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# **Overview**

The Media Optimiser and budget optimising needs to be streamlined. The architecture of the new system is shown below.

A new media channel optimiser Processing system needs to be implemented and developed Currently the Media budget optimising is done using one the Native Excel Application which is not as robust as it should be.

Also for the Data Administration and the generation of optimisation graphs, a common interface need to be designed which will be implemented using the ASP.NET MVC / Entity Framework architecture.

**Data Retrieval System/ and Media optimiser** Graph Generation from the Media Budget Optimiser

## **Class Structure for Media Budget Optimiser**

## **Common Interface for Media Budget Optimiser**

# **Changing Existing Media Optimisation Budget Retrieval Mode**

# **Data Posting System and data feed for Media Optimisation Graph**

## **Current System**

## **Changes to existing system**

# **Project Structure**

## **For Data Posting**

## **For Data Retrieval**