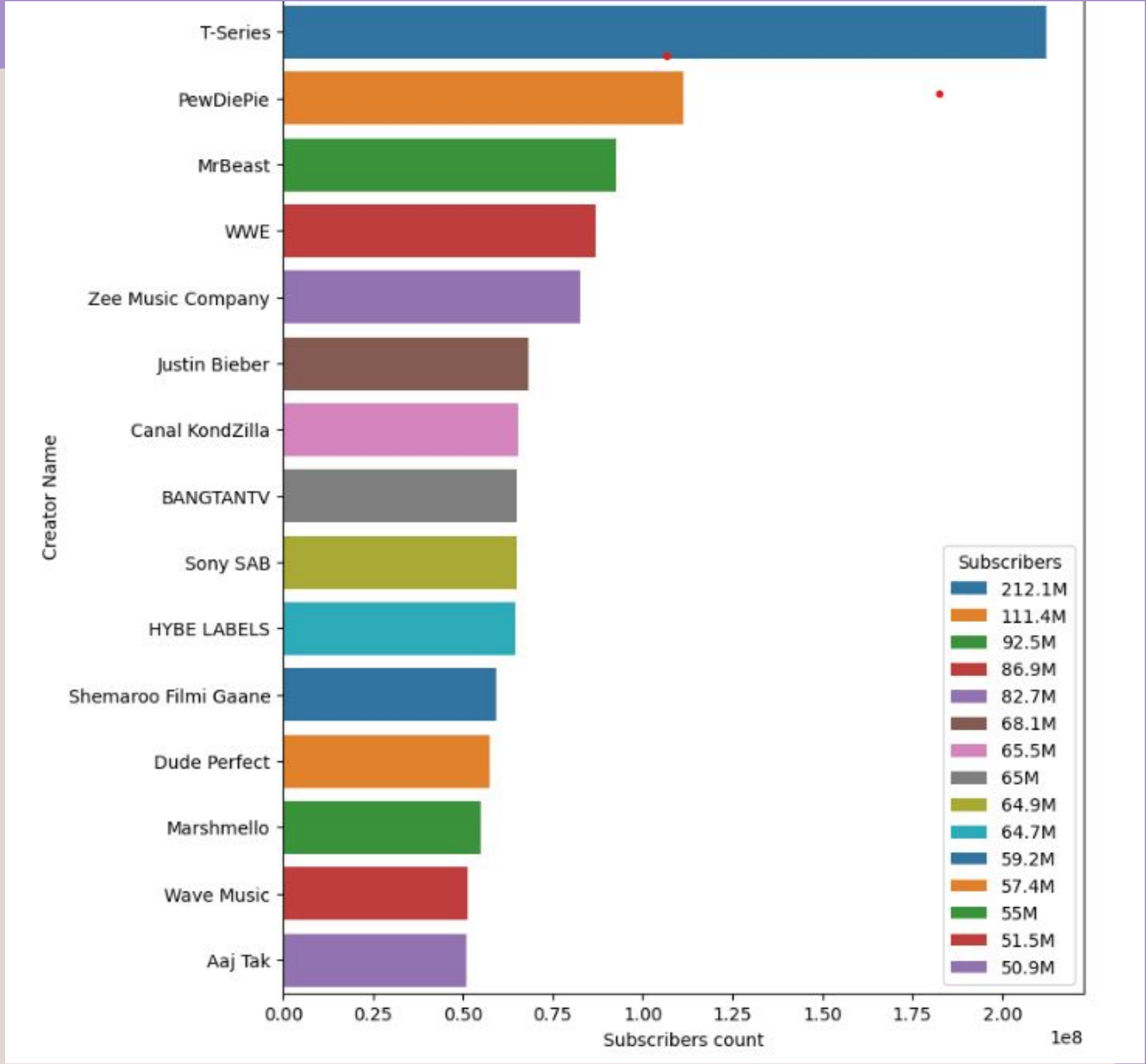


**Employing ML
algorithms and
performing
Exploratory Data
Analysis on
