Final Report

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BUS4 112 Database Management Systems

Professor Dailin Zheng

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Job Search and Database Design Proposal

Selected Position: Client Strategy Analyst at Targeted Victory
Background Research of Targeted Company and its Industry:

Targeted Victory is a digital-first marketing and advocacy agency that sits at the intersection of politics, technology, and business. CEO Zac Moffatt founded the company, which uses data-driven digital advertising, online fundraising, and media strategy to specialize on right-of-center political campaigns, issue advocacy, and corporate customers (Targeted Victory, n.d.-a). Targeted Victory has assisted clients in raising over $1.95 billion in online fundraising, managed $395 million in digital advertising, sent 24 billion emails, 7.5 billion texts, and fulfilled over 3.5 million units of merchandise, according to the Handshake posting (SJSU Handshake, 2025). This shows both scale and a solid operational foundation. With a focus on mobile-first content, short-form video, and quick, scalable field operations, the company positions itself as digital-first and built for the mobile age.

Driven by data analytics, digital media, and artificial intelligence, the political consulting and campaign technology business has expanded into a multibillion-dollar industry. Organizations are depending more and more on voter data, microtargeting, and behavioral insights to deliver specific messages via email, SMS, mobile, and social media as campaign investment moves from traditional TV to highly focused digital and connected-TV advertising. Campaigns can now optimize media expenses, audience selection, and messaging with previously unheard-of precision because of the development of AI and predictive analytics. Federal initiatives have raised worries about the collection and use of location and political data, and regulatory pressure on data privacy is still growing.

As a tech-enabled, data-driven agency that specializes in large-scale digital advertising, fundraising, and communication campaigns, Targeted Victory is at the center of current industry advancements. Combining analytics, digital strategy, and compliance awareness, the organization uses state-of-the-art solutions to support client objectives and sway public opinion while managing changing privacy and ethical data usage standards.

How does this dream position align with our team?

This position is our dream role because we bring a combination of analytical and creative skills that are highly beneficial in problem-solving environments analysts often face. With the company's involvement in politics and public policy, being proactive and collaborative is crucial for addressing situations like crisis PR immediately. In addition, our experience, from IT internships to financial advising and marketing leadership, has strengthened our decision-making abilities, which are vital for interpreting business data and generating actionable insights. Databases are particularly important in this industry because they inform critical decisions in

publications and mass communications. Faulty or disorganized data can lead to inaccurate conclusions or unclear assessments of situations. As analysts skilled in SQL fundamentals, we can develop databases that improve data manipulation and ensure schemas reflect trends while aligning with client needs and Targeted Victory's overall goals.

An analyst position suits our team because we combine a business-oriented mindset with an empathy-driven value system. This allows us to produce meaningful outcomes that improve both organizational performance and people's lives while remaining mindful of the current political climate (Kraaijenbrink, 2020). The role also involves project management tasks such as working in fast-paced environments, informing decisions that optimize content and systems, and using tools like Excel to clean, organize, and analyze data .

Our diverse backgrounds in AI, cybersecurity, data visualization, and digital marketing allow us to approach problems creatively and collaboratively, making us well-suited for a role that bridges business and technology. Our professional goal is to make a real difference, and working in a relevant, evolving industry supports this. Responsibilities like monitoring trends, tracking project progress, and ensuring client satisfaction align perfectly with our career interests (Kraaijenbrink, 2020). Client strategy offers the ideal combination of IT and business for our long-term goals.

