

## ADmyBRAND Insights – Monthly Report

**Month:** July 2025

**Prepared By:** AI Vibe Coder Team






**Platform:** [ADmyBRAND Insights Dashboard]

**Tech Stack:** Next.js 14, Shadcn/UI, Chart.js, Tailwind CSS, Node.js (mock backend)

### ◆ Executive Summary

In July 2025, ADmyBRAND Insights focused on improving the user experience, performance, and analytics capabilities for digital marketing agencies. The platform saw growth in user engagement, revenue tracking, and data visualization functionalities.

### Key Metrics Summary

| Metric                | Value        | Change (MoM)  |
|-----------------------|--------------|---|
| Total Users           | 12,480       |  +8.6%   |
| Revenue               | ₹3,45,000    |  +12.4% |
| Campaigns Tracked     | 210          |  +5.0% |
| Conversion Rate       | 7.8%         |  +1.1% |
| Avg. Session Duration | 4 min 35 sec |  +9.2% |

### Dashboard Progress Overview

#### ✓ Completed Features (Phase 1 & 2):

- Overview Page with Metrics Cards – Revenue, Users, Growth, Conversions
- Interactive Charts – Line (User Growth), Bar (Revenue by Campaign), Pie (Traffic Sources)
- Advanced Table – Campaign listing with sort, filter, and pagination
- Mobile-Responsive UI – Fully tested on desktop, tablet, and mobile
- Dark/Light Mode Toggle – Seamlessly implemented
- Modern Design System – Consistent fonts, spacing, and color palettes
- Smooth Animations – Hover effects, loading skeletons

- Reusable Component Architecture – Card, Chart, Table, Modal, Toggle




### **Features in Progress (Phase 3):**

- AI Chatbot Integration (Ask Insights Agent)
- Export Functionality (CSV/PDF)
- Real-Time Analytics (Simulated via intervals)
- Advanced Filters (Date range, campaign type)
- User Role-Based Authentication & Settings






### **AI Chatbot Progress – "Ask Agent"**

- **LLM Model Setup:** OpenRouter integration with Claude 3 Sonnet (mocked via frontend for now)
- **Functionality:** Takes natural language queries and responds with insights from mock data
- **Next Steps:** Backend context analysis & connecting it to live data once backend is implemented

### **Testing & Feedback**

-  Internal testing completed for UI responsiveness and visual bugs
-  Design feedback received from mentor – emphasis on mobile spacing & chart alignment
-  Pending user testing with sample marketers

### **Planned for Next Month (August 2025):**

-  Hook backend with Supabase/PlanetScale for live data
-  Finalize AI chatbot logic with prompt engineering and memory context
-  Enable CSV export + print-ready PDF view
-  Deploy hosted version via Vercel or GitHub Pages
-  Conduct usability testing with real agency feedback

### **Reference Screenshot**

*Include uploaded screenshot here in final PDF or Notion export*

### **Notes**

- This is a **fictional analytics platform** designed to mimic agency dashboards like Meta Ads or Google Analytics.
- Project is currently in **Beta** phase for demonstration & recruitment purposes.

**If you want a LaTeX version for academic PDF formatting, or need a beautiful HTML template, just ask!**