

Followers

15,482

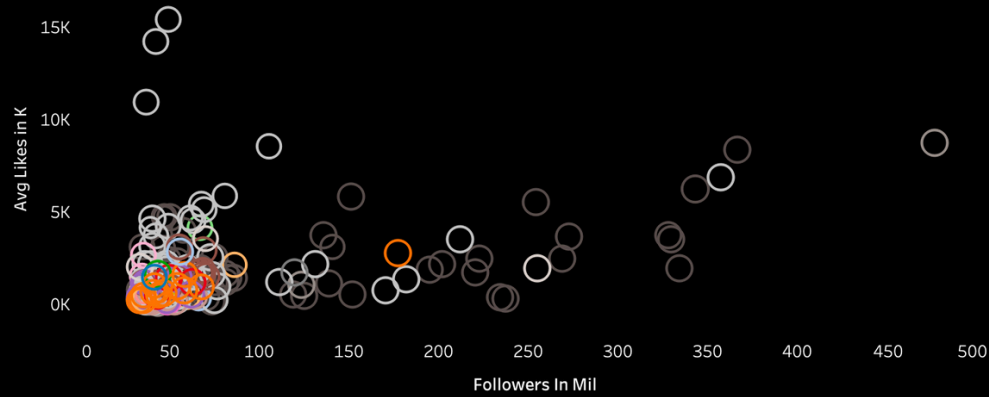
Total Likes(Bn)

