Objects and Their Attributes/Methods

Object Name	Description	Attributes	Methods
AnalyticsTool	Represents the social media analytics tool	ToolID, Name, Platform, License, ActiveUsers	CreateReport(), AnalyzeData(), ViewDashboard()
Client	Represents a client using the tool	ClientID, Name, Industry, SocialMediaAccounts, Reports	GeneratePDF(), EmailReport(), ViewSummary()
Report	Represents an analytics report	ReportID, Title, DateGenerated, ClientID, Insights	GeneratePDF(), EmailReport(), ViewSummary()
Competitor	Represents a competitor's social media data	CompetitorID, Name, Industry, EngagementMetrics, FollowerCount	TrackMetrics(), CompareWithClient(), GenerateInsights()
Insight	Represents insights generated from analytics	InsightID, ReportID, ClientID, KeyFindings, Recommendations	AnalyzeTrends(), SuggestActions(), MonitorPerformance()
Campaign	Represents a client's social media campaign	CampaignID, Title, Platform, StartDate, EndDate, PerformanceMetrics	TrackCampaign(), ViewPerformance(), AnalyzeROI()

Object Interactions

Interaction	AnalyticsTool	Client	Report	Competitor	Campaign
AnalyticsTool		GeneratesReport()	Generates	Tracks Competitors	Monitors
Client	UsesAnalytics()	-	ReceivesGeneratedReports	ComparesWithCompetitors()	CreatesCampaign()
Report	GeneratedByTool()	BelongsToClient	-	ContainsCompetitorData	ContainsCampaignData
Competitor	TrackedByTool()	ComparedToClient	IncludedInReport	-	AffectsPerformanceData
Campaign	TrackedByTool()	CreatedByClient	MonitoredInReport	AffectedByCompetitors	-

Key Terms and Their Definitions

Term	Definition	Related Objects	Notes
Report	A document summarizing social media performance and insights	Report, Client, AnalyticsTool, Competitor	Generated automatically or on demand
Competitor Analysis	A comparison of a client's performance against competitors	Competitor, Client, AnalyticsTool	Critical for strategic adjustments
Campaign	A specific social media marketing effort	Campaign, Client, Report, Competitor	Data-driven analysis of a campaign's success
Insight	Key findings and actionable recommendations from the report	Insight, Report, Client, AnalyticsTool	Provides data-driven recommendations

Actor Use Cases	Column1	Column2	Column3
Actor	Use Case	Description	Primary Object(s) Involved
Client	Generate Report	Client generates a social media performance report	Client, Report, AnalyticsTool
Client	Track Engagement	Client monitors social media engagement across platforms	Client, Campaign, AnalyticsTool
Client	Compare with Competitors	Client compares their social media performance with that of competitors	Client, Competitor, AnalyticsTool
Analytics Tool	Generate Insights	The analytics tool generates actionable insights from client data	AnalyticsTool, Client, Insight, Report
Client	Monitor Campaign Performance	Client tracks the performance of their social media campaigns	Client, Campaign, AnalyticsTool

Business Processes

Process Name	Description	Steps	Objects Involved
Report Generation	Generating a report on social media performance	1. Client requests report \newline 2. Tool gathers data \newline 3. Tool gen	Client, AnalyticsTool, Report
Competitor Analysis	Comparing the client's social media performance to competitors	1. Client requests analysis \newline 2. Tool pulls competitor data \newline	Client, AnalyticsTool, Competitor, Report
Campaign Monitoring	Tracking the progress of a social media campaign	1. Campaign is launched \newline 2. Tool tracks key metrics \newline 3. To	Client, Campaign, AnalyticsTool, Report
Insight Generation	Providing actionable recommendations based on data	1. Tool analyzes data \newline 2. Insights generated based on trends \newl	AnalyticsTool, Client, Report, Insight