

The Coach Hub

Platform Admin Console Guide

This guide covers the Platform Admin Console for managing The Coach Hub platform. The admin console is accessible only to platform administrators and provides tools for managing organizations, users, billing, content moderation, and system settings.

Access Requirements:

- You must be logged in with a platform admin account
 - Navigate to `/admin` or click the Admin Console link in the user menu
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1. Admin Dashboard

The admin dashboard provides an at-a-glance overview of the entire platform.

Key Metrics

- **Monthly Revenue (MRR)** - Current monthly recurring revenue with change vs. last month
- **Annual Revenue (ARR)** - Projected annual recurring revenue
- **Organizations** - Total organizations, active count, and trial count
- **Teams** - Total teams across all organizations
- **AI Costs (MTD)** - Month-to-date AI spending with projected total and margin

Teams by Tier

Visual breakdown of teams across subscription tiers:

- **Little League** - Entry-level tier
- **HS Basic** - High school basic tier
- **HS Advanced** - High school advanced tier
- **AI Powered** - Premium tier with AI features

Activity Metrics

- Games created today/this week
- Plays tagged today/this week
- User activity (active today, this week, this month)

Alerts

Important alerts appear at the top of the dashboard:

- **High severity** (red) - Immediate action required
- **Medium severity** (yellow) - Should address soon

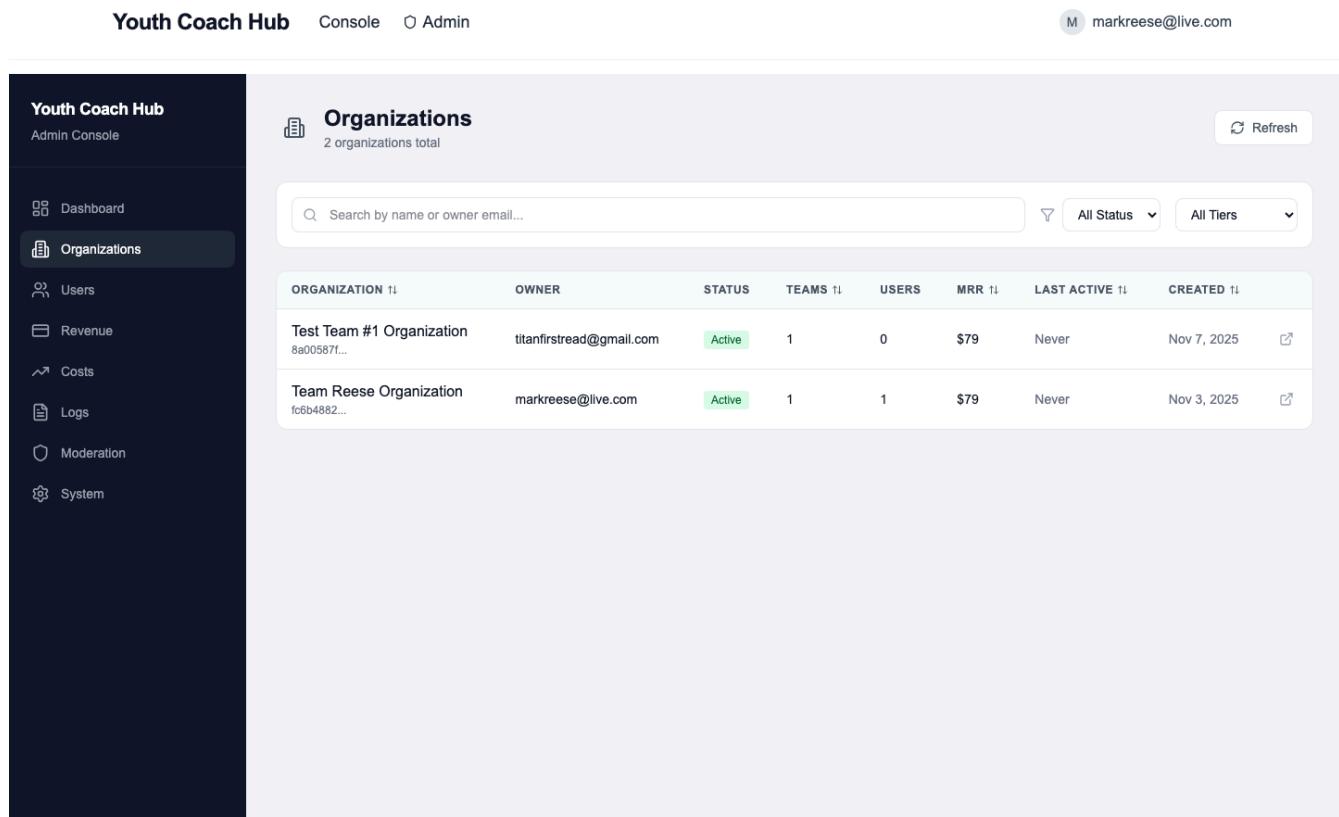
- **Low severity (blue)** - Informational