357,421

Avg Enganagement Rate

1.90%

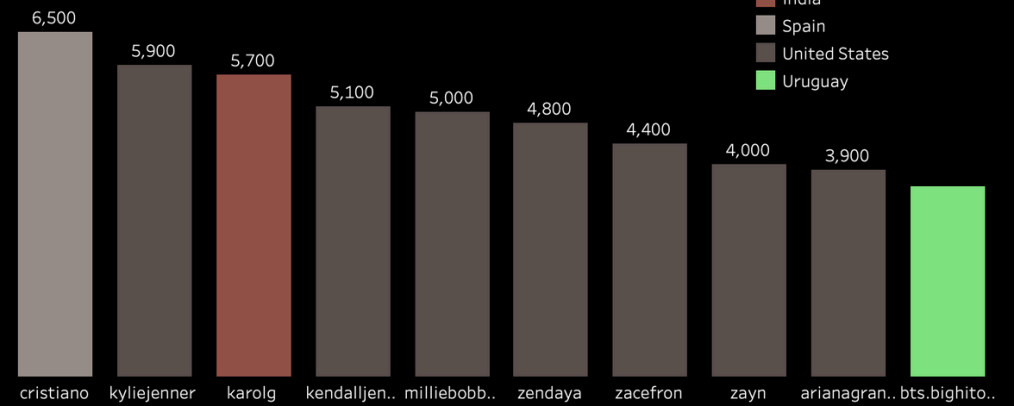
Followers vs Avg Likes



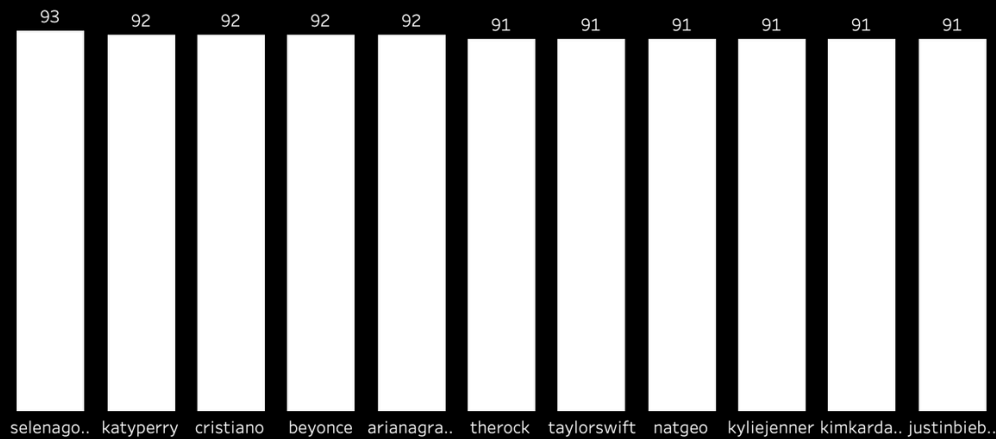
New Post Trend

Country

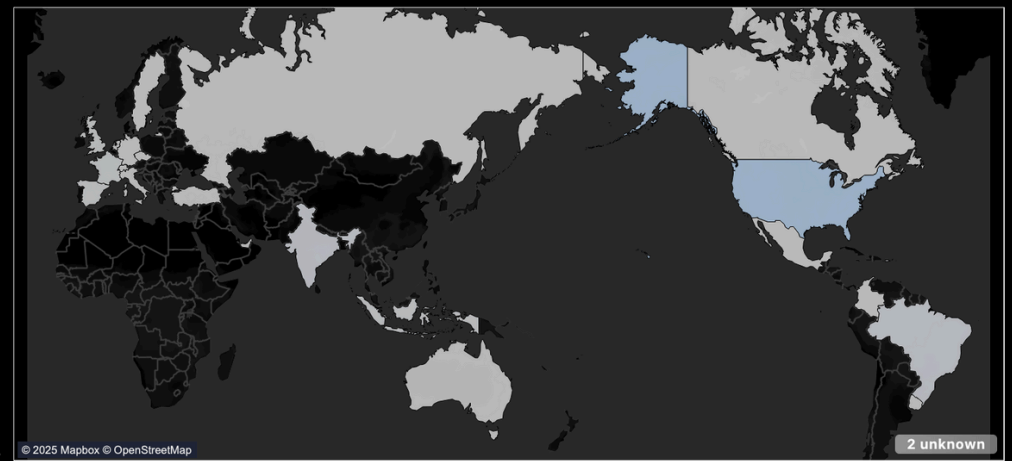
- India
- Spain
- United States
- Uruguay



