* First of all, I want to thank all of you for coming to my graduation speech. (7 sec)
* (pause…). (3 or 4 sec)
* Well! (1 sec)

Pause for 1 second

* (pause …). (1 or 2 sec)
* Like every graduation speech, I will start by presenting the plan, so let’s begin! (9 sec)
* Here is my plan, in the first step we will talk about ???, then we will talk about ????, and in the final step we will do a technical demonstration. (15 sec)
* (pause…). (3 or 4 sec)
* If you’re working in advertising agency or media agency you always ask these questions, where I will spend the money, is it the Radio better than TV or the opposite? how much money I will spend on TV and Radio?
* How much Revenue I will gain If I spend this budget?
* How much Budget should I spend to gain this Revenue?
* How much Budget, in which channels and in which periods should I spend to gain the high Revenue?
* What is the optimal budget across channels for this advertising activity, while taking into consideration the direct and halo impact of all the campaigns at the product level (3 products: iPhone, iPad and iMac)?
* How much money I spend in each period (Monthly, Quarterly, Annually, Semi-Annually)?
* MassTer Insight is end to end, actually is Software as a Service.
* After understood our project, the business that we satisfied and the customers that we served, now let’s move to the next part of graduation speech.
* Now I will explain to you Run Scenario Use Case, but before this I have to present the whole Use Case diagram of our project.
* As you can our use Case Diagram, it’s pretty simple, the actors involved are any kind of person working in head of media agencies or any kind of employee exercise advertising also data-Analyst.
* In the other side, we have another type of actor, it is the API MassTer Server, where the business code lies, maybe we called an external Actor in our Use case diagram.
* Make sure that after any change you did in channels or budget range you have to do successfully the update settings then to be able to run Scenario.