Recent Signups

Latest organization registrations with owner email and signup time.

2. Organizations Management

View and manage all organizations on the platform.



The screenshot shows the Youth Coach Hub Admin Console interface. On the left is a dark sidebar with navigation links: Dashboard, Organizations (which is selected and highlighted in blue), Users, Revenue, Costs, Logs, Moderation, and System. The main content area has a light gray header with the title "Organizations" and a subtitle "2 organizations total". It includes a search bar, filter dropdowns for "All Status" and "All Tiers", and a refresh button. Below is a table with the following data:

Organization	Owner	Status	Teams	Users	MRR	Last Active	Created
Test Team #1 Organization 8a00567f...	titanfirstread@gmail.com	Active	1	0	\$79	Never	Nov 7, 2025
Team Reese Organization fc6b4882...	markreese@live.com	Active	1	1	\$79	Never	Nov 3, 2025

Features

- **Search** - Find organizations by name or owner email
- **Filter by Status** - Active, Trial, Past Due, Inactive, Churned
- **Filter by Tier** - Little League, HS Basic, HS Advanced, AI Powered
- **Sortable columns** - Sort by name, teams, MRR, last activity, created date

Organization Data

Each organization shows:

- Organization name and ID
- Owner email and name
- Status badge (Active, Trial, Past Due, etc.)
- Number of teams and users
- Monthly recurring revenue (MRR)
- Last activity timestamp

- Creation date

Actions

Click on any organization to view details and:

- View audit log
- Impersonate user (for support)
- Manage subscription
- View all teams and users

3. Users Management

View and manage all platform users.

USER ↑	STATUS	ROLE	ORGANIZATION	TEAMS ↑	LAST ACTIVE ↑	CREATED ↑
markreese@live.com	Active	Platform Admin	-	1	Just now	Dec 2, 2025
titanfirstread@google.com	Never Logged In	Platform Admin	-	0	Never	Dec 2, 2025
titanfirstread@gmail.com	Never Logged In	Platform Admin	Team Reese Organization	1	Never	Dec 2, 2025

Features

- **Search** - Find users by email or name
- **Filter by Status** - Active, Inactive, Deactivated, Never Logged In
- **Filter by Role** - Platform Admin, Owner, Coach, Analyst, Viewer
- **Filter by Admin** - All Users, Platform Admins Only, Non-Admins Only
- **Sortable columns** - Sort by email, teams count, last active, created date

User Data

Each user shows:

- Email address with admin badge if applicable

- Full name
- Status badge
- Role (Platform Admin, Owner, Coach, etc.)
- Organization name
- Number of teams
- Last active timestamp
- Account creation date

Status Types

- **Active** - Logged in within the last 7 days
- **Inactive** - No login in the last 7 days
- **Deactivated** - Account disabled by admin
- **Never Logged In** - Account created but never accessed