YOUTUBE dataset**

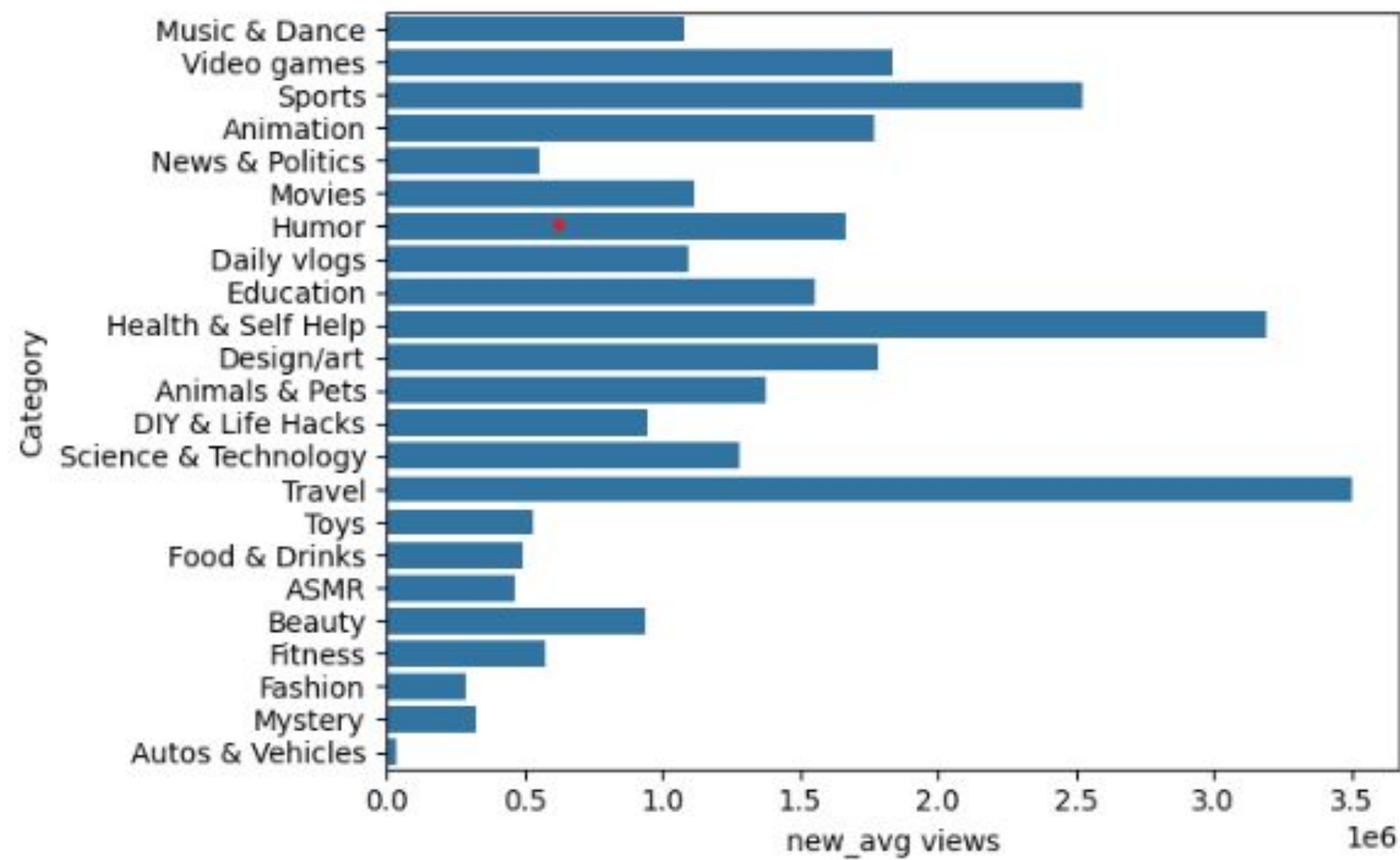
Technology Stack



Most Followed Youtubers

