

Entity Relationship Diagram

Document Title: ER - Diagram

Activity ID: M2.3

Date: 17.04.2025

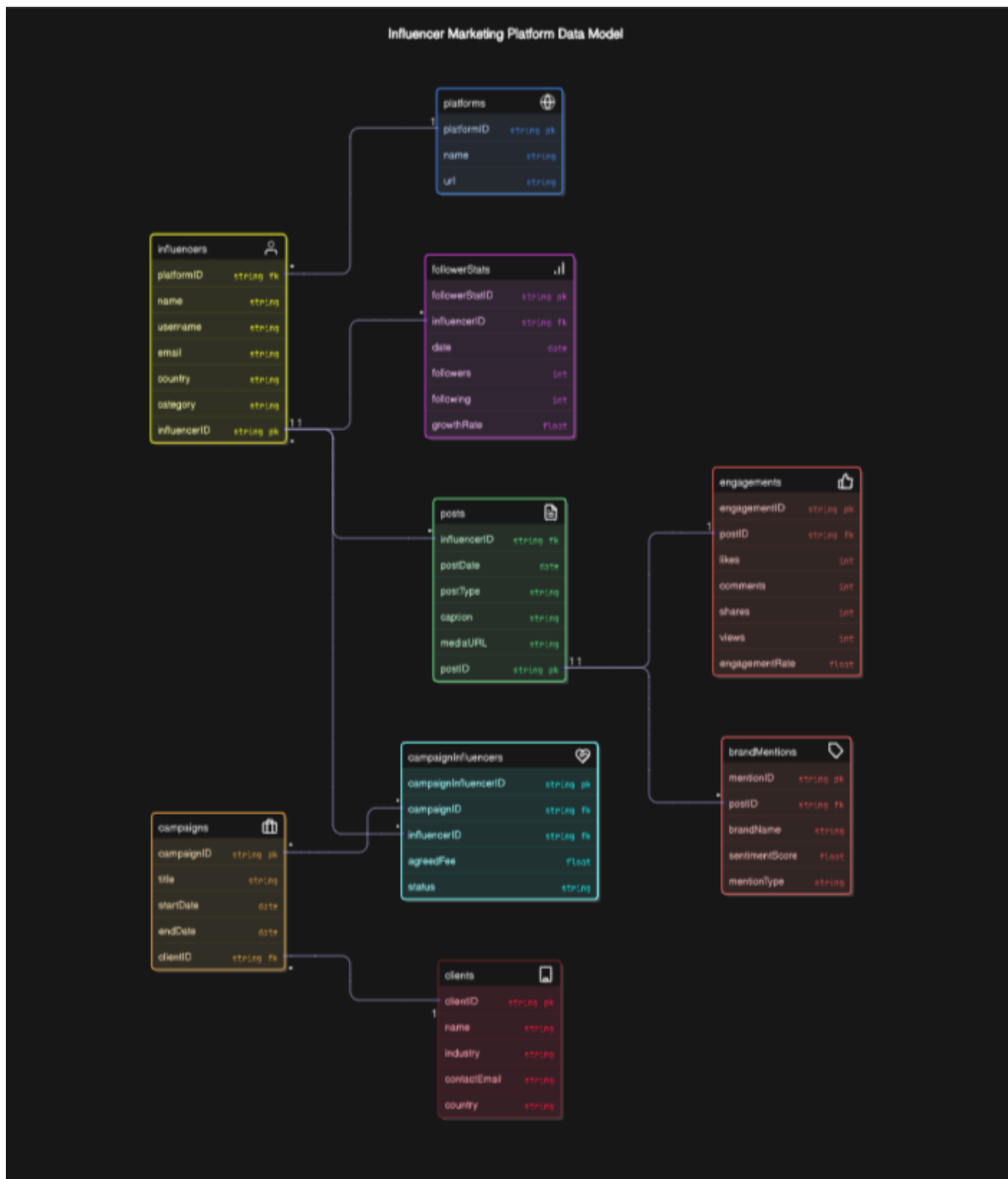
Project Team ID: TP802 – S2 - 3

Project Team Name: Team 3

Description :

This document captures the different entities and their relationships as shown in the next section.

1. ER - Diagram



2. Remarks / Notes

- The model centralizes influencer data, including platform association, personal details, and performance metrics such as follower growth and engagement.
- Posts are tracked with detailed attributes and linked to engagement metrics and brand mentions for deeper insights into audience interaction.
- Campaigns are connected to both influencers and clients through a join table that includes financial terms and participation status.
- The structure is relational and normalized, supporting efficient queries, reporting, and future scalability for new platforms or metrics.