

The background of the slide features a dense arrangement of palm trees with long, thin fronds, set against a clear, light blue sky. The perspective is from below, looking up at the canopy.

Presented by Vanessa Reid

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# Influencer Marketing

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07/22/25

# Data Background

- This project analyzes influencer marketing campaigns across various social media platforms.
- It focuses on product sales performance by influencer category and platform.
- We calculate metrics like campaign duration and average sales per category.
- The main goal is to discover which platform drives the most product sales by influencer type.

# Business Question

"Which social media platform generates the highest product sales across different influencer categories?"



# What are we measuring?



01.

Platforms



02.

Engagement



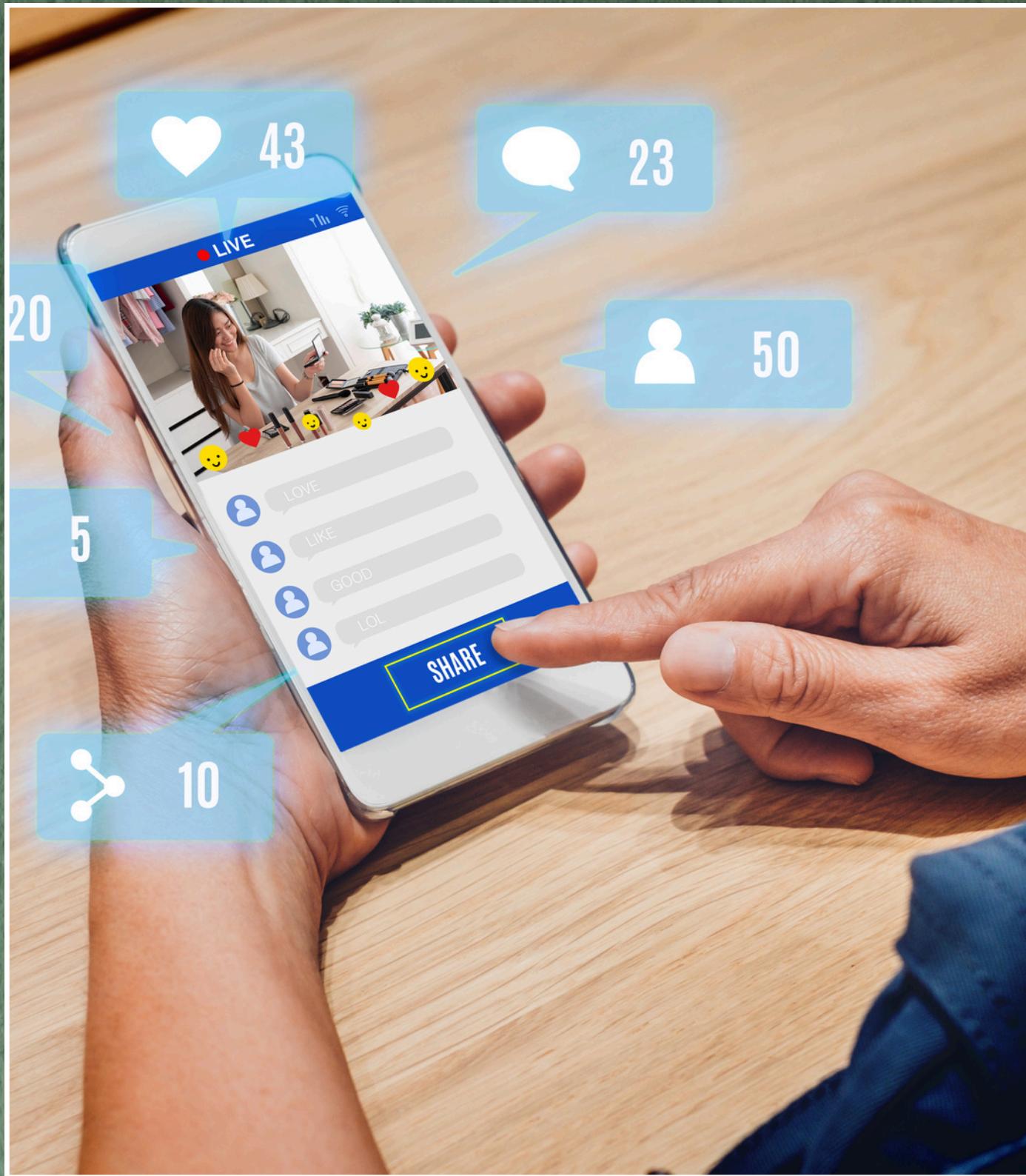
03.

