

1. Overview

Purpose

The Admin Portal is designed to empower PuraVida's internal team with tools to efficiently manage users, venues, and events. The goal is to support growth by delivering insights, streamlining workflows, and ensuring the smooth operation of the PuraVida ecosystem.

Scope

- Manage user lifecycle (from invitation to membership activation)
 - Create, monitor, and manage venues and events
 - Access real-time analytics on user activity, venue performance, and key business metrics
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2. Dashboard

The Dashboard serves as the homepage for Admins, providing a snapshot of the most critical metrics and KPIs related to users, venues, and overall platform performance.

2.1 KPIs and Metrics

1. Users

- **Total Registered Users**
- **New Registrations** (over a given period)
- **Active vs. Inactive Users**
- **Membership Conversion Rate** (Invited users who become active members)
Phase 2
- **User Growth Rate** (trending indicator) Phase 2

2. Venues

- **Total Signed Venues** (and their status)
- **New Venues Onboarded** (over a given period)
- **Guestlist Engagement** (how many users have guestlisted at each venue)
Phase 1
- **Spending/Consumption** (total aggregated spending per venue) Phase 1
- **Venue Performance** (weekly/monthly trends) Phase 2

3. Events (if needed on the dashboard)

- **Upcoming Events Count**
- **Most Popular Events** (by guestlist sign-ups) Phase 1
- **Discount Usage Rate** Phase 2

4. Referrals

- **Number of Referrals Sent**
- **Referral Conversion Rate** (referrals who become active users) **Phase 1**

2.2 Graphical Representations

- Bar charts, line charts, pie charts, etc. for user growth, venue performance over time, and event engagement. **Phase 1**
- Table summarizing the top 5 best-performing venues (in terms of attendance/spending). **Phase 2**

2.3 Actionable Alerts/Notifications

- **User Registration Alerts** (e.g., pending activation) **Phase 2**
 - **Venue Performance Alerts** (e.g., drop in attendance) **Phase 2**
 - **Event Alerts** (e.g., capacity threshold reached, discount usage threshold)
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3. Venues Management

The Venues Management module enables admins to create and manage venue profiles, track their performance, and set up events, discounts, and guestlists.

3.1 Venue Profiles: Restaurant

1. Create/Update Venue Profile **Phase 1**

- **Basic Details:** Name, Address, Phone Number, Logo, Type of Venue (bar, club, lounge), etc.
- **Contact Information:** Venue manager's contact details
- **Business Agreement Details:** Commission structure, discount rates, etc.

2. Venue Status Management **Phase 1**

- **Signed/Not Signed:**
 - i. **Signed:** Active partnership with contractual agreement
 - ii. **Pending:** Venue is in the process of being signed
 - iii. **Not Signed:** Venue in early stage discussion or leads to follow up

3. Venue Profile: Table link [here](#) **Phase 1**

- **Name of Restaurant** (could be more than one restaurant in same venue)
- **Logo** (to be uploaded)
- **Type** (drop down)
 - i. Beach/Restaurant
 - ii. Fine-Dining
 - iii. NightClub/Restaurant

- iv. Trendy
- **Commission:**
 - i. **Yes:** (venues that pay commission would have more visibility on app)
 1. Pays Commission
 2. Percentage of commission
 3. Special rules on commission > minimum spent X
 - ii. **No (smaller size on app)**
- **Cuisine:** Space to fill as tags
- **Indoors:**
 - i. Yes
 - ii. No
- **Outdoors**
 - i. Yes
 - ii. No
- **Bar**
 - i. Yes
 - ii. No
- **Special Events**
 - i. Yes (if yes the special events would show under whats happening)
 - ii. No
- **Service time**
- **Opening time**
- **Closing time**
- **Min/Max party size**
- **Price range/person**
- **Discount Details** (e.g., '20% Weekdays', 10% Weekends) - Maybe have 2 columns
- **Description/Caption - to be shown in the app**

4. **Venue Performance Metrics** Phase 1

- **Total bookings and deep dive in every booking** (name of person, email, restaurant within venue, time of booking, confirmation time, money spent)
- **Average Spend**
- **Integration with Google docs for settlements**
- **Red Flags / Issues** (e.g., user complaints, refunds, etc.)

