Green Team

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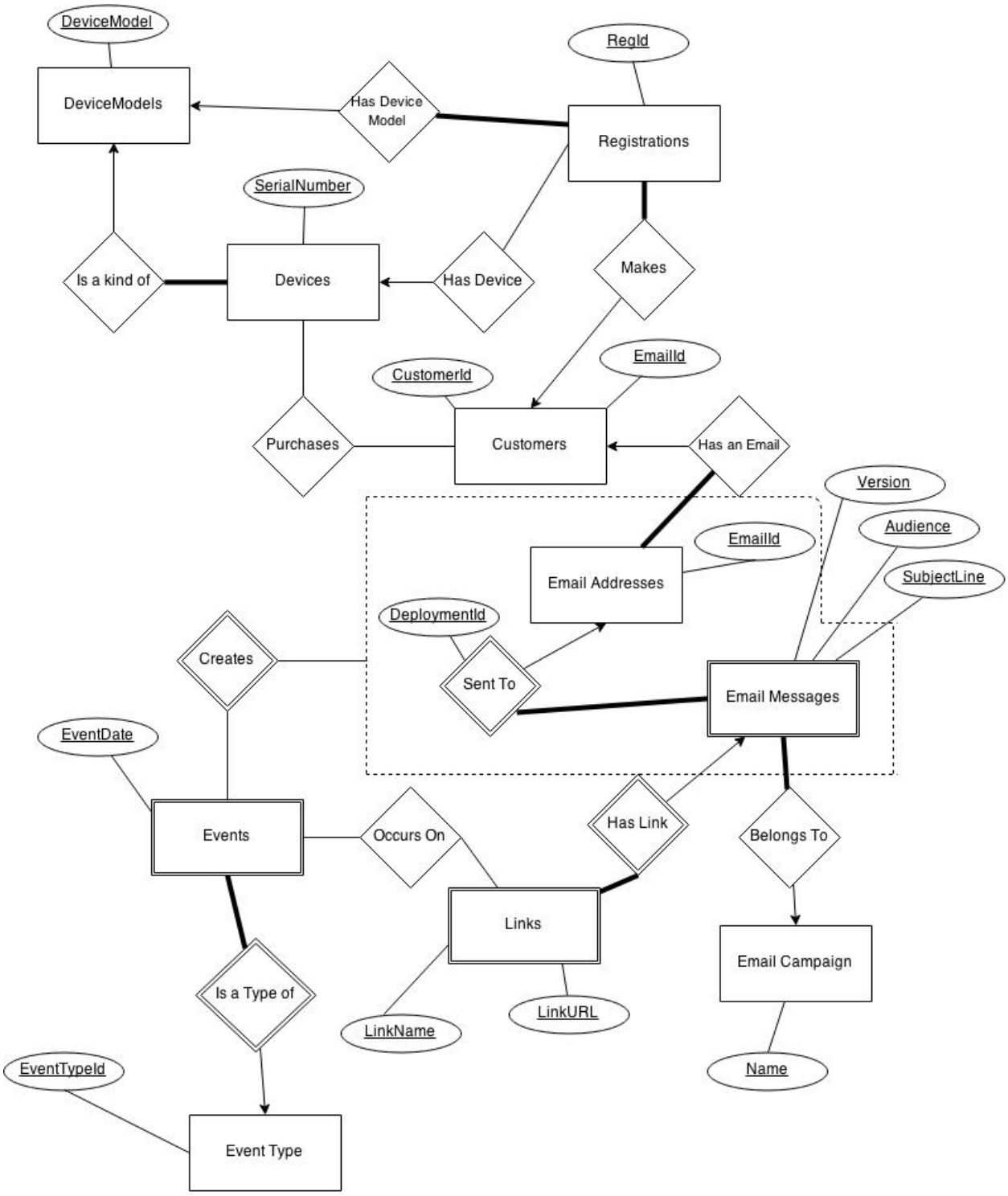
Entity-Relationship Diagram



Entity Sets

EmailCampaigns
String CampaignName

EmailMessages
Weak entity set
String Version (pseudo ID)
String Audience (pseudo ID)
String SubjectLine (pseudo ID)

Events
Weak entity set
Timestamp EventDate (pseudo ID)

Links
Weak entity set
String LinkName (pseudo ID)
String LinkURL (pseudo ID)

EventTypes
Int EventTypeID
String EventTypeName

Devices
String SerialNumber

DeviceModels
String DeviceModel
String DeviceType
String DeviceName
String Carrier

Customers
Int CustomerID
Int ZIP
String State
String Gender
String IncomeLevel
Boolean Permission
String Language
String CustomerTier
Int NumberOfRegistrations

EmailAddresses
String EmailID

String EmailDomain

Registrations

Date RegistrationDate
Int RegistrationID
Int RegistrationSourceID
String RegistrationSourceName
String DeviceModel

Relationship Sets

BelongsTo (EmailMessage, EmailCampaign)

Many-to-one relationship
Identifying relationship for EmailMessage
Required for EmailMessage

SentTo (EmailMessage, EmailAddress)

Many-to-one relationship
Identifying relationship for EmailMessage
Required for EmailMessage
Int DeploymentId
Timestamp DeploymentDate

HasLink (EmailMessage, Link)

Many-to-one relationship
Identifying relationship for Link
Required for Link

IsTypeOf (Event, EventType)

Many-to-one relationship
Identifying relationship for Event
Required for Event

HasEmail (Customer, EmailAddress)

One-to-many relationship
Required for EmailAddress

Purchases (Customer, Devices)

Many-to-many relationship
Date Purchase Date
String Purchase Store Name
String Purchase Store State
String Purchase Store City

Boolean Ecomm Flag

Makes (Customer, Registration)
One-to-many relationship
Required for Registration

HasDeviceModel (Registration, DeviceModel)
Many-to-one relationship
Required for Registration

HasDevice (Registration, Device)
Many-to-one relationship

IsKindOf (Device, DeviceModel)
Many-to-one relationship
Required for Device

Aggregations

Creates (SentTo, Event)
Many-to-many relationship
Identifying relationship for Event