Reach



04.

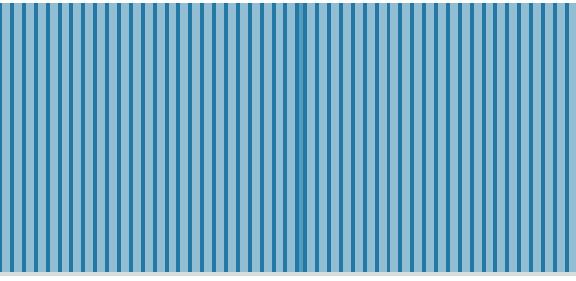
Sales



# Data Question

What is the average product sales per campaign on each platform by influencer category?

# Data Set

<b>150000 unique values</b>	Instagram	40%	Food	14%	Seasonal Sale	20%	 2021-12-31 2432-09-06	
	YouTube	30%	Tech	14%	Product Launch	20%		
	Other (45042)	30%	Other (106796)	71%	Other (89776)	60%		
CAMP100000	TikTok	Fitness		Giveaway		2022-01-01 00:00:00		
CAMP100001	YouTube	Food		Product Launch		2022-01-02 00:00:00		
CAMP100002	TikTok	Travel		Brand Awareness		2022-01-03 00:00:00		
CAMP100003	YouTube	Food		Brand Awareness		2022-01-04 00:00:00		
CAMP100004	Instagram	Food		Giveaway		2022-01-05 00:00:00		
CAMP100005	Twitter	Beauty		Brand Awareness		2022-01-06 00:00:00		
CAMP100006	TikTok	Tech		Seasonal Sale		2022-01-07 00:00:00		
CAMP100007	TikTok	Gaming		Brand Awareness		2022-01-08 00:00:00		
CAMP100008	Instagram	Travel		Event Promotion		2022-01-09 00:00:00		

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## Engagements vs Product Sales by Influencer Category



Visualization 1

# The bubble chart breakdown

Gives a 3-in-1 visual — platform, performance, and reach — all at once. Making it easy to compare which platform works best for each type of influencer.

01

The x-axis shows the average engagement

The y-axis shows the average product sales per campaign.

