

CUSTOMER SUBSCRIPTION MANAGEMENT SYSTEM

DS5110 – Final Project

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Relational Schema Diagram of the Database:

- **USER** (User_id, user_name, age, email_id, region, category, gender)
 - *Primary Key*: User_id
- **SUBSCRIPTION** (User_id, Subscription_id, Product_id, Channel_id, Start_date, End_Date)
 - *Primary Key*: User_id
 - *Foreign Key*: Subscription_id, Product_id, Channel_id
- **PRODUCT** (Product_id, Product_name)
 - *Primary Key*: Product_id
- **CHANNEL** (Channel_id, Channel_name)
 - *Primary Key*: Channel_id
- **REVENUE** (Revenue_id, Subscription_id, revenue_type, Gross_arr_in_usd)
 - *Primary Key*: Revenue_id
 - *Foreign Key*: Subscription_id
- **ENGAGEMENT** (user_id, user_type, engagement_index)
 - *Primary Key*: user_id
 - *Foreign Key*: Null (Weak Entity)
- **ACTIVITIES** (Activity_id, user_id, activity_date, activity_type)
 - *Primary Key*: Activity_id
 - *Foreign Key*: user_id
- **PRODUCT_UPDATES** (Update_id, User_id, Update_name)
 - *Primary Key*: Update_id
 - *Foreign Key*: User_id
- **CAMPAIGN_TOUCH** (Campaign_id, Campaign_name, Campaign_Type)
 - *Primary Key*: Campaign_id
- **FEEDBACK** (feedback_id, user_id, feedback_date, Feedback)
 - *Primary Key*: feedback_id
 - *Foreign Key*: user_id
- **TOUCHED_BY** (User_id, Campaign_id, Touch_date)
 - *Primary Key*: Campaign_id, touch_date
 - *Foreign Key*: User_id

- **PREFERENCES**(preference_id, preference_name)
 - *Primary Key*: Preference_name
- **PREFERS**(User_id, Preference_id)
 - *Primary Key*: User_id
 - *Foreign Key*: Preference_id