**marketinGuru Platform**

1. Design – figma pages
2. Main goal – detect, clarify and analize company's ICP
3. Packages
4. UserFlow in our system. (design pages)
   1. Main page = Dashboard – **one page application**:
      1. Analytics (figure out which)
         1. Overview
         2. Comparison – trend analysis
      2. Button Publish campaigns
      3. Button landing page gen

P.O.C

Api design

- how do we plan to pull information from Google analytics

- how do we plan to pull information from LinkedIn premium

- how do we plan to pull information from social campaigns

- how do we plan to push campaigns to all social networks simultaneously – not so sure

- landing page gen – not so sure

New technologies

- how we will use looker to visualize the data

- explanation on working with bigQuery + using it's machine learning abilities (how to)

Data analysis

* UTM explanation and specific params we will use.
* How the data will reside in bigQuery (data structures design)
* How we will detect the ICP from our data. – research about ICP detection and a few implementations ideas, best practices.

**1. Define the Objective of the POC**

* Clearly state that the POC's goal is to verify whether the planned solution can pull, process, and analyze data from various platforms (e.g., Google Analytics, LinkedIn Premium, social campaigns) and deliver actionable insights regarding ICP detection.
* Identify specific technical problems the POC will address, such as:
  + Data integration from different sources (Google Analytics, LinkedIn, social media platforms)
  + Real-time or near-real-time processing capabilities for campaign management
  + Visualization of data using Looker
  + Experimentation with BigQuery and its machine learning capabilities

**2. POC Scope & Functional Requirements**

* **API Design**: Outline the APIs required to pull data from each source. Define endpoints and parameters.
* **Campaign Management**: Describe how you will approach the simultaneous posting of campaigns. If uncertain, mention the need to research options, such as third-party services or developing an integrated system.
* **Landing Page Generation**: Acknowledge that this may be outside the immediate scope of the POC if unsure about the approach. Note it as an area to explore if initial objectives are met.

**3. Technologies and Tools**

* **Looker**: Describe how it will be used for data visualization, what types of reports or dashboards will be tested, and how they align with the project's objectives.
* **BigQuery & Machine Learning**: Explain your intended approach to data storage and model training within BigQuery, focusing on its scalability and integration with Google’s ML capabilities.
* **New Technology Testing**: Emphasize that part of the POC is to understand Looker’s and BigQuery's limitations, particularly concerning ICP detection.

**4. Data Analysis Framework**

* **UTM Parameters**: Define which UTM parameters you'll use and why. Explain how these parameters will allow segmentation for ICP analysis.
* **Data Storage**: Describe your planned data structure in BigQuery, including tables, fields, and any relationships that are relevant for efficient querying and analysis.
* **ICP Detection Research**: Conduct research on ICP detection methods and best practices. Summarize a few potential methods and justify why they might fit your use case.

**5. Risk Assessment**

* **Data Integration Risk**: Highlight risks around API rate limits, integration failures, and data inconsistency across platforms.
* **Technology Limitations**: Identify potential limitations of Looker or BigQuery that could hinder visualization or processing goals.
* **Scalability**: Discuss the risk of handling large data volumes, especially with machine learning in BigQuery, and how this might affect performance.
* **Timeline & Budget Risks**: Mention any constraints on time or resources, especially if the POC reveals technical challenges.
* **Customer Visualization**: Ensure your POC allows the customer to visualize the data and process as a simplified version of the final product.

**6. Expected Outcomes of the POC**

* Improved clarity on technical requirements and limitations
* Early detection of possible design flaws
* Insight into the final solution's user experience through prototypes
* Validation of the proposed system's capabilities
* Reduction in project failure risk by addressing potential challenges early

More points GPT finds important:

 **Privacy and Compliance Checks**: Address any privacy and data compliance requirements, such as GDPR, especially since you'll be working with potentially sensitive customer data. Outline basic steps you’ll take to ensure compliance, such as anonymizing data before analysis or obtaining consent where required.

 **Data Access Controls**: Describe who will access the data and how access will be controlled. This is key for securing sensitive customer information, especially in early testing stages.

**Risk Assessment – Additional Details**

* **Technical Feasibility Risks**: In addition to data integration, assess risks around performance, scalability, and any technical limitations of third-party APIs. If these systems restrict data points or calls per second, address it here.
* **Product and Market Risks**: Consider whether the market or your audience could change during the development cycle and how that would affect the ICP model. Highlight any fallback options if certain POC elements (like social campaigns or LinkedIn integration) don’t perform as expected.
* **Prototype Testing Plan**: Include a preliminary plan for testing the prototype with stakeholders to gather feedback early. Early feedback can help refine your approach before committing to a full-scale build.

סיכונים:

1 – לא נצליח למשוך את הדאטה מהמקורות שציינו באישור הפרויקט (פירוט האינטגרציה הנדרשת עם META/LINKEDIN/GOOGLE ANALYTICS)

2 – לא נצליח להציג את הדאטה לאחר משיכתו בצורה נוחה למשתמש (פירוט אופן השימוש בlooker כדי להציג את המידע).

3 – המידע שמשכנו יכיל פרטים אישיים על המשתמשים ולכן הוא צריך להישמר באופן בטוח תוך ניהול מערכת הרשאות פנימית

4 – עבודה מסובכת עם מערכת חדשה bigQuery וכיצד נלמד ונעבוד איתה. (להבין איזה נתונים אנחנו רוצים לנתח/ לראות/ להציג ולחזות)

5 – לא נצליח לזהות ICP מתוך הדאטה שלנו (ולכן צריך לעשות מחקר בנושא זה ולמצוא את הbest practices של זיהוי ICP)

6 – פירוט האינטגרציה גם בנושא העלאת פוסטים וכיצד ניתן לבצע זאת במקביל במספר רשתות חברתיות.