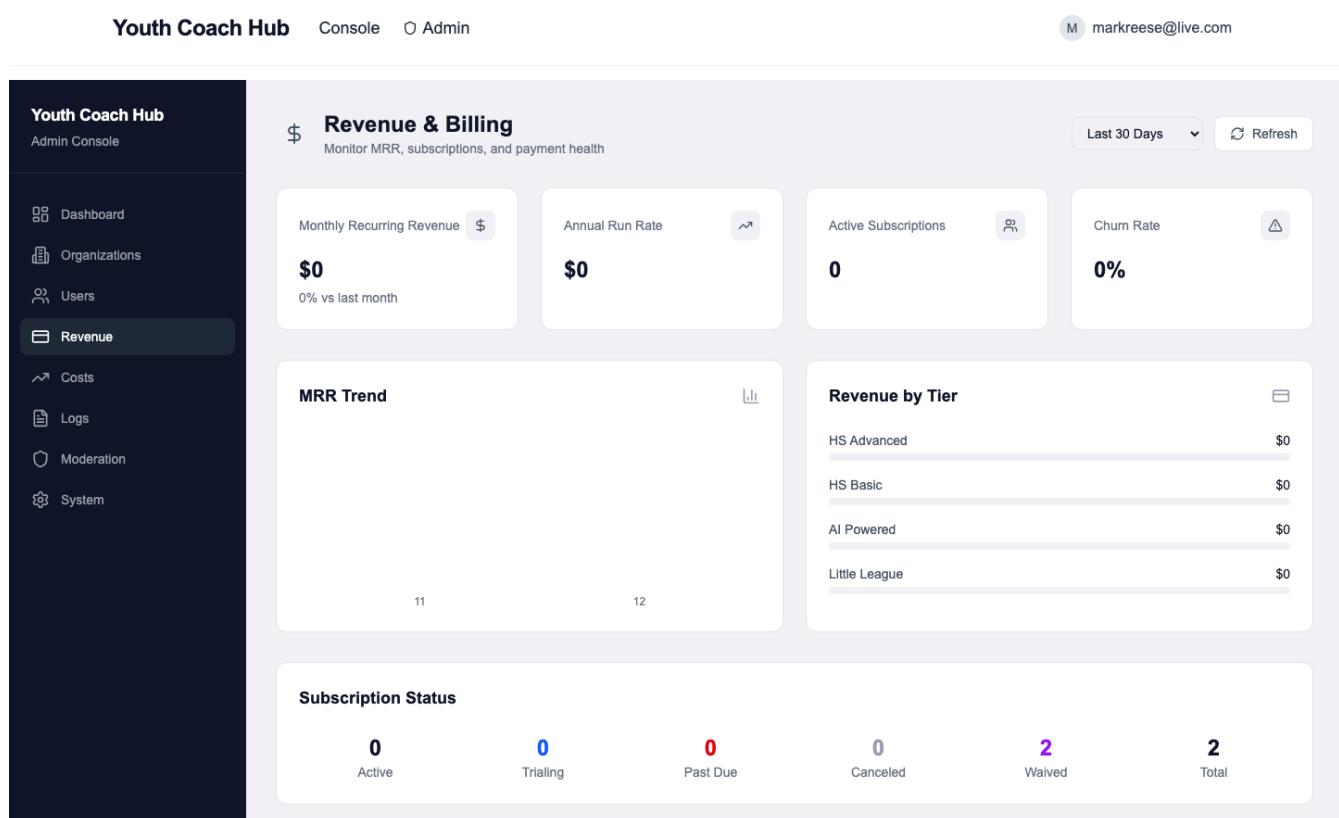
User Actions

Click on a user to:

- View full profile details
- Send password reset email
- Deactivate/reactivate account
- Grant/revoke platform admin access

4. Revenue Tracking

Monitor platform revenue and billing metrics.



The screenshot shows the Youth Coach Hub Admin Console interface. The left sidebar has a dark theme with white icons and text, showing navigation links like Dashboard, Organizations, Users, Revenue (which is selected), Costs, Logs, Moderation, and System. The main area is titled "Revenue & Billing" and includes a sub-header "Monitor MRR, subscriptions, and payment health". It features four summary cards: "Monthly Recurring Revenue" (\$0, 0% vs last month), "Annual Run Rate" (\$0), "Active Subscriptions" (0), and "Churn Rate" (0%). Below these are two larger sections: "MRR Trend" (a chart from 11 to 12) and "Revenue by Tier" (a table with four rows: HS Advanced, HS Basic, AI Powered, Little League, all with \$0). At the bottom is a "Subscription Status" section with counts: Active (0), Trialing (0), Past Due (0), Canceled (0), Waived (2), and Total (2).

