

Tracking the effectiveness of banner campaigns

Description

Banners (web advertisements) leading to the e-shop can be placed on websites (seznam.cz, heureka.cz, etc.) in individual banner positions. Each website can have several banner positions.

Banner positions and banners vary in size (resolution in pixels); a banner can only be placed in a banner position of the same size. Each banner position costs either X CZK per day or X CZK per click (specified for each banner position).

The internet marketing department plans campaigns. A campaign involves placing several banners in banner positions on various websites for a certain period. Customers make purchases on the given e-shop - creating orders. Each order carries information about which banners customers came from and purchased, as well as the order date, order amount, and order margin.

Task

Design a data model (ER diagram with tables and relationships) to address this situation.