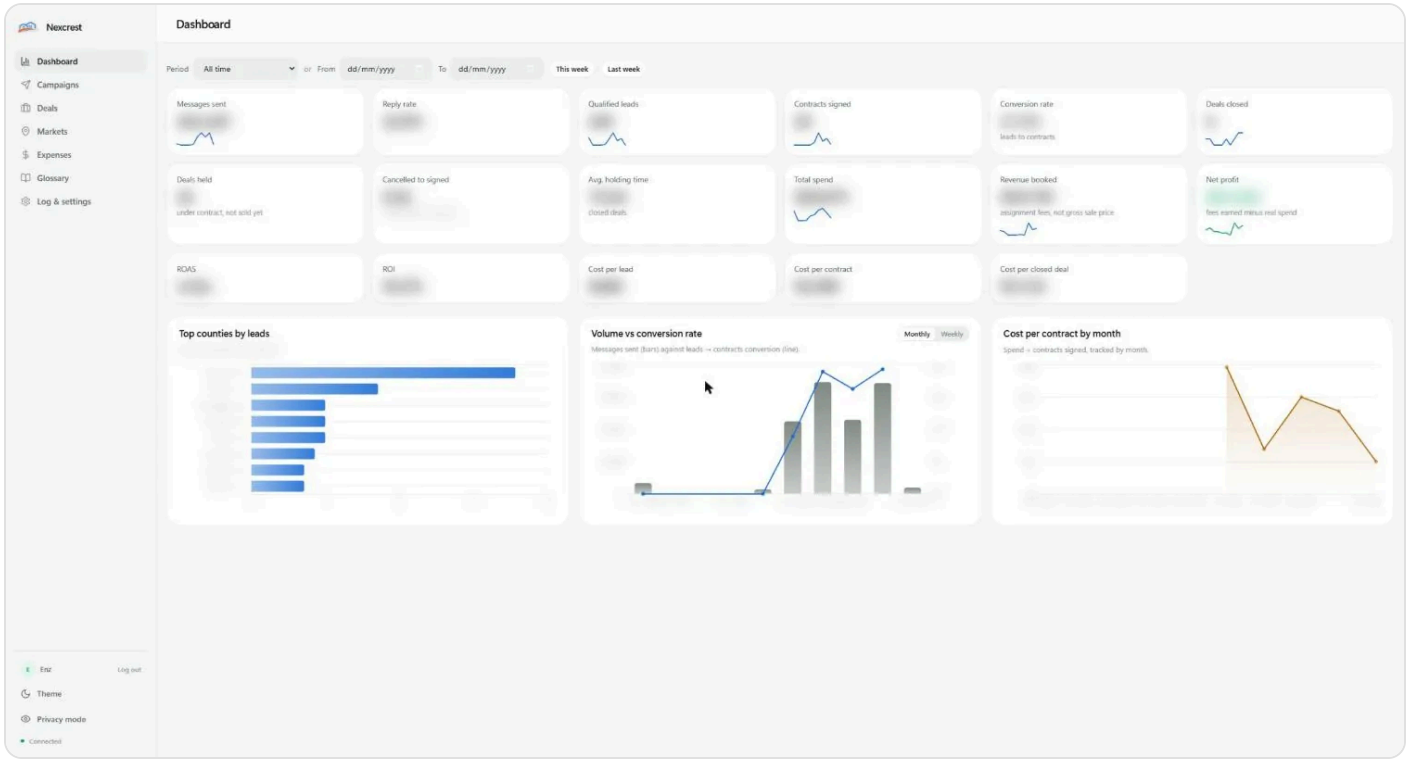
NEXCREST · SMS LAND ACQUISITION · WEB APP

Nexcrest Dashboard

A login protected operations app the whole team works from, running inside their CRM's sidebar.

