channels

PK	channel_id	VARCHAR (20), PK
	channel_name	VARCHAR (50), NN
	channel_desription	VARCHAR (500)

audiences

PK	audience_id	VARCHAR (20), PK
	audience_name	VARCHAR (50), NN
	audience_description	VARCHAR (500)

locations

PK	location_id	VARCHAR (20), PK
	location_name	VARCHAR (50), NN
	location_description	VARCHAR (500)

campaign_types

PK	type_id	VARCHAR (20), PK
	type_name	VARCHAR (50), NN
	type_description	VARCHAR (500)

campaigns

PK	campaign_id	VARCHAR (20), PK
	start_date	DATETIME, NN
	end_date	DATETIME, NN
fk	channel_id	VARCHAR (20), NN
fk	client_id	VARCHAR (20), NN
fk	audience_id	VARCHAR (20), NN
fk	executive	VARCHAR (20), NN
fk	location_id	VARCHAR (20), NN
	views	INT
	engagement	INT, NN
	clicks	INT, NN
	conversions	INT, NN
	expense	DECIMAL (15, 2), NN
fk	type_id	VARCHAR (20), NN
	total_sales	DECIMAL (15, 2)

clients

PK	client_id	VARCHAR (20), PK
	company_name	VARCHAR (50), NN
	asddress	VARCHAR (100), NN
	email	VARCHAR (50), NN
	phone	VARCHAR (50), NN
	contact_person	VARCHAR (50), NN

employees

PK	emp_id	VARCHAR (20), PK
	name	VARCHAR (50), NN
	address	VARCHAR (100), NN
	phone	VARCHAR (50), NN
	email	VARCHAR (50), NN
fk	department_id	VARCHAR (20), NN
fk	supervisor_id	VARCHAR (20), NN

departments

PK	department_id	VARCHAR (20), PK
	department_name	VARCHAR (50), NN
	department_description	VARCHAR (500)