**City Hoopla: Reporting Modules**

1. **REPORTS FOR SUBSCRIBERS**
2. **“Advert Health” Report**

Available in Admin tool and also in Self-Service tool

Role: Subscriber + Admin + SuperUser

For Admin user: Select Subscriber ID first

Select Advert ID

Select Date Range:

Start Date and End Date (by default start date = start of subscription and end date = Today)

*Report Output:*

Advert ID,

Advert Title,

# of Views,

# of Likes,

# of Favorites,

# of Calls,

# of Request Call Backs,

# of Emails Sent

# of Generated Discount Coupons

# of Review Followers

# of Shares – SMS

# of Shares – Whatspp

# of Shares – Facebook

# of Shares - Twitter

Output view:

* Portal
* PDF format (can be saved to local machine AND can be sent by email to the subscriber)

1. **“Subscription Plan” Report**

Available in Admin tool and also in Self-Service tool

For Admin user: Select Subscriber ID first

*Report Output:*

Advert ID,

Advert Title,

Category -> L1 -> L2,

Subscription Start Date,

Subscription End Date,

Premium Listing Service (P1?, P2? Or P3>),

Premium Listing Service Start Date,

Premium Listing Service End Date,

Premium Advert Slider Participation? (YES or NO),

Premium Advert Slider Participation Start Date,

Premium Advert Slider Participation End Date,

Premium Top Advert Participation? (YES or NO),

Premium Top Advert Participation Start Date,

Premium Top Advert Participation End Date,

No. of Uploaded Pictures,

No. of Uploaded Videos,

Memory Usage (example: 75 / 100 MB),

Total Service Cost,

Total Amount Paid,

City Hoopla Sales Rep Full Name,

City Hoopla Sales Rep Contact Number

Output view:

* Portal
* PDF format (can be saved to local machine AND can be sent by email to the subscriber)

1. **REPORTS FOR SALES STAFF**
2. **“My Subscribers” Report**

Available in Admin tool only.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

*Report Output:*

Subscriber ID,

Business Name,

Point of Contact Name,

Point of Contact Mobile Number,

Area, City,

Date of Creation,

Status (Active / Inactive if no active advert),

Total Amount Paid (XYZ matches the amount in below report)

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“My Subscription Sale” Report**

Available in Admin tool only.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

*Report Output:*

Advert Title (Advert ID),

Business Name (Subscriber ID),

Area,City,

Category -> L1 -> L2,

Subscription Start Date,

Subscription End Date,

Premium Listing Service (P1?, P2? Or P3>),

Premium Listing Service Start Date,

Premium Listing Service End Date,

Premium Advert Slider Participation? (YES or NO),

Premium Advert Slider Participation Start Date,

Premium Advert Slider Participation End Date,

Premium Top Advert Participation? (YES or NO),

Premium Top Advert Participation Start Date,

Premium Top Advert Participation End Date,

Total Service Cost,

Total Amount Paid (XYZ matches the amount in above report)

1. **REPORTS FOR MANAGEMENT TEAM**
2. **“Sales” Report**

Available in Admin tool only for SuperUser role.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

Select Sales Staff: Drop-down box ->

All Team Members

<<Sale Exec 1>>

<<Sale Exec 2>>

<<Sale Exec 3>>

:

:

<<Sale Exec 25>>

*Report Output:*

Sale By (if “All Team Members” selected),

Advert Title (Advert ID),

Business Name (Subscriber ID),

Area, City,

Category -> L1 -> L2,

Sold Date,

Total Service Cost,

Total Payment Amount,

Payment Date

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“New Subscribers” Report**

Available in Admin tool only for SuperUser role.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

Select Sales Staff: Drop-down box ->

All Team Members

<<Sale Exec 1>>

<<Sale Exec 2>>

<<Sale Exec 3>>

:

:

<<Sale Exec 25>>

*Report Output:*

Sales Representative Name,

Business Name (Subscriber ID),

Area,City,

Active Adverts? (YES / NO)

If YES; # of Adverts

Category -> L1 -> L2,

If NO; Active Transaction? (YES / NO)

If YES; Pending Payment? (YES / NO)

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“New Subscriptions” Report**

Available in Admin tool only for SuperUser role.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

Select Sales Staff: Drop-down box ->

All Team Members

<<Sale Exec 1>>

<<Sale Exec 2>>

<<Sale Exec 3>>

:

:

<<Sale Exec 25>>

*Report Output:*

Sales Representative Name,

Advert Title (Advert ID),

Business Name (Subscriber ID),

Area,City,

Category -> L1 -> L2,

Subscription Start Date,

Subscription End Date,

Premium Listing Service (P1?, P2? Or P3>),

Premium Listing Service Start Date,

Premium Listing Service End Date,

Premium Advert Slider Participation? (YES or NO),

Premium Advert Slider Participation Start Date,

Premium Advert Slider Participation End Date,

Premium Top Advert Participation? (YES or NO),

Premium Top Advert Participation Start Date,

Premium Top Advert Participation End Date,

Total Service Cost,

Total Amount Paid (XYZ matches the amount in above report)

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“Payment” Report**

Available in Admin tool only for SuperUser role.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

*Report Output:*

Sales Representative Name,

Advert Title (Advert ID),

Business Name (Subscriber ID),

Area,City,

Category -> L1 -> L2,

Payment ID,

Payment Date,

Total Service Cost,

Total Payment Amount,

Payment Notes,

Payment Mode,

Cheque Number

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“New Registered Consumers” Report**

Available in Admin tool only for SuperUser & Marketing roles.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

Select City from drop-down.

*Report Output:*

S. No.,

Registered Users Name,

Registration Date,

Area,

City

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“Consumer Activity” Report**

Available in Admin tool only for SuperUser & Marketing roles.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

*Report Output:*

S. No.,

User ID logged In (either Registered User Name OR Unique Guest ID),

Login Date,

Logged in from Area,

Logged in from City,

Duration of app usage (in minutes),

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“Consumer Usage” Report**

Available in Admin tool only for SuperUser & Marketing roles.

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

*Report Output:*

S. No.,

User ID logged In (either Registered User Name OR Unique Guest ID),

# of times logged in

Output view:

* Portal
* PDF format (can be saved to local machine)
* XLS format (can be saved to local machine)

1. **“Advert Database” Report**

Available in Admin tool only for SuperUser & Marketing roles.

Select City from Drop-down.

*Report Output:*

Category Leaf Name,

# of Active Subscriptions/Adverts,

1. **REPORTS FOR ANALYTICAL DATA**

Select Date Range: Start Date and End Date (by default start date = 1 month old from today’s date and end date = Today)

Select City from Drop-down.

*Report Output:*

Category Leaf Name,

# of Interests by registered users,

# of Interests by guest users,

Total # of Interests,

1. **DASHBOARD**
2. **Today’s Login View** **(from 00:00 till current time)**  
   Select Current Usage Location: City from drop-down
3. **Total Subscriptions View**

Select: City from drop-down

1. **Last 1 week new Subscriptions View**

Select: City from drop-down

1. **Today’s Payment Collection (from 00:00 till current time)**

Select: City from drop-down