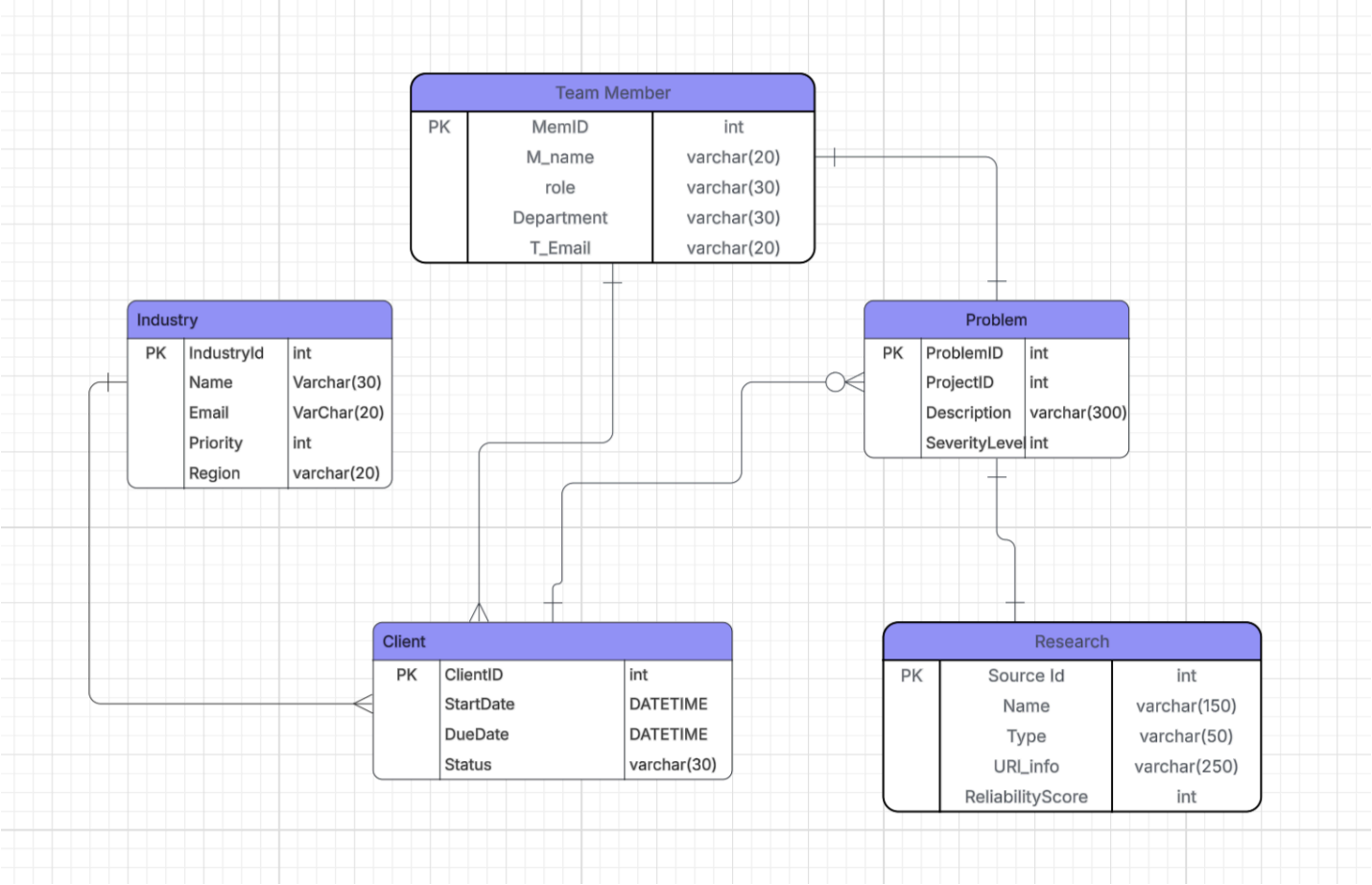
ERD Proposal/ Targeted Victory Database Problem:

According to Targeted Victory's LinkedIn profile, they have 200 to 500 employees (Targeted Victory, n.d.-b). With nationwide clients and global operations promising support within 48 hours, stakes can rise quickly, leaving little time for informed decisions. In fact, gathering data alone can take up to 2 months of time (Bureau of Justice Statistics, n.d.). Employees may experience inconsistent, long, stressful days while balancing client expectations, time constraints, political climate, and budgets.

Our proposed database will consolidate all relevant information in one place, helping organize client projects efficiently, from client details to research needed before final decisions. Instead of manually gathering research, the database will automate data collection and improve data quality. This structure ensures subsequent steps in strategizing client solutions are seamless and aligned with client needs. The database can also track previous similar cases using keywords, reducing redundant work. Since Targeted Victory operates primarily online and via mobile services, updating internal processes will improve efficiency and support their brand reputation.

In addition, as analysts, this database allows us to focus on generating actionable insights rather than collecting the data itself. Some key entities in our database include clients, problems, relevant industries, team members, and data sources. Connecting these elements through the database will enable an efficient research and decision-making process, allowing problems to be addressed within the promised 48-hour timeframe.

Targeted Victory ERD



*ERD was made using Lucid Chart but brainstorming for the ERD entities and relationships was supported by ChatGPT (OpenAI, 2025).