Tier	Revenue
HS Advanced	\$0
HS Basic	\$0
AI Powered	\$0
Little League	\$0

Metrics

- **Monthly Recurring Revenue (MRR)** - Total monthly subscription revenue
- **Annual Recurring Revenue (ARR)** - MRR x 12
- **MRR Growth** - Month-over-month change
- **Active Subscriptions** - Count of paying customers
- **Trial Conversions** - Trial to paid conversion rate

Revenue by Tier

Breakdown of revenue contribution by subscription tier.

Churn Tracking

- Churned customers this month
- Churn rate percentage
- Revenue lost to churn

Failed Payments

List of failed payment attempts with:

- Organization name
- Amount
- Failure reason
- Option to retry payment

5. AI Costs Monitoring

Track AI usage costs across the platform.

Youth Coach Hub

Admin Console

Costs & Profitability
Track AI costs and margins

Last 30 Days Refresh

AI Credits Used	AI Cost (MTD)	Revenue (MRR)	Margin
0	\$0	\$0	0%

Projected Month End

Projected AI Cost	Projected Margin	Projected Margin %
\$0.00	\$0.00	0%

AI Cost Trend

No cost data available

[Top AI Users by Organization](#)

[Profitability by Tier](#)

Overview

- **Month-to-Date Costs** - Current AI spending this month
- **Projected Monthly** - Estimated end-of-month total
- **Margin** - Revenue minus costs percentage

Costs by Organization

See which organizations are consuming the most AI credits:

- Organization name
- AI credits used
- Cost in dollars
- Percentage of total

Costs by Tier

Aggregate AI costs by subscription tier to understand usage patterns.

Cost Alerts

Automatic alerts when:

- Spending exceeds budget thresholds
- Individual organizations use excessive credits
- Margin drops below target

6. Logs & Audit Trail

Access platform logs for debugging and compliance.

The screenshot shows the Youth Coach Hub Admin Console interface. The left sidebar has a dark theme with white icons and text. It includes links for Dashboard, Organizations, Users, Revenue, Costs, Logs (which is selected and highlighted in blue), Moderation, and System. The main content area has a light gray background. At the top, it says "Youth Coach Hub" and "Console Admin". On the right, there's a user icon and the email "markreese@live.com". Below this, a "Logs & Audit" section is titled "Monitor system activity and debug issues". It has tabs for "Audit Logs" (selected), "Error Logs", and "Auth Logs". There's a search bar with placeholder "Search by action..." and a "Search" button. A table titled "Admin Activity (1 entries)" is shown, with columns: TIMESTAMP, ACTOR, ACTION, and TARGET. One entry is listed: "12/1/2025, 2:39:25 PM", "Unknown", "system.migration.teams_to_organizations", and "system".

Log Types

Audit Logs

- User actions (create, update, delete)
- Permission changes
- Admin actions
- Subscription changes

Auth Logs

- Login attempts (success/failure)
- Password resets
- Session management
- OAuth events

Error Logs

- Application errors
- API failures
- Database errors
- Third-party integration issues

Features

- **Date range filter** - Search within specific time period
- **Severity filter** - Info, Warning, Error, Critical
- **Search** - Find logs by user, action, or content
- **Export** - Download logs for compliance

7. Content Moderation

Review and moderate uploaded video content.

Youth Coach Hub Admin Console

Content Moderation
Review and moderate uploaded videos

Total 0 Pending 0 Approved 0 Flagged 0 Removed 0

Filters

Search by video name... Min size (MB) mm/dd/yyyy mm/dd/yyyy

Failed to fetch videos

VIDEO	TEAM	SIZE	UPLOADER	uploaded	STATUS	ACTIONS
No videos found						

Status Cards

Quick filter by moderation status:

- **Total** - All uploaded videos
- **Pending** - Awaiting review
- **Approved** - Passed moderation
- **Flagged** - Needs attention
- **Removed** - Blocked content

Video List

Each video shows:

- Video name and file type
- Team and game association
- File size
- Uploader email and IP address

- Upload timestamp
- Current moderation status

Filters

- **Search** - Find videos by name
- **Min file size** - Filter large uploads
- **Date range** - Filter by upload date
- **Status** - Filter by moderation status

Moderation Actions

For each video:

