# 🎭 Complete Fashion Week AI Platform - Supabase Setup

## 🚀 Executive Summary

Complete Supabase implementation for Colombian Fashion Week AI platform supporting:

* **60,000+ concurrent users** during Colombia Moda 2025
* **47+ tables** with AI-first architecture
* **7 stakeholder types**: Designers, Models, Sponsors, Vendors, Media, Attendees, Organizers
* **Colombian payment integration**: PSE, Nequi, Efecty, DaviPlata
* **AI-powered automation**: 35+ MCP servers integration
* **Real-time capabilities**: Live event dashboards, instant notifications
* **DIAN compliance**: Electronic invoicing and tax calculations

## 📊 Core Database Schema

### 1. Multi-Tenant Foundation

-- Enable required extensions

CREATE EXTENSION IF NOT EXISTS "uuid-ossp";

CREATE EXTENSION IF NOT EXISTS "postgis";

CREATE EXTENSION IF NOT EXISTS "vector";

CREATE EXTENSION IF NOT EXISTS "pg\_cron";

-- Organizations (Fashion Week Organizers)

CREATE TABLE organizations (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

name TEXT NOT NULL,

slug TEXT UNIQUE NOT NULL,

organization\_type TEXT DEFAULT 'fashion\_week' CHECK (organization\_type IN (

'fashion\_week', 'fashion\_brand', 'modeling\_agency', 'media\_company', 'sponsor\_company'

)),

subscription\_tier TEXT DEFAULT 'pro' CHECK (subscription\_tier IN ('free', 'pro', 'enterprise')),

-- Colombian Business Info

nit TEXT UNIQUE, -- Colombian tax identification

tax\_regime TEXT CHECK (tax\_regime IN ('simplificado', 'común', 'gran\_contribuyente')),

business\_address JSONB DEFAULT '{}',

city TEXT CHECK (city IN ('Medellín', 'Bogotá', 'Cali', 'Cartagena', 'Barranquilla', 'Bucaramanga', 'Pereira', 'Manizales')),

department TEXT CHECK (department IN ('Antioquia', 'Cundinamarca', 'Valle\_del\_Cauca', 'Bolívar', 'Atlántico', 'Santander', 'Risaralda', 'Caldas')),

-- Business Details

industry\_segment TEXT[] DEFAULT ARRAY['fashion'],

website TEXT,

logo\_url TEXT,

description TEXT,

business\_size TEXT CHECK (business\_size IN ('startup', 'small', 'medium', 'large', 'enterprise')),

-- Configuration

settings JSONB DEFAULT '{}',

payment\_methods\_enabled TEXT[] DEFAULT ARRAY['pse', 'nequi', 'efecty', 'stripe'],

ai\_features\_enabled TEXT[] DEFAULT ARRAY['content\_generation', 'analytics', 'automation'],

-- Status

is\_verified BOOLEAN DEFAULT false,

verification\_documents TEXT[],

verified\_at TIMESTAMPTZ,

verified\_by UUID,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Enhanced Users with Fashion Industry Roles

CREATE TABLE users (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Identity

email TEXT UNIQUE NOT NULL,

phone TEXT,

full\_name TEXT NOT NULL,

avatar\_url TEXT,

bio TEXT,

-- Professional Info

professional\_title TEXT,

role TEXT DEFAULT 'member' CHECK (role IN ('owner', 'admin', 'manager', 'member', 'guest', 'designer', 'model', 'stylist', 'photographer')),

department TEXT CHECK (department IN ('production', 'marketing', 'sales', 'finance', 'operations', 'design', 'styling', 'casting', 'pr')),

experience\_level TEXT CHECK (experience\_level IN ('entry', 'junior', 'mid', 'senior', 'expert', 'director')),

-- Skills & Certifications

skills TEXT[],

certifications JSONB DEFAULT '[]',

languages TEXT[] DEFAULT ARRAY['spanish'],

specializations TEXT[],

-- Availability & Performance

availability\_schedule JSONB DEFAULT '{}',

hourly\_rate DECIMAL(10,2),

currency TEXT DEFAULT 'COP',

performance\_metrics JSONB DEFAULT '{}',

rating DECIMAL(3,2) DEFAULT 0,

review\_count INTEGER DEFAULT 0,

-- Preferences

preferences JSONB DEFAULT '{}',

notification\_settings JSONB DEFAULT '{}',

communication\_preferences TEXT[] DEFAULT ARRAY['email', 'whatsapp'],

-- Fashion Industry Specific

portfolio\_urls TEXT[],

social\_media\_handles JSONB DEFAULT '{}',

runway\_experience BOOLEAN DEFAULT false,

backstage\_experience BOOLEAN DEFAULT false,

-- Status

is\_active BOOLEAN DEFAULT true,

is\_verified BOOLEAN DEFAULT false,

verification\_status TEXT DEFAULT 'pending' CHECK (verification\_status IN ('pending', 'verified', 'rejected')),

last\_login\_at TIMESTAMPTZ,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- User Verification Documents

CREATE TABLE user\_verification\_documents (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

user\_id UUID REFERENCES users(id) ON DELETE CASCADE,

document\_type TEXT CHECK (document\_type IN (

'cedula\_ciudadania', 'cedula\_extranjeria', 'passport', 'professional\_license',

'portfolio', 'experience\_certificate', 'insurance\_document'

)),

document\_url TEXT NOT NULL,

verification\_status TEXT DEFAULT 'pending' CHECK (verification\_status IN ('pending', 'approved', 'rejected')),

verified\_by UUID REFERENCES users(id),

verified\_at TIMESTAMPTZ,

rejection\_reason TEXT,

expires\_at TIMESTAMPTZ,

created\_at TIMESTAMPTZ DEFAULT NOW()

);

### 2. Fashion Week Events & Venues

-- Fashion Week Events

CREATE TABLE events (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Basic Info

name TEXT NOT NULL,

slug TEXT NOT NULL,

description TEXT,

short\_description TEXT,

-- Event Classification

event\_type TEXT CHECK (event\_type IN (

'fashion\_week', 'runway\_show', 'presentation', 'showroom', 'networking',

'awards\_ceremony', 'designer\_showcase', 'sustainable\_fashion\_forum',

'emerging\_designers\_competition', 'fashion\_business\_summit'

)),

category TEXT CHECK (category IN (

'alta\_costura', 'ready\_to\_wear', 'street\_fashion', 'sustainable',

'emerging\_designers', 'established\_brands', 'luxury', 'commercial',

'Colombian\_heritage', 'international'

)),

-- Schedule

start\_datetime TIMESTAMPTZ NOT NULL,

end\_datetime TIMESTAMPTZ NOT NULL,

timezone TEXT DEFAULT 'America/Bogota',

registration\_deadline TIMESTAMPTZ,

early\_bird\_deadline TIMESTAMPTZ,

-- Capacity & Accessibility

max\_capacity INTEGER,

expected\_attendance INTEGER,

current\_registrations INTEGER DEFAULT 0,

min\_age\_requirement INTEGER DEFAULT 0,

dress\_code TEXT,

accessibility\_features TEXT[],

-- Status & Visibility

status TEXT DEFAULT 'planning' CHECK (status IN ('planning', 'announced', 'registration\_open', 'sold\_out', 'active', 'completed', 'cancelled')),

visibility TEXT DEFAULT 'public' CHECK (visibility IN ('public', 'private', 'invite\_only', 'industry\_only')),

is\_virtual BOOLEAN DEFAULT false,

is\_hybrid BOOLEAN DEFAULT false,

-- Venue

venue\_id UUID REFERENCES venues(id),

backup\_venue\_id UUID REFERENCES venues(id),

-- Media & Marketing

featured\_image\_url TEXT,

gallery\_images TEXT[],

video\_trailer\_url TEXT,

marketing\_video\_urls TEXT[],

press\_kit\_url TEXT,

-- SEO & Social

seo\_title TEXT,

seo\_description TEXT,

seo\_keywords TEXT[],

og\_image\_url TEXT,

social\_media\_hashtags TEXT[],

-- AI & Content

ai\_generated\_content JSONB DEFAULT '{}',

content\_generation\_prompts JSONB DEFAULT '{}',

auto\_translation\_enabled BOOLEAN DEFAULT true,

-- Pricing

base\_ticket\_price DECIMAL(10,2),

currency TEXT DEFAULT 'COP',

pricing\_strategy TEXT CHECK (pricing\_strategy IN ('fixed', 'dynamic', 'tiered', 'auction')),

-- Logistics

setup\_start\_time TIMESTAMPTZ,

rehearsal\_time TIMESTAMPTZ,

guest\_arrival\_time TIMESTAMPTZ,

show\_start\_time TIMESTAMPTZ,

after\_party\_time TIMESTAMPTZ,

-- Team

created\_by UUID REFERENCES users(id),

event\_director UUID REFERENCES users(id),

production\_manager UUID REFERENCES users(id),

marketing\_manager UUID REFERENCES users(id),

-- Metadata

settings JSONB DEFAULT '{}',

custom\_fields JSONB DEFAULT '{}',

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW(),

-- Constraints

UNIQUE(organization\_id, slug),

CHECK (end\_datetime > start\_datetime),

CHECK (max\_capacity > 0)

);

-- Fashion Week Venues with Colombian Locations

CREATE TABLE venues (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Basic Info

name TEXT NOT NULL,

slug TEXT,

description TEXT,

venue\_type TEXT CHECK (venue\_type IN (

'convention\_center', 'hotel', 'museum', 'gallery', 'theater',

'warehouse', 'rooftop', 'outdoor\_space', 'cultural\_center',

'fashion\_district', 'shopping\_mall', 'university', 'studio'

)),

-- Location (Colombian Focus)

address TEXT NOT NULL,

neighborhood TEXT, -- Medellín: El Poblado, Laureles, etc.

city TEXT NOT NULL CHECK (city IN (

'Medellín', 'Bogotá', 'Cali', 'Cartagena', 'Barranquilla',

'Bucaramanga', 'Pereira', 'Manizales', 'Armenia', 'Ibagué'

)),

department TEXT NOT NULL,

postal\_code TEXT,

coordinates POINT,

google\_maps\_url TEXT,

uber\_zone\_id TEXT,

-- Capacity & Layout

max\_capacity INTEGER NOT NULL,

seated\_capacity INTEGER,

standing\_capacity INTEGER,

vip\_capacity INTEGER,

backstage\_capacity INTEGER,

-- Runway Specifications

runway\_length\_meters DECIMAL(5,2),

runway\_width\_meters DECIMAL(5,2),

runway\_height\_meters DECIMAL(5,2),

backdrop\_options TEXT[],

lighting\_grid\_available BOOLEAN DEFAULT false,

sound\_system\_specs JSONB DEFAULT '{}',

-- Fashion Week Facilities

backstage\_facilities JSONB DEFAULT '{}', -- dressing\_rooms, makeup\_stations, etc.

photographer\_pit BOOLEAN DEFAULT false,

press\_area\_capacity INTEGER,

vip\_lounge BOOLEAN DEFAULT false,

designer\_showroom BOOLEAN DEFAULT false,

-- Technical Equipment

av\_equipment JSONB DEFAULT '{}',

lighting\_equipment JSONB DEFAULT '{}',

staging\_equipment JSONB DEFAULT '{}',

wifi\_capacity INTEGER,

power\_outlets\_count INTEGER,

climate\_control BOOLEAN DEFAULT true,

-- Amenities

parking\_spaces INTEGER,

valet\_parking BOOLEAN DEFAULT false,

public\_transportation TEXT[],

nearby\_hotels TEXT[],

catering\_options TEXT[],

security\_features TEXT[],

accessibility\_features TEXT[],

-- Pricing & Availability

base\_rental\_price DECIMAL(12,2),

currency TEXT DEFAULT 'COP',

pricing\_structure JSONB DEFAULT '{}',

availability\_calendar JSONB DEFAULT '{}',

booking\_lead\_time\_days INTEGER DEFAULT 30,

-- Policies & Requirements

setup\_time\_hours INTEGER DEFAULT 4,

breakdown\_time\_hours INTEGER DEFAULT 2,

noise\_restrictions JSONB DEFAULT '{}',

alcohol\_permitted BOOLEAN DEFAULT true,

smoking\_policy TEXT,

dress\_code\_required BOOLEAN DEFAULT false,

-- Media

images TEXT[],

floor\_plans TEXT[],

virtual\_tour\_url TEXT,

promotional\_video\_url TEXT,

-- Management

venue\_manager\_name TEXT,

venue\_manager\_phone TEXT,

venue\_manager\_email TEXT,

emergency\_contact JSONB DEFAULT '{}',

-- Status

is\_active BOOLEAN DEFAULT true,

is\_verified BOOLEAN DEFAULT false,

verification\_documents TEXT[],

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Runway Shows (Fashion Week Specific)

