

Instructions

Please read this entire document before beginning your evaluation!

This folder contains one directory for a simple node server (to generate consistent fake data), and another where you will write your front end React code. Please refer to the Readme files to get yourself started. Outlined below is the business case and objectives for the MVP that you will be creating for this technical evaluation.

Feel free to be creative with this evaluation! If you make certain assumptions about the design/data/objectives etc., please include comments to describe them so we can see your thought process.

Please return your evaluation as directed and within the time frame specified in the email.

Your submission will be evaluated based on code readability, best practices, style, design, correctness, and efficiency. Thank you, and good luck!

Business Case

Your company uses external ad servers to manage and run the company's online advertising campaigns. You are being asked to create an MVP web application (using **React**) that will provide your stakeholders the ability to view key performance metrics of each campaign.

MVP Objectives:

1. Build a Campaign List

Details

- API Endpoint: `localhost:4000/campaigns`
- Should fetch the campaigns, list their ids and names
- Clicking either the id or the name should take you to the Dashboard for the campaign (i.e. with cid set to its id)

2. Build a Dashboard to view performance metrics

Details

- API Endpoint: `localhost:4000/campaigns/:cid?number=num`
 - i. cid is an id from campaign list
 - ii. num is an int ≥ 0
- Dashboard should ping the server every 5 seconds to get new data for a given cid (clicked in the list).
- Start by passing a query param of `number=0`, and increment it for every ping.
- Dashboard should include tiles for:
 1. Total Impressions
 2. Total Clicks
 3. CTR
 - Short for Click Through Rate, calculated by $((\text{Total Clicks} / \text{Total Impressions}) * 100)$
 4. Total Users
 5. Current Number (iteration/pull #)
 6. Most Recent Impressions
 7. Most Recent Clicks
 8. Most Recent CTR
 9. Most Recent Users