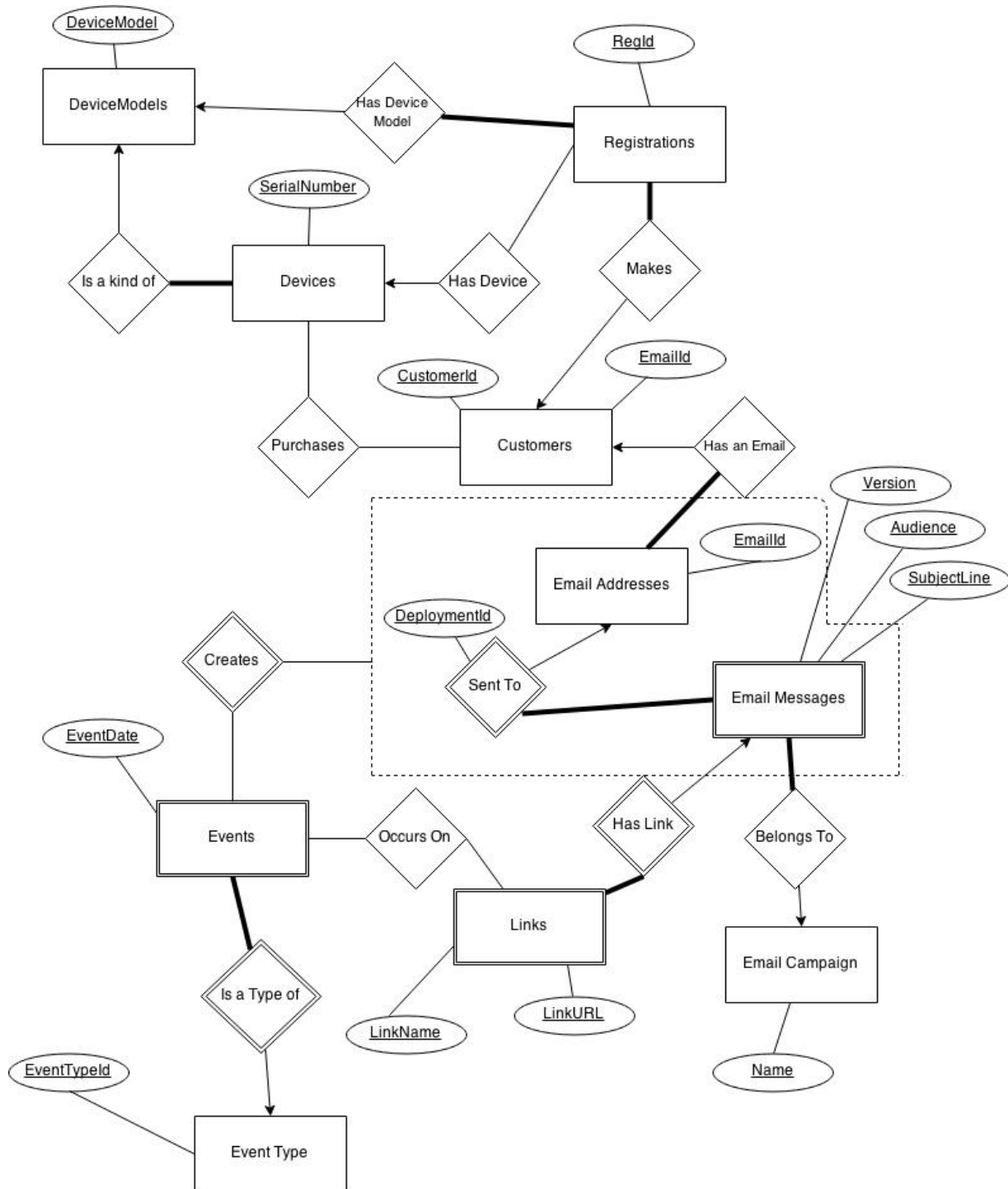


Green Team

Aaron Pramana - Eric Tran - Josephine Suen - Scott Lam - Tim Mendez

Entity-Relationship Diagram



Entity Sets

EmailCampaigns

String CampaignName

EmailMessages

Weak entity set

Version, Audience, SubjectLine are pseudo IDs

String Version

String Audience

String SubjectLine

Events

Weak entity set

EventDate is pseudo ID

Timestamp EventDate

Links

Weak entity set

LinkName, LinkURL are pseudo ID

String LinkName

String LinkURL

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