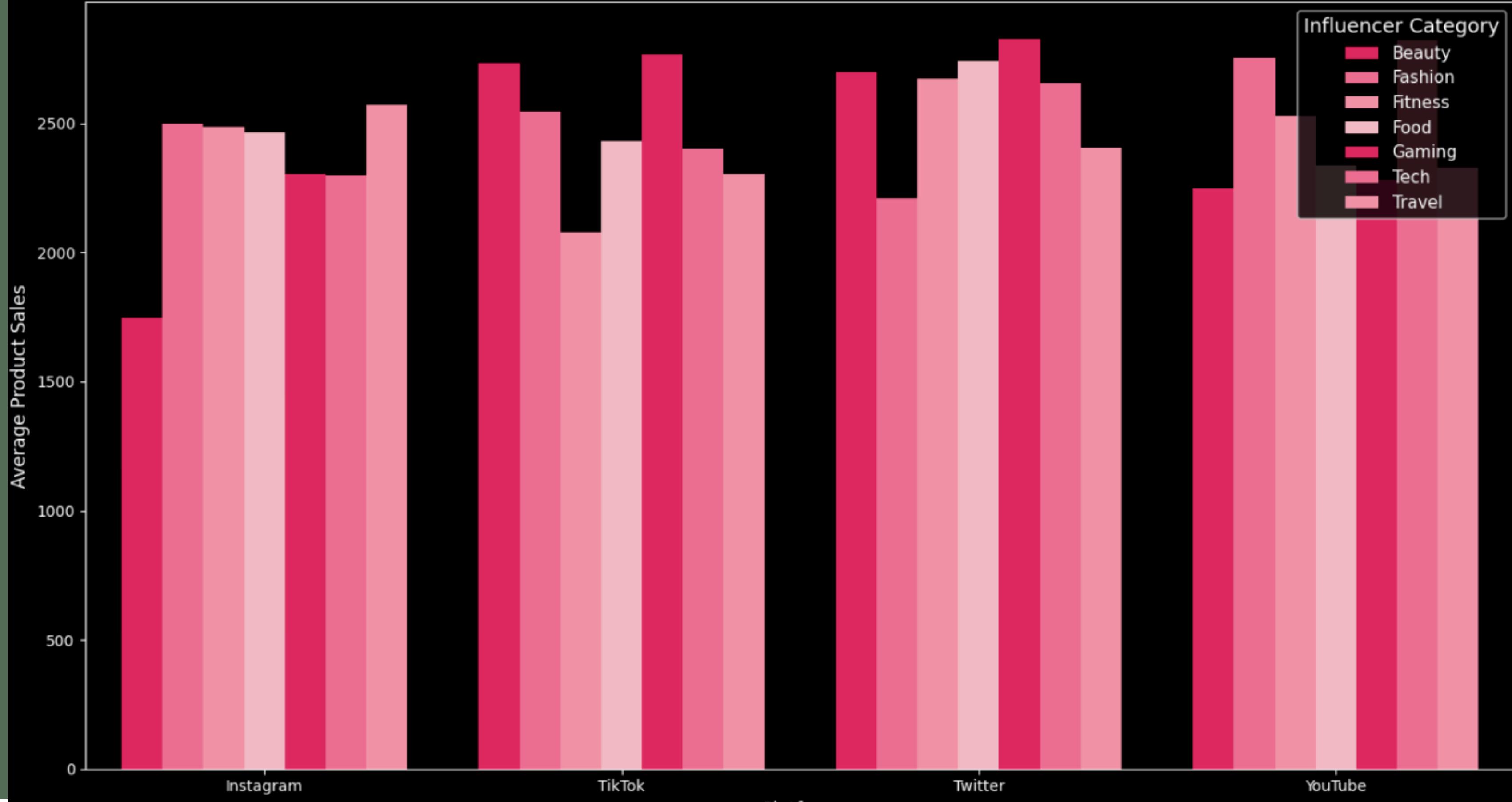
02

Bubble size represents the estimated reach — so bigger bubbles mean higher audience exposure.

03

And each color represents a different platform.

## Average Product Sales per Platform by Influencer Category



# Visualization 2

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# Bar Graph Breakdown

This chart helps to identify the top-performing platform at a glance — which is essential for businesses deciding where to invest their influencer marketing budgets.

01

Displays the average product sales per campaign for each social media platform.