CREATE TABLE runway\_shows (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

event\_id UUID REFERENCES events(id) ON DELETE CASCADE,

designer\_id UUID REFERENCES designers(id),

-- Show Details

show\_name TEXT NOT NULL,

collection\_name TEXT,

collection\_season TEXT CHECK (collection\_season IN ('spring\_summer', 'fall\_winter', 'cruise', 'pre\_fall')),

collection\_year INTEGER,

theme TEXT,

inspiration TEXT,

-- Timing

scheduled\_start\_time TIMESTAMPTZ NOT NULL,

scheduled\_duration\_minutes INTEGER DEFAULT 20,

actual\_start\_time TIMESTAMPTZ,

actual\_end\_time TIMESTAMPTZ,

-- Show Format

show\_format TEXT CHECK (show\_format IN ('traditional\_runway', 'presentation', 'installation', 'digital\_only', 'hybrid')),

model\_count INTEGER,

look\_count INTEGER,

music\_style TEXT,

playlist\_url TEXT,

-- Production

creative\_director UUID REFERENCES users(id),

stylist UUID REFERENCES users(id),

makeup\_artist UUID REFERENCES users(id),

hair\_stylist UUID REFERENCES users(id),

photographer UUID REFERENCES users(id),

videographer UUID REFERENCES users(id),

-- Technical

lighting\_cues JSONB DEFAULT '[]',

staging\_notes TEXT,

special\_effects JSONB DEFAULT '{}',

-- Media

live\_stream\_url TEXT,

recorded\_video\_url TEXT,

professional\_photos TEXT[],

backstage\_photos TEXT[],

-- Performance Metrics

attendance\_count INTEGER,

media\_coverage\_count INTEGER,

social\_media\_mentions INTEGER,

influencer\_posts INTEGER,

press\_coverage\_value DECIMAL(12,2),

-- Status

status TEXT DEFAULT 'planned' CHECK (status IN ('planned', 'rehearsal', 'ready', 'live', 'completed', 'cancelled')),

-- Metadata

notes TEXT,

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

### 3. Fashion Industry Stakeholders

-- Designers (Colombian & International)

CREATE TABLE designers (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

user\_id UUID REFERENCES users(id),

-- Brand Identity

brand\_name TEXT NOT NULL,

designer\_name TEXT NOT NULL,

brand\_logo\_url TEXT,

brand\_aesthetic TEXT,

signature\_style TEXT,

-- Biography & Background

bio TEXT,

origin\_story TEXT,

education\_background TEXT,

fashion\_education JSONB DEFAULT '[]',

design\_philosophy TEXT,

-- Classification

style\_categories TEXT[] CHECK (style\_categories <@ ARRAY[

'alta\_costura', 'ready\_to\_wear', 'street\_fashion', 'sustainable',

'avant\_garde', 'minimalist', 'maximalist', 'bohemian', 'urban',

'traditional\_colombian', 'contemporary', 'luxury', 'affordable'

]),

experience\_level TEXT CHECK (experience\_level IN ('emerging', 'established', 'veteran', 'legend')),

target\_market TEXT CHECK (target\_market IN ('luxury', 'premium', 'mid\_market', 'affordable', 'mass\_market')),

-- Colombian Heritage

is\_colombian\_designer BOOLEAN DEFAULT false,

colombian\_region TEXT,

incorporates\_colombian\_elements BOOLEAN DEFAULT false,

traditional\_techniques\_used TEXT[],

-- Business Info

business\_model TEXT CHECK (business\_model IN ('independent', 'fashion\_house', 'brand\_licensed', 'collaborative')),

years\_in\_business INTEGER,

number\_of\_employees INTEGER,

annual\_revenue\_range TEXT,

-- Production

production\_capacity INTEGER,

production\_location TEXT,

manufacturing\_partners TEXT[],

quality\_certifications TEXT[],

-- Sustainability

sustainability\_practices JSONB DEFAULT '{}',

sustainable\_materials\_used TEXT[],

fair\_trade\_certified BOOLEAN DEFAULT false,

carbon\_footprint\_rating TEXT,

-- Portfolio & Media

portfolio\_url TEXT,

lookbook\_urls TEXT[],

fashion\_show\_videos TEXT[],

editorial\_features TEXT[],

-- Social Media & Marketing

website\_url TEXT,

instagram\_handle TEXT,

instagram\_followers INTEGER DEFAULT 0,

facebook\_page TEXT,

tiktok\_handle TEXT,

pinterest\_url TEXT,

-- Collections

signature\_pieces JSONB DEFAULT '[]',

bestselling\_items JSONB DEFAULT '[]',

price\_range JSONB DEFAULT '{}',

seasonal\_collections\_per\_year INTEGER DEFAULT 2,

-- Recognition & Awards

awards JSONB DEFAULT '[]',

press\_coverage JSONB DEFAULT '[]',

celebrity\_endorsements TEXT[],

fashion\_week\_participation JSONB DEFAULT '[]',

-- Collaboration History

brand\_collaborations TEXT[],

influencer\_partnerships TEXT[],

retailer\_partnerships TEXT[],

-- Verification & Rating

is\_verified BOOLEAN DEFAULT false,

verified\_by TEXT,

rating DECIMAL(3,2) DEFAULT 0,

review\_count INTEGER DEFAULT 0,

-- AI Insights

ai\_style\_analysis JSONB DEFAULT '{}',

trend\_alignment\_score DECIMAL(3,2) DEFAULT 0,

market\_positioning JSONB DEFAULT '{}',

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Models (Professional Fashion Models)

CREATE TABLE models (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

user\_id UUID REFERENCES users(id),

-- Professional Identity

model\_name TEXT NOT NULL,

stage\_name TEXT,

agency\_name TEXT,

agency\_contact JSONB DEFAULT '{}',

-- Physical Measurements

height\_cm INTEGER NOT NULL,

weight\_kg INTEGER,

bust\_cm INTEGER,

waist\_cm INTEGER,

hips\_cm INTEGER,

shoe\_size\_eu INTEGER,

dress\_size TEXT,

suit\_size TEXT,

-- Physical Characteristics

hair\_color TEXT,

hair\_length TEXT,

hair\_texture TEXT,

eye\_color TEXT,

skin\_tone TEXT,

ethnicity TEXT,

distinguishing\_features TEXT[],

-- Professional Details

experience\_level TEXT CHECK (experience\_level IN ('new\_face', 'emerging', 'established', 'supermodel', 'legend')),

years\_experience INTEGER DEFAULT 0,

-- Specializations

specialties TEXT[] CHECK (specialties <@ ARRAY[

'runway', 'editorial', 'commercial', 'plus\_size', 'petite', 'mature',

'fitness', 'lingerie', 'swimwear', 'bridal', 'haute\_couture',

'street\_style', 'beauty', 'hands', 'parts\_modeling'

]),

-- Markets & Experience

markets\_worked TEXT[] DEFAULT ARRAY['colombia'],

international\_experience BOOLEAN DEFAULT false,

fashion\_weeks\_walked TEXT[],

magazine\_covers TEXT[],

advertising\_campaigns TEXT[],

-- Availability & Rates

availability\_status TEXT DEFAULT 'available' CHECK (availability\_status IN ('available', 'busy', 'exclusive', 'retired')),

availability\_calendar JSONB DEFAULT '{}',

rate\_card JSONB DEFAULT '{}', -- runway, editorial, commercial rates

currency TEXT DEFAULT 'COP',

travel\_rate DECIMAL(10,2),

-- Portfolio & Media

comp\_card\_url TEXT,

portfolio\_images TEXT[],

runway\_videos TEXT[],

editorial\_photos TEXT[],

commercial\_photos TEXT[],

-- Social Media Presence

instagram\_handle TEXT,

instagram\_followers INTEGER DEFAULT 0,

tiktok\_handle TEXT,

tiktok\_followers INTEGER DEFAULT 0,

social\_media\_engagement\_rate DECIMAL(5,2) DEFAULT 0,

-- Professional Requirements

work\_permit\_status TEXT CHECK (work\_permit\_status IN ('colombian\_citizen', 'work\_visa', 'tourist\_visa', 'resident')),

passport\_country TEXT,

visa\_expiry DATE,

languages\_spoken TEXT[] DEFAULT ARRAY['spanish'],

-- Travel & Logistics

travel\_availability BOOLEAN DEFAULT true,

travel\_radius\_km INTEGER DEFAULT 0, -- 0 means unlimited

has\_passport BOOLEAN DEFAULT true,

willing\_to\_relocate BOOLEAN DEFAULT false,

-- Health & Safety

vaccination\_status JSONB DEFAULT '{}',

health\_certifications TEXT[],

dietary\_restrictions TEXT[],

allergies TEXT[],

-- Performance Metrics

booking\_count INTEGER DEFAULT 0,

runway\_shows\_count INTEGER DEFAULT 0,

editorial\_shoots\_count INTEGER DEFAULT 0,

commercial\_shoots\_count INTEGER DEFAULT 0,

rating DECIMAL(3,2) DEFAULT 0,

review\_count INTEGER DEFAULT 0,

-- Colombian Fashion Scene

participated\_colombia\_moda BOOLEAN DEFAULT false,

medellin\_fashion\_week\_participant BOOLEAN DEFAULT false,

supports\_local\_designers BOOLEAN DEFAULT false,

-- Agency Representation

is\_signed BOOLEAN DEFAULT false,

exclusive\_contract BOOLEAN DEFAULT false,

contract\_expiry DATE,

-- Special Skills

runway\_training BOOLEAN DEFAULT false,

acting\_experience BOOLEAN DEFAULT false,

dancing\_skills TEXT[],

additional\_talents TEXT[],

-- Status

is\_active BOOLEAN DEFAULT true,

is\_verified BOOLEAN DEFAULT false,

background\_check\_status TEXT CHECK (background\_check\_status IN ('pending', 'approved', 'rejected')),

-- Metadata

notes TEXT,

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Sponsors (Corporate Partners)

CREATE TABLE sponsors (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Company Information

company\_name TEXT NOT NULL,

legal\_name TEXT,

brand\_name TEXT,

company\_logo\_url TEXT,

-- Business Details

industry TEXT CHECK (industry IN (

'fashion\_retail', 'luxury\_goods', 'beauty\_cosmetics', 'jewelry',

'automotive', 'technology', 'telecommunications', 'banking',

'beverages', 'hospitality', 'airlines', 'real\_estate',

'media\_entertainment', 'pharmaceutical', 'food\_beverage'

)),

sub\_industry TEXT,

business\_model TEXT,

target\_demographics TEXT[],

-- Company Size & Finance

company\_size TEXT CHECK (company\_size IN ('startup', 'small', 'medium', 'large', 'enterprise', 'multinational')),

employee\_count\_range TEXT,

annual\_revenue\_range TEXT,

marketing\_budget\_range TEXT,

sponsorship\_budget\_estimate DECIMAL(12,2),

currency TEXT DEFAULT 'COP',

-- Colombian Business Info

is\_colombian\_company BOOLEAN DEFAULT false,

nit TEXT, -- Colombian tax ID

tax\_regime TEXT,

headquarters\_city TEXT,

local\_operations BOOLEAN DEFAULT false,

years\_in\_colombia INTEGER,

-- Contact Information

website TEXT,

primary\_contact\_name TEXT,

primary\_contact\_title TEXT,

primary\_contact\_email TEXT,

primary\_contact\_phone TEXT,

marketing\_contact\_name TEXT,

marketing\_contact\_email TEXT,

sponsorship\_contact\_name TEXT,

sponsorship\_contact\_email TEXT,

-- Marketing & Brand

brand\_values TEXT[],

target\_audience\_age\_range TEXT,

target\_audience\_gender TEXT[],

target\_audience\_income\_level TEXT,

brand\_positioning TEXT,

competitors TEXT[],

-- Sponsorship History

previous\_sponsorships JSONB DEFAULT '[]',

fashion\_week\_sponsorship\_history JSONB DEFAULT '[]',

preferred\_sponsorship\_types TEXT[],

activation\_preferences TEXT[],

-- Social Media & Digital Presence

social\_media\_handles JSONB DEFAULT '{}',

follower\_counts JSONB DEFAULT '{}',

digital\_marketing\_spend DECIMAL(12,2),

influencer\_marketing\_budget DECIMAL(12,2),

-- Partnership Preferences

partnership\_objectives TEXT[],

expected\_roi\_metrics TEXT[],

measurement\_preferences TEXT[],

content\_collaboration\_interest BOOLEAN DEFAULT false,

-- Lead Management

lead\_source TEXT CHECK (lead\_source IN (

'ai\_identified', 'referral', 'inbound\_inquiry', 'research',

'event\_attendee', 'networking', 'cold\_outreach', 'partner\_introduction'

