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| UC Name | *Generate Marketing Analytics Report* |
| Summary | *This use case involves generating detailed analytics and reporting tools for the marketing team to monitor the performance of ads and promotions. It allows tracking metrics such as click rates, impressions, conversion rates, exporting reports in multiple formats.* |
| Dependency | *This optional section describes whether the UC depends on other UCs.* |
| Actors | *-Marketing Team: Requests generation of analytics reports.*  *-System: Executes the generation and export of analytics reports.* |
| Preconditions | *-The marketing team member must have access permissions.*  *-Sufficient data on ad performance must be available in the system.* |
| Description of the Main Sequence | *-The marketing team member logs into the system.*  *-The marketing team member navigates to the analytics and reporting section.*  *-The marketing team member selects the parameters for the report (e.g., date range, specific ad/promotion).*  *-The system retrieves the data based on the selected parameters.*  *-The system generates the analytics report.*  *-The marketing team member selects the export format (e.g., PDF, Excel).*  *-The system exports the report in the chosen format.*  *-The marketing team member receives the exported report.* |
| Description of the Alternative Sequence | *-If the selected parameters for the report has insufficient data, the system notifies the user, and the user adjusts the parameters.*  *-If the export format selected is not supported, the system notifies the user and makes them choose a supported format.* |
| Non functional requirements | *-The system should generate reports within seconds.*  *-The exported reports should be accurate and contain all relevant metrics.*  *-The system should support multiple requests from multiple users without performance issues.* |
| Postconditions | *-The marketing team member receives the report in the selected format.*  *-The system logs the generation and export of the report.* |