Reporting

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| **Use Case Name**: Reporting | | **ID:** 7 | **Importance Level:** High |
| **Primary Actor:** Marketer | **Use Case Type:** Detail, Essential | | |
| **Stakeholders and Interests:**    Analytic System – Ranking the influencers based on input parameters  Marketer – Decision making based on reports | | | |
| **Brief Description:**  The analyzer module passes the information to this one for marketer | | | |
| **Trigger:**  By the marketer’s demand  **Type:**  External | | | |
| **Relationships:**  **Association**: Marketer  **Include**: Chart and tip generation  **Extend**:  **Generalization**: | | | |
| **Normal Flow of Events:**   1. The marketer needs the reporting of the advertisements in order to make a decision. 2. The reporting module aggregates the data from analyzer. 3. Then it generates tip and charts for the analyzed information. | | | |
| **Sub Flows:**   1. Create charts and tips | | | |
| **Alternate/Exceptional Flows:**  **F, 1**. No advertisement  **F, 2** Not enough balance | | | |