

HealthKart Influencer Campaign Performance Tracker

Track ROI, analyze influencer performance, and get actionable insights for your marketing campaigns.

Influencer Details

Total Influencers	Total Campaigns	Total Records	Platforms Selected
10	3	13	3

id	name	category	gender	follower_count	platform
1	AaravFit	Fitness	Male	350000	Instagram
2	NehaNutrition	Nutrition	Female	280000	YouTube
3	VikLifestyle	Lifestyle	Male	500000	Instagram
4	SanaWellness	Nutrition	Female	150000	Twitter
5	FitSid	Fitness	Male	420000	YouTube
6	MeeraVibes	Lifestyle	Female	310000	Instagram
7	HealthGuru	Fitness	Male	380000	Instagram
8	AyushiLife	Nutrition	Female	290000	YouTube
9	RajRunz	Fitness	Male	470000	Twitter
10	ZenPriya	Lifestyle	Female	260000	Instagram

Post Performance

influencer_id	platform	date	url	caption	reach	likes	comments
1	Instagram	2024-01-10 00:00:00	https://insta.com/aarav1	Post-workout energy boost!	55000	4300	310
2	YouTube	2024-01-12 00:00:00	https://yt.com/neha1	My daily vitamin routine	68000	5000	420
3	Instagram	2024-01-14 00:00:00	https://insta.com/vik1	Morning lifestyle hacks	62000	4900	360
4	Twitter	2024-01-15 00:00:00	https://twitter.com/sana1	Detox drinks thread 🖹	28000	1200	100
5	YouTube	2024-01-16 00:00:00	https://yt.com/sid1	My top 3 protein powders!	75000	5200	470
6	Instagram	2024-01-18 00:00:00	https://insta.com/meera1	Lazy day skincare 🧲	47000	3900	260
7	Instagram	2024-01-19 00:00:00	https://insta.com/guru1	Treadmill vs sprinting 🏃	59000	4400	300
8	YouTube	2024-01-21 00:00:00	https://yt.com/ayushi1	Meal prep for working women	64000	4300	290
9	Twitter	2024-01-22 00:00:00	https://twitter.com/raj1	Leg day motivation 🟋	53000	2300	180
10	Instagram	2024-01-24 00:00:00	https://insta.com/priya1	Solo yoga retreat 🎡	58000	4100	275

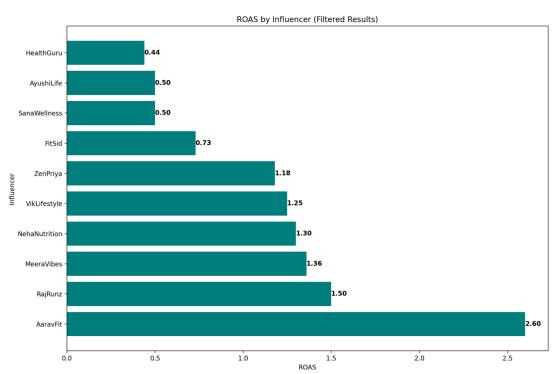
i ROAS & Campaign Performance

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HealthKart Influencer Dashboard

name	basis	rate	orders	total_payout	total_revenue	roas
AaravFit	post	1000	5	1000	2600	2.
NehaNutrition	order	400	5	2000	2600	1.
VikLifestyle	order	350	8	2800	3500	1.2
SanaWellness	post	800	2	800	400	0.
FitSid	order	500	6	3000	2200	0.7
MeeraVibes	post	700	3	700	950	1.3
HealthGuru	order	450	7	3150	1400	0.4
AyushiLife	order	400	4	1600	800	0.
RajRunz	post	900	3	900	1350	1.
ZenPriya	post	850	2	850	1000	1.1

ROAS Comparison Chart



ROI & Campaign Performance

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HealthKart Influencer Dashboard

influencer_id	campaign	revenue	total_payout	product	roi (%)
1	MB2024	1500	1000	Whey Protein	50
2	HKV2024	1100	2000	Vitamins	-45
3	MB2024	1800	2800	Protein Bar	-35.71
4	GRZ2024	400	800	Kids Shake	-50
5	MB2024	2200	3000	Whey Protein	-26.67
6	HKV2024	950	700	Vitamins	35.71
7	MB2024	1400	3150	Protein Bar	-55.56
8	GRZ2024	800	1600	Kids Shake	-50
9	MB2024	1350	900	Whey Protein	50
10	HKV2024	1000	850	Vitamins	17.65

Incremental ROAS

influencer_id	orders	revenue	total_payout	iROAS
1	5	2600	2000	52
2	5	2600	4000	52
3	8	3500	5600	437.
4	1	400	800	40
5	5	2200	3000	44
6	2	950	700	47
7	3	1400	3150	466.6
8	2	800	1600	40
9	3	1350	900	45
10	2	1000	850	50

★ Insights – Performance Highlights

★ Top Influencers (by ROAS)

	name	roas	total_revenue	total_payout
0	AaravFit	2.6	2600	100
8	RajRunz	1.5	1350	90
5	MeeraVibes	1.36	950	70
1	NehaNutrition	1.3	2600	200
2	VikLifestyle	1.25	3500	280

Influencers with Poor ROAS (Below 1)

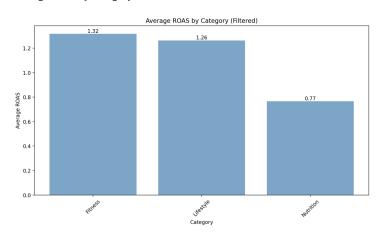
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HealthKart Influencer Dashboard

	name	roas	total_revenue	total_payout
6	HealthGuru	0.44	1400	315
3	SanaWellness	0.5	400	80
7	AyushiLife	0.5	800	160
4	FitSid	0.73	2200	300

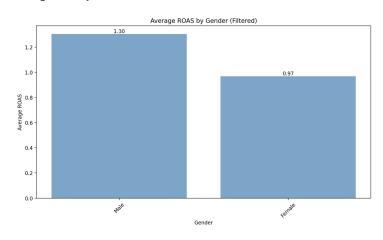
Persona-Based Insights

Average ROAS by Category:



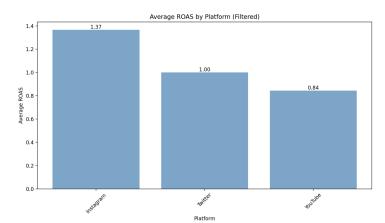
category	avg_roas	count
Fitness	1.3175	4
Lifestyle	1.2633	3
Nutrition	0.7667	3

Average ROAS by Gender:



gender	avg_roas	count
Male	1.304	5
Female	0.968	5

Average ROAS by Platform:



platform	avg_roas	count
Instagram	1.366	5
Twitter	1	2
YouTube	0.8433	3

📊 Filter Impact Summary

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Total Revenue Total Orders Average ROAS Revenue per Influencer

₹16,800.00 36

1.14 ₹1,680.00

Active Filters Summary:

• Platforms: Instagram, YouTube, Twitter

• Campaigns: MB2024, HKV2024, GRZ2024

• Products: 4 selected

• Categories: Fitness, Nutrition, Lifestyle

• Genders: Male, Female

• Follower Range: 150,000 - 500,000

Use the sidebar filters to drill down into specific segments and discover insights!

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