/\*QUERIES TO CREATE TABLE \*/

CREATE TABLE payment\_type (

payment\_type\_id VARCHAR (20) PRIMARY KEY ,

payment\_type VARCHAR (20) NOT NULL UNIQUE

);

CREATE TABLE payments (

payment\_id VARCHAR (20) PRIMARY KEY,

date DATE,

amount NUMERIC,

payment\_type\_id VARCHAR (20),

details VARCHAR (500),

campaign\_id VARCHAR (20) NOT NULL,

FOREIGN KEY (payment\_type\_id) REFERENCES payment\_type(payment\_type\_id),

FOREIGN KEY (campaign\_id) REFERENCES campaigns(campaign\_id)

);

CREATE TABLE campaign\_influencer (

campaign\_influencer\_id VARCHAR (20) PRIMARY KEY,

campaign\_id VARCHAR (20) NOT NULL,

influencer\_id VARCHAR (20) NOT NULL,

FOREIGN KEY (campaign\_id) REFERENCES campaigns(campaign\_id),

FOREIGN KEY (influencer\_id) REFERENCES influencers(influencer\_id)

);

CREATE TABLE campaign\_employee (

campaign\_employee\_id VARCHAR (20) PRIMARY KEY,

campaign\_id VARCHAR (20) NOT NULL,

employee\_id VARCHAR (20) NOT NULL,

FOREIGN KEY (campaign\_id) REFERENCES campaigns(campaign\_id),

FOREIGN KEY (employee\_id) REFERENCES employees(employee\_id)

);

CREATE TABLE employees (

employee\_id VARCHAR (20) PRIMARY KEY,

first\_name VARCHAR (20) NOT NULL,

last\_name VARCHAR (20) NOT NULL,

role VARCHAR (20),

address VARCHAR (500) NOT NULL,

phone INTEGER UNIQUE NOT NULL,

department\_id VARCHAR (20) NOT NULL,

employee\_since Date,

email VARCHAR (50) UNIQUE,

date\_of\_birth DATE NOT NULL,

ssn VARCHAR (20) UNIQUE,

FOREIGN KEY (department\_id) REFERENCES departments(department\_id)

);

CREATE TABLE departments (

department\_id VARCHAR (20) PRIMARY KEY ,

department\_name VARCHAR (20) NOT NULL UNIQUE

);

CREATE TABLE industry (

industry\_id VARCHAR (20) PRIMARY KEY ,

industry\_name VARCHAR (20) NOT NULL UNIQUE

);

CREATE TABLE influencers (

influencer\_id VARCHAR (20) PRIMARY KEY,

first\_name VARCHAR (20) NOT NULL,

last\_name VARCHAR (20) NOT NULL,

social\_handle VARCHAR (20) NOT NULL UNIQUE,

follower\_count INTEGER,

address VARCHAR (500) NOT NULL,

phone INTEGER UNIQUE NOT NULL,

email VARCHAR (50) NOT NULL UNIQUE,

date\_of\_birth DATE,

ssn VARCHAR (20) UNIQUE

);

CREATE TABLE campaigns (

campaign\_id VARCHAR (20) PRIMARY KEY,

campaign\_name VARCHAR (20) NOT NULL,

start\_date DATETIME NOT NULL,

end\_date DATETIME NOT NULL ,

budget NUMERIC,

client\_id VARCHAR (20) NOT NULL,

impressions INTEGER,

clicks INTEGER,

engagement VARCHAR (50),

conversion\_rate NUMERIC,

FOREIGN KEY (client\_id) REFERENCES clients(clients\_id)

);

CREATE TABLE clients (

client\_id VARCHAR (20) PRIMARY KEY,

client\_name VARCHAR (20) NOT NULL,

contact\_details VARCHAR (500) NOT NULL,

industry\_id VARCHAR (20),

contract\_start\_date DATE,

contract\_end\_date DATE,

FOREIGN KEY (industry\_id) REFERENCES industry (industry\_id)

);

CREATE TABLE media (

media\_type\_id VARCHAR (20) PRIMARY KEY ,

media\_type VARCHAR (20) NOT NULL UNIQUE

);

CREATE TABLE contents (

content\_id VARCHAR (20) PRIMARY KEY,

title VARCHAR (100) NOT NULL,

description TEXT,

media\_type\_id VARCHAR (20) NOT NULL,

creation\_date DATE,

campaign\_id VARCHAR (20) NOT NULL,

FOREIGN KEY (media\_type\_id) REFERENCES media (media\_type\_id),

FOREIGN KEY (campaign\_id) REFERENCES campaigns (campaign\_id)

);

CREATE TABLE campaign\_platform (

campaign\_platform\_id VARCHAR (20) PRIMARY KEY,

campaign\_id VARCHAR (20) NOT NULL,

platform\_id VARCHAR (20) NOT NULL,

FOREIGN KEY (campaign\_id) REFERENCES campaigns(campaign\_id),

FOREIGN KEY (platform\_id) REFERENCES platforms(platform\_id)

);

CREATE TABLE platforms (

platform\_id VARCHAR (20) PRIMARY KEY,

platform\_name VARCHAR (20) NOT NULL,

url VARCHAR (50) NOT NULL UNIQUE,

contact\_person VARCHAR (20),

phone Integer,

email VARCHAR (50)

);

CREATE TABLE advertisements (

ad\_id VARCHAR (20) PRIMARY KEY,

ad\_name VARCHAR (50) NOT NULL,

content\_id VARCHAR (20) NOT NULL,

duration NUMERIC,

budget NUMERIC,

platform\_id VARCHAR (20) NOT NULL,

campaign\_id VARCHAR (20) NOT NULL,

FOREIGN KEY (content\_id) REFERENCES contents (content\_id),

FOREIGN KEY (platform\_id) REFERENCES platforms (platform\_id),

FOREIGN KEY (campaign\_id) REFERENCES campaigns (campaign\_id)

);