)),

lead\_status TEXT DEFAULT 'prospect' CHECK (lead\_status IN (

'prospect', 'contacted', 'interested', 'proposal\_sent',

'negotiating', 'contract\_review', 'signed', 'active\_partner',

'renewed', 'churned', 'rejected'

)),

-- AI & Scoring

ai\_prospect\_score DECIMAL(3,2) DEFAULT 0,

engagement\_score DECIMAL(3,2) DEFAULT 0,

brand\_alignment\_score DECIMAL(3,2) DEFAULT 0,

budget\_fit\_score DECIMAL(3,2) DEFAULT 0,

-- Account Management

assigned\_account\_manager UUID REFERENCES users(id),

relationship\_status TEXT CHECK (relationship\_status IN ('cold', 'warm', 'hot', 'partner', 'champion')),

last\_contact\_date TIMESTAMPTZ,

next\_follow\_up\_date TIMESTAMPTZ,

-- Notes & History

engagement\_history JSONB DEFAULT '[]',

meeting\_notes TEXT,

partnership\_notes TEXT,

special\_requirements TEXT,

-- Verification

is\_verified BOOLEAN DEFAULT false,

verification\_documents TEXT[],

credit\_rating TEXT,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Vendors (Service Providers)

CREATE TABLE vendors (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Basic Information

company\_name TEXT NOT NULL,

contact\_person\_name TEXT NOT NULL,

legal\_business\_name TEXT,

-- Contact Details

email TEXT NOT NULL,

phone TEXT,

whatsapp TEXT,

website TEXT,

-- Business Address

address TEXT,

city TEXT,

department TEXT,

country TEXT DEFAULT 'Colombia',

-- Vendor Classification

vendor\_type TEXT CHECK (vendor\_type IN (

'styling', 'makeup\_artist', 'hair\_stylist', 'photographer', 'videographer',

'lighting\_technician', 'sound\_engineer', 'stage\_design', 'set\_construction',

'security', 'catering', 'transportation', 'accommodation', 'florist',

'production\_coordinator', 'casting\_director', 'public\_relations',

'social\_media\_manager', 'graphic\_designer', 'web\_developer',

'translation\_services', 'cleaning\_services', 'equipment\_rental'

)),

specializations TEXT[],

service\_categories TEXT[],

-- Services & Pricing

services\_offered JSONB DEFAULT '{}',

pricing\_structure JSONB DEFAULT '{}',

currency TEXT DEFAULT 'COP',

minimum\_booking\_amount DECIMAL(10,2),

hourly\_rate DECIMAL(10,2),

daily\_rate DECIMAL(10,2),

project\_rate\_range JSONB DEFAULT '{}',

-- Availability

availability\_schedule JSONB DEFAULT '{}',

advance\_booking\_required\_days INTEGER DEFAULT 7,

maximum\_projects\_per\_month INTEGER,

travel\_radius\_km INTEGER,

willing\_to\_travel BOOLEAN DEFAULT true,

-- Portfolio & Experience

years\_in\_business INTEGER DEFAULT 0,

portfolio\_url TEXT,

portfolio\_images TEXT[],

work\_samples TEXT[],

case\_studies JSONB DEFAULT '[]',

-- Fashion Industry Experience

fashion\_week\_experience BOOLEAN DEFAULT false,

runway\_show\_experience BOOLEAN DEFAULT false,

editorial\_experience BOOLEAN DEFAULT false,

commercial\_experience BOOLEAN DEFAULT false,

celebrity\_client\_experience BOOLEAN DEFAULT false,

-- Team & Capacity

team\_size INTEGER DEFAULT 1,

team\_members JSONB DEFAULT '[]',

equipment\_owned JSONB DEFAULT '{}',

studio\_space BOOLEAN DEFAULT false,

mobile\_services BOOLEAN DEFAULT true,

-- Credentials & Certifications

business\_license TEXT,

insurance\_coverage JSONB DEFAULT '{}',

certifications TEXT[],

professional\_associations TEXT[],

background\_check\_status TEXT,

-- Colombian Business Requirements

rut\_document TEXT,

chamber\_of\_commerce\_registration TEXT,

tax\_regime TEXT,

-- Performance Metrics

performance\_rating DECIMAL(3,2) DEFAULT 0,

reliability\_score DECIMAL(3,2) DEFAULT 0,

quality\_score DECIMAL(3,2) DEFAULT 0,

communication\_score DECIMAL(3,2) DEFAULT 0,

total\_bookings INTEGER DEFAULT 0,

completed\_projects INTEGER DEFAULT 0,

client\_retention\_rate DECIMAL(3,2) DEFAULT 0,

-- Client Reviews & References

client\_references JSONB DEFAULT '[]',

testimonials JSONB DEFAULT '[]',

review\_count INTEGER DEFAULT 0,

-- Contract & Legal

contract\_terms JSONB DEFAULT '{}',

payment\_terms TEXT,

cancellation\_policy TEXT,

refund\_policy TEXT,

liability\_coverage DECIMAL(12,2),

-- Preferences

preferred\_project\_types TEXT[],

preferred\_client\_types TEXT[],

collaboration\_style TEXT,

communication\_preferences TEXT[],

-- Status & Verification

is\_active BOOLEAN DEFAULT true,

is\_verified BOOLEAN DEFAULT false,

is\_preferred\_vendor BOOLEAN DEFAULT false,

verification\_level TEXT CHECK (verification\_level IN ('unverified', 'basic', 'premium', 'elite')),

-- Emergency & Backup

backup\_contacts JSONB DEFAULT '{}',

emergency\_availability BOOLEAN DEFAULT false,

last\_minute\_booking\_fee DECIMAL(5,2) DEFAULT 0,

-- Metadata

notes TEXT,

tags TEXT[],

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Media & Press Contacts

CREATE TABLE media\_contacts (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Personal Information

full\_name TEXT NOT NULL,

professional\_title TEXT,

bio TEXT,

headshot\_url TEXT,

-- Contact Information

email TEXT NOT NULL,

phone TEXT,

whatsapp TEXT,

preferred\_contact\_method TEXT DEFAULT 'email',

-- Media Organization

publication\_name TEXT,

media\_type TEXT CHECK (media\_type IN (

'magazine', 'newspaper', 'online\_publication', 'blog', 'podcast',

'youtube\_channel', 'tv\_station', 'radio\_station', 'newsletter',

'social\_media\_influencer', 'freelance'

)),

organization\_website TEXT,

-- Professional Role

role TEXT CHECK (role IN (

'editor\_in\_chief', 'fashion\_editor', 'senior\_editor', 'staff\_writer',

'freelance\_journalist', 'photographer', 'videographer', 'stylist',

'influencer', 'blogger', 'podcaster', 'tv\_host', 'radio\_host',

'social\_media\_manager', 'content\_creator'

)),

department TEXT CHECK (department IN (

'fashion', 'lifestyle', 'society', 'culture', 'business', 'entertainment',

'beauty', 'sustainability', 'travel', 'food', 'technology'

)),

-- Coverage & Beat

primary\_beat TEXT CHECK (primary\_beat IN (

'fashion', 'luxury', 'beauty', 'lifestyle', 'celebrity', 'business',

'sustainability', 'emerging\_designers', 'street\_style', 'haute\_couture'

)),

secondary\_beats TEXT[],

coverage\_areas TEXT[],

geographical\_focus TEXT[],

-- Audience & Reach

publication\_circulation INTEGER,

website\_monthly\_visitors INTEGER,

social\_media\_followers JSONB DEFAULT '{}',

audience\_demographics JSONB DEFAULT '{}',

readership\_profile TEXT,

-- Social Media Presence

instagram\_handle TEXT,

instagram\_followers INTEGER,

twitter\_handle TEXT,

twitter\_followers INTEGER,

tiktok\_handle TEXT,

tiktok\_followers INTEGER,

linkedin\_profile TEXT,

-- Influence Metrics

reach\_score DECIMAL(3,2) DEFAULT 0,

engagement\_rate DECIMAL(5,2) DEFAULT 0,

influence\_score DECIMAL(3,2) DEFAULT 0,

klout\_score INTEGER,

-- Fashion Week Coverage

fashion\_week\_accreditation TEXT[],

previous\_fashion\_week\_coverage JSONB DEFAULT '[]',

runway\_photography\_allowed BOOLEAN DEFAULT false,

backstage\_access\_granted BOOLEAN DEFAULT false,

-- Content Preferences

preferred\_content\_types TEXT[] CHECK (preferred\_content\_types <@ ARRAY[

'press\_release', 'exclusive\_interview', 'product\_samples', 'event\_invitation',

'backstage\_access', 'designer\_interview', 'trend\_report', 'collection\_preview'

]),

content\_format\_preferences TEXT[],

interview\_availability TEXT,

-- Relationship Management

relationship\_level TEXT CHECK (relationship\_level IN ('cold', 'warm', 'hot', 'vip', 'champion')),

assigned\_pr\_manager UUID REFERENCES users(id),

last\_contact\_date TIMESTAMPTZ,

next\_follow\_up\_date TIMESTAMPTZ,

-- Communication Preferences

lead\_time\_required\_days INTEGER DEFAULT 7,

deadline\_preferences JSONB DEFAULT '{}',

best\_contact\_times TEXT[],

timezone TEXT DEFAULT 'America/Bogota',

language\_preferences TEXT[] DEFAULT ARRAY['spanish'],

-- Coverage History

coverage\_history JSONB DEFAULT '[]',

articles\_published\_count INTEGER DEFAULT 0,

positive\_coverage\_percentage DECIMAL(3,2) DEFAULT 0,

story\_pickup\_rate DECIMAL(3,2) DEFAULT 0,

-- Event Preferences

event\_invitation\_preferences JSONB DEFAULT '{}',

plus\_one\_requests BOOLEAN DEFAULT false,

dietary\_restrictions TEXT[],

accessibility\_needs TEXT[],

-- Press Kit Preferences

high\_res\_images\_required BOOLEAN DEFAULT true,

press\_release\_format\_preference TEXT,

exclusive\_content\_interest BOOLEAN DEFAULT false,

-- Colombian Media Focus

covers\_colombian\_fashion BOOLEAN DEFAULT false,

interested\_in\_local\_designers BOOLEAN DEFAULT false,

bilingual\_content BOOLEAN DEFAULT false,

-- Performance Tracking

story\_conversion\_rate DECIMAL(3,2) DEFAULT 0,

event\_attendance\_rate DECIMAL(3,2) DEFAULT 0,

response\_rate DECIMAL(3,2) DEFAULT 0,

-- Status

is\_active BOOLEAN DEFAULT true,

is\_verified BOOLEAN DEFAULT false,

media\_accreditation\_status TEXT,

vip\_status BOOLEAN DEFAULT false,

-- Metadata

tags TEXT[],

notes TEXT,

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Attendees (Multi-Category Guests)

CREATE TABLE attendees (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Personal Information

email TEXT NOT NULL,

full\_name TEXT NOT NULL,

phone TEXT,

date\_of\_birth DATE,

gender TEXT,

profile\_image\_url TEXT,

-- Professional Information

company\_name TEXT,

job\_title TEXT,

industry TEXT,

professional\_bio TEXT,

linkedin\_profile TEXT,

-- Attendee Classification

attendee\_type TEXT CHECK (attendee\_type IN (

'vip', 'celebrity', 'industry\_professional', 'press', 'influencer',

'buyer', 'retailer', 'designer', 'model', 'stylist', 'photographer',

'general\_public', 'student', 'sponsor\_guest', 'brand\_representative'

)),

vip\_level TEXT CHECK (vip\_level IN ('standard', 'silver', 'gold', 'platinum', 'black')),

-- Colombian Demographics

city TEXT,

department TEXT,

is\_colombian\_resident BOOLEAN DEFAULT true,

national\_id TEXT, -- Cédula

-- Fashion Industry Profile

fashion\_industry\_role TEXT,

years\_in\_fashion INTEGER DEFAULT 0,

fashion\_interests TEXT[],

favorite\_designers TEXT[],

style\_preferences TEXT[],

fashion\_budget\_range TEXT,

-- Event History

events\_attended\_count INTEGER DEFAULT 0,

fashion\_weeks\_attended TEXT[],

last\_event\_attendance TIMESTAMPTZ,

no\_show\_count INTEGER DEFAULT 0,

attendance\_rate DECIMAL(3,2) DEFAULT 0,

-- Purchasing Behavior

average\_ticket\_value DECIMAL(10,2) DEFAULT 0,

total\_spent DECIMAL(12,2) DEFAULT 0,

preferred\_payment\_methods TEXT[],

spending\_capacity TEXT CHECK (spending\_capacity IN ('low', 'medium', 'high', 'luxury', 'unlimited')),