Built with Claude Code · React, TypeScript, Cloudflare Pages Functions, D1

~10.9k	29	28	44
LINES OF CODE	KPI CARDS ACROSS 3 PAGES	API HANDLERS	GLOSSARY TERMS



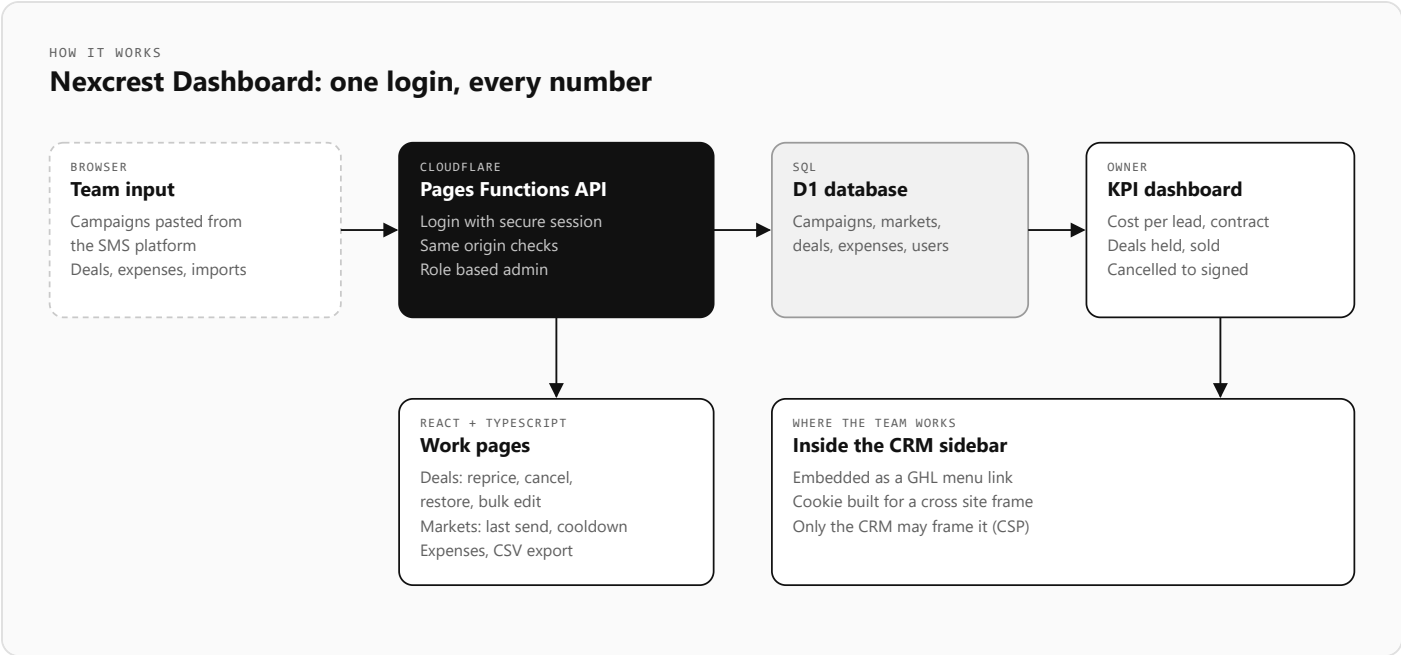
KPI dashboard (client figures blurred)

React 19 · TypeScript · Cloudflare Pages · D1 (SQLite) · TanStack Query · Recharts · Security · Claude Code

01 Overview

The company texts land owners at scale and buys land under contract. Campaign results, deals, market cooldowns and spend lived in spreadsheets and a local tool on one laptop. The owner wanted one place, online, where every number traces back to a record.

I built a hosted web app on Cloudflare: React and TypeScript on the front, Pages Functions and a D1 database behind it. It is a port of the local campaign registry, verified field by field against the original with a parity script, and it opens directly inside the team's GoHighLevel sidebar.



02 Dashboard

Pick All time or a month, or a custom date range with This week and Last week shortcuts. A range overrides the month.

Send side cards

Messages sent, reply rate, qualified leads, contracts signed and conversion rate, all scoped by campaign send date.

Deal cards

Deals closed (by sale date), deals held, cancelled to signed, and average holding time.