3.2 Venue Profiles: Clubbing

1. **Create/Update Venue Profile**

- **Basic Details:** Name, Address, Phone Number, Logo, Type of Venue (bar, club, lounge), etc.
- **Contact Information:** Venue manager's contact details
- **Business Agreement Details:** Commission structure, discount rates, etc...

2. **Venue Status Management**

- **Signed/Not Signed:**
 - i. **Signed:** Active partnership with contractual agreement
 - ii. **Pending:** Venue is in the process of being signed
 - iii. **Not Signed:** Venue in early stage discussion or leads to follow up

3. Venue Profile: **Phase 1**

- **Name of Club** (could me more than one club in same venue)
- **Logo** (to be uploaded)
- **Type** (drop down)
 - i. BeachClub
 - ii. NightClub
 - iii. After-parties
 - iv. Restaurant/Special Event
- **Commission:**
 - i. **Yes:** (venues that pay commission would have more visibility on app)
 - 1. Pays Commission
 - 2. Percentage of commission
 - 3. Special rules on commission > minimum spent X
 - ii. **No (smaller size on app)**
- **Guestlist**
- **Indoors:**
 - i. Yes
 - ii. No
- **Outdoors**
 - i. Yes
 - ii. No
- **Bar**
 - i. Yes
 - ii. No
- **Special Events**
 - i. Yes (if yes the special events would show under whats happening)
 - ii. No
- **Guestlist**
 - i. **Guestlist open time**
 - ii. **Guestlist Closing time**
 - iii. **Venue Opening time**
 - iv. **Venue Closing time**
 - v. **Max party size (for booking)**
- **Discount Details** (e.g., '20% Weekdays', 10% Weekends) - Maybe have 2 columns
- **Create/Update Events**
 - i. **Event Name**
 - ii. **Date & Time**
 - iii. **Venue** (linked to the relevant venue profile)

- iv. **Event Description** (theme, DJ, entertainment, etc.)
- v. **Guestlist Info** Available/Not Available - Max capacity, sign-up deadline, priority entry rules
- vi. **Table Bookings:** Available/Not Available
- vii. **Discount Details** (e.g., '20% Weekdays', 10% Weekends) - Maybe have 2 columns
- i. **Creatives:** Upload videos, pictures etc... (same dimensions and format as instagram)
- ii. **Description/Caption - to be shown in the app**

4. Event Performance Tracking

- **Number of Guestlist Sign-Ups** Phase 1
- **Check-Ins / Attendance** Phase 1
- **Discount Usage** Phase 2
- **Revenue Generated** (if data is available) Phase 2

5. Automated Notifications/Integration with WhatsApp

- **Guestlist**
 - i. **Confirmation:** Sent to users when they sign up
 - ii. Rejection
 - iii. Successfully deleted
- Booking confirmation
 - i. Status
 - ii.
- **Reminder Notifications:** For upcoming events
- **Capacity / Sell-Out Alerts:** Inform admins or venue managers when an event is near capacity- done but not working

4. Users Management

The Users Management module provides a comprehensive view of user profiles, their status, and activities on the PuraVida platform. It also handles user invitations, membership activations, and referrals.

