

### **View 1: Default View:**

Spending by Company Between {start} and {end}

Company	Kiss 100 [remove column]	East FM [remove column]	Citizen TV [remove column]
EABL	3000000	400000	5000000
Coca Cola	2000000	300000	40000000
Safaricom			
Orange			
KCB			
Stanchart			
Wananchi			

### **View 2: Brand View:**

Spending by Company Between {start} and {end}

Brands	Kiss 100 [remove column]	East FM [remove column]	Citizen TV [remove column]
Tusker	3000000	400000	5000000
Keg	2000000	300000	40000000
Smirnoff			
Bond 7			
<b>EABL</b>	<b>10000000</b>	<b>2000000</b>	<b>3000000</b>
Mpesa			
Bamba 100			
Mkesho			
Airtime			
Bonga			
<b>SAFARICOM</b>	<b>900000000</b>	<b>34034283</b>	<b>2323431221</b>
Zuku			
Wananchi fiber			
Triple play			
<b>WANANCHI</b>	<b>231231231</b>	<b>213123123</b>	<b>12312312312</b>

Notes:

1: Each view to have a print, and export button. (print generates pdf, export does CSV.

2: Each view to have an ability to delete row (remove row) and delete column (remove column) and possibly to add a row or a column.

Example:

You search for a company EABL, by default it displays all brands and all outlets. You can then delete columns and be left with two stations, say Easy and classic. Then at some point you remember you should also include Jambo, there should be a way to add station, and this would probably be a search with auto complete, to select Radio jambo and add the radio jambo column. Then you decide you

want to compare for these with Coca cola, you should then be able to add Company (row) which gives you another set of rows with the brands for Coca Cola.

Hope it makes sense.