Money cards

Total spend from logged expenses, revenue booked as assignment fees (not gross sale price) and net profit.

Ratio cards

ROAS, ROI, and cost per lead, per contract and per closed deal.

Sparklines

Five cards carry a monthly trend line. A banner explains when ROAS and ROI cannot be computed yet.

Three charts

Top counties by leads, monthly volume versus conversion (monthly or weekly), and cost per contract by month.

Privacy mode

One click hides revenue and profit so the screen can be shared.

Light and dark theme

Follows the system until the user picks one.

03 Campaigns

Search and gaps
Search by campaign, county or state, and filter to only campaigns missing a send date.

Inline editing
Edit state, county, send date, SMS, replies, leads and contracts right in the table.

Paste to update
Paste a table from the SMS platform, preview how each column maps, then import. Repeated campaign names can be summed.

Never loses data
A guard refuses any import that would lower a counter, zero a label count, or blur an exact date to a month. Held back values are listed.

Follow up leads
A chip counts leads from follow up, resend, retarget or rehit campaigns.

Log a send and export
Add a campaign by hand, delete in bulk, or export everything as CSV.

04 Deals

Six deal cards
Listed deals, sold deals, projected profit, assignment fees earned, open over 30 days with the oldest age, and repriced with the latest date.

Age filters
Above 30 days in red, above 14 in yellow, contract expiring within 10 business days, repriced, sold and cancelled.

Contract countdown
Business days left on each contract, coloured from expired to safe.

Reprice
Log a new price and date. History is kept and the age clock restarts from the last reprice.

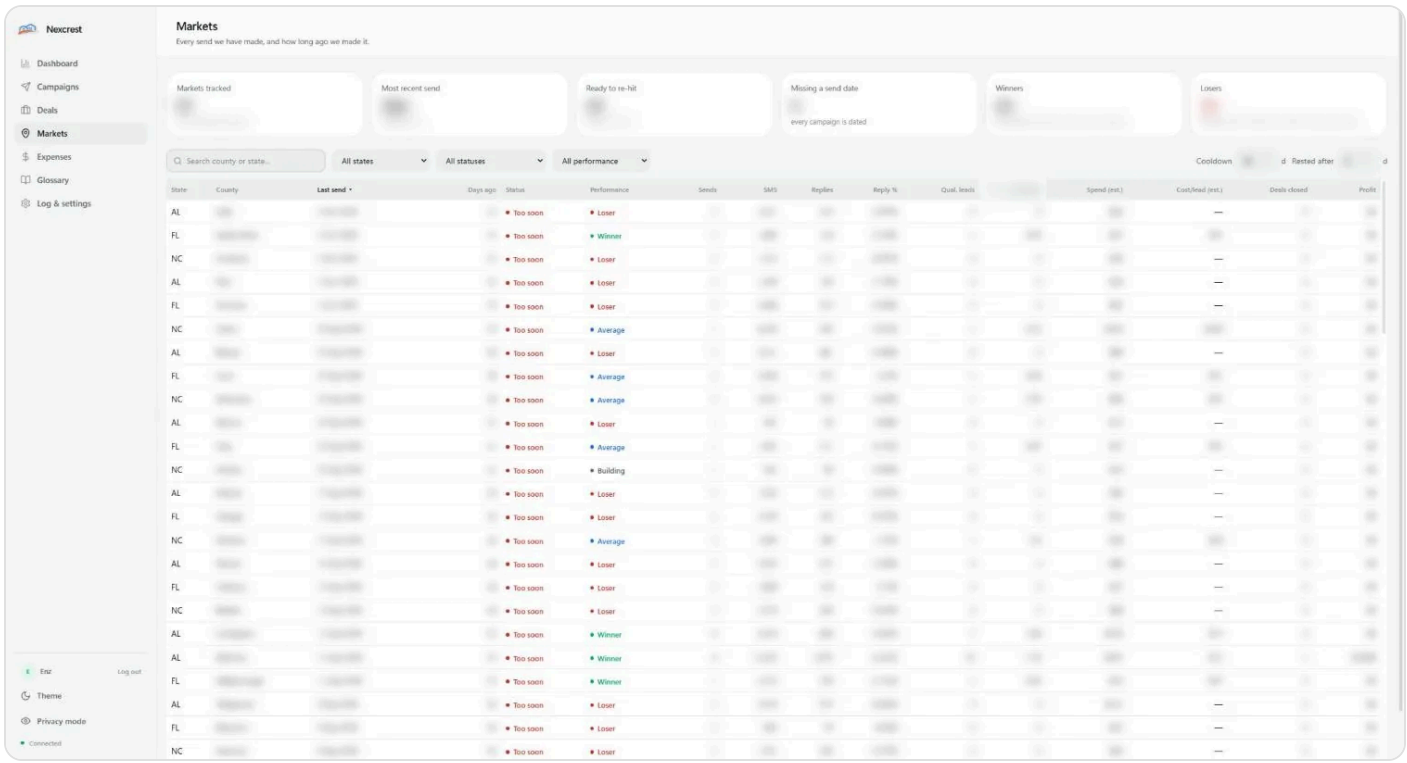
Bulk reprice
Paste Zillow links with price notes like drop to 139k. Each link is matched to its deal automatically, with a helper prompt for messy notes.

