**>>> Marketing Report Generator <<<**

**Project Description**

**1. Overview of the Marketing Report Generator (MRG) Application**

The Marketing Report Generator is an application that pulls data from various online tools and compiles them into a single report document. It is used by the account managers staff of the marketing agency to create reports for their clients to presented during scheduled marketing calls.

**2. Definitions**

1. Users - Account Managers employed by White Stone Marketing.
2. Client - The marketing clients of White Stone Marketing.

**3. User Requirements**

1. The user must be able to generate the reports.
2. The user must be able to specify the client in which to pull data to be displayed in the report.
3. The user must be able to select custom date ranges for in which to pull the data to be displayed in the report.
4. The user must be able to pull reports from any combinations of sources, including Google Analytics, MailChimp, Facebook, Cartstack, TripTease and ThinkReservations.
5. Clients must be required to have a login to view only the reports that have been generated for them.

**4. Project-Specific Requirements**

1. Users must be required to log in to gain access to the Marketing Report Generator.
2. Reports must populate to a separate client-facing site.
3. A central administrator profile and login must exist to be able to add, remove and set up new users and clients.

**5. Deliverables**

1. A complete requirements document including system architecture, system requirements, data model, etc. and appendices as appropriate.
2. Design documents detailing all system models required by the course.
3. Fully-functioning implementation of the application.
4. Source code of the system.
5. A short video demonstrating the main functions of the system.
6. Test documents as required by the course.

**6. Platforms**

1. The application must be implemented on as a Web application.