-- Social Media Influence

instagram\_handle TEXT,

instagram\_followers INTEGER DEFAULT 0,

tiktok\_handle TEXT,

tiktok\_followers INTEGER DEFAULT 0,

influencer\_status BOOLEAN DEFAULT false,

social\_media\_reach INTEGER DEFAULT 0,

engagement\_rate DECIMAL(5,2) DEFAULT 0,

-- Preferences & Requirements

seating\_preferences TEXT[],

dietary\_restrictions TEXT[],

accessibility\_needs TEXT[],

allergies TEXT[],

special\_accommodations TEXT,

-- Communication Preferences

preferred\_language TEXT DEFAULT 'spanish',

communication\_channels TEXT[] DEFAULT ARRAY['email'],

marketing\_consent BOOLEAN DEFAULT false,

sms\_consent BOOLEAN DEFAULT false,

whatsapp\_consent BOOLEAN DEFAULT false,

-- Networking Interests

networking\_interests TEXT[],

seeking\_business\_opportunities BOOLEAN DEFAULT false,

open\_to\_partnerships BOOLEAN DEFAULT false,

mentorship\_interest BOOLEAN DEFAULT false,

-- Event Behavior

early\_bird\_purchaser BOOLEAN DEFAULT false,

last\_minute\_booker BOOLEAN DEFAULT false,

group\_attendee BOOLEAN DEFAULT false,

solo\_attendee BOOLEAN DEFAULT false,

brings\_plus\_ones BOOLEAN DEFAULT false,

-- Shopping Behavior at Events

purchases\_at\_events BOOLEAN DEFAULT false,

average\_event\_spending DECIMAL(10,2) DEFAULT 0,

interested\_in\_exclusive\_items BOOLEAN DEFAULT false,

pre\_orders\_collections BOOLEAN DEFAULT false,

-- Feedback & Engagement

provides\_feedback BOOLEAN DEFAULT false,

social\_media\_posts\_events BOOLEAN DEFAULT false,

refers\_friends BOOLEAN DEFAULT false,

loyalty\_score DECIMAL(3,2) DEFAULT 0,

-- Travel Information

international\_visitor BOOLEAN DEFAULT false,

requires\_accommodation BOOLEAN DEFAULT false,

requires\_transportation BOOLEAN DEFAULT false,

travel\_group\_size INTEGER DEFAULT 1,

-- Status & Verification

verification\_status TEXT DEFAULT 'unverified' CHECK (verification\_status IN ('unverified', 'verified', 'premium')),

blacklist\_status BOOLEAN DEFAULT false,

vip\_invitation\_only BOOLEAN DEFAULT false,

-- Metadata

referral\_source TEXT,

acquisition\_channel TEXT,

tags TEXT[],

notes TEXT,

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW(),

-- Constraints

UNIQUE(organization\_id, email)

);

### 4. AI-Powered Systems & Automation

-- AI Agents for Fashion Week Management

CREATE TABLE ai\_agents (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Agent Identity

name TEXT NOT NULL,

display\_name TEXT,

description TEXT,

avatar\_url TEXT,

-- Agent Classification

agent\_type TEXT CHECK (agent\_type IN (

'event\_planner', 'marketing\_assistant', 'customer\_service', 'content\_creator',

'pricing\_optimizer', 'sponsor\_manager', 'analytics\_reporter', 'casting\_director',

'style\_curator', 'trend\_analyzer', 'media\_coordinator', 'social\_media\_manager',

'booking\_assistant', 'designer\_liaison', 'model\_coordinator', 'vendor\_manager',

'attendee\_support', 'translation\_service', 'scheduling\_optimizer'

)),

-- AI Model Configuration

model\_provider TEXT CHECK (model\_provider IN ('openai', 'anthropic', 'google', 'local', 'custom')),

model\_name TEXT NOT NULL,

model\_version TEXT,

temperature DECIMAL(3,2) DEFAULT 0.7,

max\_tokens INTEGER DEFAULT 4000,

-- System Configuration

system\_prompt TEXT NOT NULL,

parameters JSONB DEFAULT '{}',

context\_window\_size INTEGER DEFAULT 8192,

-- Capabilities

tools\_available TEXT[],

languages\_supported TEXT[] DEFAULT ARRAY['spanish', 'english'],

can\_access\_internet BOOLEAN DEFAULT false,

can\_execute\_actions BOOLEAN DEFAULT false,

can\_send\_notifications BOOLEAN DEFAULT true,

-- Fashion Industry Knowledge

fashion\_knowledge\_base TEXT[],

colombian\_fashion\_expertise BOOLEAN DEFAULT false,

designer\_database\_access BOOLEAN DEFAULT false,

model\_database\_access BOOLEAN DEFAULT false,

trend\_analysis\_capability BOOLEAN DEFAULT false,

-- Integration Points

supabase\_access\_level TEXT CHECK (supabase\_access\_level IN ('read\_only', 'read\_write', 'admin')),

n8n\_workflow\_access BOOLEAN DEFAULT false,

social\_media\_integration BOOLEAN DEFAULT false,

payment\_system\_access BOOLEAN DEFAULT false,

-- Performance Configuration

response\_time\_target\_ms INTEGER DEFAULT 2000,

concurrent\_conversations\_limit INTEGER DEFAULT 100,

rate\_limit\_per\_minute INTEGER DEFAULT 60,

-- Learning & Adaptation

learning\_enabled BOOLEAN DEFAULT true,

conversation\_memory\_retention\_days INTEGER DEFAULT 30,

user\_feedback\_integration BOOLEAN DEFAULT true,

continuous\_improvement BOOLEAN DEFAULT true,

-- Performance Metrics

total\_conversations INTEGER DEFAULT 0,

successful\_task\_completions INTEGER DEFAULT 0,

average\_response\_time\_ms INTEGER DEFAULT 0,

user\_satisfaction\_score DECIMAL(3,2) DEFAULT 0,

accuracy\_score DECIMAL(3,2) DEFAULT 0,

-- Cost Management

cost\_per\_1k\_tokens DECIMAL(8,4) DEFAULT 0,

monthly\_budget DECIMAL(10,2),

current\_month\_cost DECIMAL(10,2) DEFAULT 0,

cost\_alerts\_enabled BOOLEAN DEFAULT true,

-- Status & Control

is\_active BOOLEAN DEFAULT true,

is\_training BOOLEAN DEFAULT false,

last\_updated TIMESTAMPTZ DEFAULT NOW(),

created\_by UUID REFERENCES users(id),

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- AI Conversation History & Analytics

CREATE TABLE ai\_conversations (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

agent\_id UUID REFERENCES ai\_agents(id) ON DELETE CASCADE,

user\_id UUID REFERENCES users(id),

-- Session Information

session\_id TEXT NOT NULL,

conversation\_title TEXT,

conversation\_type TEXT CHECK (conversation\_type IN (

'customer\_support', 'event\_planning', 'content\_generation', 'data\_analysis',

'booking\_assistance', 'designer\_consultation', 'model\_casting', 'vendor\_selection',

'marketing\_strategy', 'social\_media\_planning', 'trend\_analysis', 'general\_inquiry'

)),

-- Context & Metadata

conversation\_context JSONB DEFAULT '{}',

initial\_user\_intent TEXT,

conversation\_language TEXT DEFAULT 'spanish',

user\_location TEXT,

device\_type TEXT,

-- Messages

messages JSONB DEFAULT '[]', -- Full conversation history

message\_count INTEGER DEFAULT 0,

user\_message\_count INTEGER DEFAULT 0,

agent\_message\_count INTEGER DEFAULT 0,

-- Outcome & Results

conversation\_status TEXT CHECK (conversation\_status IN ('active', 'completed', 'abandoned', 'escalated', 'error')),

outcome\_type TEXT CHECK (outcome\_type IN (

'task\_completed', 'information\_provided', 'booking\_made', 'issue\_resolved',

'escalated\_to\_human', 'user\_abandoned', 'technical\_error', 'goal\_achieved'

)),

outcome\_description TEXT,

follow\_up\_required BOOLEAN DEFAULT false,

-- Performance Metrics

user\_satisfaction\_rating INTEGER CHECK (user\_satisfaction\_rating BETWEEN 1 AND 5),

resolution\_time\_minutes INTEGER,

first\_response\_time\_seconds INTEGER,

average\_response\_time\_seconds INTEGER,

conversation\_quality\_score DECIMAL(3,2),

-- Technical Metrics

total\_tokens\_used INTEGER DEFAULT 0,

input\_tokens INTEGER DEFAULT 0,

output\_tokens INTEGER DEFAULT 0,

total\_cost DECIMAL(10,4) DEFAULT 0,

api\_calls\_made INTEGER DEFAULT 0,

-- Error Handling

error\_count INTEGER DEFAULT 0,

last\_error\_message TEXT,

fallback\_triggered BOOLEAN DEFAULT false,

human\_handoff BOOLEAN DEFAULT false,

-- Learning & Improvement

feedback\_provided BOOLEAN DEFAULT false,

user\_feedback\_text TEXT,

conversation\_flagged BOOLEAN DEFAULT false,

flag\_reason TEXT,

-- Business Impact

revenue\_generated DECIMAL(12,2) DEFAULT 0,

bookings\_created INTEGER DEFAULT 0,

leads\_generated INTEGER DEFAULT 0,

tasks\_automated INTEGER DEFAULT 0,

-- Timestamps

started\_at TIMESTAMPTZ DEFAULT NOW(),

ended\_at TIMESTAMPTZ,

last\_activity\_at TIMESTAMPTZ DEFAULT NOW(),

created\_at TIMESTAMPTZ DEFAULT NOW()

);

-- AI-Generated Content for Fashion Marketing

CREATE TABLE ai\_generated\_content (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

agent\_id UUID REFERENCES ai\_agents(id),

-- Content Classification

content\_type TEXT CHECK (content\_type IN (

'event\_description', 'social\_media\_post', 'email\_template', 'blog\_article',

'press\_release', 'designer\_bio', 'model\_profile', 'collection\_description',

'trend\_report', 'runway\_notes', 'product\_description', 'marketing\_copy',

'seo\_content', 'video\_script', 'podcast\_script', 'newsletter\_content',

'influencer\_brief', 'brand\_guidelines', 'style\_guide'

)),

content\_category TEXT,

target\_audience TEXT,

brand\_voice TEXT,

-- Generation Details

original\_prompt TEXT NOT NULL,

refined\_prompt TEXT,

generation\_parameters JSONB DEFAULT '{}',

model\_used TEXT,

model\_version TEXT,

-- Content Output

generated\_content TEXT NOT NULL,

content\_length INTEGER,

language TEXT DEFAULT 'spanish',

seo\_keywords TEXT[],

hashtags TEXT[],

-- Quality & Review

quality\_score DECIMAL(3,2),

readability\_score DECIMAL(3,2),

brand\_alignment\_score DECIMAL(3,2),

grammar\_score DECIMAL(3,2),

originality\_score DECIMAL(3,2),

-- Human Review Process

review\_status TEXT DEFAULT 'pending' CHECK (review\_status IN ('pending', 'approved', 'needs\_revision', 'rejected')),

reviewed\_by UUID REFERENCES users(id),

review\_notes TEXT,

reviewed\_at TIMESTAMPTZ,

-- Usage & Performance

usage\_count INTEGER DEFAULT 0,

click\_through\_rate DECIMAL(5,2) DEFAULT 0,

engagement\_rate DECIMAL(5,2) DEFAULT 0,

conversion\_rate DECIMAL(5,2) DEFAULT 0,

social\_media\_shares INTEGER DEFAULT 0,

-- Variations & Testing

is\_variant BOOLEAN DEFAULT false,

parent\_content\_id UUID REFERENCES ai\_generated\_content(id),

variant\_type TEXT,

a\_b\_test\_group TEXT,

-- Publishing

publication\_status TEXT DEFAULT 'draft' CHECK (publication\_status IN ('draft', 'scheduled', 'published', 'archived')),

scheduled\_for TIMESTAMPTZ,

published\_at TIMESTAMPTZ,

published\_to TEXT[], -- platforms where published

-- Colombian Market Optimization

colombian\_context\_included BOOLEAN DEFAULT false,

local\_references TEXT[],

cultural\_sensitivity\_check BOOLEAN DEFAULT false,

-- SEO & Marketing

meta\_title TEXT,

meta\_description TEXT,

featured\_image\_url TEXT,

call\_to\_action TEXT,

target\_keywords TEXT[],

-- Cost Tracking

generation\_cost DECIMAL(8,4) DEFAULT 0,

tokens\_used INTEGER DEFAULT 0,

-- Metadata

tags TEXT[],

custom\_fields JSONB DEFAULT '{}',

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Automation Workflows for Fashion Events

