
iscan))

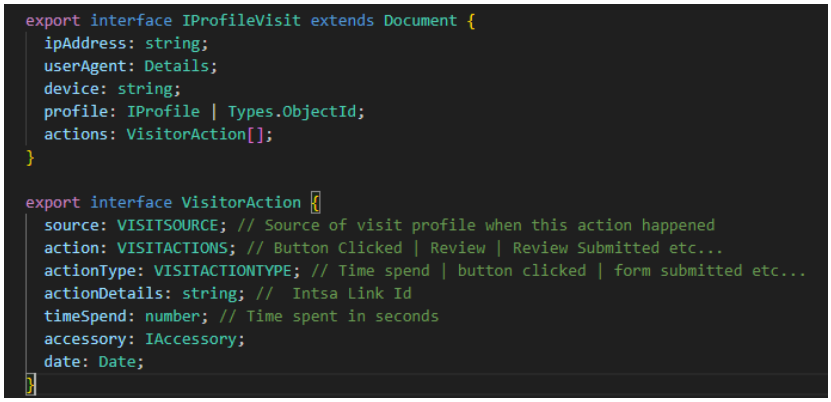
As part of Milestone 3, I have completed the **design of a MongoDB schema** that efficiently captures and stores user activity data across the platform. This schema is structured to support scalable and flexible analytics in the future.

✅ **Deliverables:**

- **MongoDB Schema** for logging user interactions such as:
  - Profile visits
  - Lead captures
  - Contact saves
  - Link clicks
  - Source tracking (e.g., Instagram, WhatsApp, Facebook)
- **Structure optimized** for future reporting, segmentation, and trend analysis.
- **Fields included**:
  - business_id: To link the activity to a business account
  - profile_id: Indicates which profile the activity was related to
  - timestamp: When the action occurred
  - action_type: Type of interaction (visit, lead, etc.)
  - source: Traffic source/channel
  - device (optional): Device type (e.g., mobile, desktop)
  - location (optional): For geolocation insights

🎯 **Goal:**

This schema provides a **foundation for building advanced reports**, such as conversion rates, top-performing channels, engagement heatmaps, and time-based trends.



```
export interface IProfileVisit extends Document {
  ipAddress: string;
  userAgent: Details;
  device: string;
  profile: IProfile | Types.ObjectId;
  actions: VisitorAction[];
}

export interface VisitorAction {
  source: VISITSOURCE; // Source of visit profile when this action happened
  action: VISITACTIONS; // Button Clicked | Review | Review Submitted etc...
  actionType: VISITACTIONTYPE; // Time spend | button clicked | form submitted etc...
  actionDetails: string; //  Intsa Link Id
  timeSpend: number; // Time spent in seconds
  accessory: IAccessory;
  date: Date;
}
```