Influencer Suggestion

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| **Use Case Name**: Influencer Suggestion | | **ID:** 2 | **Importance Level:** Medium |
| **Primary Actor:** Analytic System | **Use Case Type:** Detail, Essential | | |
| **Stakeholders and Interests:**  Marketer – Looking for an appropriate influencer that will help promoting their product  Analytic System – Finding the suitable influencer for the task | | | |
| **Brief Description:**  By receiving enough information about the target products, the Analytic System make a search in its database for a matching influencer (audience-wise) | | | |
| **Trigger:**  By a request from influencer search module  **Type:**  Internal | | | |
| **Relationships:**  **Association**: Analytic System  **Include**:  **Extend**:  **Generalization**: | | | |
| **Normal Flow of Events:**   1. The influence search module passes the information to analytic system 2. Using the proper search and match algorithm, some influencers are being ranked 3. Influencer Suggestion system passes the retrieved information back to marketer | | | |
| **Sub Flows:**   1. Some requests to the underlying social media, in order to crawl data. | | | |
| **Alternate/Exceptional Flows:**  **F, 2a1**. Main social media is unavailable  **F, 3a1**. Audience interest cannot be specified  **F, 4a1**. The search algorithm is missing primary parameters | | | |