Reporting Dashboard Requirements

**User Login Page Should Contain the Following:**

1. Email Address, Password

**User Dashboard Should Contain the Following:**

1. **Homepage:** Should show details of Yesterday’s Stats. **Impressions**, **eCPM**, **Estimated** **Revenue, This Month Revenue, Last Month Revenue.** A Table showing day wise stats of Last 7 Days. Containing same headings.
2. **Reports:** A Page with full stats of the user. It should Contain Filters Like **Last 7 Days**, **Last Month**, **Custom Range**, **Domain** etc. Table with **Total Ad Requests, Total Impressions**, **eCPM**, **Revenue,** **Total CTR**
3. **Ad Code Page:** A Page which contains codes for publishers to implement in their sites. (Admin should have access to put anything in this page for respective users)

**Admin Dashboard Should Contain the Following:**

1. **Homepage:** Yesterday’s Total **Impression,** **eCPM**, **Estimated** **Revenue, This Month Revenue, Last Month Revenue.** And a Table containing the same.
2. **Creating/Editing User:**  **Add New User:** Username, Email Address, Domain Name, Domain ID, Password, Revenue Share %. **Edit Existing User:** Adding Domain Name with Domain ID, Change Password, Change Revenue Share for next upcoming reports.
3. **Uploading Reports:** The uploaded CSV will contain the following: Domain, Ad Requests Impressions, eCPM. Date changing option should be available while uploading csv.  
    **Processing of Reports:** Impressions and Ad Requests should be deducted with the respective revenue share percentage. After those impressions should get multiplied with eCPM and calculate the Total Revenue. and CTR should be calculated by diving the ad requests with impressions.
4. **Providing Ad Code Page:** (Point Number 3 in above heading). I can add/edit/delete text for the user.

**SQL Tables and Its Structure**

**We have 3 options in revenue sharing model. Since revenue share will be differ from users to user. We can calculate the actual amount when user request it. Minimum Revenue cut will be 10%. So, When We upload stats let it save the data after cutting 10% for every user. While displaying to the user we can deduct the extra % which is assigned to them.**

**2nd Option is that We can categorise the revenue share as Option 1 and Option 2 . Option 1 will cut 20% and another will cut 10%. its fixed so we can make 2 table.**

**3rd Option is that we will set revenue deduction of 20% for all domains. While uploading I will upload csv manually adjusting to these criteria.**

**I will explain with 3rd Option Only:**

1. **Reports Table Heading:** Date, Domain, Total Ad Requests, Total Ad Impressions, Total Ecpm, Total CTR.
2. **User Table:** User ID, Username, Email, Domain (Multiple or Single), Domain ID
3. **Ad Code Table:** Email, Ad Codes (Text)