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

**Project Description**

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

The Marketing Report Generator is a web application that pulls data from various online tools, the data is then consolidated and displayed on a web page. The application is used by the account managers of [White Stone Marketing](https://www.whitestonemarketing.com/), a digital marketing agency, to create marketing reports for their clients. The purpose of the report is to convey the results of the current marketing strategy and to facilitate the elicitation of future strategies. The report is presented via a secure website, during scheduled meetings, as the participants are remotely located.

**2. Definitions**

Users:

1. Account Managers - employees of White Stone Marketing. (typically, service ~20 clients)
2. Inn Owners - The clients of White Stone Marketing.
3. Senior Manager - The supervisor of Account Managers

**3.** **User Requirements**

1. Account Managers must be able to login to the Marketing Report Generator page.
2. Account Managers must be able to generate the reports.
   1. Account Managers must be able to specify which Inn Owner the report is generated for.
   2. Account Managers must be able to specify the date range the report is generated for.
   3. Account Managers must be able to specify any combination of sources the report is generated from.
      1. Possible Sources: Google Analytics, MailChimp, Facebook, Cartstack, TripTease, ThinkReservations. (TBD)
3. Inn Owners must be able to login to view the report page.
4. Inn Owners must not be able to view other Inn Owners’ report page.
5. The Senior Manager must be able to edit Account Managers profiles.
6. The Senior Manager must be able to create, remove, update, and delete Inn Owners profiles.

**4. Project-Specific Requirements**

**5. Deliverables**

1. A complete requirements document including system architecture, system requirements, data models, 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 as a Web application