1. BUSINESS DESCRIPTION

1.1 Business background

The client wants to organize the campaign of the party. Because the budget is limited, he wants to be able to record and follow the expenses. He would also like to see the effectiveness of various strategies used during the campaign. The sponsors want to see how their money have been used.

1.2 Problems. Current situation

At this moment we have a list of members of party and candidates. We have one office but in the future there will be more around the country. The budget is very limited but we want to find the sponsors. We are going to find people willing to help us with the campaign. We are going to have a system, located in every office, which helps us to record all data related to campaign. For now, we don't have any.

1.3 Benefits from implementing a database. Project vision

The database with the schema provided below, will allow us to store the information about the candidates. Also, we will be able to follow the events organized to promote the particular candidate, ads and social media accounts. We can later analyze the effectiveness of the strategy and the money spent.

The database schema provided below, additionally stores the data about the sponsors. They might want to know in the future how their money will have been spent. This database schema allows us to do that any time.

The database also keeps the information about the volunteers willing to help in the campaign.

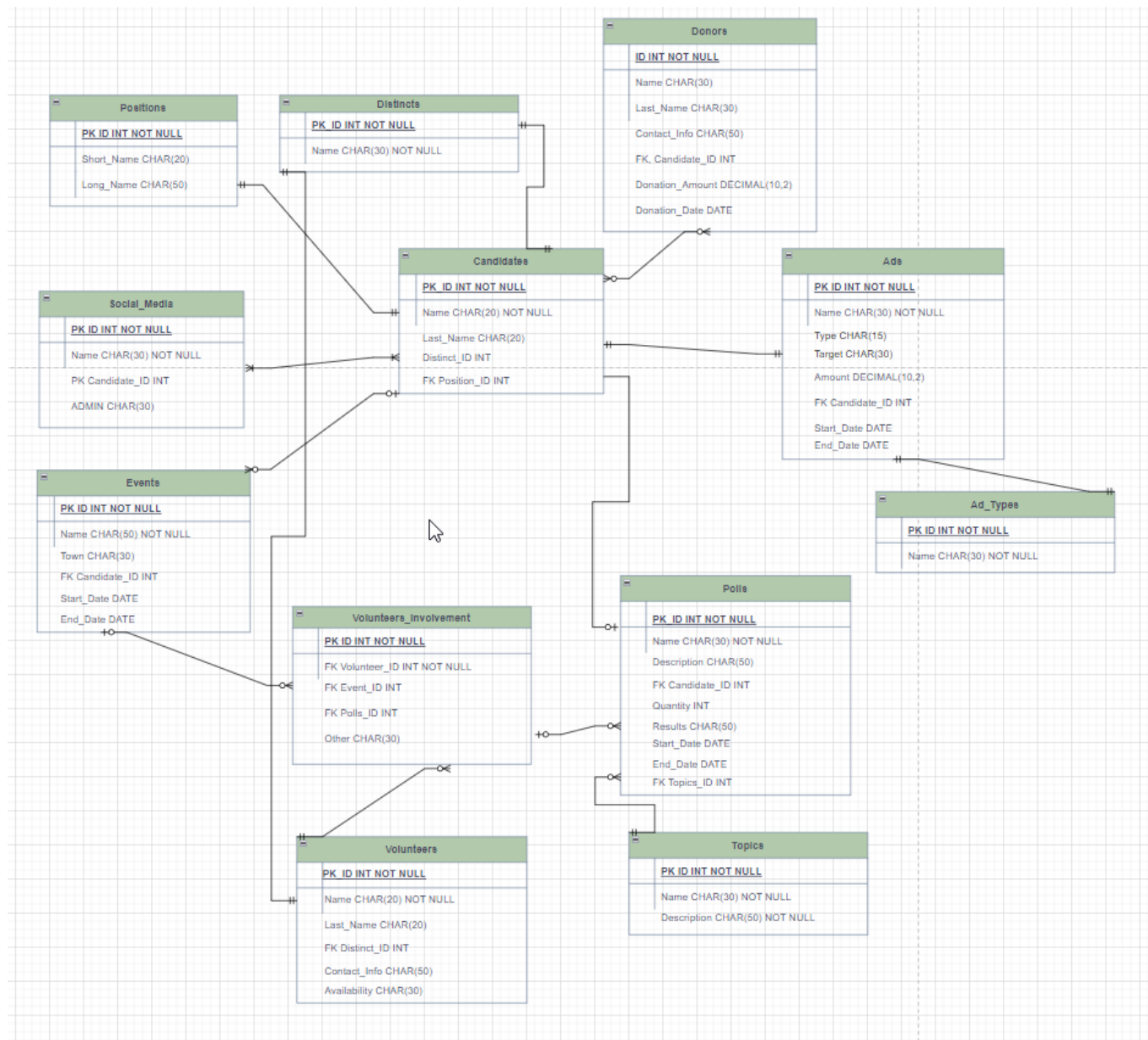# 2. MODEL DESCRIPTION

2.1   Definitions and acronyms

table – a table in a database

PK – Primary Key, unique identifier of the record

FK – Foreign Key, an identifier of the column in another table. It links two tables together.