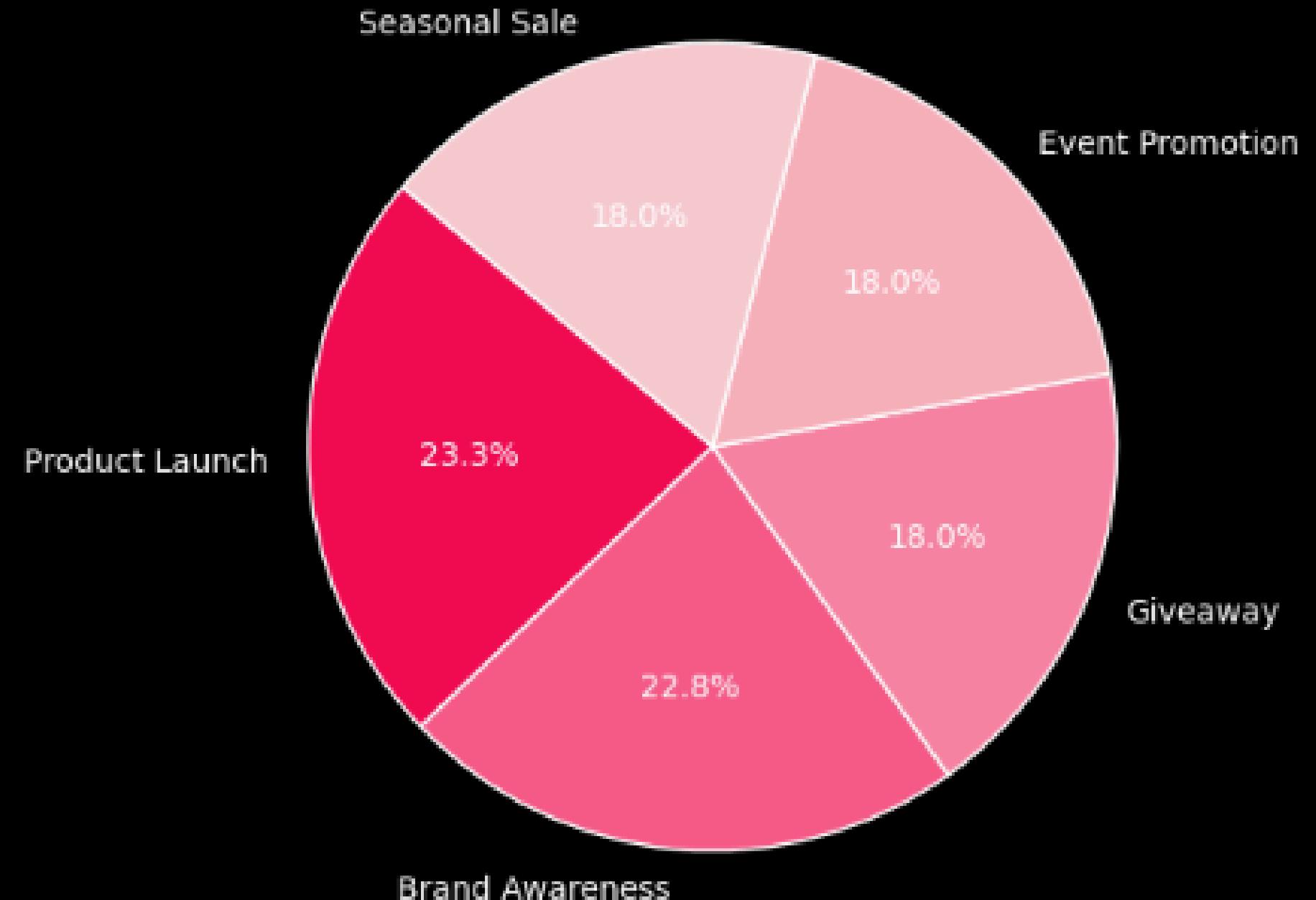