CREATE TABLE automation\_workflows (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Workflow Identity

name TEXT NOT NULL,

description TEXT,

workflow\_category TEXT CHECK (workflow\_category IN (

'event\_management', 'marketing\_automation', 'customer\_service', 'booking\_process',

'designer\_onboarding', 'model\_management', 'vendor\_coordination', 'media\_relations',

'payment\_processing', 'ticket\_sales', 'feedback\_collection', 'social\_media\_automation',

'influencer\_outreach', 'sponsor\_management', 'analytics\_reporting'

)),

-- Workflow Configuration

workflow\_type TEXT CHECK (workflow\_type IN ('scheduled', 'event\_triggered', 'manual', 'conditional')),

priority\_level TEXT DEFAULT 'medium' CHECK (priority\_level IN ('low', 'medium', 'high', 'critical')),

-- Trigger Configuration

trigger\_type TEXT CHECK (trigger\_type IN (

'time\_based', 'event\_based', 'user\_action', 'system\_event', 'external\_api',

'database\_change', 'file\_upload', 'email\_received', 'webhook', 'manual'

)),

trigger\_conditions JSONB NOT NULL,

trigger\_schedule TEXT, -- Cron expression for scheduled workflows

-- Action Configuration

actions JSONB NOT NULL, -- Array of actions to execute

action\_sequence TEXT CHECK (action\_sequence IN ('sequential', 'parallel', 'conditional')),

error\_handling\_strategy TEXT CHECK (error\_handling\_strategy IN ('stop', 'continue', 'retry', 'fallback')),

-- N8N Integration

n8n\_workflow\_id TEXT,

n8n\_webhook\_url TEXT,

uses\_n8n BOOLEAN DEFAULT false,

-- AI Integration

uses\_ai\_agents BOOLEAN DEFAULT false,

ai\_agent\_ids UUID[],

ai\_decision\_points JSONB DEFAULT '{}',

-- Fashion Industry Specific

event\_phase TEXT CHECK (event\_phase IN ('pre\_event', 'during\_event', 'post\_event', 'ongoing')),

stakeholder\_types TEXT[], -- which stakeholders are affected

colombian\_specific BOOLEAN DEFAULT false,

-- Execution Control

is\_active BOOLEAN DEFAULT true,

max\_executions\_per\_day INTEGER DEFAULT 1000,

execution\_timeout\_minutes INTEGER DEFAULT 30,

retry\_attempts INTEGER DEFAULT 3,

retry\_delay\_minutes INTEGER DEFAULT 5,

-- Performance Metrics

total\_executions INTEGER DEFAULT 0,

successful\_executions INTEGER DEFAULT 0,

failed\_executions INTEGER DEFAULT 0,

average\_execution\_time\_seconds INTEGER DEFAULT 0,

success\_rate DECIMAL(3,2) DEFAULT 0,

-- Cost & Resource Management

estimated\_cost\_per\_execution DECIMAL(8,4) DEFAULT 0,

monthly\_execution\_budget DECIMAL(10,2),

current\_month\_cost DECIMAL(10,2) DEFAULT 0,

-- Monitoring & Alerts

monitoring\_enabled BOOLEAN DEFAULT true,

alert\_on\_failure BOOLEAN DEFAULT true,

alert\_recipients TEXT[],

performance\_threshold\_ms INTEGER DEFAULT 30000,

-- Business Impact

revenue\_impact DECIMAL(12,2) DEFAULT 0,

time\_saved\_hours DECIMAL(8,2) DEFAULT 0,

customer\_satisfaction\_impact DECIMAL(3,2) DEFAULT 0,

-- Audit & Compliance

last\_executed\_at TIMESTAMPTZ,

last\_successful\_execution TIMESTAMPTZ,

last\_failure\_at TIMESTAMPTZ,

last\_failure\_reason TEXT,

-- Team Management

created\_by UUID REFERENCES users(id),

owned\_by UUID REFERENCES users(id),

approved\_by UUID REFERENCES users(id),

-- Version Control

version TEXT DEFAULT '1.0',

changelog JSONB DEFAULT '[]',

-- Metadata

tags TEXT[],

documentation\_url TEXT,

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Workflow Execution Logs

CREATE TABLE workflow\_execution\_logs (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

workflow\_id UUID REFERENCES automation\_workflows(id) ON DELETE CASCADE,

-- Execution Details

execution\_id TEXT UNIQUE NOT NULL,

trigger\_source TEXT,

trigger\_data JSONB DEFAULT '{}',

-- Status & Timing

status TEXT CHECK (status IN ('running', 'completed', 'failed', 'timeout', 'cancelled')),

started\_at TIMESTAMPTZ DEFAULT NOW(),

completed\_at TIMESTAMPTZ,

duration\_seconds INTEGER,

-- Actions Executed

actions\_executed JSONB DEFAULT '[]',

current\_action TEXT,

actions\_completed INTEGER DEFAULT 0,

actions\_failed INTEGER DEFAULT 0,

-- Results & Output

execution\_result JSONB DEFAULT '{}',

output\_data JSONB DEFAULT '{}',

success\_metrics JSONB DEFAULT '{}',

-- Error Handling

error\_message TEXT,

error\_stack TEXT,

retry\_count INTEGER DEFAULT 0,

-- Resource Usage

tokens\_consumed INTEGER DEFAULT 0,

api\_calls\_made INTEGER DEFAULT 0,

execution\_cost DECIMAL(8,4) DEFAULT 0,

-- Business Impact

records\_processed INTEGER DEFAULT 0,

notifications\_sent INTEGER DEFAULT 0,

revenue\_generated DECIMAL(12,2) DEFAULT 0,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW()

);

### 5. Colombian Payment Integration & Tax Compliance

-- Colombian Payment Methods Configuration

CREATE TABLE payment\_methods (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Payment Method Details

method\_name TEXT NOT NULL CHECK (method\_name IN (

'pse', 'nequi', 'efecty', 'daviplata', 'stripe', 'bancolombia',

'davivienda', 'bbva', 'banco\_popular', 'banco\_av\_villas',

'cash', 'bank\_transfer', 'credit\_card', 'debit\_card'

)),

display\_name TEXT NOT NULL,

provider\_name TEXT,

payment\_type TEXT CHECK (payment\_type IN ('digital\_wallet', 'bank\_transfer', 'cash\_network', 'credit\_card', 'debit\_card')),

-- Configuration

provider\_config JSONB NOT NULL,

api\_credentials JSONB DEFAULT '{}', -- Encrypted

webhook\_url TEXT,

success\_url TEXT,

failure\_url TEXT,

-- Operational Details

is\_active BOOLEAN DEFAULT true,

is\_test\_mode BOOLEAN DEFAULT false,

supported\_currencies TEXT[] DEFAULT ARRAY['COP'],

-- Limits & Fees

minimum\_amount DECIMAL(12,2) DEFAULT 1000,

maximum\_amount DECIMAL(12,2) DEFAULT 10000000,

daily\_limit DECIMAL(12,2),

monthly\_limit DECIMAL(12,2),

-- Fee Structure

fixed\_fee DECIMAL(10,2) DEFAULT 0,

percentage\_fee DECIMAL(5,4) DEFAULT 0,

currency\_conversion\_fee DECIMAL(5,4) DEFAULT 0,

-- Processing Times

processing\_time TEXT,

settlement\_time TEXT,

refund\_time TEXT,

-- Colombian Specific

requires\_nit BOOLEAN DEFAULT false,

requires\_bank\_validation BOOLEAN DEFAULT false,

works\_with\_foreign\_cards BOOLEAN DEFAULT false,

-- Performance Metrics

success\_rate DECIMAL(3,2) DEFAULT 0,

average\_processing\_time\_minutes INTEGER DEFAULT 0,

total\_transactions INTEGER DEFAULT 0,

total\_volume DECIMAL(15,2) DEFAULT 0,

-- Status

last\_health\_check TIMESTAMPTZ,

health\_status TEXT CHECK (health\_status IN ('healthy', 'degraded', 'down', 'maintenance')),

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Colombian Tax Calculations (IVA, Retención)

CREATE TABLE tax\_calculations (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Transaction Reference

transaction\_id UUID,

order\_id UUID,

invoice\_id UUID,

-- Base Amounts

base\_amount DECIMAL(12,2) NOT NULL,

currency TEXT DEFAULT 'COP',

-- IVA (Value Added Tax)

iva\_rate DECIMAL(5,4) DEFAULT 0.19, -- 19% standard rate

iva\_amount DECIMAL(12,2) DEFAULT 0,

iva\_exempt BOOLEAN DEFAULT false,

iva\_exempt\_reason TEXT,

-- Retención en la Fuente (Withholding Tax)

retention\_applicable BOOLEAN DEFAULT false,

retention\_rate DECIMAL(5,4) DEFAULT 0,

retention\_amount DECIMAL(12,2) DEFAULT 0,

retention\_concept TEXT,

-- Industry-Specific Taxes

industry\_tax\_rate DECIMAL(5,4) DEFAULT 0,

industry\_tax\_amount DECIMAL(12,2) DEFAULT 0,

municipal\_tax\_rate DECIMAL(5,4) DEFAULT 0,

municipal\_tax\_amount DECIMAL(12,2) DEFAULT 0,

-- Final Calculation

subtotal DECIMAL(12,2) NOT NULL,

total\_taxes DECIMAL(12,2) DEFAULT 0,

total\_amount DECIMAL(12,2) NOT NULL,

-- Tax Regime Context

customer\_tax\_regime TEXT CHECK (customer\_tax\_regime IN ('simplificado', 'común', 'gran\_contribuyente')),

seller\_tax\_regime TEXT CHECK (seller\_tax\_regime IN ('simplificado', 'común', 'gran\_contribuyente')),

-- DIAN Requirements

economic\_activity\_code TEXT, -- CIIU code

tax\_responsibility\_codes TEXT[],

-- Calculation Metadata

calculation\_date TIMESTAMPTZ DEFAULT NOW(),

calculated\_by TEXT DEFAULT 'system',

manual\_override BOOLEAN DEFAULT false,

override\_reason TEXT,

-- Audit Trail

calculation\_method TEXT,

tax\_year INTEGER,

tax\_period TEXT,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW()

);

-- DIAN Electronic Invoicing Integration

CREATE TABLE dian\_invoices (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Invoice Identification

invoice\_number TEXT UNIQUE NOT NULL,

invoice\_series TEXT,

cufe TEXT UNIQUE, -- DIAN electronic invoice identifier

cude TEXT, -- For credit/debit notes

-- Related Documents

order\_id UUID,

payment\_id UUID,

tax\_calculation\_id UUID REFERENCES tax\_calculations(id),

-- Invoice Type

document\_type TEXT CHECK (document\_type IN ('invoice', 'credit\_note', 'debit\_note', 'export\_invoice')),

operation\_type TEXT CHECK (operation\_type IN ('sale', 'service', 'export', 'import')),

-- Dates

invoice\_date TIMESTAMPTZ DEFAULT NOW(),

due\_date TIMESTAMPTZ,

-- Seller Information (Organization)

seller\_nit TEXT NOT NULL,

seller\_name TEXT NOT NULL,

seller\_address JSONB NOT NULL,

seller\_economic\_activity TEXT,

seller\_tax\_regime TEXT,

-- Customer Information

customer\_nit TEXT,

customer\_name TEXT NOT NULL,

customer\_email TEXT,

customer\_phone TEXT,

customer\_address JSONB,

customer\_type TEXT CHECK (customer\_type IN ('natural\_person', 'legal\_entity', 'foreign')),

-- Financial Details

subtotal DECIMAL(12,2) NOT NULL,

total\_discount DECIMAL(12,2) DEFAULT 0,

total\_charges DECIMAL(12,2) DEFAULT 0,

total\_iva DECIMAL(12,2) DEFAULT 0,

total\_retention DECIMAL(12,2) DEFAULT 0,

total\_amount DECIMAL(12,2) NOT NULL,

currency TEXT DEFAULT 'COP',

-- Exchange Rate (for USD transactions)

exchange\_rate DECIMAL(10,4),

exchange\_rate\_date DATE,

-- Invoice Items

line\_items JSONB NOT NULL, -- Array of invoice line items

-- DIAN Processing

dian\_status TEXT DEFAULT 'pending' CHECK (dian\_status IN ('pending', 'sent', 'approved', 'rejected', 'cancelled')),

dian\_response JSONB,

dian\_error\_message TEXT,

dian\_submission\_date TIMESTAMPTZ,

dian\_approval\_date TIMESTAMPTZ,

-- Electronic Documents

xml\_content TEXT,

xml\_signature TEXT,

pdf\_url TEXT,

qr\_code\_data TEXT,

-- Payment Information

payment\_method TEXT,

payment\_due\_date DATE,

payment\_terms TEXT,

-- Notes and References

notes TEXT,

internal\_reference TEXT,

customer\_reference TEXT,

-- Metadata

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Payment Transactions

CREATE TABLE payment\_transactions (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Transaction Identity

transaction\_id TEXT UNIQUE NOT NULL,

external\_transaction\_id TEXT,

order\_id UUID,

-- Payment Method

payment\_method\_id UUID REFERENCES payment\_methods(id),

payment\_provider TEXT NOT NULL,

payment\_method\_type TEXT,

-- Customer Information

customer\_email TEXT NOT NULL,

customer\_name TEXT,

customer\_phone TEXT,

customer\_nit TEXT,

-- Financial Details

amount DECIMAL(12,2) NOT NULL,

currency TEXT DEFAULT 'COP',

exchange\_rate DECIMAL(10,4),

-- Fees

processing\_fee DECIMAL(10,2) DEFAULT 0,

platform\_fee DECIMAL(10,2) DEFAULT 0,

total\_fees DECIMAL(10,2) DEFAULT 0,

net\_amount DECIMAL(12,2),

-- Status & Processing

status TEXT DEFAULT 'pending' CHECK (status IN (

'pending', 'processing', 'requires\_action', 'succeeded',

'failed', 'cancelled', 'refunded', 'partially\_refunded'