Database Description

Our project supports Targeted Victory's client operation strategy by providing a centralized database for analysts to organize project information efficiently and access it quickly. Even one project can involve extensive details, whether it is for a new client, a returning one, or a situation similar to a past case. The database offers a streamlined way to view all parts of a project in one place and store them for future reference. The key data types fall into two areas: information about the client and project, and the logistics of how the project will be completed by different teams. This includes relevant industries or issues, potential resources, data sources, assigned analysts, and past projects whose research may support current work.

By linking projects to previous clients or team members, connecting current and past engagements through shared keywords, and consolidating research sources, the database reduces the time analysts spend searching through archived information. This is especially important because analysts typically have less than two days to create presentable, go-to-market solutions. Having all client, project, issue, industry, data source, team member, and assignment data stored in one structured system ensures that information is easy to find, not duplicated, and aligned with client strategy needs. In a fast-paced and digital-first organization like Targeted Victory, this database strengthens research, enhances decision-making, and supports the company's ability to deliver effective solutions for clients.

ERD Improvements

Below are three specific improvements made to refine the draft ERD. Each improvement is focused on accuracy, normalization, and alignment with real business needs for a Client Strategy Analyst.

Improvement 1: Clear Separation of Client, Project, see and Issue Entities

The original draft combined certain client and issue details, which could create redundancy when multiple issues belong to the same client. By separating Client, Project, and Issue into three independent entities, the ERD now avoids duplicated information and supports one to many relationships that reflect real client operations.

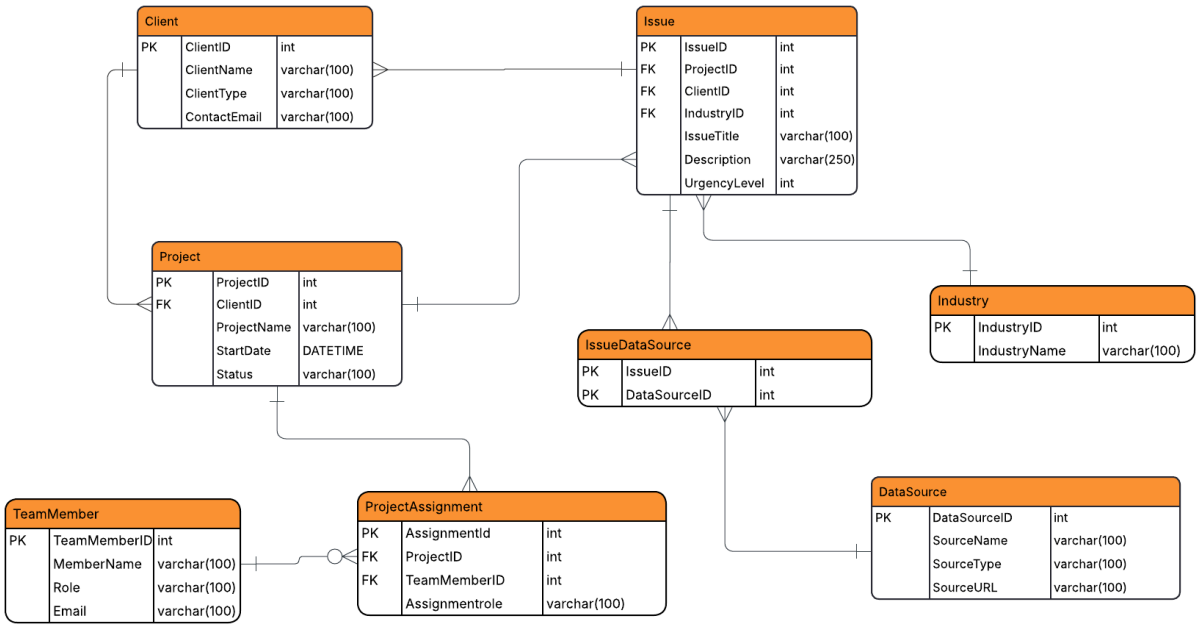
Improvement 2: Addition of Data Source Entity

The previous ERD did not include a dedicated entity for the research sources analysts rely on. Adding a Data Source entity makes it possible to store links, documents, and reference types used across multiple issues. This supports research traceability and allows analysts to track which data influences each strategy.

