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Milestone 2: Analysis and Design – Reports for Multiple Profiles

As part of Milestone 2, I have completed the analysis and UI design for reports tailored to business accounts managing multiple profiles on the Iscan platform.

✓ Deliverables:

- UI Layouts for displaying performance metrics across multiple profiles in a unified and intuitive way.
- Report Types Included:
 1. Conversion Performance Report
 - Tracks performance from Visits → Leads → Contact Saves
 - Highlights conversion rates and identifies bottlenecks
 2. Top Performing Channels
 - Breaks down traffic sources (e.g., Instagram, WhatsApp, Facebook)
 - Visualized using radar and bar charts
 3. Time-Based Growth Trends
 - Weekly/Monthly/Yearly comparisons across all profiles
 - Metrics include Visits, Leads, and Saves
 4. Engagement Heatmap
 - Shows high-interaction time slots (by day and hour)
 5. Social Link Engagement Report
 - Tracks clicks per social link with tooltips and detailed views

🎯 Goal:

These designs help business users easily understand which profiles are performing best, where conversions are dropping, and how visitors are engaging over time and across platforms.

