# 📊 Analytics Dashboards (UGC / SEO / Engagement)

## ✅ Module Overview

The Analytics Dashboards module delivers visual, actionable insights for brand owners to track User-Generated Content (UGC) performance, SEO growth, and audience engagement across all connected platforms (Facebook, Instagram, website, blogs). It works independently for each brand while allowing the superadmin to monitor overall system metrics.

## 🎯 Goals

* Provide real-time visibility into campaign and content performance
* Empower brand owners to make data-backed decisions
* Consolidate metrics from social, blog, product, and UGC pipelines
* Drive higher ROI on campaigns by highlighting winning patterns

## 🧠 Feature Set

### 1. **UGC Dashboard**

* **Metrics Tracked:**
  + Total UGC entries (by campaign, type, time)
  + Participation rate (comments, shares, tags)
  + Campaign CTR / virality score
  + Reward redemption vs earned points
  + Top-performing users / contributors
* **Widgets:**
  + Campaign Leaderboard
  + Tag Cloud of most common UGC words
  + Virality Timeline Chart
  + UGC vs Sales Funnel Impact
* **Filters:**
  + Time range
  + Campaign type
  + Platform (FB/IG)
  + Demographics (if available)

### 2. **SEO Dashboard**

* **Metrics Tracked:**
  + Blog views, CTR, bounce rate
  + Meta title performance (click-throughs, impressions)
  + Keyword ranking trend (Google Search Console API)
  + Internal link engagement
* **Widgets:**
  + Keyword Position Timeline
  + Blog Performance Table
  + Auto Blog vs Manual Blog Comparison
  + Search Intent Bubble Map (AI-generated)
* **Filters:**
  + Category (e.g., skin, makeup)
  + Blog type (auto / manual)
  + Keywords
  + Rank buckets (1-10, 11-30, etc)

### 3. **Engagement Dashboard**

* **Metrics Tracked:**
  + Likes, shares, saves, comments per post
  + Post format analysis (carousel, video, AI-generated)
  + Follower growth / churn
  + Engagement by campaign or AI template
* **Widgets:**
  + Engagement Heatmap by Week/Day
  + Format Performance Comparison
  + Top Posts Table
  + AI Template Effectiveness Chart
* **Filters:**
  + Platform: Facebook / Instagram / Blog
  + Format: Video, Text, Carousel, Reel
  + Campaign tag

## 🧰 Tech Requirements

### Tables Required

* ugc\_analytics
* seo\_analytics
* social\_engagement
* brand\_metrics

### APIs + Data Sources

* Facebook Graph API (insights)
* Instagram Insights API
* Google Search Console API
* Google Analytics (blog views, behavior)
* Internal system logs (reward points, blog generator, etc)

### Services

* Analytics Aggregator (scheduled job to collect and store)
* Chart Generator API (for all visualizations)
* Filter Engine with caching

## 🎨 UI Components

* Unified dashboard homepage with tab navigation
* Each widget card can be exported as PNG/CSV
* KPI boxes with daily % change
* Tooltip explanations for non-tech users
* Toggle between brand view and superadmin view (with averages and trends)

## 🔐 Permissions

* **Superadmin:**
  + View all brands
  + Compare brands
  + Push global benchmark alerts
* **Brand Admin:**
  + See only their own metrics
  + Export data
  + Share links with their team (view-only)
* **Analysts:**
  + Drill-down access
  + Historical trend view
  + Anomaly detection logs

## 💡 AI-Enhanced Insights

* Smart suggestions: “This blog post is underperforming due to low meta title CTR. Try revising title.”
* Anomaly detection: “Campaign XYZ had unusually low participation on July 15. Possible overlap with national holiday.”
* UGC clustering: Auto-tag themes across UGC to recommend new blog/campaign ideas

## 🧠 Benefits

* One dashboard to rule all growth metrics
* Helps tie UGC and blogs back to ROI
* Data-backed iteration of AI campaigns
* Drives informed product decisions via community insight

✅ Ready for export or flowchart generation. Let me know your next action.