Improvement 3: Normalizing Team Member Assignments through a Bridge Table

Team Member involvement was previously represented as a direct link to Projects. This caused problems when a project needed multiple team members or when one member worked on several projects. Introducing a Project Assignment table resolves many to many relationships and brings the model into third normal form.

Final ERD:



Link to Final ERD on LucidApp: Final ERD

1. Add a Project entity (Entities + Relationships)

The current ERD has a ProjectID in Problem but no Project table, so we added a Project entity and linked Problem to it with a 1-to-many relationship.

This strengthens the ERD by clearly modeling real client work (projects) and ensuring every problem is tied to a specific project instead of "floating" on its own.

2. Link Client to Industry with a foreign key (Entities + Relationships)

We added an IndustryID foreign key to the Client entity so each client is associated with exactly one industry.

This change reflects the business logic (clients belong to a political/industry vertical), reduces data redundancy, and makes it easier to segment clients by industry.

3. Add an associative entity for team assignments (Relationships + 3NF)

Instead of a vague direct line between Team Member and Client/Project, we introduced a TeamAssignment table (e.g., AssignmentID, MemID, ProjectID, RoleOnProject).

This models the many-to-many relationship correctly (multiple team members per project and vice versa) and brings the design into 3NF by removing repeating groups.

Example Data Tables:

Client

ClientID	ClientName	ClientType	ContactEmail
101	Smith for Mayor 2026	Political	info@smithmayor.com
102	Clean Energy Now PAC	Advocacy PAC	contact@cleanenergynow.org
103	FutureTech Coalition	Trade Assoc	hello@futuretech.org

Industry

IndustryID	IndustryName
1	Local Government
2	Renewable Energy
3	Technology Policy

Project

ProjectID	ClientID	ProjectName	StartDate	Status
2001	101	2026 Mayoral Digital Launch	2025-11-01 09:00:00	In Progress
2002	102	Solar Ballot Initiative Awareness	2025-08-15 10:30:00	Active
2003	103	Tech Workforce Policy Campaign	2025-09-05 08:45:00	Planning

Issue

IssueID	ProjectID	ClientID	IndustryID	IssueTitle	Description	Urgency Level
3001	2001	101	1	Low Email Open Rates	Fundraising emails to core supporters are below 10% open rate.	4
3002	2002	102	2	Misinformation Ads	Opponent ads spreading false claims about solar incentives.	5
3003	2003	103	3	Weak Young-Voter Reach	Social impressions for ages 18–24 lag target by 35%.	3

TeamMember

TeamMemberID	MemberName	Role	Email
4001	Sarah Kim	Data Analyst	skim@targetvictory.com
4002	Marcus Lee	Account Manager	mlee@targetvictory.com
4003	Olivia Perez	Digital Strategist	operez@targetvictory.com

ProjectAssignment

AssignmentID	ProjectID	TeamMemberID	AssignmentRole
5001	2001	4002	Client Lead
5002	2001	4001	Analytics
5003	2002	4003	Social Media Manager

DataSource

DataSourceID	SourceName	SourceType	SourceURL
6001	City Voter File 2024	Voter File	https://data.example.gov/city-voterfile-2024
6002	Youth Engagement Poll – August 2025	Polling Report	https://polls.example.org/youth-engage-0825
6003	Social Listening Dashboard – Solar Policy	Internal Analytics	https://dash.targetvictory.com/solar-policy

