

```
CREATE TABLE channels
(
channel_id VARCHAR (20) PRIMARY KEY,
channel_name VARCHAR (50) NOT NULL,
channel_description VARCHAR (500)
);
```

```
CREATE TABLE audiences
(
audience_id VARCHAR (20) PRIMARY KEY,
audience_name VARCHAR (50) NOT NULL,
audience_description VARCHAR (500)
);
```

```
CREATE TABLE locations
(
location_id VARCHAR (20) PRIMARY KEY,
location_name VARCHAR (50) NOT NULL,
location_description VARCHAR (500)
);
```

```
CREATE TABLE campaign_types
(
type_id VARCHAR (20) PRIMARY KEY,
type_name VARCHAR (50) NOT NULL,
type_description VARCHAR (500)
);
```

```
CREATE TABLE clients
(
client_id VARCHAR (20) PRIMARY KEY,
company_name VARCHAR (50) NOT NULL,
address VARCHAR (100) NOT NULL,
email VARCHAR (50) NOT NULL,
phone VARCHAR (50) NOT NULL,
contact_person VARCHAR (50) NOT NULL
);
```

```
CREATE TABLE departments
(
department_id VARCHAR (20) PRIMARY KEY,
department_name VARCHAR (50) NOT NULL,
department_description VARCHAR (500)
```

);

CREATE TABLE employees

```
(  
emp_id VARCHAR (20) PRIMARY KEY,  
name VARCHAR (50) NOT NULL,  
address VARCHAR (100) NOT NULL,  
phone VARCHAR (50) NOT NULL,  
email VARCHAR (50) NOT NULL,  
department_id VARCHAR (20) NOT NULL,  
supervisor_id VARCHAR (20) NOT NULL,  
FOREIGN KEY (department_id) REFERENCES departments (department_id),  
FOREIGN KEY (supervisor_id) REFERENCES employees (emp_id)  
);
```

CREATE TABLE campaigns

```
(  
campaign_id VARCHAR (20) PRIMARY KEY,  
start_date DATETIME NOT NULL,  
end_date DATETIME NOT NULL,  
channel_id VARCHAR (20) NOT NULL,  
client_id VARCHAR (20) NOT NULL,  
audience_id VARCHAR (20) NOT NULL,  
executive VARCHAR (20) NOT NULL,  
location_id VARCHAR (20) NOT NULL,  
views INT,  
engagement INT NOT NULL,  
clicks INT NOT NULL,  
conversions INT NOT NULL,  
expense DECIMAL (15, 2) NOT NULL,  
type_id VARCHAR (20) NOT NULL,  
total_sales DECIMAL (15, 2),  
FOREIGN KEY (channel_id) REFERENCES channels (channel_id),  
FOREIGN KEY (client_id) REFERENCES clients (client_id),  
FOREIGN KEY (audience_id) REFERENCES audiences (audience_id),  
FOREIGN KEY (executive) REFERENCES employees (emp_id),  
FOREIGN KEY (location_id) REFERENCES locations (location_id),  
FOREIGN KEY (type_id) REFERENCES campaign_types (type_id)  
);
```