# Project: Top Instagram Influencers Data Analysis

## Project Objective

### Purpose:

Analyze the performance of top Instagram influencers to derive actionable insights for engagement and marketing potential.

### Key Goals:

1. Identify high-performing influencers based on **influence_score**, **engagement_rate**, and **growth_rate**.

2. Explore trends in audience engagement (followers and likes).

3. Segment influencers by country to determine regional performance.

## Tools Used

### Primary Tool:

o Power BI Desktop: For data visualization, KPI creation, and interactive dashboards.

### Other Tools:

o **Microsoft Excel: For initial data exploration and formatting.**

o **Power Query (in Power BI): For data transformation and cleaning.**

## Data Cleaning and Transformation

### Initial Challenges:

o Columns like **followers**, **avg_likes**, and **posts** had values with suffixes like k, m, and required numeric conversion.

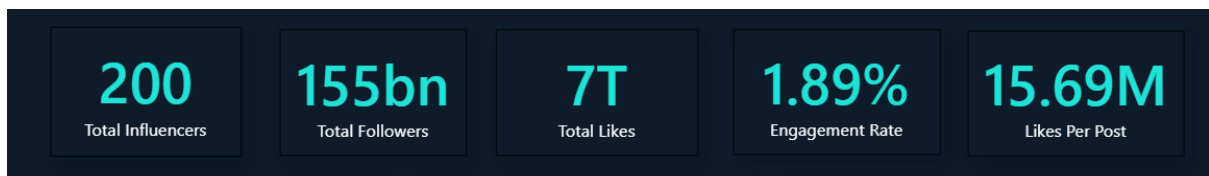o Some columns had missing or null values that needed handling.

**Solutions:**

- Used **Power Query** to replace k, m, and b with appropriate multipliers (e.g., k = 1,000, m = 1,000,000).
- Ensured correct data types for each column (Whole Number, Decimal, or Text).

# Key Performance Indicators (KPIs)

## KPI Metrics Defined:

1. **Total Followers:** Sum of all followers.

2. **Average Engagement Rate:** The mean engagement rate over the last 60 days.

3. **Average Likes per Post:** Total likes divided by total posts.

4. **Influence Score Distribution:** Analyzed across countries and ranks.

5. **Country with Most Influencers:** Counted influencers per country.



| 200 | 155bn | 7T | 1.89% | 15.69M |
|-----|-------|-----|-------|--------|
| Total Influencers | Total Followers | Total Likes | Engagement Rate | Likes Per Post |

# Visualizations and Dashboards

## Dashboards Created:

### 1. Overview Dashboard:

- Total Followers (KPI Card)

- Average Engagement Rate (KPI Card)

- Top 10 Country by Number of Followers (Bar Chart)
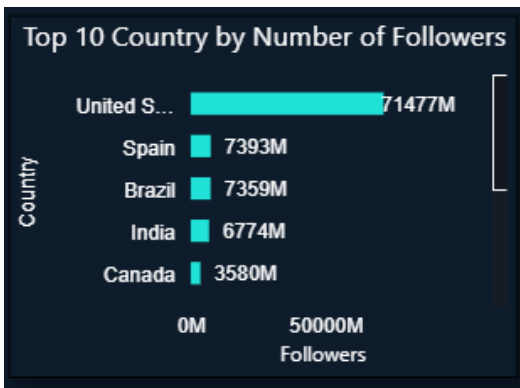
## Country-Wise Analysis Dashboard:

- Bar Chart: Total influencers and average engagement rate by country.
- Scatter Plot: Followers vs. Average Likes with Influence Score as bubble size.
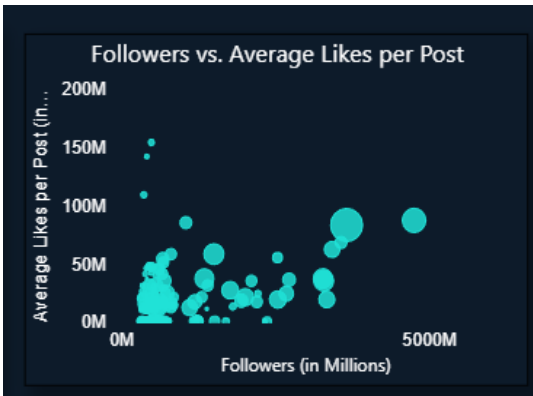
## Engagement Trends Dashboard:

- Line Chart: Trends in New Post Average Likes over time.
- Histogram: Distribution of Influence Score.
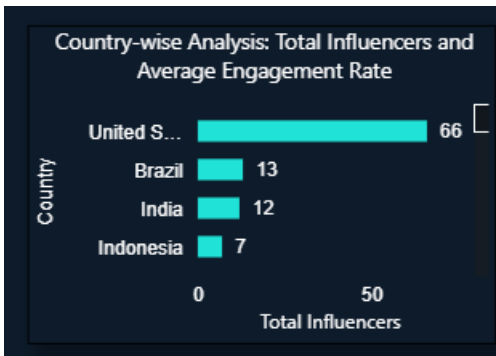
## Interactivity Features:

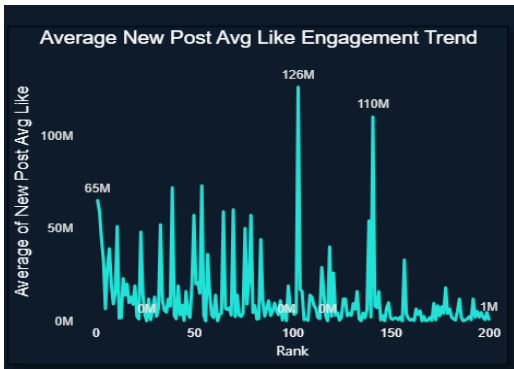- Slicers for filtering by country, rank, and engagement metrics.



**Top 10 Country by Number of Followers**



**Followers VS Avenge Likes per post**



**Total influencers and average engagement rate by country.**



**Trends in New Post Average Likes over time**

# Problems Solved

## Data Formatting Challenges:

- o   Converting k, m, and b values into proper numbers.

- o   Ensuring consistent data types for analysis.
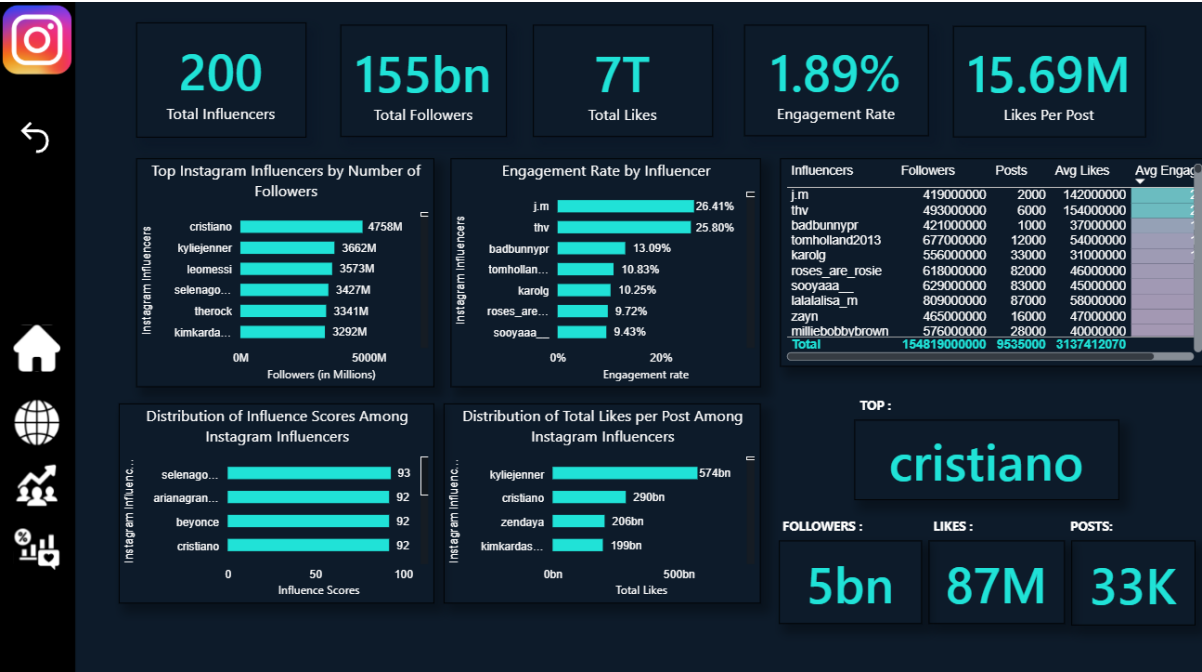
## Performance Insights:

- o   Identified influencers with high **engagement_rate** and declining **growth_rate** for strategic focus.

- o   Highlighted the most influential regions using the country-wise analysis.

## Trend Analysis:

- o   Observed trends in **new_post_avg_like** to identify audience preferences.

# Conclusion

- •   This analysis showcases how data-driven decisions can improve influencer marketing strategies.

- •   The Power BI dashboards provide an interactive, visual summary of insights to support stakeholder decision-making.



**DASHBOARD PAGE**