IssueDataSource

IssueID	DataSourceID
3001	6001
3002	6003
3003	6002

UrgencyLevel

UrgencyLevelID	UrgencyLevel
1	1
2	2
3	3
4	4
5	5

AssignmentRole

RoleID	AssignmentRole
1	Client Lead
2	Analytics
3	Social Media Manager

SQL Script

```
CREATE TABLE Client (
   ClientID NUMBER PRIMARY KEY,
   ClientName VARCHAR2(100) NOT NULL,
   ClientType VARCHAR2(100),
   ContactEmail VARCHAR2(100)
);

CREATE TABLE Project (
   ProjectID NUMBER PRIMARY KEY,
   ClientID NUMBER NOT NULL,
   ProjectName VARCHAR2(100) NOT NULL,
   StartDate DATE,
   Status VARCHAR2(100),
   CONSTRAINT fk_project_client FOREIGN KEY (ClientID)
      REFERENCES Client(ClientID)
);

CREATE TABLE Industry (
   IndustryID NUMBER PRIMARY KEY,
   IndustryName VARCHAR2(100) NOT NULL
);

CREATE TABLE Issue (
   IssueID NUMBER PRIMARY KEY,
   ProjectID NUMBER NOT NULL,
   ClientID NUMBER NOT NULL,
   IndustryID NUMBER NOT NULL,
   IssueTitle VARCHAR2(100) NOT NULL,
   Description VARCHAR2(250),
   UrgencyLevel NUMBER,
   CONSTRAINT fk_issue_project FOREIGN KEY (ProjectID)
      REFERENCES Project(ProjectID),
   CONSTRAINT fk_issue_client FOREIGN KEY (ClientID)
      REFERENCES Client(ClientID),
   CONSTRAINT fk_issue_industry FOREIGN KEY (IndustryID)
      REFERENCES Industry(IndustryID)
);
```

```
CREATE TABLE DataSource (
   DataSourceID NUMBER PRIMARY KEY,
   SourceName VARCHAR2(100) NOT NULL,
   SourceType VARCHAR2(100),
   SourceURL VARCHAR2(100)
);

CREATE TABLE TeamMember (
   TeamMemberID NUMBER PRIMARY KEY,
   MemberName VARCHAR2(100) NOT NULL,
   Role VARCHAR2(100),
   Email VARCHAR2(100)
);

CREATE TABLE ProjectAssignment (
   AssignmentID NUMBER PRIMARY KEY,
   ProjectID NUMBER NOT NULL,
   TeamMemberID NUMBER NOT NULL,
   AssignmentRole VARCHAR2(100),
   CONSTRAINT fk_pa_project FOREIGN KEY (ProjectID)
      REFERENCES Project(ProjectID),
   CONSTRAINT fk_pa_team FOREIGN KEY (TeamMemberID)
      REFERENCES TeamMember(TeamMemberID)
);


CREATE TABLE IssueDataSource (
   IssueID NUMBER NOT NULL,
   DataSourceID NUMBER NOT NULL,
   CONSTRAINT pk_issue_datasource PRIMARY KEY (IssueID, DataSourceID),
   CONSTRAINT fk_ids_issue FOREIGN KEY (IssueID)
      REFERENCES Issue(IssueID),
   CONSTRAINT fk_ids_datasource FOREIGN KEY (DataSourceID)
      REFERENCES DataSource(DataSourceID)
);

CREATE TABLE UrgencyLevel (
   UrgencyLevelID NUMBER PRIMARY KEY,
   UrgencyLevel NUMBER NOT NULL
);
```

```
CREATE TABLE AssignmentRole (
   RoleID NUMBER PRIMARY KEY,
   AssignmentRole VARCHAR2(100) NOT NULL
);
```

SQL script with all INSERT statements

CLIENT TABLE:

```
INSERT INTO Client (ClientID, ClientName, ClientType, ContactEmail)
VALUES (101, 'Smith for Mayor 2026', 'Political', 'info@smithmayor.com');

INSERT INTO Client (ClientID, ClientName, ClientType, ContactEmail)
VALUES (102, 'Clean Energy Now PAC', 'Advocacy PAC', 'contact@cleanenergynow.org');

INSERT INTO Client (ClientID, ClientName, ClientType, ContactEmail)
VALUES (103, 'FutureTech Coalition', 'Trade Assoc', 'hello@futuretech.org');
```

PROJECT TABLE:

```
INSERT INTO Project (ProjectID, ClientID, ProjectName, StartDate, Status)
VALUES (2001, 101, '2026 Mayoral Digital Launch',
    TO_DATE('2025-11-01 09:00:00','YYYY-MM-DD HH24:MI:SS'), 'In Progress');

INSERT INTO Project (ProjectID, ClientID, ProjectName, StartDate, Status)
VALUES (2002, 102, 'Solar Ballot Initiative Awareness',
    TO_DATE('2025-08-15 10:30:00','YYYY-MM-DD HH24:MI:SS'), 'Active');

INSERT INTO Project (ProjectID, ClientID, ProjectName, StartDate, Status)
VALUES (2003, 103, 'Tech Workforce Policy Campaign',
    TO_DATE('2025-09-05 08:45:00','YYYY-MM-DD HH24:MI:SS'), 'Planning');
```