)),

failure\_reason TEXT,

-- Colombian Payment Specific

pse\_bank\_code TEXT,

pse\_bank\_name TEXT,

nequi\_phone TEXT,

efecty\_reference TEXT,

daviplata\_reference TEXT,

-- Processing Times

created\_at TIMESTAMPTZ DEFAULT NOW(),

processing\_started\_at TIMESTAMPTZ,

completed\_at TIMESTAMPTZ,

-- Provider Response

provider\_response JSONB DEFAULT '{}',

provider\_fee DECIMAL(10,2) DEFAULT 0,

provider\_transaction\_id TEXT,

-- Risk & Fraud

risk\_score DECIMAL(3,2) DEFAULT 0,

fraud\_check\_result TEXT,

blocked\_reason TEXT,

-- Webhooks & Notifications

webhook\_received BOOLEAN DEFAULT false,

webhook\_data JSONB DEFAULT '{}',

customer\_notified BOOLEAN DEFAULT false,

-- Refunds

refundable\_amount DECIMAL(12,2),

refunded\_amount DECIMAL(12,2) DEFAULT 0,

refund\_reason TEXT,

-- Metadata

user\_agent TEXT,

ip\_address INET,

metadata JSONB DEFAULT '{}',

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

### 6. Advanced Ticketing & Registration System

-- Event Ticket Categories

CREATE TABLE ticket\_categories (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

event\_id UUID REFERENCES events(id) ON DELETE CASCADE,

-- Category Details

name TEXT NOT NULL,

description TEXT,

category\_code TEXT,

-- Fashion Week Specific Categories

category\_type TEXT CHECK (category\_type IN (

'runway\_front\_row', 'runway\_premium', 'runway\_general', 'vip\_experience',

'industry\_pass', 'press\_pass', 'backstage\_access', 'designer\_meet\_greet',

'after\_party', 'full\_week\_pass', 'single\_day\_pass', 'student\_discount',

'influencer\_comp', 'sponsor\_allocation', 'standing\_room', 'wheelchair\_accessible'

)),

-- Seating & Access

seating\_section TEXT,

row\_preference TEXT,

access\_level TEXT CHECK (access\_level IN ('general', 'vip', 'backstage', 'all\_access', 'restricted')),

includes\_backstage BOOLEAN DEFAULT false,

includes\_after\_party BOOLEAN DEFAULT false,

includes\_parking BOOLEAN DEFAULT false,

-- Inventory Management

total\_quantity INTEGER NOT NULL,

available\_quantity INTEGER NOT NULL,

reserved\_quantity INTEGER DEFAULT 0,

sold\_quantity INTEGER DEFAULT 0,

-- Pricing

base\_price DECIMAL(10,2) NOT NULL,

currency TEXT DEFAULT 'COP',

early\_bird\_price DECIMAL(10,2),

early\_bird\_deadline TIMESTAMPTZ,

-- Purchase Limits

min\_per\_order INTEGER DEFAULT 1,

max\_per\_order INTEGER DEFAULT 10,

max\_per\_customer INTEGER DEFAULT 10,

-- Availability Windows

sale\_start\_date TIMESTAMPTZ,

sale\_end\_date TIMESTAMPTZ,

presale\_access\_code TEXT,

-- Benefits & Inclusions

benefits JSONB DEFAULT '{}',

inclusions TEXT[],

exclusions TEXT[],

special\_instructions TEXT,

-- Fashion Week Perks

goodie\_bag BOOLEAN DEFAULT false,

champagne\_reception BOOLEAN DEFAULT false,

photo\_opportunities BOOLEAN DEFAULT false,

designer\_catalog BOOLEAN DEFAULT false,

priority\_shopping BOOLEAN DEFAULT false,

-- Transfer & Refund Policies

is\_transferable BOOLEAN DEFAULT true,

transfer\_fee DECIMAL(10,2) DEFAULT 0,

is\_refundable BOOLEAN DEFAULT true,

refund\_deadline TIMESTAMPTZ,

refund\_fee DECIMAL(10,2) DEFAULT 0,

-- Requirements

age\_restriction INTEGER DEFAULT 0,

dress\_code TEXT,

id\_required BOOLEAN DEFAULT true,

vaccination\_required BOOLEAN DEFAULT false,

-- Status

is\_active BOOLEAN DEFAULT true,

is\_hidden BOOLEAN DEFAULT false,

requires\_approval BOOLEAN DEFAULT false,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW(),

-- Constraints

CHECK (available\_quantity <= total\_quantity),

CHECK (base\_price >= 0),

CHECK (max\_per\_order >= min\_per\_order)

);

-- Dynamic Pricing Rules for Fashion Events

CREATE TABLE dynamic\_pricing\_rules (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

ticket\_category\_id UUID REFERENCES ticket\_categories(id) ON DELETE CASCADE,

-- Rule Configuration

rule\_name TEXT NOT NULL,

rule\_description TEXT,

priority INTEGER DEFAULT 0,

-- Rule Type

rule\_type TEXT CHECK (rule\_type IN (

'time\_based', 'demand\_based', 'inventory\_based', 'external\_factor',

'competitor\_pricing', 'weather\_based', 'social\_media\_buzz', 'early\_bird',

'last\_minute', 'group\_discount', 'loyalty\_discount', 'influencer\_discount'

)),

-- Conditions

conditions JSONB NOT NULL,

time\_conditions JSONB DEFAULT '{}',

inventory\_thresholds JSONB DEFAULT '{}',

demand\_metrics JSONB DEFAULT '{}',

-- Price Adjustments

adjustment\_type TEXT CHECK (adjustment\_type IN ('percentage', 'fixed\_amount', 'new\_price')),

adjustment\_value DECIMAL(10,2) NOT NULL,

-- Price Boundaries

min\_price DECIMAL(10,2),

max\_price DECIMAL(10,2),

-- Colombian Market Factors

peso\_usd\_rate\_sensitivity BOOLEAN DEFAULT false,

local\_holiday\_adjustment BOOLEAN DEFAULT false,

payday\_week\_pricing BOOLEAN DEFAULT false,

-- Activation & Scheduling

is\_active BOOLEAN DEFAULT true,

active\_from TIMESTAMPTZ,

active\_until TIMESTAMPTZ,

-- Execution Tracking

times\_triggered INTEGER DEFAULT 0,

last\_triggered\_at TIMESTAMPTZ,

average\_price\_impact DECIMAL(5,2) DEFAULT 0,

-- Performance Metrics

revenue\_impact DECIMAL(12,2) DEFAULT 0,

conversion\_rate\_impact DECIMAL(5,2) DEFAULT 0,

customer\_satisfaction\_impact DECIMAL(3,2) DEFAULT 0,

-- Metadata

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Orders (Ticket Purchases)

CREATE TABLE orders (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

event\_id UUID REFERENCES events(id) ON DELETE CASCADE,

-- Order Identity

order\_number TEXT UNIQUE NOT NULL,

order\_type TEXT DEFAULT 'ticket\_purchase' CHECK (order\_type IN ('ticket\_purchase', 'merchandise', 'vip\_package', 'sponsorship')),

-- Customer Information

customer\_email TEXT NOT NULL,

customer\_name TEXT NOT NULL,

customer\_phone TEXT,

customer\_nit TEXT, -- Colombian tax ID

customer\_type TEXT CHECK (customer\_type IN ('individual', 'company', 'foreign')),

-- Billing & Shipping

billing\_address JSONB DEFAULT '{}',

shipping\_address JSONB DEFAULT '{}',

requires\_physical\_delivery BOOLEAN DEFAULT false,

-- Financial Summary

subtotal DECIMAL(10,2) NOT NULL,

discount\_amount DECIMAL(10,2) DEFAULT 0,

tax\_amount DECIMAL(10,2) DEFAULT 0,

service\_fee DECIMAL(10,2) DEFAULT 0,

processing\_fee DECIMAL(10,2) DEFAULT 0,

total\_amount DECIMAL(10,2) NOT NULL,

currency TEXT DEFAULT 'COP',

-- Discounts & Promotions

discount\_code TEXT,

discount\_type TEXT,

affiliate\_code TEXT,

influencer\_code TEXT,

group\_discount\_applied BOOLEAN DEFAULT false,

-- Payment Information

payment\_method TEXT,

payment\_status TEXT DEFAULT 'pending' CHECK (payment\_status IN (

'pending', 'processing', 'paid', 'failed', 'refunded', 'partially\_refunded'

)),

payment\_transaction\_id UUID REFERENCES payment\_transactions(id),

-- Order Status

order\_status TEXT DEFAULT 'confirmed' CHECK (order\_status IN (

'pending', 'confirmed', 'processing', 'fulfilled', 'cancelled', 'refunded'

)),

fulfillment\_status TEXT DEFAULT 'pending' CHECK (fulfillment\_status IN (

'pending', 'processing', 'shipped', 'delivered', 'pickup\_ready', 'completed'

)),

-- Customer Service

special\_requirements TEXT,

dietary\_restrictions TEXT[],

accessibility\_needs TEXT[],

customer\_notes TEXT,

internal\_notes TEXT,

-- Colombian Tax Compliance

requires\_invoice BOOLEAN DEFAULT false,

invoice\_generated BOOLEAN DEFAULT false,

dian\_invoice\_id UUID REFERENCES dian\_invoices(id),

-- Marketing & Analytics

utm\_source TEXT,

utm\_medium TEXT,

utm\_campaign TEXT,

referral\_source TEXT,

acquisition\_channel TEXT,

-- Risk & Fraud

risk\_score DECIMAL(3,2) DEFAULT 0,

fraud\_check\_status TEXT DEFAULT 'pending',

verified\_order BOOLEAN DEFAULT false,

-- Customer Experience

customer\_satisfaction\_rating INTEGER CHECK (customer\_satisfaction\_rating BETWEEN 1 AND 5),

would\_recommend BOOLEAN,

feedback TEXT,

-- Operational Details

processed\_by UUID REFERENCES users(id),

sales\_agent UUID REFERENCES users(id),

-- Device & Location

user\_agent TEXT,

ip\_address INET,

browser\_language TEXT,

device\_type TEXT,

-- Timestamps

created\_at TIMESTAMPTZ DEFAULT NOW(),

confirmed\_at TIMESTAMPTZ,

updated\_at TIMESTAMPTZ DEFAULT NOW(),

-- Constraints

CHECK (total\_amount >= 0),

CHECK (subtotal >= 0)

);

-- Individual Tickets

CREATE TABLE tickets (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

order\_id UUID REFERENCES orders(id) ON DELETE CASCADE,

ticket\_category\_id UUID REFERENCES ticket\_categories(id) ON DELETE CASCADE,

-- Ticket Identity

ticket\_number TEXT UNIQUE NOT NULL,

barcode TEXT UNIQUE NOT NULL,

qr\_code\_data TEXT UNIQUE NOT NULL,

-- Attendee Information

attendee\_name TEXT NOT NULL,

attendee\_email TEXT NOT NULL,

attendee\_phone TEXT,

attendee\_age INTEGER,

attendee\_gender TEXT,

-- Pricing

original\_price DECIMAL(10,2) NOT NULL,

price\_paid DECIMAL(10,2) NOT NULL,

currency TEXT DEFAULT 'COP',

discount\_applied DECIMAL(10,2) DEFAULT 0,

-- Seating Assignment

seat\_number TEXT,

row\_number TEXT,

section TEXT,

table\_number TEXT,

special\_seating\_notes TEXT,

-- Access Control

access\_levels TEXT[],

entry\_times JSONB DEFAULT '{}',

access\_zones TEXT[],

vip\_benefits TEXT[],

-- Status Tracking

status TEXT DEFAULT 'valid' CHECK (status IN (

'valid', 'used', 'cancelled', 'transferred', 'refunded', 'expired', 'lost'

