User Table

id	company_name [TEXT]	email (text)	password (hashed)	createdAt [automatic]	updatedAt [automatic]
1	Company A	email@email.com	###	12:00:00 AM	12:00:00 AM
2	Company B	email@email.com	###	1:00:00 AM	1:00:00 AM

Conversion Events Table

id	conversion_event [TEXT]	user_id [FOREIGN KEY]	position [TEXT]	createdAt [automatic]	updatedAt [automatic]
1	Just signed-up for a trial.	1	left	12:00:00 AM	12:00:00 AM
2	Just signed-up for a demo.	1	right	1:00:00 AM	1:00:00 AM

Customers Table

id	email [TEXT]	company_name [TEXT]	first_name [TEXT]	last_name [TEXT]	logo [TEXT]	createdAt [automatic]	updatedAt [automatic]
1	test@company.com	Company A	XXX	XXX	logo.com	12:00:00 AM	12:00:00 AM
5	test@company.com	[]	[]	[]	[]	5:00:00 AM	1:00:00 AM

Customer Activities Table

id	event [TEXT]	props [TEXT]	conversion_event_id [FOREIGN	user_id [FOREIGN KEY]	customer_id [FOREIGN KEY]	createdAt [automatic]	updatedAt [automatic]
1	conversion		1	1	1	0:00	12:00:00 AM
2	view	{message id}	2	2	2	1:00	1:00:00 AM