ISSUE TABLE:

```
INSERT INTO Issue (IssueID, ProjectID, ClientID, IndustryID, IssueTitle, Description,
UrgencyLevel)
VALUES (3001, 2001, 101, 1, 'Low Email Open Rates',
    'Fundraising emails to core supporters are below 10% open rate.', 4);

INSERT INTO Issue (IssueID, ProjectID, ClientID, IndustryID, IssueTitle, Description,
UrgencyLevel)
VALUES (3002, 2002, 102, 2, 'Misinformation Ads',
    'Opponent ads spreading false claims about solar incentives.', 5);

INSERT INTO Issue (IssueID, ProjectID, ClientID, IndustryID, IssueTitle, Description,
UrgencyLevel)
```

VALUES (3003, 2003, 103, 3, 'Weak Young-Voter Reach',
'Social impressions for ages 18–24 lag target by 35%.', 3);

INDUSTRY TABLE:

INSERT INTO Industry (IndustryID, IndustryName)
VALUES (1, 'Local Government');

INSERT INTO Industry (IndustryID, IndustryName)
VALUES (2, 'Renewable Energy');

INSERT INTO Industry (IndustryID, IndustryName)
VALUES (3, 'Technology Policy');

DATA SOURCE TABLE

INSERT INTO DataSource (DataSourceID, SourceName, SourceType, SourceURL)
VALUES (6001, 'City Voter File 2024', 'Voter File',
'https://data.example.gov/city-voterfile-2024');

INSERT INTO DataSource (DataSourceID, SourceName, SourceType, SourceURL)
VALUES (6002, 'Youth Engagement Poll – August 2025', 'Polling Report',
'https://polls.example.org/youth-engage-0825');

INSERT INTO DataSource (DataSourceID, SourceName, SourceType, SourceURL)
VALUES (6003, 'Social Listening Dashboard – Solar Policy', 'Internal Analytics',
'https://dash.targetvictory.com/solar-policy');

TEAM MEMBER TABLE

INSERT INTO TeamMember (TeamMemberID, MemberName, Role, Email)
VALUES (4001, 'Sarah Kim', 'Data Analyst', 'skim@targetvictory.com');

INSERT INTO TeamMember (TeamMemberID, MemberName, Role, Email)
VALUES (4002, 'Marcus Lee', 'Account Manager', 'mlee@targetvictory.com');

INSERT INTO TeamMember (TeamMemberID, MemberName, Role, Email)
VALUES (4003, 'Olivia Perez', 'Digital Strategist', 'operez@targetvictory.com');

PROJECT ASSIGNMENTS TABLE

INSERT INTO ProjectAssignment (AssignmentID, ProjectID, TeamMemberID, AssignmentRole)
VALUES (5001, 2001, 4002, 'Client Lead');

INSERT INTO ProjectAssignment (AssignmentID, ProjectID, TeamMemberID, AssignmentRole)
VALUES (5002, 2001, 4001, 'Analytics');

INSERT INTO ProjectAssignment (AssignmentID, ProjectID, TeamMemberID, AssignmentRole)
VALUES (5003, 2002, 4003, 'Social Media Manager');

INDUSTRY

INSERT INTO Industry (IndustryID, IndustryName)
VALUES (1, 'Local Government');

INSERT INTO Industry (IndustryID, IndustryName)
VALUES (2, 'Renewable Energy');

INSERT INTO Industry (IndustryID, IndustryName)
VALUES (3, 'Technology Policy');

URGENCY LEVEL

INSERT INTO UrgencyLevel (UrgencyLevelID, UrgencyLevel)
VALUES (1, 1);

INSERT INTO UrgencyLevel (UrgencyLevelID, UrgencyLevel)
VALUES (2, 2);

INSERT INTO UrgencyLevel (UrgencyLevelID, UrgencyLevel)
VALUES (3, 3);

INSERT INTO UrgencyLevel (UrgencyLevelID, UrgencyLevel)
VALUES (4, 4');

ASSIGNMENT ROLE

```
INSERT INTO AssignmentRole (AssignmentID, AssignmentRole)
VALUES (1, 'Client Lead');

INSERT INTO AssignmentRole (AssignmentID, AssignmentRole)
VALUES (2, 'Analytics');

INSERT INTO AssignmentRole (AssignmentID, AssignmentRole)
VALUES (3, 'Social Media Manager');
```

Two Analysis Questions

Analysis Question 1: How many issues have a high level urgency in the local government industry?