- **View** - Watch the video
- **Approve** - Mark as approved
- **Flag** - Flag for review (requires reason)
- **Remove** - Block the content (requires reason)

Bulk Moderation

Select multiple videos to:

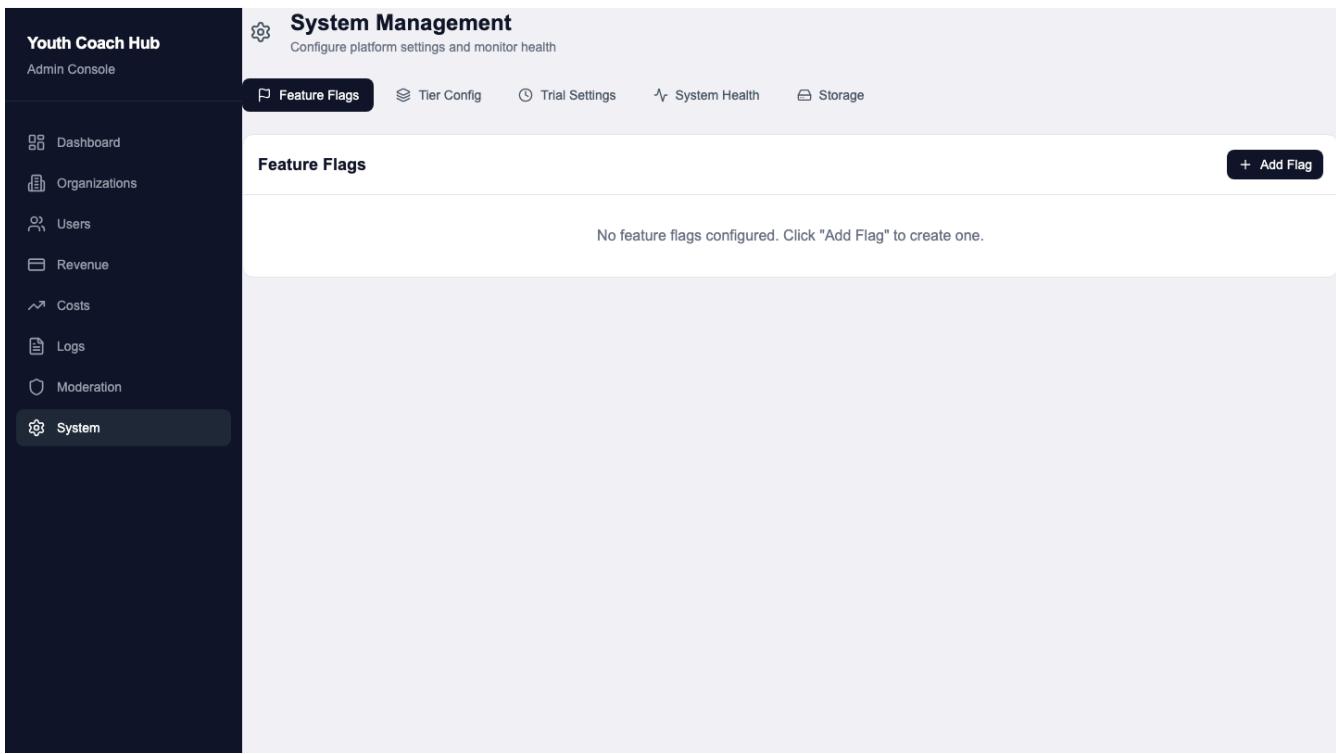
- Approve all selected
 - Flag all selected with common reason
-

8. System Settings

Configure platform-wide settings.

Feature Flags

Toggle features on/off across the platform.



Managing Flags:

1. Click "**Add Flag**" to create a new feature flag
2. Enter a name (lowercase with underscores)
3. Toggle the switch to enable/disable
4. Click the trash icon to delete a flag

Common Feature Flags:

- `ai_analysis_enabled` - Enable AI play analysis
- `video_transcoding` - Enable video transcoding
- `beta_features` - Show beta features to users
- `maintenance_mode` - Put platform in maintenance mode

Tier Configuration

Manage subscription tier settings.

