```sql
--channels table
INSERT INTO channels (channel_id, channel_name, channel_description)
VALUES
('CH101', 'YouTube', 'YouTube is a popular video-sharing website where people can watch, like,
share, comment, and upload their own videos. It is a great way to discover new things, learn
new skills, or just be entertained.'),
('CH102', 'Twitter', 'Twitter is a social media platform where people can share short messages
called tweets. People can follow other users to see their tweets in their feed.'),
('CH103', 'Instagram', 'Instagram is a social media app where people can share photos and
videos, follow other people to see their posts, and they can follow you to see yours. It is a great
way to connect with friends and family, and to see what is going on in the world.'),
('CH104', 'TikTok', 'TikTok is a social media app where people can watch and create short
videos.'),
('CH105', 'Facebook', 'Facebook is a social media platform where people can connect with
friends and family, share videos, posts and pictures.')
;
-----------------------------------------------------------------------------------------------------------------------
--audience table
INSERT INTO audiences (audience_id, audience_name, audience_description)
VALUES
('A101', 'Teenager 13-17', 'Teenagers are from 13 to 17 years old'),
('A102', 'Young adult 18-39', NULL),
('A103', 'Middle-aged adult 40-64', NULL),
('A104', 'Senior 65+', NULL)
;
-----------------------------------------------------------------------------------------------------------------------
--location table
INSERT INTO locations (location_id, location_name, location_description)
VALUES
('L101', 'UK', 'European country'),
('L102', 'Canada', NULL),
('L103', 'LATAM', 'Latin America'),
('L104', 'Japan', 'Asia'),
('L105', 'India', 'Asia')
;
-----------------------------------------------------------------------------------------------------------------------
--campaign_types table
INSERT INTO campaign_types (type_id, type_name, type_description)
VALUES
('T00001', 'Sales', NULL),
('T00002', 'Sign Up', 'A metric that tracks the number of people who register or create accounts
on a platform, app, or service')
;
-----------------------------------------------------------------------------------------------------------------------
```

```sql
--departments table
INSERT INTO departments (department_id, department_name, department_description)
VALUES
('D101', 'Media', 'This department handles all things related to communication, including
advertising, public relations, and social media.'),
('D102', 'Design', 'This department creates visual concepts to communicate ideas, using
software or art materials to produce logos, illustrations, and layouts.'),
('D103', 'Admin', 'This department provides administrative and clerical support to an
organization, including tasks such as scheduling, record keeping, and financial management.')
;
-----------------------------------------------------------------------------------------------------------------------
--clients table
INSERT INTO clients (client_id, company_name, address, email, phone, contact_person)
VALUES
('Cl0001', 'Lopez PLC', '0806 Watson Drive Suite 662, Port Andrea, DE 42578-2286',
'zmcintyre@bauer.info', '3724028579', 'Barbara Walker'),
('Cl0002', 'Weaver, Garner and Ramos', '2933 Ortiz Overpass Suite 099, South Douglasburgh,
KY 52632-7557', 'oscott@gmail.com', '498.978.7718x501', 'Melinda Johnston'),
('Cl0003', 'Salinas-Chavez', '53637 Bonnie Walk Suite 961, South Adrianaport, IA 49560',
'richard84@hotmail.com', '2545622603', 'Chelsea Hoffman'),
('Cl0004', 'Russell, Wilson and Rogers', '27907 Deborah Hill Suite 235, Abigailbury, CO 58408',
'michael78@yahoo.com', '(995)213-6315', 'Michael Howard'),
('Cl0005', 'White Ltd', '172 Angela Crescent Apt. 306, North Laura, HI 69094-7497',
'jeremy56@gmail.com', '(320)185-3187x395', 'Nathan Weber')
;
---------------------------------------------------------------------------------------------------
--employees table
INSERT INTO employees (emp_id, name, address, phone, email, department_id, supervisor_id)
VALUES
('E10001', 'Aaron Faulkner', '123 Maple St, Springfield', '555-123-4567',
'aaron.faulkner@example.com', 'D101', 'E10001'),
('E10002', 'Becky Brown', '456 Oak St, Rivertown', '555-234-5678',
'becky.brown@example.com', 'D101', 'E10001'),
('E10003', 'Ashley Johnson', '808 Pine St, Hillside', '555-123-4567',
'ashley.johnson@example.com', 'D102', 'E10001'),
('E10004', 'Brian Miller', '909 Cedar St, Greenfield', '555-234-5678', 'brian.miller@example.com',
'D102', 'E10003'),
('E10005', 'Quinn Evans', '2323 Walnut St, Rivertown', '555-678-9012',
'quinn.evans@example.com', 'D103', 'E10003')
;
---------------------------------------------------------------------------------------------------
--campaigns table
```

```sql
INSERT INTO campaigns (campaign_id, start_date, end_date, channel_id, client_id,
audience_id, executive, location_id, views, engagement, clicks, conversions, expense, type_id,
total_sales)
VALUES
('C001', '12-18-2023 0:00:00', '2024-01-10 0:00:00', 'CH101', 'Cl0001', 'A102', 'E10001', 'L101',
23458, 2974, 4983, 234, 13961.03, 'T00001', 50475.58),
('C002', '10-12-2023 0:00:00', '2023-11-09 0:00:00', 'CH102', 'Cl0002', 'A102', 'E10001', 'L102',
63951, 123, 487, 657, 43804.31,  'T00002', 576.09),
('C003', '5-18-2023 0:00:00', '2023-06-04 0:00:00', 'CH103', 'Cl0003', 'A102', 'E10002', 'L103',
49877, 789, 57, 260, 43219.64, 'T00001', 98765.98),
('C004', '2023-02-23 0:00:00', '2023-03-09 0:00:00', 'CH104', 'Cl0004', 'A102', 'E10001', 'L104',
1215, 20983, 478, 980, 23431.50, 'T00002', 7465.58),
('C005', '2023-11-20 0:00:00', '2023-12-11 0:00:00', 'CH105', 'Cl0005', 'A102', 'E10002', 'L105',
34789, 4534, 3454, 273, 8152.59, 'T00001', 89.98)
;
```