Relevance to Database: This question is relevant to the database as it helps Targeted Victory understand and categorize issues based on information already available. By identifying urgency and linking each issue to its associated project, analysts don't have to search through files and resources manually. This is highly efficient, especially when considering the limited 48-hour period to deliver solutions to clients. Issues with more urgency can have more team members or resources allocated toward them to fuel their completion and ensure satisfied clientele. Counting the number of high-urgency issues gives Targeted Victory a clear understanding of the scope of workload they need to manage at a given time. The industry and issue urgency level can be treated as customizable dimensions later for more detailed analysis, but for now this question assumes a high-urgency scenario in a common industry to make the scenario more clear and actionable.

Analysis Question 2: Which team members with data analyst roles are not yet assigned to a project based on their role?

Relevance to Database: This question is relevant to the database because it gives Targeted Victory a simple way to assign projects. Instead of looking through project assignments and individual profiles, all of that information is readily available in the database and can be used to create the best project-to-member match. Since each project has a strict 48-hour completion window, team members can only work on one project at a time, which makes it even more important to distribute assignments carefully. Counting available Data Analysts shows the current capacity of the team. Like with Query 1, the role dimension can be adjusted depending on circumstances. For example, a different role or subset of team members could be analyzed in the future. For now, this query assumes Data Analysts with no current assignments are available, which makes internal project planning more efficient while preventing overassignment.

SQL Queries with Logic

Query #1: How many issues have a high level urgency in the local government industry?

```
SELECT COUNT(i.IssueID) AS HighUrgencyIssueCount
FROM Issue i
JOIN Project p
   ON i.ProjectID = p.ProjectID
JOIN Client c
   ON p.ClientID = c.ClientID
JOIN Industry ind
   ON c.IndustryID = ind.IndustryID
WHERE i.UrgencyLevel = (
   SELECT MAX(UrgencyLevel) FROM Issue
)
AND ind.IndustryName = 'Local Government';
```

Query 1 Logic:

Step 1: The SELECT command will choose a count of IssueIDs to show how many high-urgency issues exist in the Local Government industry. Instead of listing individual issue details or projects, this version uses COUNT(i.IssueID) to provide a total number.

Step 2: The FROM command pulls information from the Issue table, which remains the primary source since it contains the urgency levels. The "i" alias continues to reference the Issue table to make the query easier to read.

Step 3: The JOIN ON commands for the Project (p) and Client (c) tables connect them to the Issue table so the issues are properly linked to their projects and clients. The additional JOIN to Industry (ind) ensures that only clients in the Local Government industry are included in the count.

Step 4: The WHERE clause filters the results in two ways: first, it selects only issues with the highest urgency level, and second, it ensures that these issues are associated with clients in the Local Government industry. Since urgency levels are measured on a scale of 1–5, this query selects issues with the maximum level (5) to represent high-urgency issues. This focuses the query on the specific category that Targeted Victory needs to track.

Query #2: Which team members with data analyst roles are not yet assigned to a project based on their role?

```
SELECT
   tm.TeamMemberID,
   tm.MemberName,
   tm.Role
FROM TeamMember tm
LEFT JOIN ProjectAssignment pa
   ON tm.TeamMemberID = pa.TeamMemberID
WHERE tm.Role = 'Data Analyst'
GROUP BY
   tm.TeamMemberID,
   tm.MemberName,
   tm.Role
HAVING COUNT(pa.AssignmentID) = 0
ORDER BY tm.MemberName;
```

Query 2 Logic:

Step 1: The SELECT command chooses the fields that help identify available team members with the Data Analyst role, their role, and whether they are assigned to any projects. This information is located in the TeamMember table, which is referenced by the “tm” alias to enhance readability and keep the query organized.

Step 2: The FROM command will pull the TeamMemberID, MemberName, and Role columns to avoid additional details in the results for brevity. This displays all relevant team members in one place and allows for full consideration of them to participate in a project, regardless of availability.

Step 3: The LEFT JOIN command joins the ProjectAssignment table to the TeamMember results. Using a LEFT JOIN ensures that every team member appears in the output, even if they aren’t assigned to a project. Team members who aren’t currently assigned to anything will show NULL values in the ProjectAssignment columns. This is important because the goal is to identify who is available instead of only looking at who is already assigned.

Step 4: The WHERE clause filters the results to include only Data Analysts, so the query focuses specifically on availability for this role.