The screenshot shows the 'System Management' section of the Youth Coach Hub. On the left is a sidebar with links like Dashboard, Organizations, Users, Revenue, Costs, Logs, Moderation, and System. The 'System' link is highlighted. The main area displays four tier configurations:

- Little League** (`little_league`)
Perfect for youth football programs
\$0/mo 0 AI credits 0 active subs
basic_tagging simple_stats participation_tracking
- High School Basic** (`hs_basic`)
Essential tools for high school programs
\$29/mo 100 AI credits 0 active subs
drive_analytics player_stats game_planning
- High School Pro** (`hs_advanced`)
Advanced analytics and AI features
\$79/mo 500 AI credits 0 active subs
oi_tracking defensive_tracking situational_splits ai_tagging
- AI Powered** (`ai_powered`)
Full AI automation and insights
\$149/mo 2000 AI credits 0 active subs
auto_film_parsing strategy_assistant predictive_analytics

Each tier has an 'Edit' button to its right.

For each tier:

- **Name** - Display name
- **Price** - Monthly subscription cost
- **AI Credits** - Monthly AI credit allocation
- **Features** - Included features list
- **Active Subscriptions** - Current subscriber count

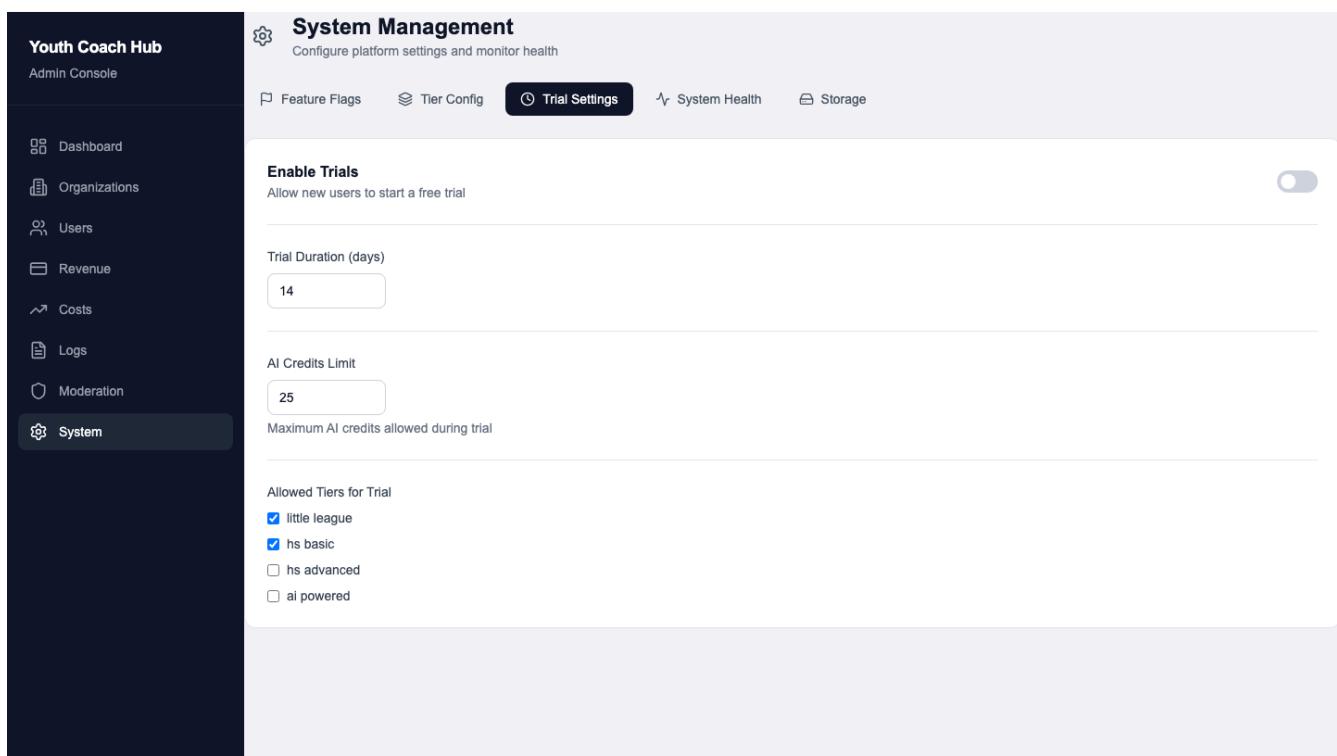
Editing a Tier:

1. Click "Edit" on the tier
2. Modify name, price, credits, or features
3. Click "Save Changes"

Note: Price changes only affect new subscriptions, not existing ones.

