MarketFlash ERD

Client

PK	Client_ID	VARCHAR(20),NN
	CompanyName	VARCHAR(20),NN
	CompanyAdd	VARCHAR(200),NN
	Email	VARCHAR(20),NN,UNIQUE
	Phone	VARCHAR(20),NN
	ContactPerson	VARCHAR(20),NN

Employees

PK	Emp_ID	VARCHAR(20),NN
	Name	VARCHAR(20), NN
	Address	VARCHAR(20), NN
	Email	DATETIME,NN
	Phone	DATETIME,NN
fk	Dept_ID	VARCHAR(20), NN
	Supervisor_ID	VARCHAR(20), NN

Departments

PK	Dept_ID	VARCHAR(20), NN
	DepartmentName	VARCHAR(20), NN
	Description	VARCHAR(20), NN

Campaigns

PK	Campaign_ID	VARCHAR(20), NN
fk	Campaign_typeID	VARCHAR(20), NN
	StartDate	DATETIME,NN
	EndDate	DATETIME,NN
fk	Channel_ID	VARCHAR(20),NN
fk	Client_ID	VARCHAR(20),NN
fk	TA_ID	VARCHAR(20),NN
	Likes	INT, NN
	Clicks	INT, NN
	Conversions	INT, NN
fk	Location_ID	Type
	total_sales	Type
	Expenses	DECIMAL, NN
fk	Emp_ID	VARCHAR(20),NN

Type

PK	Campaign_typeID	VARCHAR(20),NN
	Name	VARCHAR(20),NN
	Description	VARCHAR(20),NN

Channels

PK	Channel_ID	VARCHAR(20),NN
	Name	VARCHAR(20),NN
	Description	VARCHAR(20),NN

Targeted Audience

PK	TA_ID	VARCHAR(20),NN
	Description	VARCHAR(20), NN
	GroupName	VARCHAR(20),NN

Locations

PK	Location_ID	VARCHAR(20),NN
	Name	VARCHAR(20), NN
	Description	VARCHAR(20), NN