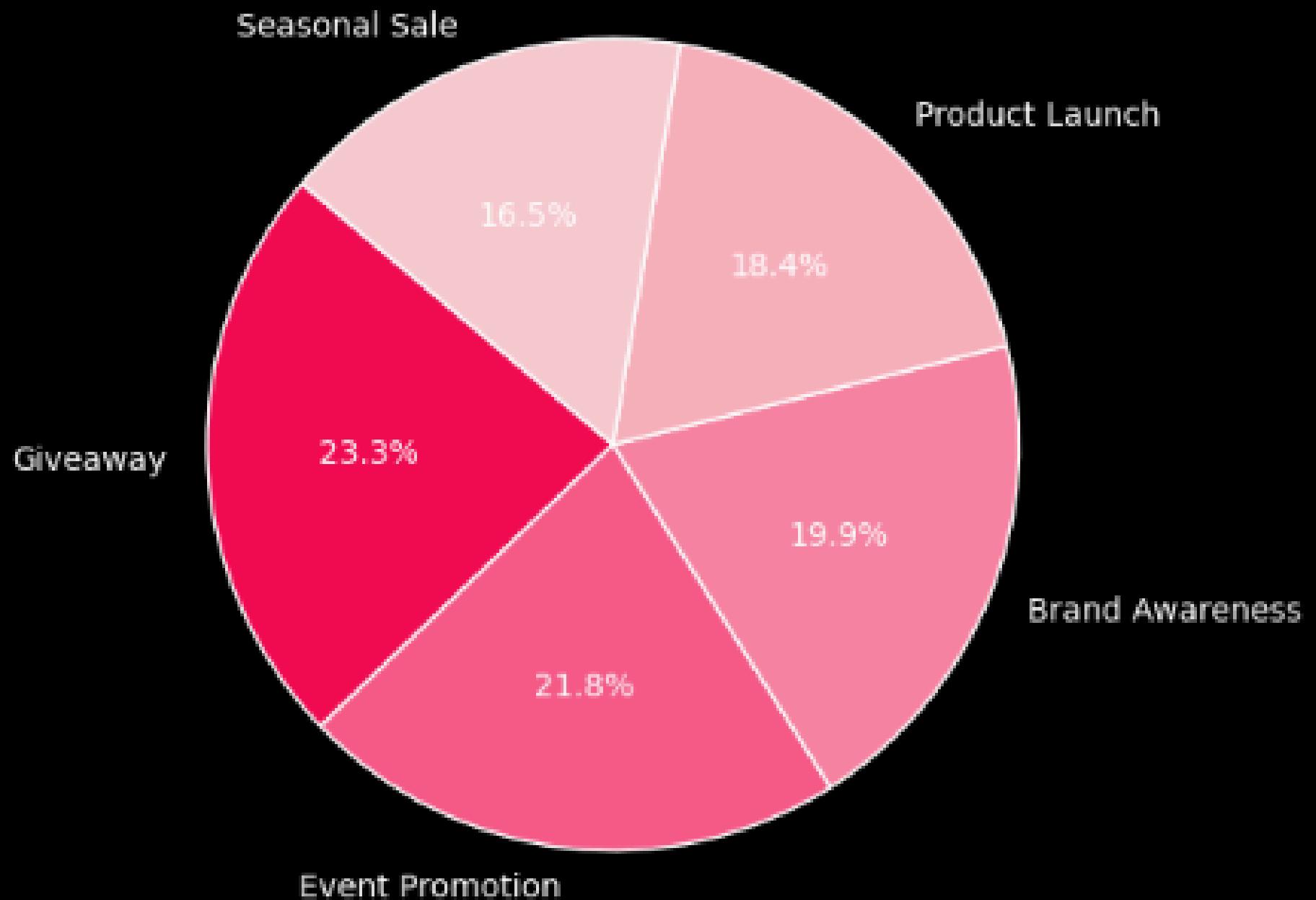
02