Trial Settings

Configure the free trial experience.



Youth Coach Hub

Admin Console

Dashboard

Organizations

Users

Revenue

Costs

Logs

Moderation

System

System Management

Configure platform settings and monitor health

Feature Flags

Tier Config

Trial Settings

System Health

Storage

Enable Trials

Allow new users to start a free trial

Trial Duration (days)

14

AI Credits Limit

25

Maximum AI credits allowed during trial

Allowed Tiers for Trial

little league

hs basic

hs advanced

ai powered

Settings:

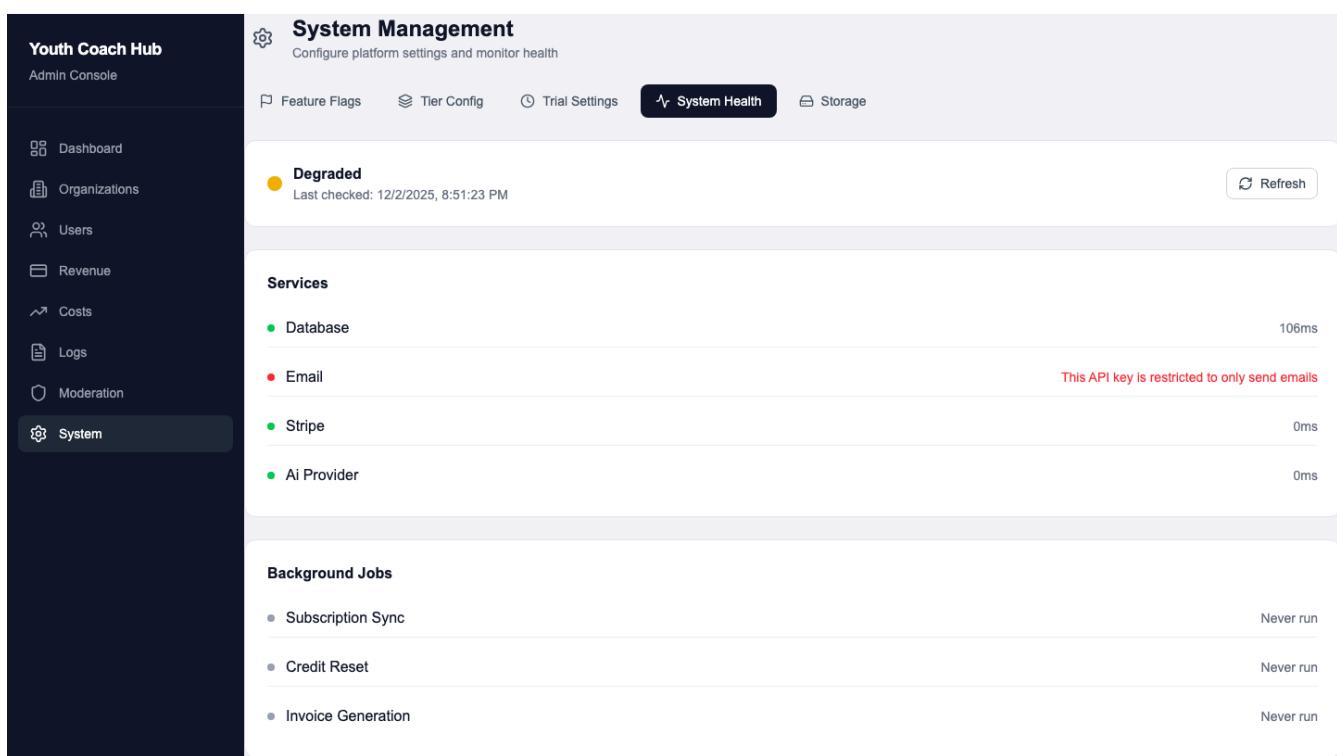
- **Enable Trials** - Toggle trial availability
- **Trial Duration** - Number of days (default: 14)
- **AI Credits Limit** - Maximum AI credits during trial
- **Allowed Tiers** - Which tiers can be trialed

Recommendations:

- Start with 14-day trials
- Limit AI credits to prevent abuse
- Allow trial on mid-tier plans to encourage upgrades

System Health

Monitor platform health and service status.