4.1 User Profile Management

1. Create/Update User

- **Personal Details:** Name, Email, Phone Number, etc.
- **Status:** Guest, Invited, Member, Waitlist

- **Referral Information:** Who referred the user, how many people they have referred
- 2. **User Status Lifecycle**
 - **Invited:** Invitation sent, awaiting registration
 - **Active Member:** Approved membership, can use all services
 - **Suspended/Inactive:** Temporary or permanent restriction based on rules
- 3. **User History**
 - **Events Attended**
 - **Venues Visited**
 - **Total Spend** (if integrated with venue data) **Phase 1**
 - **Referrals Made** (and how many converted) **Phase 1**

4.2 Invitation & Activation Flow

1. **Invite User**
 - **Invite by Email or Phone**
 - **Generate Invite Link**
 - **Track Invite Status** (pending, accepted, **expired**)
 2. **Activate User**
 - **Manual Approval:** Admin can manually approve or reject a membership application
 - **Automated Approval:** Based on certain rules/conditions (optional) **Phase 2**
 - **Membership Confirmation:** Email/SMS notification **Phase 1**
 3. **Referral Tracking**
 - **Referral Dashboard:** Show each user's referral network and conversion rate
 - **Referral Rewards:** Points or any other system that incentivizes referrals
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5. Reporting & Analytics

Beyond the Dashboard, a dedicated Reporting & Analytics section can offer deeper insights into user behavior, venue performance, and event outcomes.

1. **User Analytics Phase 1**
 - **Demographics** (where applicable)
 - **Retention/Churn Rates**
 - **Engagement Metrics:** Average number of events attended per month
2. **Venue & Event Analytics Phase 1**
 - **Revenue Reports** (per venue/event, if integrated with financial data)

- **Attendance Patterns** (peak months, popular types of events)
- **Conversion Metrics** (how many guestlist sign-ups actually attended)

3. Referral & Marketing Analytics Phase 1

- **Most Successful Referral Channels**
 - **Campaign Performance** (if running specific marketing campaigns)
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6. Roles & Permissions

1. Admin Phase 1

- Full access to all modules and features
- Can create and manage users, venues, events
- Can view and export all reports

2. Venue Manager Phase 2

- Limited access to their own venue's profile, events, and stats
- Can create and modify events for their venue

3. Support Staff Phase 2

- Access to user profiles for support queries
 - Limited or read-only access to venue/event data
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7. Additional Features & Enhancements

1. Bulk Operations Phase 2

- **Bulk Upload** of new venues or users (via CSV, for instance)
- **Bulk Edit** user status or event details

2. Integration with Third-Party Tools Phase 2

- **Payment Gateways** for advanced revenue tracking (if relevant)
- **Email/SMS Marketing Tools** for outreach campaigns
- **CRM or Customer Support Systems** for handling support tickets

3. Automated Workflows & Alerts Phase 2

- **Venue Contract Renewal** reminders
- **User Re-engagement** campaigns (for inactive users)

4. Security & Compliance Phase 2

- **Data Encryption** (at rest and in transit)
- **GDPR Compliance** (if user base includes EU residents)

- **Audit Logs** (capture every change made in the admin portal)

5. Performance Monitoring Phase 2

- **System Health Metrics** (response times, error rates, server uptime)
 - **Load Handling** (scale up or down based on demand)
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8. KPIs to Track for Growth Phase 1

1. **Weekly/Monthly Active Users (WAU/MAU)**
 - Insight into overall platform engagement
 2. **Member Conversion Rate**
 - Percentage of invited users who become active members
 3. **Venue Satisfaction Score** (qualitative or from feedback)
 - A measure of how happy venues are with the partnership
 4. **Event Fill Rate**
 - Percentage of available guestlist slots that are filled
 5. **Average Spend per User** (if integrated with financials)
 - Measures the revenue potential per user
 6. **Referral Rate**
 - How many new users each existing user is bringing in
 7. **Churn Rate**
 - How many users remain inactive or cancel membership over time
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9. Implementation Timeline (High-Level)

1. **Phase 1: MVP Admin Portal**
 - User and Venue management, basic dashboard, manual event creation
2. **Phase 2: Advanced Analytics & Reporting**
 - Deeper user behavior insights, revenue tracking, dynamic dashboards
3. **Phase 3: Automation & Integrations**

- Automated workflows (renewal reminders, inactivity triggers), third-party tool integrations (CRM, marketing)

4. **Phase 4: Optimization & Expansion**

- Performance tuning, scaling to other cities/regions, new features based on feedback