HealthKart

HealthKart is India's leading online destination for health, nutritional, and bodybuilding supplements. Established in 2011, the platform has rapidly evolved into a trusted hub for fitness enthusiasts, athletes, and individuals seeking to enhance their health and well-being. HealthKart stands out by offering a comprehensive range of genuine supplements sourced directly from manufacturers, ensuring authenticity, quality, and competitive pricing for Indian consumers.

Key Features

- Extensive & Authentic Product Selection: Offers a wide range of genuine health supplements from leading Indian and international brands.
- Reliable Quality Assurance: Ensures authenticity by sourcing directly from manufacturers with strict quality controls.
- Customer-Focused Experience: Provides expert advice, educational content, and a user-friendly shopping platform.
- Value-Driven Loyalty Programs: Rewards repeat customers with exclusive discounts, HK Cash, and personalised offers.
- Nationwide Omnichannel Presence: Delivers seamless pan-India service through both online and offline stores, plus a dedicated mobile app.

Assignment problem

HealthKart, as a leading health supplement provider in India, relies extensively on influencer marketing to boost product awareness, engagement, and conversion. This document explores how to leverage influencer-driven campaigns for strategic product consumption insights and efficient movement of goods, with an actionable framework for analytics, optimisation, and product management.

Problem Definition

While HealthKart utilises diverse social media influencers to market multiple brands (MuscleBlaze, HKVitals, Gritzo, etc.), quantifying the true impact of influencer activities on product consumption and inventory movement is complex. Existing challenges include:

- Attribution complexity: Difficult to connect influencer actions directly to order uplift.
- Data silos: Separate datasets for posts, revenues, payouts, and user engagement.
- ROI clarity: Need for granular, incremental Return on Ad Spend (ROAS) metrics.
- Influencer performance differentiation: Identifying which influencers drive measurable consumption change.
- Optimisation struggles: Filtering and refining influencer strategy based on real-time movement/sales data.

Business Objectives

1. Quantify the impact of influencer marketing on product sales per campaign, influencer, and channel.
2. Enable data-driven decisions to optimise influencer selection and spending.
3. Uncover consumption trends linked to influencer personas, product lines, and periods.
4. Automate performance reporting for payout accuracy, accountability, and transparency.

Data Modelling Approach

To analyse and visualise product consumption and movement driven by influencer marketing, four key datasets are proposed:

Dataset	Key Fields	Purpose
influencers	ID, name, category, gender, follower count, platform	Profiling influencer base

posts	influencer_id, platform, date, URL, caption, reach, likes, comments	Tracking content output and engagement
tracking_data	source, campaign, influencer_id, user_id, product, date, orders, revenue	Capturing conversions, user journeys, and product movement
payouts	influencer_id, basis (post/order), rate, orders, total_payout	Managing cost, payout, and ROI

Analytical Framework

Campaign and Influencer Performance

- **Conversion Attribution**: Connect each post to orders using tracking links or codes. Track product-wise order spikes post-campaign.
- **Engagement to Conversion Funnel:**
  - Reach → Likes/Comments → Clicks/Visits → Orders/Revenue
- **Incremental ROAS:**
  - Calculate additional revenue generated per rupee spent, adjusted for organic sales baseline.

Segmentation & Filtering

- **Brand-wise/Platform-wise drilldowns** (e.g., MuscleBlaze on Instagram vs. Gritzo on YouTube)
- **Influencer category/persona performance** (e.g., fitness, nutrition, celebrity, micro-influencer)

- **Product type** and new launches to see who moves which SKUs move best
- Time-based trends to measure seasonality or campaign bursts

Influencer & Post Insights

- Identify top and bottom performers by:
    - Incremental revenue delivered
    - Engagement-to-conversion ratio
    - Lower ROAS or poor payout efficiency
- Persona slicing to reveal which categories (e.g., health coaches vs. celebrities) drive higher lifetime value customers

Payout Tracking

- Automate the calculation of post-based or order-based payouts
- Dynamic reports on cost vs. revenue generated per influencer

Product Management Recommendations

Product, Data & Feature Design

- Unified Dashboard:
    - Ingest campaign data through upload/API
    - Interactive filtering by brand, influencer, platform, and period
    - Visualise funnel metrics and ROAS, with dynamic comparisons
- Automated Insights:
    - Highlight top and poor ROI influencers
    - Suggest optimal budget allocation for future campaigns
- Export Options:
    - Allow quick download of insights, filtered data, and payout reports in CSV/PDF

Strategic Initiatives

- **Incentivise data quality**: Encourage influencers to use unique, trackable links/codes.
- **Continuous Optimisation**: Use insights to rotate or replace underperforming influencers.

- **Persona Testing:** Pilot campaigns with new influencer categories and compare movement.
- **Product Feedback Loop:** Use campaign data to inform product development (e.g., new flavour launches with heavy influencer buzz leading to better adoption).

Success Metrics

- Incremental ROAS per campaign and influencer
- Conversion Rate from influencer post to purchase
- Sales velocity increases for targeted products post-campaign
- Influencer ROI ranking to inform future negotiations
- Reduction in payout discrepancies through automation

Implementation Roadmap

1. **Data Integration:** Harmonise and ingest all relevant campaign, post, and transaction data.
2. **Dashboard Development:** Use open-source tools like Streamlit or Dash for quick setup.
3. **Iterative Analytics:** Enable filtering, drilldowns, and on-demand reporting.
4. **Insight Generation:** Build automated insights modules.
5. **Documentation & Training:** Include a clear README, instructions, and a summarised insights report.

Assumptions

- Unique tracking is feasible for all influencer activities.
- Data granularity allows linking orders to campaigns and influencers.
- Paid influencers are contracted on a measurable basis (post, order).
- Simulated datasets closely model real-world scenarios for initial deployment.