)),

-- Check-in Process

checked\_in BOOLEAN DEFAULT false,

check\_in\_time TIMESTAMPTZ,

check\_in\_location TEXT,

check\_in\_method TEXT CHECK (check\_in\_method IN ('qr\_scan', 'manual', 'mobile\_app', 'nfc')),

checked\_in\_by UUID REFERENCES users(id),

-- Transfer History

transfer\_history JSONB DEFAULT '[]',

transferred\_from\_email TEXT,

transferred\_to\_email TEXT,

transfer\_date TIMESTAMPTZ,

transfer\_reason TEXT,

-- Special Requirements

dietary\_restrictions TEXT[],

accessibility\_needs TEXT[],

special\_assistance\_required BOOLEAN DEFAULT false,

emergency\_contact JSONB DEFAULT '{}',

-- Fashion Week Specific

backstage\_access BOOLEAN DEFAULT false,

photo\_permissions BOOLEAN DEFAULT true,

media\_consent BOOLEAN DEFAULT false,

goodie\_bag\_collected BOOLEAN DEFAULT false,

-- Colombian Compliance

id\_verification\_required BOOLEAN DEFAULT true,

id\_document\_type TEXT,

id\_document\_number TEXT,

age\_verified BOOLEAN DEFAULT false,

-- Experience Tracking

arrival\_time TIMESTAMPTZ,

departure\_time TIMESTAMPTZ,

time\_spent\_minutes INTEGER,

experience\_rating INTEGER CHECK (experience\_rating BETWEEN 1 AND 5),

-- Anti-Fraud

original\_purchaser\_email TEXT,

ip\_address\_used INET,

device\_fingerprint TEXT,

suspicious\_activity BOOLEAN DEFAULT false,

-- Communication

confirmation\_sent BOOLEAN DEFAULT false,

reminder\_sent BOOLEAN DEFAULT false,

follow\_up\_sent BOOLEAN DEFAULT false,

-- Metadata

metadata JSONB DEFAULT '{}',

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

### 7. Marketing & Social Media Automation

-- Marketing Campaigns for Fashion Events

CREATE TABLE marketing\_campaigns (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

event\_id UUID REFERENCES events(id) ON DELETE CASCADE,

-- Campaign Identity

name TEXT NOT NULL,

slug TEXT,

description TEXT,

campaign\_code TEXT UNIQUE,

-- Campaign Classification

campaign\_type TEXT CHECK (campaign\_type IN (

'awareness', 'conversion', 'retargeting', 'engagement', 'brand\_building',

'designer\_spotlight', 'collection\_launch', 'trend\_report', 'influencer\_collaboration',

'press\_outreach', 'ticket\_sales', 'vip\_experience', 'after\_party\_promotion'

)),

category TEXT CHECK (category IN ('digital', 'traditional', 'hybrid', 'guerrilla', 'experiential')),

-- Target Audience

target\_audience JSONB DEFAULT '{}',

audience\_segments TEXT[],

demographic\_targets JSONB DEFAULT '{}',

geographic\_targets TEXT[],

psychographic\_targets TEXT[],

-- Campaign Objectives

primary\_objective TEXT CHECK (primary\_objective IN (

'brand\_awareness', 'lead\_generation', 'ticket\_sales', 'engagement',

'website\_traffic', 'app\_downloads', 'social\_media\_growth', 'press\_coverage'

)),

kpi\_targets JSONB DEFAULT '{}',

success\_metrics TEXT[],

-- Budget & Resources

total\_budget DECIMAL(12,2),

currency TEXT DEFAULT 'COP',

budget\_allocation JSONB DEFAULT '{}',

cost\_per\_acquisition\_target DECIMAL(10,2),

-- Timeline

planning\_start\_date DATE,

campaign\_start\_date TIMESTAMPTZ,

campaign\_end\_date TIMESTAMPTZ,

review\_date DATE,

-- Status & Approval

status TEXT DEFAULT 'planning' CHECK (status IN (

'planning', 'pending\_approval', 'approved', 'active', 'paused', 'completed', 'cancelled'

)),

approval\_workflow JSONB DEFAULT '{}',

approved\_by UUID REFERENCES users(id),

approved\_at TIMESTAMPTZ,

-- Content Strategy

content\_themes TEXT[],

messaging\_pillars TEXT[],

brand\_voice TEXT,

hashtag\_strategy TEXT[],

-- Channel Strategy

channels JSONB DEFAULT '{}', -- {instagram: {budget: 1000, goals: []}, facebook: {...}}

channel\_weights JSONB DEFAULT '{}',

cross\_channel\_synergy BOOLEAN DEFAULT true,

-- Creative Assets

creative\_brief TEXT,

brand\_guidelines\_url TEXT,

asset\_library\_url TEXT,

approved\_assets TEXT[],

-- Influencer Strategy

influencer\_tier\_targets TEXT[],

influencer\_budget DECIMAL(10,2),

collaboration\_types TEXT[],

-- Performance Tracking

impressions\_target INTEGER,

reach\_target INTEGER,

engagement\_target INTEGER,

conversion\_target INTEGER,

-- Current Performance

total\_impressions INTEGER DEFAULT 0,

total\_reach INTEGER DEFAULT 0,

total\_engagement INTEGER DEFAULT 0,

total\_conversions INTEGER DEFAULT 0,

total\_spend DECIMAL(12,2) DEFAULT 0,

-- ROI Metrics

revenue\_generated DECIMAL(12,2) DEFAULT 0,

tickets\_sold INTEGER DEFAULT 0,

leads\_generated INTEGER DEFAULT 0,

cost\_per\_conversion DECIMAL(10,2) DEFAULT 0,

return\_on\_investment DECIMAL(5,2) DEFAULT 0,

-- Team & Responsibilities

campaign\_manager UUID REFERENCES users(id),

creative\_director UUID REFERENCES users(id),

account\_manager UUID REFERENCES users(id),

team\_members UUID[],

-- Colombian Market Specific

colombian\_holidays\_consideration BOOLEAN DEFAULT true,

local\_cultural\_events\_sync BOOLEAN DEFAULT true,

peso\_budget\_hedging BOOLEAN DEFAULT false,

-- AI Integration

ai\_content\_generation BOOLEAN DEFAULT false,

ai\_optimization\_enabled BOOLEAN DEFAULT false,

ai\_audience\_insights JSONB DEFAULT '{}',

-- Compliance & Legal

legal\_review\_required BOOLEAN DEFAULT false,

compliance\_checklist JSONB DEFAULT '{}',

copyright\_clearances TEXT[],

-- Metadata

tags TEXT[],

notes TEXT,

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Social Media Platforms

CREATE TABLE social\_media\_platforms (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

-- Platform Details

platform\_name TEXT UNIQUE NOT NULL CHECK (platform\_name IN (

'instagram', 'facebook', 'youtube', 'tiktok', 'twitter', 'linkedin',

'pinterest', 'threads', 'snapchat', 'clubhouse', 'twitch'

)),

display\_name TEXT NOT NULL,

platform\_url TEXT,

-- API Configuration

api\_version TEXT,

api\_endpoint TEXT,

authentication\_method TEXT,

rate\_limits JSONB DEFAULT '{}',

-- Content Capabilities

supported\_content\_types TEXT[],

max\_image\_size\_mb INTEGER,

max\_video\_size\_mb INTEGER,

max\_caption\_length INTEGER,

supports\_hashtags BOOLEAN DEFAULT true,

supports\_mentions BOOLEAN DEFAULT true,

supports\_location\_tags BOOLEAN DEFAULT false,

-- Colombian Market Presence

popular\_in\_colombia BOOLEAN DEFAULT true,

local\_usage\_stats JSONB DEFAULT '{}',

colombian\_business\_features BOOLEAN DEFAULT false,

-- Platform Metrics

global\_monthly\_active\_users BIGINT,

colombian\_monthly\_active\_users INTEGER,

primary\_demographics JSONB DEFAULT '{}',

-- Business Features

supports\_advertising BOOLEAN DEFAULT true,

supports\_shopping BOOLEAN DEFAULT false,

supports\_analytics BOOLEAN DEFAULT true,

supports\_scheduling BOOLEAN DEFAULT false,

-- Status

is\_active BOOLEAN DEFAULT true,

last\_api\_check TIMESTAMPTZ,

api\_status TEXT CHECK (api\_status IN ('healthy', 'degraded', 'down', 'deprecated')),

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Social Media Accounts

CREATE TABLE social\_media\_accounts (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

platform\_id UUID REFERENCES social\_media\_platforms(id),

-- Account Details

account\_handle TEXT NOT NULL,

account\_name TEXT,

account\_url TEXT,

bio TEXT,

-- Authentication

api\_credentials JSONB DEFAULT '{}', -- Encrypted

access\_token\_expires\_at TIMESTAMPTZ,

refresh\_token TEXT, -- Encrypted

-- Account Metrics

follower\_count INTEGER DEFAULT 0,

following\_count INTEGER DEFAULT 0,

post\_count INTEGER DEFAULT 0,

engagement\_rate DECIMAL(3,2) DEFAULT 0,

average\_likes INTEGER DEFAULT 0,

average\_comments INTEGER DEFAULT 0,

average\_shares INTEGER DEFAULT 0,

-- Verification & Status

is\_verified BOOLEAN DEFAULT false,

is\_business\_account BOOLEAN DEFAULT true,

account\_type TEXT CHECK (account\_type IN ('personal', 'business', 'creator', 'brand')),

-- Content Strategy

posting\_frequency TEXT,

optimal\_posting\_times JSONB DEFAULT '{}',

content\_pillars TEXT[],

brand\_voice TEXT,

-- Audience Insights

audience\_demographics JSONB DEFAULT '{}',

top\_locations TEXT[],

audience\_interests TEXT[],

peak\_activity\_times JSONB DEFAULT '{}',

-- Performance Targets

follower\_growth\_target INTEGER,

engagement\_rate\_target DECIMAL(3,2),

monthly\_reach\_target INTEGER,

content\_creation\_budget DECIMAL(10,2),

-- Management

managed\_by UUID REFERENCES users(id),

content\_approval\_required BOOLEAN DEFAULT true,

auto\_posting\_enabled BOOLEAN DEFAULT false,

-- Colombian Fashion Focus

colombian\_fashion\_hashtags TEXT[],

local\_fashion\_influencers\_following TEXT[],

medellin\_fashion\_scene\_engagement BOOLEAN DEFAULT true,

-- Status & Health

is\_active BOOLEAN DEFAULT true,

last\_sync\_at TIMESTAMPTZ,

sync\_status TEXT DEFAULT 'healthy',

last\_post\_date TIMESTAMPTZ,

-- Metadata

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW(),

-- Constraints

UNIQUE(organization\_id, platform\_id, account\_handle)

);

-- Social Media Content

CREATE TABLE social\_media\_content (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

campaign\_id UUID REFERENCES marketing\_campaigns(id) ON DELETE CASCADE,

platform\_id UUID REFERENCES social\_media\_platforms(id),

account\_id UUID REFERENCES social\_media\_accounts(id),

-- Content Identity

title TEXT,

content\_type TEXT CHECK (content\_type IN (

'post', 'story', 'reel', 'video', 'carousel', 'live', 'igtv',

'twitter\_thread', 'linkedin\_article', 'youtube\_short', 'tiktok\_video'

)),

-- Content Details

content\_text TEXT,

caption TEXT,

alt\_text TEXT,

-- Media Assets

media\_urls TEXT[],

thumbnail\_url TEXT,

video\_duration\_seconds INTEGER,

-- Engagement Elements

hashtags TEXT[],

mentions TEXT[],

location\_tag TEXT,

tagged\_accounts TEXT[],

-- Call to Actions

cta\_type TEXT CHECK (cta\_type IN ('website', 'shop\_now', 'learn\_more', 'book\_now', 'register', 'download')),

cta\_url TEXT,

cta\_text TEXT,

-- Publishing

scheduled\_for TIMESTAMPTZ,

published\_at TIMESTAMPTZ,

status TEXT DEFAULT 'draft' CHECK (status IN (

'draft', 'pending\_approval', 'approved', 'scheduled', 'published', 'failed', 'archived'

