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Milestone 1: List of reports that can help our clients get the most benefit of the his profile

1. Conversion Performance Report

- **Visits → Leads → Contact Saves** (Conversion rate between each stage)
- Identify bottlenecks (e.g., lots of visits but few contact saves)

2. Top Performing Channels

- Break down traffic and conversions by source (Instagram, WhatsApp, Facebook, etc.)
- Use the radar chart as an entry point to deeper insights (e.g., engagement per channel)

3. Time-Based Growth Reports

- Monthly/weekly/yearly trends for:
 - Visits
 - Leads generated
 - Contact saves
- Add a toggle for weekly vs monthly views

4. Engagement Heatmap

- Show which days of the week or times of day drive the most visits and interactions

5. Social Link Engagement

- Number of clicks per social icon (Instagram, Facebook, WhatsApp, etc.)
- Add tooltips or mini-charts on hover for detailed views