Cancel and restore
Cancel with a date and reason. Cancelled deals leave the main list and can be restored in one click.

Smart columns
Address read from the Zillow link when missing, source campaign flagged when unlinked, days on market marked estimated when no listing date exists.

Safe links
Zillow and Marketplace buttons only accept web links.

05 Markets, expenses and more



Markets page (client data blurred)

Market status

Every county shows days since last send and a status: Too soon, Warming up, Ready, No date or Scheduled.

Winners and losers

Top quartile leads per thousand texts (or any profitable closed deal) are Winners. The bottom quartile, with enough volume to judge, are Losers.

Adjustable cooldown

Cooldown and rested after days are editable and save themselves.

Market drawer

Click a county to see every campaign ever sent there.

Expenses

Spend by month and by vendor, log or paste expenses, and an amber banner when payroll has not been logged for 14 days.

Glossary

44 plain definitions covering every KPI, column, status and the cost model.

Settings

Thresholds that drive each campaign's Scale, Continue, Retest or Stop verdict, an import history log and a full CSV download.

06 How it works

- **8 tables** in D1: campaigns, deals, reprices, expenses, settings, users, import log and login attempts, built through 10 migrations.
- **One query plan per page.** The dashboard loads everything in one pass, replacing about 130 sequential database round trips.
- **Fresh after every edit.** Reads use D1 sessions with a bookmark header, so you never see stale data right after saving.
- **Clear money rules.** Revenue is booked in the deal's sale month. Real spend only comes from logged expenses, never from a model.
- **Rule based verdicts.** Each campaign gets Scale, Continue, Retest or Stop from reply rate and cost per contract thresholds.

07 Security

- Passwords hashed with PBKDF2 SHA256 at 100,000 iterations with a random salt, compared in constant time.
- Signed session cookie built to work inside the CRM frame (Secure, HttpOnly, SameSite None, Partitioned). The server refuses to run with a weak signing secret.
- Every write is checked for its origin, replacing classic CSRF tokens.
- Login rate limit of 10 failed attempts per IP in 15 minutes.
- A content security policy lets only the app itself and the CRM embed it.
- A deploy guard blocks shipping with a placeholder database id.

08 Tech stack

Frontend	React 19, React Router 7, TanStack Query and Table, Recharts, react hook form, zod, Tailwind 4
Backend	Cloudflare Pages Functions, D1 (SQLite), 28 API handlers
Tooling	Vite 8, TypeScript, oxlint, wrangler, a parity script against the original Flask app
How I built it	Claude Code as my engineering partner, with every change tested on a local copy before deploy

09 Results

> The team works from one database of record instead of drifting spreadsheets.
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> The owner checks KPIs inside the CRM he already uses.
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> Imports can never silently destroy good data.

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All client figures in screenshots are blurred.