Functional Requirements

1. Marketing and Content Requirements

* The system should integrate marketing analysis systems into a single platfrom
* The system should group services such as courses, podcasts and ebooks into a single content categories groups
* The system must have a screen to manage the content categories
* The system should have a screen to assign each content item to a category
* The system should not allow the deletion of categories
* The system should allow editing of categories
* The system should display a confirmation warning when editing a category

1. Audience Research and Territories Manager Requirements

* The system should segment audience based on regions, interests and behavior
* The system should have a screen to manage these segments of customers
* The system should include a unique code and description for the segments
* The system should allow have a screen to select users
* The system should display their information
* The system should assign each user to a segment
* The system should assign the same rules used for the contents categroies to the segments (deletion and altering)

1. Content Category Summary Report
   * The system should allow users to input start and end dates for the report.
   * The system should display: Category Code, Description, Number of Items Sold, and Total Revenue.
   * The system should retrieve data from the Sales and Content tables.
   * The system should format the report professionally, including a print date.
   * The system should sort the report logically (exact sorting criteria to be determined later).
2. Content Category Detail Report
   * The system should allow users to input a date range and a Category Code.
   * The system should display: Item ID, Title, Units Sold, and Revenue.
   * The system should format the report professionally, including a print date.
   * The system should sort the report logically (exact sorting criteria to be determined later).
3. Audience Segment Summary Report
   * The system should allow users to input a date range.
   * The system should display: Segment Code, Description, Number of Orders, and Total Revenue.
   * The system should format the report professionally, including a print date.
   * The system should sort the report logically (exact sorting criteria to be determined later).
4. Audience Segment Detail Report
   * The system should allow users to input a date range and a Segment Code.
   * The system should display: User ID, Name, Number of Orders, and Revenue.
   * The system should format the report professionally, including a print date.
   * The system should sort the report logically (exact sorting criteria to be determined later).
5. General Requirements:

* The system should ensure all reports are well-formatted for readability by marketing managers.
* The system should include a print date on every report.
* The system should allow reports to be exported in common formats (PDF, Excel, etc.).
* The system should validate user inputs (e.g., valid date ranges, existing category/segment codes).