**Influencer Marketing Insights Summary**

**Total Revenue Generated:** ₹11,000  
**Total Payout to Influencers:** ₹5,500  
**ROAS (Return on Ad Spend):** 2.00  
**Incremental ROAS:** 1.00

**Key Observations:**

* The highest revenue was generated from [insert platform with highest bar in your chart, e.g., Instagram or YouTube].
* Top 3 influencers contribute significantly to the overall revenue.
* ROAS suggests the influencer campaign was efficient.
* Incremental ROAS confirms revenue growth beyond payouts.

**Business Recommendation:**

Focus future influencer partnerships on the platforms and individuals generating the highest ROAS.