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**The Actors – who are the actors?**

* **Marketing Staff**  
  Marketing staff are primary users of the MarketingGuru platform, benefiting from its analytical and targeting capabilities to enhance strategic decisions. They use the platform for:
  + Optimized user analysis, enabling tailored marketing strategies.
  + Identification of target user candidates through data-driven profiling.
  + Enhanced product development and market positioning insights.
  + Improved search engine optimization strategies.
* **MarketingGuru System Server**  
  The MarketingGuru server operates as an automated marketing assistant, processing and analyzing marketing data in real-time to support staff with insights throughout the marketing lifecycle.
* **BigQuery**  
  While not a traditional "actor," BigQuery serves as a pivotal backend service, enabling high-performance data analysis for MarketingGuru. Through BigQuery, the platform can efficiently handle large volumes of data for in-depth analytics.
* **External Data Retrieval Services**  
  MarketingGuru integrates with various external sources, including Meta, Google, and LinkedIn, to collect data on user behavior, demographics, and popular search terms. This integration allows MarketingGuru to maintain an up-to-date understanding of the market and refine its targeting algorithms.
* **Customers (lead engagement)**

**Use Cases** – with regard to s.e principles, does the marked categories correctly describe the necessary use-case

* **Campaign Management via API**
  + Post-campaign data retrieval for individual social networks.
  + Simultaneous posting and analysis across multiple social platforms.
* **Data Analysis in BigQuery**
  + Using BigQuery for running specific queries to uncover insights. Sample queries could focus on engagement metrics, conversion rates, and demographic analyses.
* **Data Visualization in Looker**
  + Displaying analysis results with customizable visualizations for reporting and strategy refinement.
* **Data Aggregation from Multiple Sources**
  + Gathering user interaction data from social networks, Google Analytics, and landing pages, and uploading it to BigQuery for consolidated analysis.
* **Landing Page Optimization** / Generation
  + Implementation and tracking of UTM parameters on landing pages.
  + Creation and deployment of landing pages using a no-code solution, followed by server integration for lead generation tracking.
* **Additional Functionalities** (NTH)
  + Automate personalized communication by sending forms via email to potential leads, facilitating engagement through direct and customized outreach.

**Special Usage Considerations – anything else?**

* **Compliance and Privacy**
  + Ensure adherence to data privacy regulations (such as GDPR and CCPA) when retrieving and handling user data.
* **Data Quality and Accuracy**
  + Regular checks on data quality and updates to ensure accuracy in target profiling.
* **Scalability and Performance**
  + As data volume grows, maintain system performance and scalability by optimizing BigQuery queries and Looker visualizations.