Database Design

Document Title: Database Design
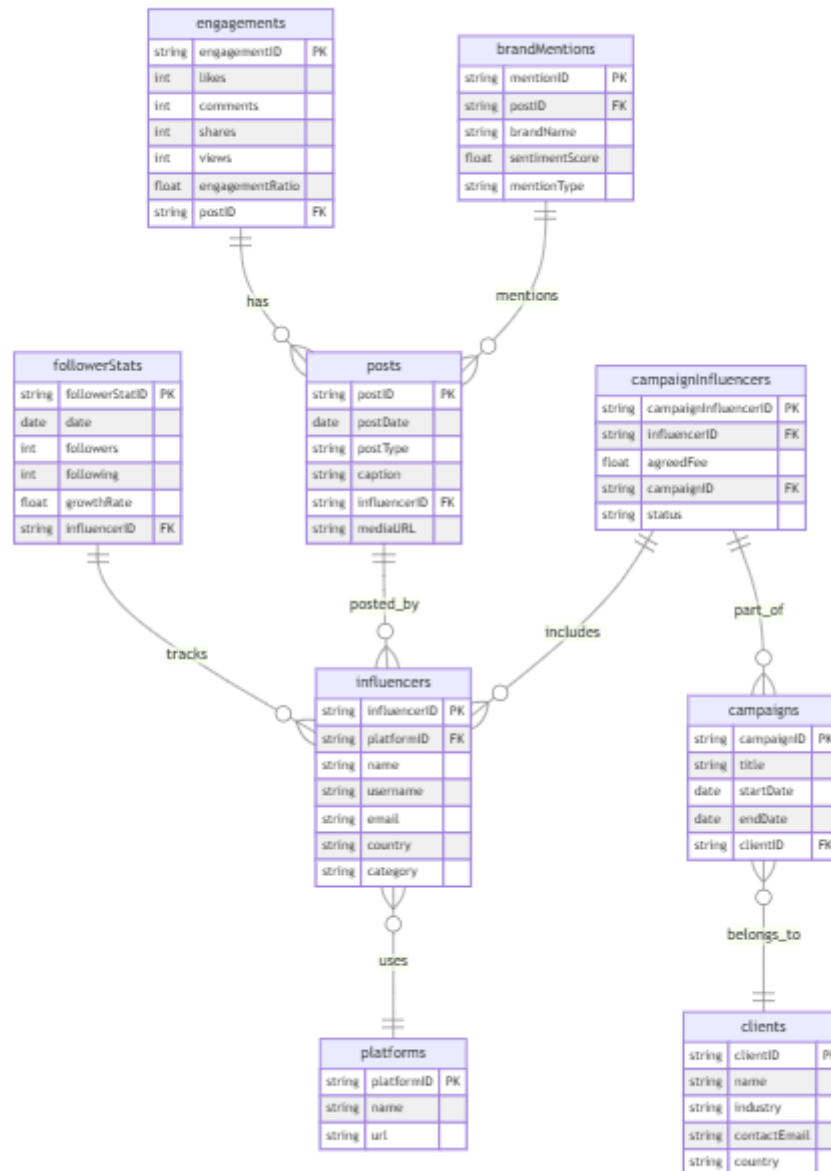**Activity ID:** M2.5
Date: 13/04/2025
Project Team ID: TP802-S2-2
Project Team Name:

1. Database Design

engagements

string	engagementID	PK
int	likes	
int	comments	
int	shares	
int	views	
float	engagementRatio	
string	postID	FK

brandMentions

string	mentionID	PK
string	postID	FK
string	brandName	
float	sentimentScore	
string	mentionType	

followerStats

string	followerStatID	PK
date	date	
int	followers	
int	following	
float	growthRate	
string	influencerID	FK

posts

string	postID	PK
date	postDate	
string	postType	
string	caption	
string	influencerID	FK
string	mediaURL	

campaignInfluencers

string	campaignInfluencerID	PK
string	influencerID	FK
float	agreedFee	
string	campaignID	FK
string	status	

influencers

string	influencerID	PK
string	platformID	FK
string	name	
string	username	
string	email	
string	country	
string	category	

campaigns

string	campaignID	PK
string	title	
date	startDate	
date	endDate	
string	clientID	FK

platforms

string	platformID	PK
string	name	
string	url	

clients

string	clientID	PK
string	name	
string	industry	
string	contactEmail	
string	country	

has

mentions

tracks

posted_by

includes

part_of

uses

belongs_to

2. Table Structure

1. influencers
- influencerID (STRING, PK, Unique, NOT NULL)platformID (STRING, FK → platforms.platformID, NOT NULL)
- name (STRING(100), NOT NULL)
- username (STRING(50), NOT NULL)
- email (STRING(100), NOT NULL)
- country (STRING(50), NULL)
- category (STRING(50), NULL)

2. platforms
- platformID (STRING, PK, Unique, NOT NULL)
- name (STRING(50), NOT NULL)
- url (STRING(200), NULL)

3. posts
- postID (STRING, PK, Unique, NOT NULL)t
- postDate (DATE, NOT NULL)
- postType (STRING(50), NULL)
- caption (STRING(500), NULL)
- influencerID (STRING, FK → influencers.influencerID, NOT NULL)
- mediaURL (STRING(200), NULL)

4. engagements
- engagementID (STRING, PK, Unique, NOT NULL)
- likes (INT, NULL)
- comments (INT, NULL)
- shares (INT, NULL)
- views (INT, NULL)
- engagementRatio (FLOAT, NULL)
- postID (STRING, FK → posts.postID, NOT NULL)

5. brandMentions
- mentionID (STRING, PK, Unique, NOT NULL)
- postID (STRING, FK → posts.postID, NOT NULL)
- brandName (STRING(100), NOT NULL)
- sentimentScore (FLOAT, NULL)

- mentionType (STRING(50), NULL)

6. followerStats
- followerStatsID (STRING, PK, Unique, NOT NULL)
- date (DATE, NOT NULL)
- followers (INT, NULL)
- following (INT, NULL)
- growthRate (FLOAT, NULL)
- influencerID (STRING, FK → influencers.influencerID, NOT NULL)

7. campaigns
- campaignID (STRING, PK, Unique, NOT NULL)
- title (STRING(100), NOT NULL)
- startDate (DATE, NOT NULL)
- endDate (DATE, NOT NULL)
- clientID (STRING, FK → clients.clientID, NOT NULL)

8. clients
- clientID (STRING, PK, Unique, NOT NULL)
- name (STRING(100), NOT NULL)
- industry (STRING(50), NULL)
- contactEmail (STRING(100), NOT NULL)
- country (STRING(50), NULL)

9. campaignInfluencers
- campaignInfluencerID (STRING, PK, Unique, NOT NULL)
- influencerID (STRING, FK → influencers.influencerID, NOT NULL)
- campaignID (STRING, FK → campaigns.campaignID, NOT NULL)
- agreedFee (FLOAT, NULL)
- status (STRING(50), NULL)