The screenshot shows the 'System Management' section of the Youth Coach Hub Admin Console. On the left is a dark sidebar with navigation links: Dashboard, Organizations, Users, Revenue, Costs, Logs, Moderation, and System (which is selected). The main area has a header 'System Management' with a gear icon, a subtitle 'Configure platform settings and monitor health', and tabs: Feature Flags, Tier Config, Trial Settings, System Health (selected), and Storage. A 'Degraded' status message is displayed, last checked at 12/2/2025, 8:51:23 PM, with a 'Refresh' button. Below this is a 'Services' section listing Database (green dot, 106ms), Email (red dot, error message: 'This API key is restricted to only send emails'), Stripe (green dot, 0ms), and AI Provider (green dot, 0ms). The next section is 'Background Jobs' with three items: Subscription Sync (gray dot, Never run), Credit Reset (gray dot, Never run), and Invoice Generation (gray dot, Never run).

Overall Status:

- **Healthy** (green) - All systems operational
- **Degraded** (yellow) - Some issues detected
- **Unhealthy** (red) - Critical problems

Services Monitored:

- **Database** - PostgreSQL connection and latency
- **Email** - Email service status
- **Stripe** - Payment processing
- **AI Provider** - AI service availability

Background Jobs:

- **Subscription Sync** - Syncs Stripe subscriptions
- **Credit Reset** - Monthly AI credit reset
- **Invoice Generation** - Creates invoices

Status Indicators:

- Green dot - Healthy/Success
- Yellow dot - Degraded/Warning
- Red dot - Unhealthy/Failed
- Gray dot - Never run

Storage Settings

Configure video storage limits and quotas.

Youth Coach Hub Admin Console

System Management

Configure platform settings and monitor health

Last updated: 12/2/2025, 7:11:26 PM

File Upload Limits

Max File Size (GB): 2.0 (Current: 2 GB)

Max Uploads Per Hour: 20 (Per team rate limit)

Enforce Storage Quotas (Block uploads when quota exceeded)

Enforce Rate Limits (Limit uploads per hour)

Storage Quotas by Tier

Set video storage limits for each subscription tier

Tier	Default Quota
Free	10 GB
HS Basic	50 GB
AI Powered	500 GB
HS Advanced	250 GB
Little League	25 GB
Pro	1 TB

File Upload Limits:

- **Max File Size** - Maximum upload size (default: 2 GB)
- **Max Uploads Per Hour** - Rate limit per team

Enforcement Toggles:

- **Enforce Storage Quotas** - Block uploads when quota exceeded
- **Enforce Rate Limits** - Limit uploads per hour

Storage Quotas by Tier:

Tier	Default Quota
Free	5 GB
Little League	25 GB
HS Basic	100 GB
HS Advanced	250 GB
AI Powered	500 GB

Allowed File Types:

- .mp4 , .mov , .webm , .avi , .m4v , .mpeg

Best Practices

Daily Tasks

1. Check the dashboard for alerts
2. Review pending content moderation queue
3. Monitor failed payments

Weekly Tasks

1. Review new signups and trial conversions
2. Check AI costs vs. budget
3. Review error logs for recurring issues

Monthly Tasks

1. Analyze churn and take action
 2. Review tier pricing vs. costs
 3. Update feature flags as needed
 4. Export audit logs for compliance
-

Troubleshooting

Common Issues

User can't access their account:

1. Check if account is deactivated
2. Send password reset email
3. Verify email is correct

Organization not showing data:

1. Check database health in System Health
2. Verify subscription is active
3. Review error logs

High AI costs:

1. Check costs by organization
2. Identify heavy users
3. Consider adjusting tier quotas

Failed payments:

1. Review failed payment details
 2. Contact customer if card issue
 3. Retry payment if temporary failure
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Security Notes

- All admin actions are logged
 - Use platform admin access sparingly
 - Never share admin credentials
 - Report suspicious activity immediately
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Questions? Contact the development team for assistance.