Step 5: The GROUP BY command helps sort and structure the results of the TeamMember table. It allows the aggregate function COUNT () be used on the AssignmentID column and group all rows for each team member into a single row. This step is crucial because without grouping, the results could duplicate members who have multiple assignments.

Step 6: The HAVING COUNT(pa.AssignmentID) = 0 acts as a filter after the grouping takes place. It checks how many assignments each team member has, and if the count is 0, that means a team member isn't actively working on a project and is considered fully available. Since team members only work on one project at a time due to the 48-hour turnaround expectation, identifying who has zero assignments helps avoid overloading team members.

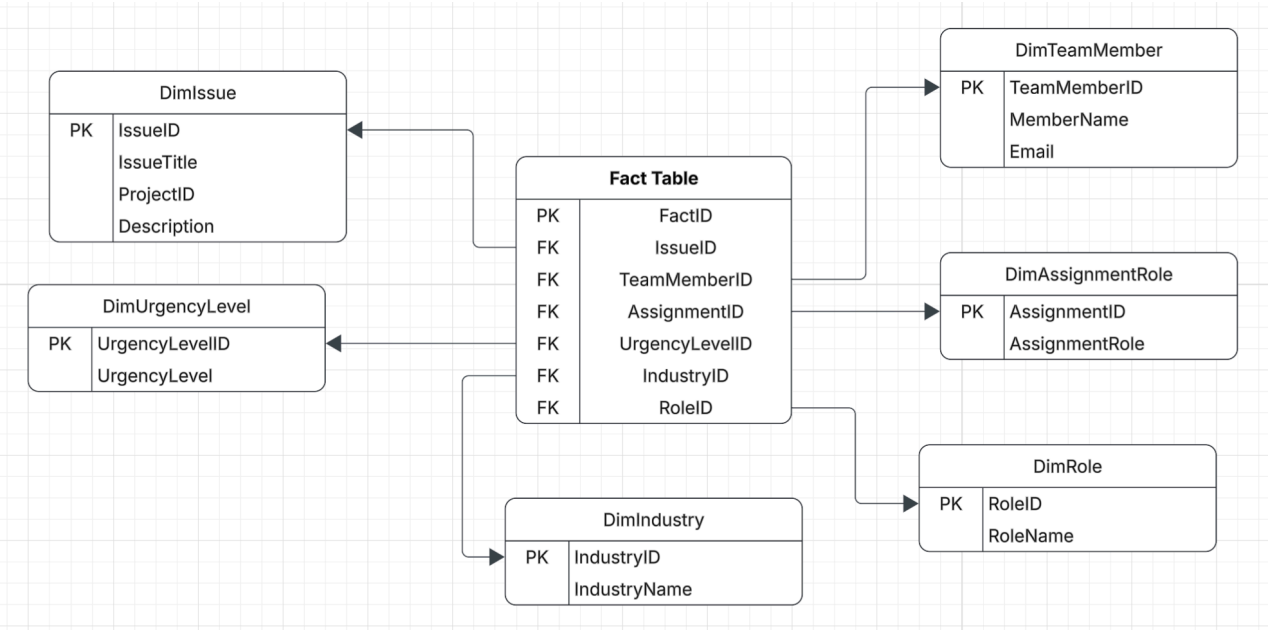
Step 7: The ORDER BY command sorts the results alphabetically by MemberName. In time-sensitive situations, having a readable list of available Data Analysts makes internal coordination more efficient.

Incorporate Feedback

We improved accuracy, consistency, and normalization in a number of areas of our database structure based on feedback from Milestones 1 and 2. Some things that were pointed out to us were that the relationship between the Team Member entity and Project Assignment entity could have been done differently to provide a more accurate representation of how the database works, which is something we incorporated into the star schema. Another thing we implemented based on feedback received on the ERD was increasing the varchar capacity for certain attributes, as it was too small and would most likely require a higher number. After attending office hours, we also discussed how to enhance our analysis questions to be more specific. For example, a change we made was going from asking about just available team members to focusing on available Data Analysts. We also discussed the different dimensions and facts for our star schema and determined that, given the context of this being a smaller-scale agency, a star schema showing higher-level information would be a better fit. Through incorporating this feedback, we aim to have created a better and more thorough ERD as well as star schema.

Star Schema

** Following a discussion with Professor Zheng, we determined that a star schema is a better fit to display our database's functionality.*



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