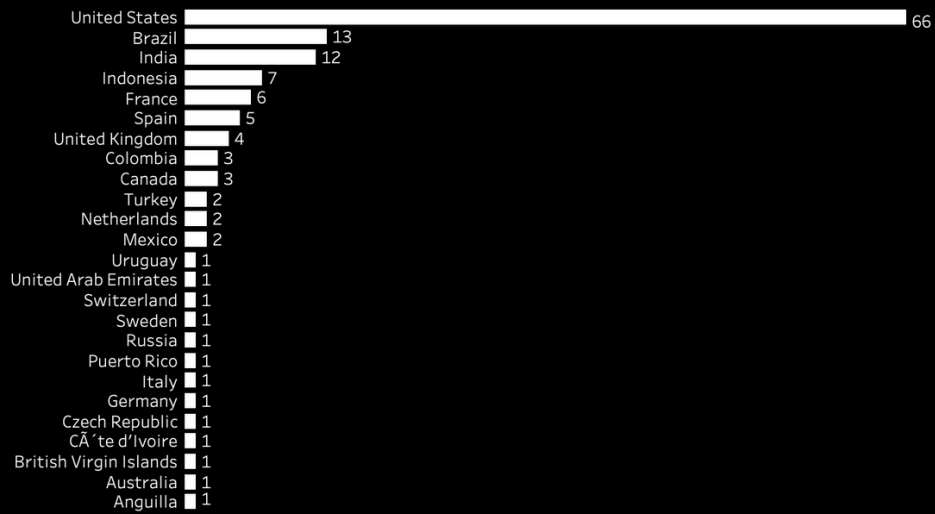
Top 10 Influencers



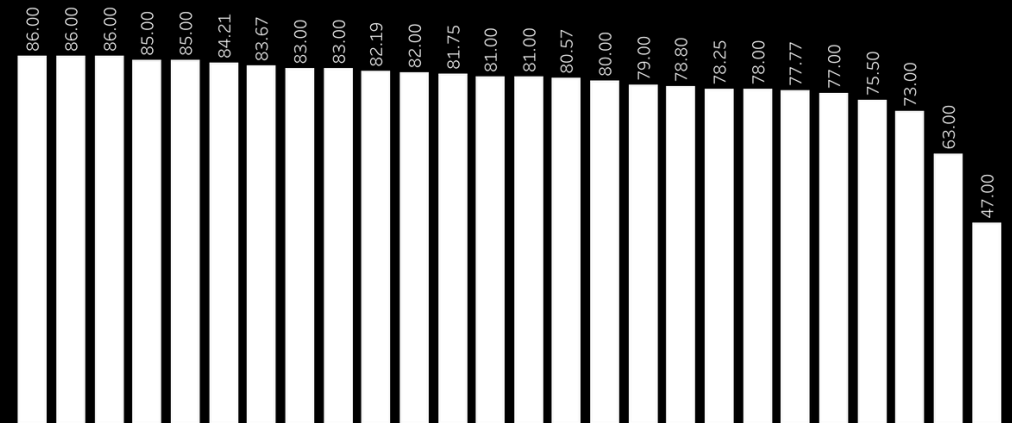
Influencer by Country



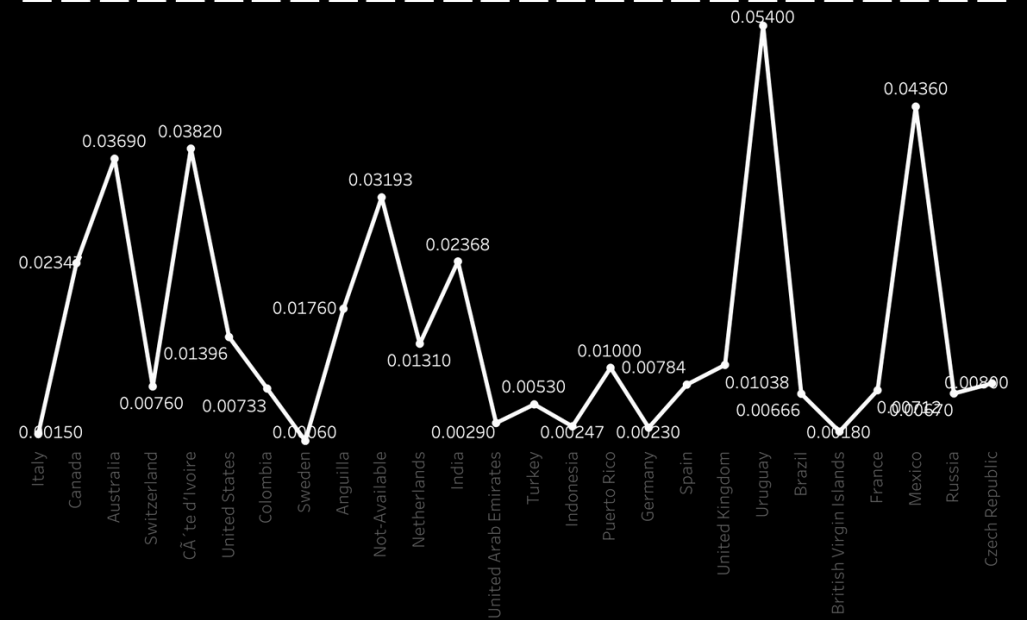
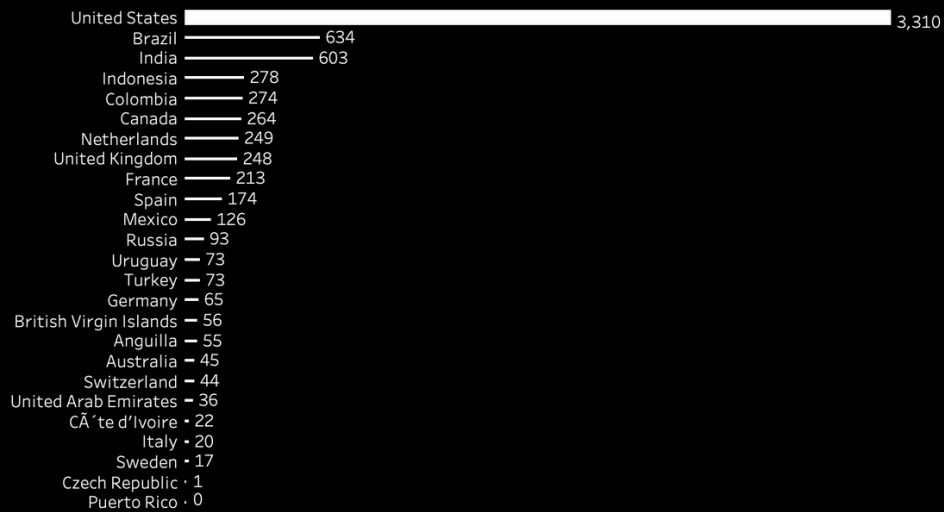
Influencer Count by Country



Influence vs Engagement



Like-to-Follower Ratio



ANALYSIS



The top 10 influencers (Selena Gomez, Cristiano, Kylie Jenner, etc.) all have influence scores in the narrow band of 91–93, indicating consistent high performance.

However, these high scores don't necessarily translate to the highest engagement, which varies.

The average engagement rate is 1.90%, which is modest considering the large follower base and total likes (3578).

This suggests a large number of passive followers or over-saturation.

The United States dominates with 66 influencers, far outpacing Brazil (13) and India (12).

The U.S. also leads in like-to-follower ratio and total engagement, highlighting its strong influencer ecosystem.

For example, Karol G has 5,700 new posts, but her average likes are significantly lower than those with fewer posts.

Quality and timing seem to play a more important role than quantity.



NEXT STEPS

Identify influencers with fewer followers but above-average like-to-follower ratios for cost-effective collaborations.

Brazil and India show strong metrics and should be prioritized for regional campaigns, especially where like-to-follower ratios are high.

Work with top influencers to optimize content types and timing rather than increasing post volume. Focus on boosting engagement quality.

- Given varying performance by region (e.g., Uruguay's high engagement spike), test localized influencer strategies and measure performance lift.