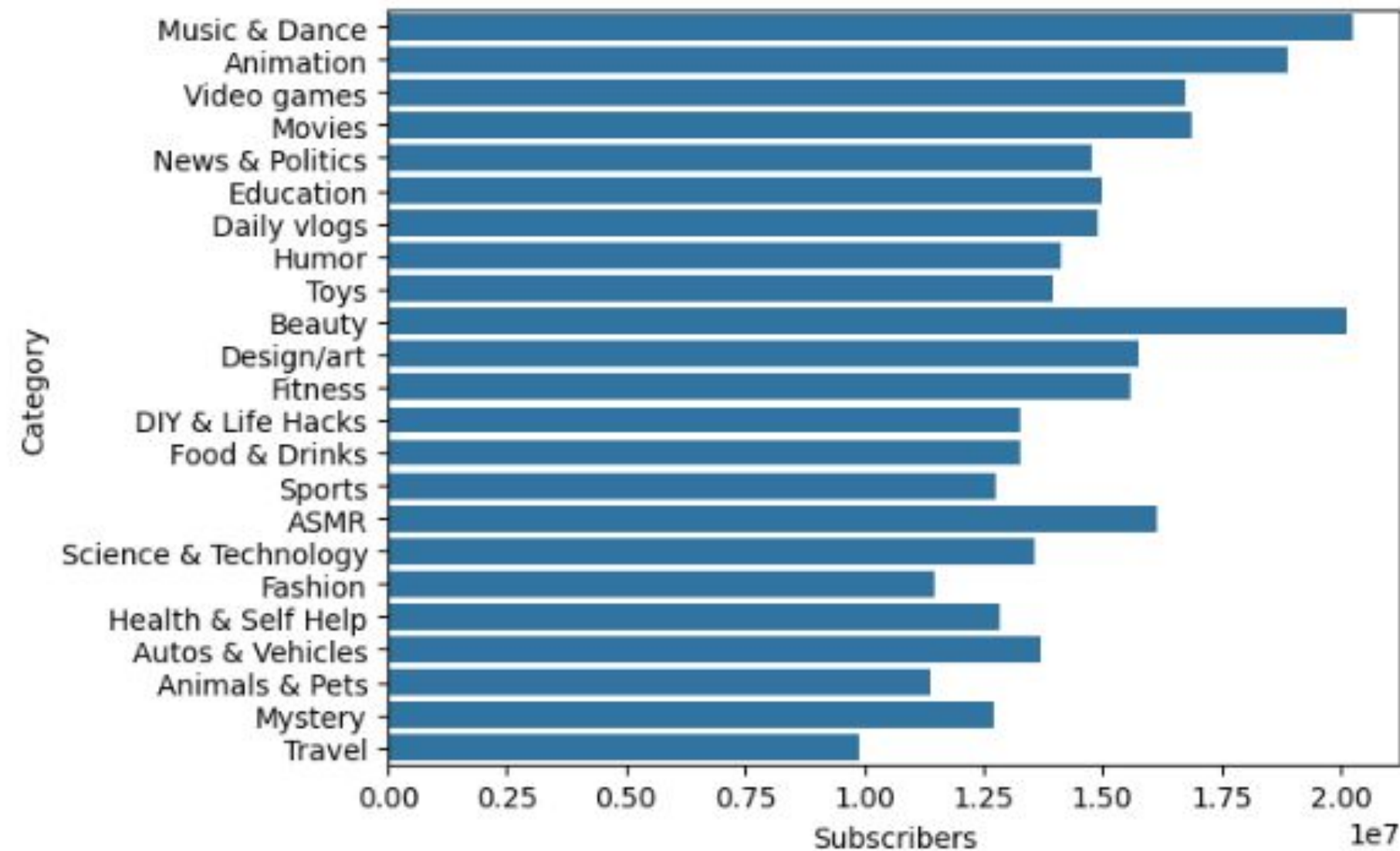


Most viewed Youtubers

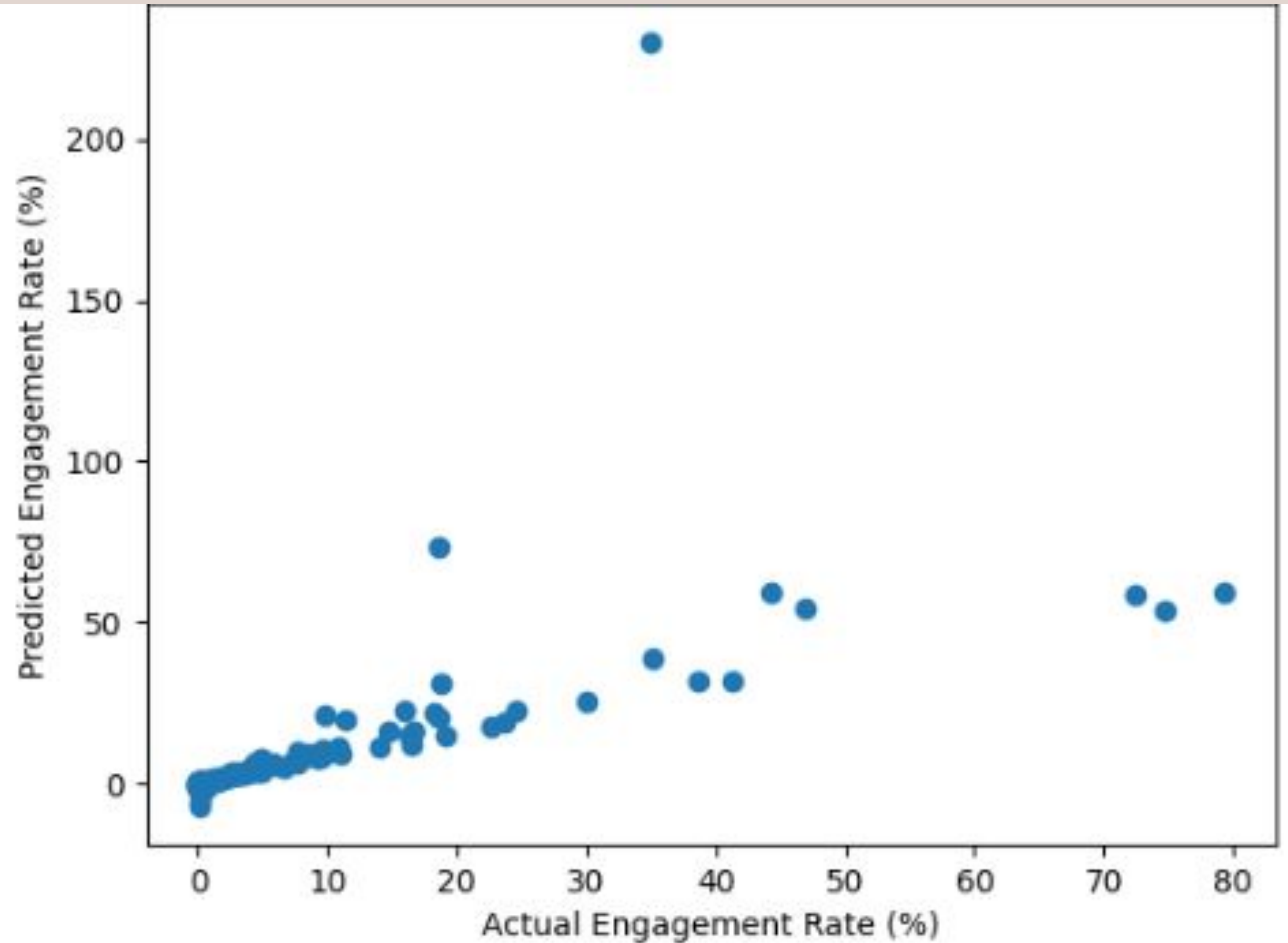