Each bar makes it easy to visually compare how well platforms perform in driving sales, regardless of influencer category.

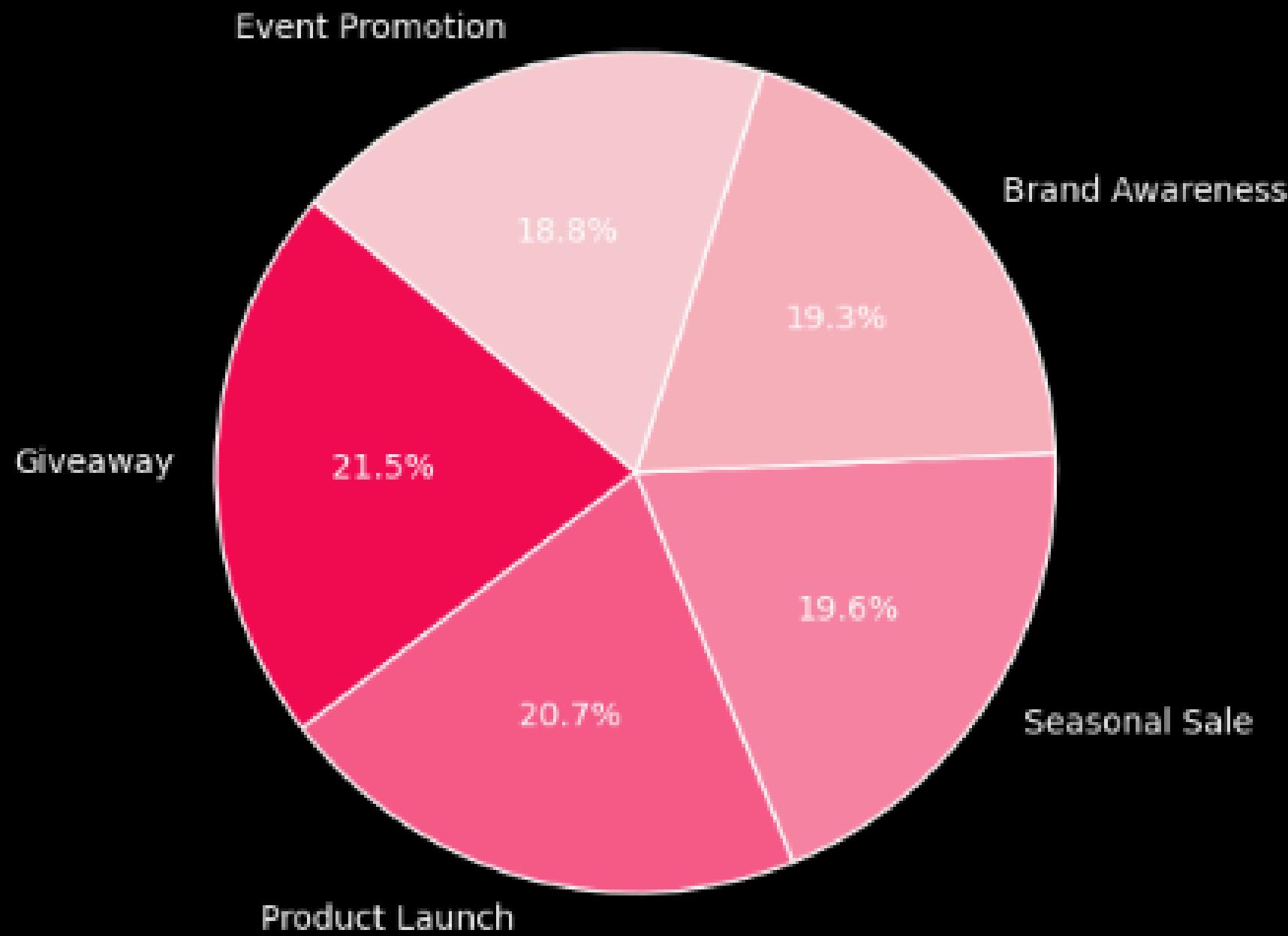
03

Reveals platform efficiency by showing which channel delivers more sales per campaign, not just total volume.

