**System Diagram – AI Media Planning Assistant**

User (Client) ──> Web Interface (Flask + HTML/CSS/JS frontend)

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│ Flask Backend (Python) │

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│ AI/Logic Layer │

│ - Media budget planner │

│ - Channel suggestion │

│ - Campaign forecast │

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│ Database / File Storage │

│ (SQLite for now) │

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Dashboard & Reports (Charts, Tables)

**🧩 Explanation of Flow**

1. **User (Client)** → Visits your web app (via browser).
2. **Frontend (Flask Templates)** → Clean UI with forms to enter campaign goals (budget, target audience, duration).
3. **Flask Backend** → Handles requests, routes, and connects the user inputs with your AI logic.
4. **AI/Logic Layer** → Runs the media planning calculations:
   * Suggests the best channels (Facebook, Google Ads, Instagram, etc.).
   * Allocates the budget.
   * Predicts campaign reach/impressions.
5. **Database** → Stores past campaigns so user can see history & performance.
6. **Dashboard/Reports** → Shows the final plan visually (tables + charts).

🔥 This is the **roadmap** — right now, we only finished **Step 2 (Basic Flask App Setup)**.  
Next, we move into **Step 3: Designing the Frontend UI (Forms for Client Input)**.