Most viewed categories

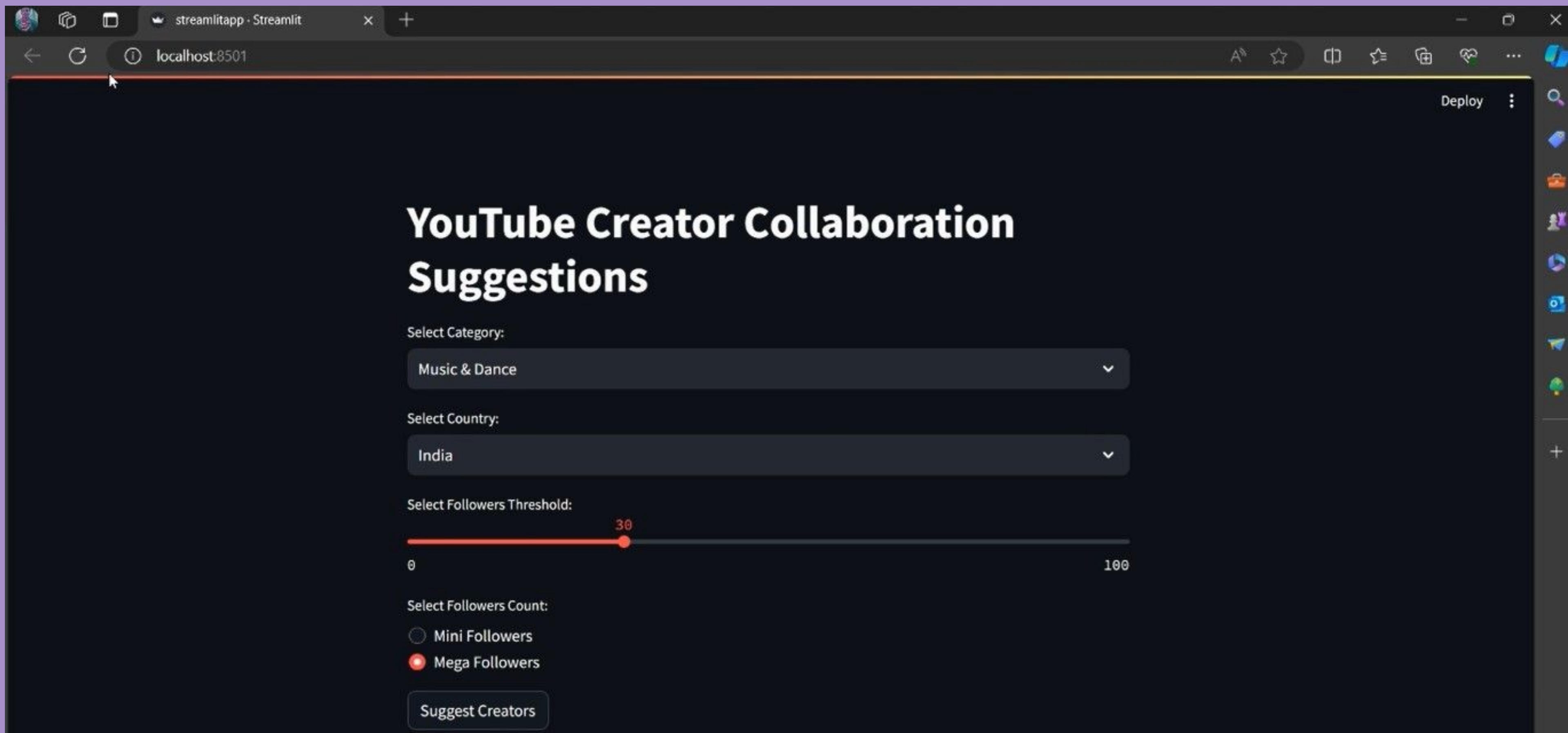
Categories with most subscribers



Actual vs Predicted Engagement Rate



Product



streamlitapp · Streamlit

localhost:8501

Deploy

0 100

Select Followers Count:

☐ Mini Followers

☒ Mega Followers

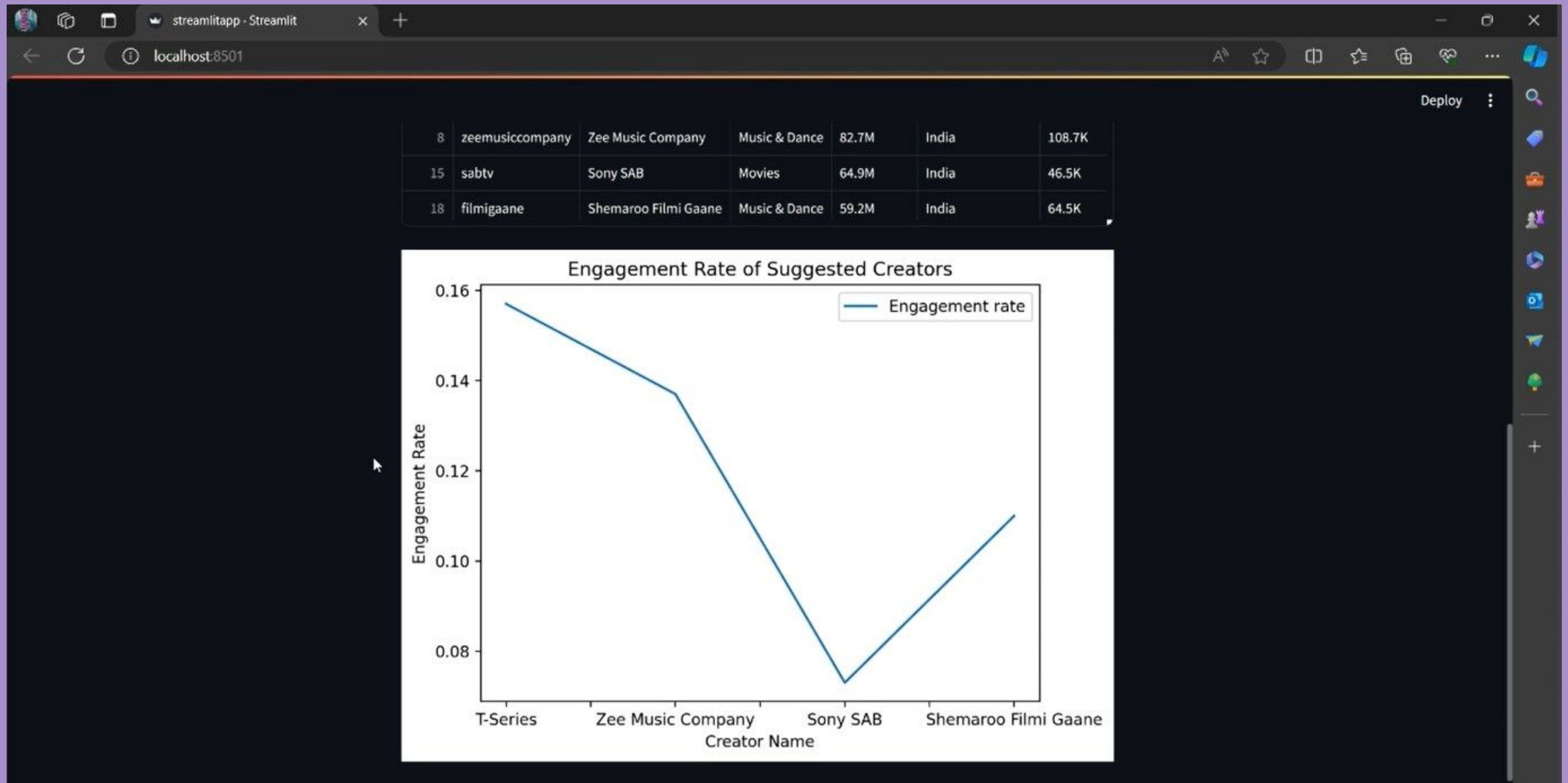
Suggest Creators

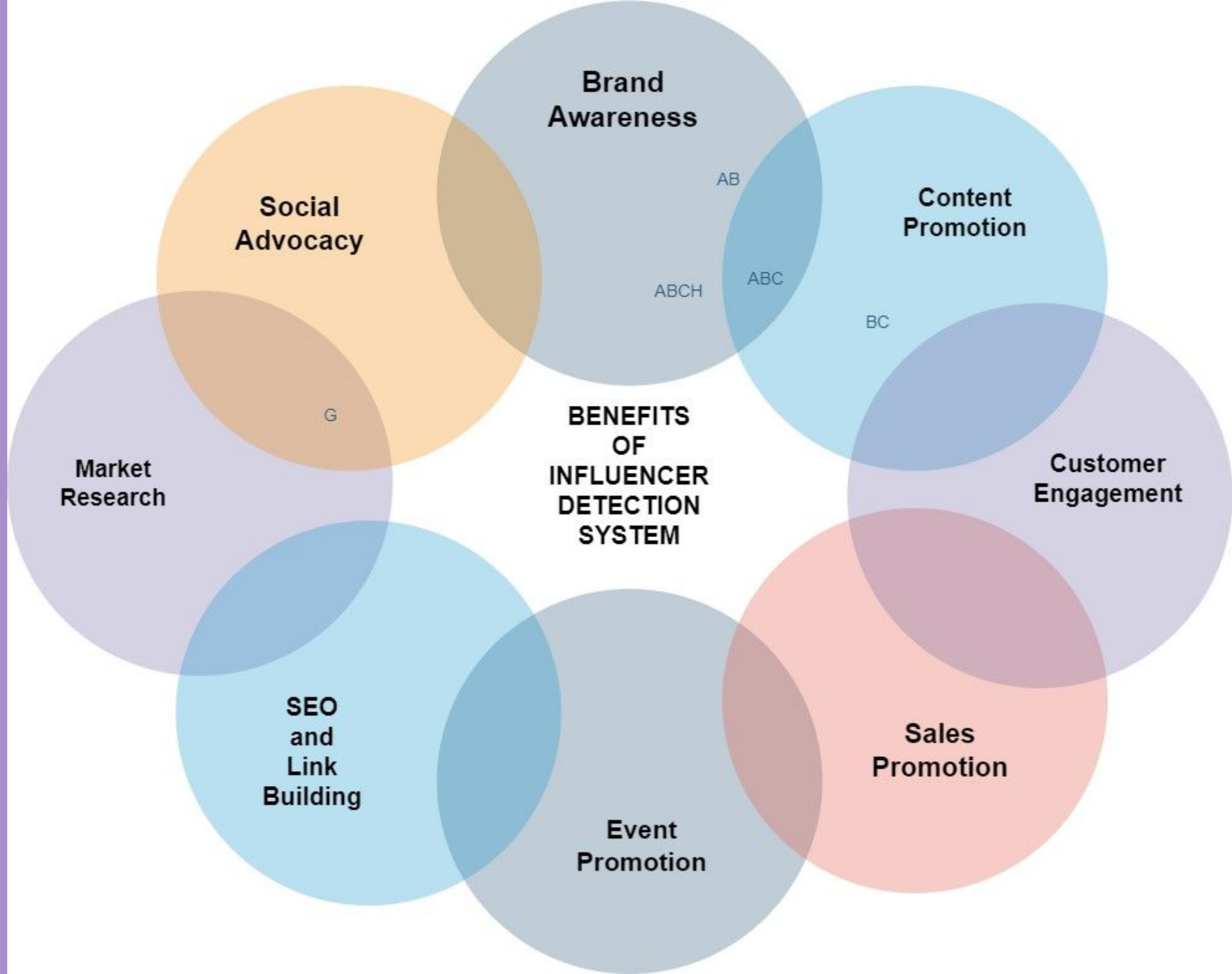
Suggested YouTube Creators:

	youtuber name	Creator Name	Category	Subscribers	Audience Country	avg view:
27	tipsmusic	Tips Official	Music & Dance	49.9M	India	230.8K
30	tseriesbhakti	T-Series Bhakti Sagar	Music & Dance	48.3M	India	26.4K
33	yrf	YRF	Music & Dance	45.3M	India	184.2K
40	infobellshindirhymes	Infobells - Hindi	Education	42.6M	India	883.3K
42	sonymusicindiaVEVO	SonyMusicIndiaVEVO	Music & Dance	41.2M	India	2.3K
44	speedrecordss	Speed Records	Music & Dance	40M	India	42.3K
54	venus	Ishtar Music	Music & Dance	36.5M	India	67.8K
58	Voot Kids	Voot Kids	Movies	35.8M	India	2.4M
70	Goldmines Gaane Sur	Goldmines Gaane Sune	Music & Dance	32.7M	India	65.7K
74	abpnewstv	ABP NEWS	News & Politics	32.1M	India	2.6K