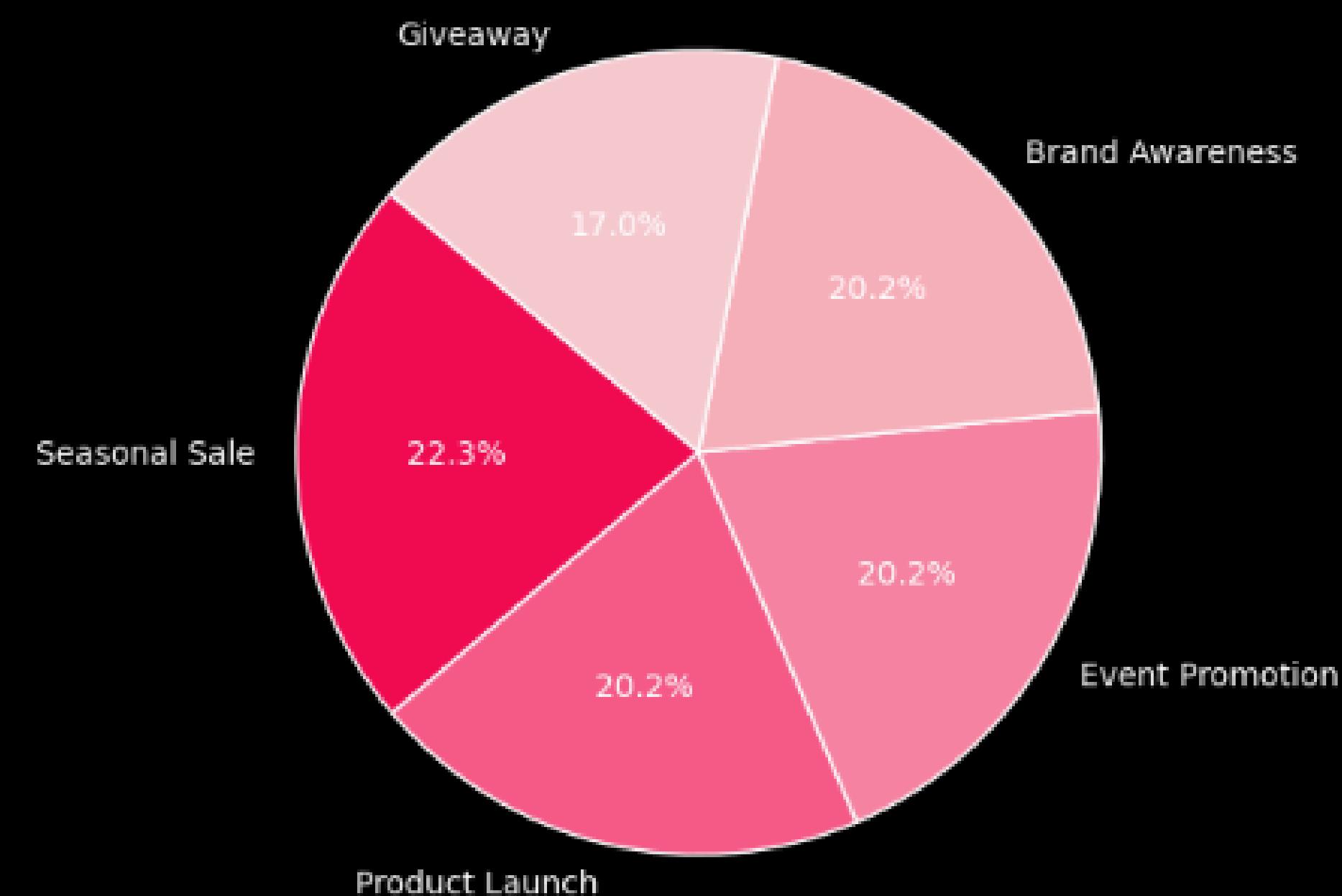
# YouTube Campaign Type Distribution by Platform



### Instagram



### Twitter



# Visualization 3

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# Pie Chart Breakdown

This slide shows pie charts breaking down the distribution of campaign types — such as Product Launch, Brand Awareness, and Giveaways — on each social media platform.

01

Each pie chart represents a single platform, letting us compare how different campaign strategies are favored across platforms.

02

For example, if Brand Awareness campaigns dominate on Instagram but Product Launches are more frequent on TikTok, brands can plan accordingly depending on their campaign goals.

03

Overall, these breakdowns guide smarter influencer marketing investments by revealing platform-specific campaign trends.

# Notebook

Data Wrangling

Feature Engineering - Created a sales\_per\_day metric by dividing product sales by campaign duration, which normalized sales performance for comparison.

EDA

Visualizations

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Thank You

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