ID – Index; the number

2.2 Logical scheme

2.3 Tables

Candidates – the table stores the basic information about the candidates

Table name	Field name	Field description	Data type
Candidates	ID	PK of a table	INT NOT NULL
	Name	First name of the candidate	CHAR(20) NOT NULL
	Last_Name	Last name of the candidate	CHAR(20)
	Position_ID	FK. ID of the position the candidate takes in a party	INT NOT NULL
	Distinct_ID	FK. ID of the area where the person candidates	INT NOT NULL

Positions – the list of positions in the party the candidates can take (examples: member, chairman, deputy). Short name and long name for unofficial and official documents.

Table name	Field name	Field description	Data type
Positions	ID	PK of a table	INT NOT NULL
	Short_Name	Short name of the position	CHAR(20)
	Long_Name	Long name of the position	CHAR(50)

Distincts – list of distincts or areas where the members of a party candidate

Table name	Field name	Field description	Data type
Distincts	ID	PK of a table	INT NOT NULL
	Name	Name of the distinct	CHAR(30) NOT NULL

Donors – list of sponsors with the names, contact info and the details of the donation.
Additionally, there might be info about the candidate because the donors might want to donate a particular candidate.

Table name	Field name	Field description	Data type
Donors	ID	PK of a table	INT NOT NULL
	Name	First name of the donor	CHAR(30)
	Last_name	Last name of the donor	CHAR(30)
	Contact_Info	Information useful to contact the donor	CHAR(50)
	Candidate_ID	FK. The ID of the candidate from CANDIDATES table, supported by the donor	INT
	Donation_Amount	The amount of money the donor paid for the candidate or the party	DECIMAL(10,2)
	Donation_Date	The date when the donation took place	DATE

Events – the events organized to promote the party or the particular candidate.

Table name	Field name	Field description	Data type
Events	ID	PK of a table	INT NOT NULL
	Name	Name of the event	CHAR(50) NOT NULL
	Town	The town where the event takes place	CHAR(30)
	Candidate_ID	FK. the number of the candidate from the table CANDIDATES	INT
	Start_Date	The date when the event starts	DATE
	End_Date	The date when the event ends	DATE

Volunteers – the list of people willing to help in organizing the campaign.

Table name	Field name	Field description	Data type
Volunteers	ID	PK of a table	INT NOT NULL
	Name	First name of the volunteer	CHAR(20) NOT NULL
	Last_Name	Last name of the volunteer	CHAR(20)
	Distinct_ID	FK. ID of the distinct from DISTINCTS table, where the volunteer lives or where he can help with the event or other activity	INT
	Contact_Info	The info how to contact with the volunteer	CHAR(50)
	Availabity	The info about the availability of the volunteer	CHAR(30)
	Additional_Info		CHAR(50)

Volunteers_involvement – from that table, you can find out, how many volunteers took part in a particular activity (like events, pools and other – we can extend the table if needed)

Table name	Field name	Field description	Data type
Volunteers_ involvement	ID	PK of a table	INT NOT NULL
	Volunteer_ID	FK. ID of the volunteer from the VOLUNTEERS table	INT NOT NULL
	Event_ID	FK. ID of the event from EVENTS table	INT
	Polls_ID	FK. ID of the poll from POLLS table	INT
	Other	The name of other activity in which the volunteer might be involved	CHAR(30)

Ads – the list of ads run during campaign. We can track there the amount spent on ads.

Table name	Field name	Field description	Data type
Ads	ID	PK of a table	INT NOT NULL
	Name	The name of the ad	CHAR(30) NOT NULL
	Type	The type of the ad	CHAR(15)
	Target	The target which the ad is planned to reach	CHAR(30)
	Amount	The amount of money spent on the ad	DECIMAL(10,2)
	Candidate_ID	FK. ID of the candidate from CANDIDATES table	INT
	Start_Date	The date when the ad starts	DATE
	End_Date	The date when the ad ends	DATE

Ad_types – types of ads like billboard, TV advertisement, advertising in social media etc.

Table name	Field name	Field description	Data type
Ad_Types	ID	PK of a table	INT NOT NULL
	Name	The type of the ad	CHAR(30) NOT NULL

Social_Media – social media accounts run for the candidates or the party with the persons responsible for them

Table name	Field name	Field description	Data type
Social_Media	ID	PK of a table	INT NOT NULL
	Name	The social media type (like Facebook, TikTok, Instagram)	CHAR(30) NOT NULL
	Candidate_ID	FK. ID of the candidate from CANDIDATES table	INT
	Admin	Admin of the account	CHAR(30)

Polls – details of the polls: when they have been conducted , what was the topic, how many people took part in them, if they concern a candidate.

Table name	Field name	Field description	Data type
Polls	ID	PK of a table	INT NOT NULL
	Name	The name of the poll	CHAR(30) NOT NULL
	Description	The description of the poll	CHAR(50)
	Candidate_ID	FK. ID of the candidate from CANDIDATES table	INT
	Quantity	How many people took part in the poll	INT
	Results	The results of the poll	CHAR(50)
	Start_Date	The date when the poll starts	DATE
	End_Date	The date when the poll ends	DATE
	Topics_ID	FK. ID of the topic from TOPICS table	INT

Topics – list of topics, issues, problems important to the voters.

Table name	Field name	Field description	Data type
Topics	ID	PK of a table	INT NOT NULL
	Name	The name of the topic	CHAR(30) NOT NULL
	Description	The description of the topic	CHAR(50)