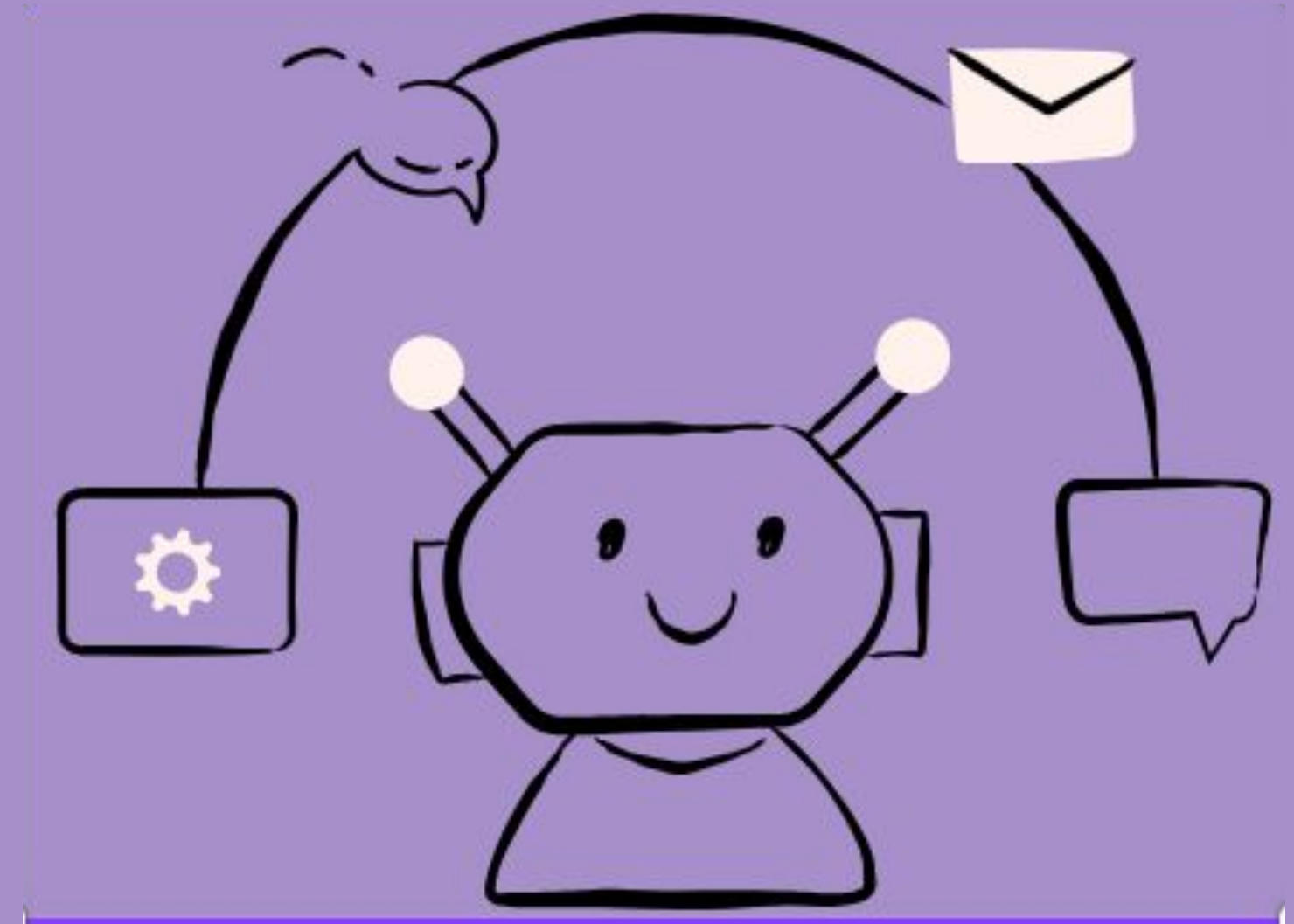
Suggestions according to the threshold set by the user

Visualizations





Thank You



Reach out to us for any
queries.

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