)),

-- Platform Specific

external\_id TEXT, -- Platform-specific post ID

external\_url TEXT,

platform\_metadata JSONB DEFAULT '{}',

-- Performance Metrics

impressions INTEGER DEFAULT 0,

reach INTEGER DEFAULT 0,

likes INTEGER DEFAULT 0,

comments INTEGER DEFAULT 0,

shares INTEGER DEFAULT 0,

saves INTEGER DEFAULT 0,

clicks INTEGER DEFAULT 0,

engagement\_rate DECIMAL(5,2) DEFAULT 0,

-- Fashion Week Specific

designer\_tags TEXT[],

collection\_tags TEXT[],

trend\_tags TEXT[],

event\_phase TEXT CHECK (event\_phase IN ('pre\_event', 'during\_event', 'post\_event')),

-- AI & Automation

ai\_generated BOOLEAN DEFAULT false,

ai\_model\_used TEXT,

ai\_prompt TEXT,

auto\_translation BOOLEAN DEFAULT false,

sentiment\_analysis\_score DECIMAL(3,2),

-- Content Planning

content\_pillar TEXT,

brand\_voice\_alignment DECIMAL(3,2),

seasonal\_relevance BOOLEAN DEFAULT false,

trending\_topic\_integration BOOLEAN DEFAULT false,

-- Approval Workflow

requires\_approval BOOLEAN DEFAULT true,

approved\_by UUID REFERENCES users(id),

approved\_at TIMESTAMPTZ,

rejection\_reason TEXT,

-- Performance Benchmarks

expected\_engagement\_rate DECIMAL(5,2),

performance\_vs\_expectation DECIMAL(3,2),

viral\_potential\_score DECIMAL(3,2),

-- Team & Attribution

created\_by UUID REFERENCES users(id),

photographer\_credit TEXT,

stylist\_credit TEXT,

model\_credit TEXT,

designer\_credit TEXT,

-- Metadata

tags TEXT[],

internal\_notes TEXT,

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Influencer Management

CREATE TABLE influencers (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

-- Personal Information

full\_name TEXT NOT NULL,

display\_name TEXT,

email TEXT,

phone TEXT,

bio TEXT,

profile\_image\_url TEXT,

-- Professional Details

category TEXT CHECK (category IN ('fashion', 'lifestyle', 'beauty', 'travel', 'food', 'fitness', 'business')),

niche\_categories TEXT[] CHECK (niche\_categories <@ ARRAY[

'haute\_couture', 'street\_fashion', 'sustainable\_fashion', 'plus\_size\_fashion',

'mens\_fashion', 'luxury\_fashion', 'affordable\_fashion', 'vintage\_fashion',

'colombian\_fashion', 'latin\_fashion', 'emerging\_designers'

]),

-- Demographics

age\_range TEXT,

gender TEXT,

location\_city TEXT,

location\_country TEXT DEFAULT 'Colombia',

languages\_spoken TEXT[] DEFAULT ARRAY['spanish'],

-- Social Media Presence

social\_media\_handles JSONB DEFAULT '{}',

primary\_platform TEXT,

total\_followers INTEGER DEFAULT 0,

follower\_breakdown JSONB DEFAULT '{}', -- {instagram: 10000, tiktok: 5000}

-- Influence Metrics

average\_engagement\_rate DECIMAL(5,2) DEFAULT 0,

engagement\_rates\_by\_platform JSONB DEFAULT '{}',

monthly\_reach INTEGER DEFAULT 0,

story\_completion\_rate DECIMAL(3,2) DEFAULT 0,

-- Audience Insights

audience\_demographics JSONB DEFAULT '{}',

audience\_interests TEXT[],

audience\_location\_breakdown JSONB DEFAULT '{}',

audience\_age\_breakdown JSONB DEFAULT '{}',

-- Professional Rates

rate\_per\_post DECIMAL(10,2),

rate\_per\_story DECIMAL(10,2),

rate\_per\_reel DECIMAL(10,2),

rate\_per\_video DECIMAL(10,2),

package\_rates JSONB DEFAULT '{}',

currency TEXT DEFAULT 'COP',

-- Collaboration Preferences

preferred\_collaboration\_types TEXT[],

brand\_categories\_worked\_with TEXT[],

brand\_exclusivity\_agreements TEXT[],

collaboration\_requirements TEXT[],

-- Performance History

total\_collaborations INTEGER DEFAULT 0,

successful\_campaigns INTEGER DEFAULT 0,

average\_campaign\_performance DECIMAL(3,2) DEFAULT 0,

best\_performing\_content\_types TEXT[],

-- Fashion Industry Experience

fashion\_week\_experience BOOLEAN DEFAULT false,

designer\_collaborations TEXT[],

fashion\_brand\_partnerships TEXT[],

runway\_experience BOOLEAN DEFAULT false,

fashion\_education\_background TEXT,

-- Colombian Fashion Scene

medellin\_fashion\_week\_participant BOOLEAN DEFAULT false,

colombia\_moda\_attendee BOOLEAN DEFAULT false,

supports\_local\_designers BOOLEAN DEFAULT false,

colombian\_heritage\_advocate BOOLEAN DEFAULT false,

-- Content Quality

content\_quality\_score DECIMAL(3,2) DEFAULT 0,

photography\_quality DECIMAL(3,2) DEFAULT 0,

caption\_quality DECIMAL(3,2) DEFAULT 0,

brand\_alignment\_consistency DECIMAL(3,2) DEFAULT 0,

-- Reliability Metrics

response\_time\_hours INTEGER DEFAULT 24,

project\_completion\_rate DECIMAL(3,2) DEFAULT 0,

deadline\_adherence\_rate DECIMAL(3,2) DEFAULT 0,

communication\_quality DECIMAL(3,2) DEFAULT 0,

-- Business Information

tax\_id TEXT, -- NIT for Colombian influencers

business\_entity\_type TEXT,

invoicing\_method TEXT,

payment\_terms TEXT,

-- Relationship Management

relationship\_level TEXT CHECK (relationship\_level IN ('prospect', 'contacted', 'negotiating', 'active', 'alumni')),

assigned\_manager UUID REFERENCES users(id),

last\_collaboration\_date DATE,

next\_outreach\_date DATE,

-- Verification & Trust

verification\_status TEXT DEFAULT 'pending' CHECK (verification\_status IN ('pending', 'verified', 'premium', 'exclusive')),

background\_check\_status TEXT,

brand\_safety\_score DECIMAL(3,2) DEFAULT 0,

-- Performance Tracking

roi\_score DECIMAL(3,2) DEFAULT 0,

conversion\_rate DECIMAL(5,2) DEFAULT 0,

cost\_per\_engagement DECIMAL(8,2) DEFAULT 0,

lifetime\_value DECIMAL(12,2) DEFAULT 0,

-- Status

is\_active BOOLEAN DEFAULT true,

is\_blacklisted BOOLEAN DEFAULT false,

blacklist\_reason TEXT,

exclusivity\_status TEXT,

-- Metadata

tags TEXT[],

notes TEXT,

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

### 8. Sponsorship & Partnership Management

-- Sponsor Packages for Fashion Week

CREATE TABLE sponsor\_packages (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

organization\_id UUID REFERENCES organizations(id) ON DELETE CASCADE,

event\_id UUID REFERENCES events(id) ON DELETE CASCADE,

-- Package Identity

package\_name TEXT NOT NULL,

package\_code TEXT UNIQUE,

description TEXT,

-- Package Tier

package\_tier TEXT CHECK (package\_tier IN (

'title', 'presenting', 'platinum', 'gold', 'silver', 'bronze',

'official\_partner', 'media\_partner', 'hospitality\_partner',

'sustainability\_partner', 'emerging\_designer\_sponsor', 'custom'

)),

tier\_hierarchy INTEGER, -- 1 = highest tier

-- Pricing

base\_price DECIMAL(12,2) NOT NULL,

currency TEXT DEFAULT 'COP',

price\_negotiable BOOLEAN DEFAULT true,

early\_bird\_discount DECIMAL(5,2) DEFAULT 0,

loyalty\_discount DECIMAL(5,2) DEFAULT 0,

-- Availability

max\_sponsors INTEGER DEFAULT 1,

current\_sponsors INTEGER DEFAULT 0,

is\_exclusive BOOLEAN DEFAULT false,

category\_exclusivity TEXT[], -- exclusive categories for this sponsor

-- Core Benefits

brand\_visibility\_score INTEGER, -- 1-10 scale

logo\_placement\_locations TEXT[],

naming\_rights TEXT[],

speaking\_opportunities INTEGER DEFAULT 0,

vip\_tickets\_included INTEGER DEFAULT 0,

backstage\_passes INTEGER DEFAULT 0,

-- Digital Benefits

website\_logo\_placement BOOLEAN DEFAULT true,

social\_media\_mentions INTEGER DEFAULT 0,

email\_newsletter\_inclusion BOOLEAN DEFAULT false,

mobile\_app\_integration BOOLEAN DEFAULT false,

-- Physical Benefits

exhibition\_space\_sqm INTEGER DEFAULT 0,

booth\_setup\_included BOOLEAN DEFAULT false,

signage\_locations TEXT[],

program\_advertisement\_pages INTEGER DEFAULT 0,

-- Networking & Hospitality

vip\_reception\_access BOOLEAN DEFAULT false,

after\_party\_tickets INTEGER DEFAULT 0,

designer\_meet\_greet\_access BOOLEAN DEFAULT false,

industry\_roundtable\_participation BOOLEAN DEFAULT false,

-- Fashion Week Specific

runway\_show\_integration BOOLEAN DEFAULT false,

collection\_showcase\_opportunity BOOLEAN DEFAULT false,

model\_styling\_rights BOOLEAN DEFAULT false,

fashion\_show\_naming\_rights BOOLEAN DEFAULT false,

-- Content & Media

content\_creation\_rights BOOLEAN DEFAULT false,

photo\_video\_rights BOOLEAN DEFAULT false,

live\_streaming\_inclusion BOOLEAN DEFAULT false,

press\_kit\_inclusion BOOLEAN DEFAULT false,

-- Colombian Market Benefits

medellin\_tourism\_partnership BOOLEAN DEFAULT false,

local\_media\_exposure BOOLEAN DEFAULT false,

government\_relations\_intro BOOLEAN DEFAULT false,

colombian\_designer\_showcase BOOLEAN DEFAULT false,

-- Activation Opportunities

activation\_space\_included BOOLEAN DEFAULT false,

product\_sampling\_rights BOOLEAN DEFAULT false,

contest\_giveaway\_rights BOOLEAN DEFAULT false,

influencer\_collaboration\_facilitation BOOLEAN DEFAULT false,

-- ROI Metrics Promised

estimated\_brand\_impressions INTEGER DEFAULT 0,

estimated\_media\_value DECIMAL(12,2) DEFAULT 0,

target\_audience\_reach INTEGER DEFAULT 0,

lead\_generation\_opportunities INTEGER DEFAULT 0,

-- Package Requirements

minimum\_commitment\_months INTEGER DEFAULT 1,

renewal\_priority BOOLEAN DEFAULT false,

first\_right\_of\_refusal BOOLEAN DEFAULT false,

category\_exclusivity\_period\_months INTEGER DEFAULT 12,

-- Deliverables Timeline

activation\_deadline DATE,

asset\_delivery\_deadline DATE,

logo\_deadline DATE,

content\_approval\_deadline DATE,

-- Status

is\_active BOOLEAN DEFAULT true,

is\_featured BOOLEAN DEFAULT false,

availability\_status TEXT DEFAULT 'available' CHECK (availability\_status IN ('available', 'limited', 'sold\_out', 'suspended')),

-- Metadata

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW(),

-- Constraints

CHECK (current\_sponsors <= max\_sponsors),

CHECK (base\_price >= 0)

);

-- Sponsor Deals & Contracts

CREATE TABLE sponsor\_deals (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

sponsor\_id UUID REFERENCES sponsors(id),

event\_id UUID REFERENCES events(id) ON DELETE CASCADE,

package\_id UUID REFERENCES sponsor\_packages(id),

-- Deal Details

deal\_name TEXT NOT NULL,

deal\_value DECIMAL(12,2) NOT NULL,

currency TEXT DEFAULT 'COP',

payment\_terms TEXT,

-- Custom Package Modifications

custom\_benefits JSONB DEFAULT '{}',

excluded\_benefits TEXT[],

additional\_benefits TEXT[],

benefit\_modifications JSONB DEFAULT '{}',

-- Contract Status

contract\_status TEXT DEFAULT 'draft' CHECK (contract\_status IN (

'draft', 'proposal\_sent', 'under\_review', 'negotiating',

'legal\_review', 'pending\_signature', 'signed', 'active',

'completed', 'cancelled', 'breach'

)),

-- Payment Tracking

payment\_status TEXT DEFAULT 'pending' CHECK (payment\_status IN (

'pending', 'deposit\_paid', 'partial\_payment', 'paid\_in\_full',

'overdue', 'refunded', 'disputed'

)),

payment\_schedule JSONB DEFAULT '{}',

amount\_paid DECIMAL(12,2) DEFAULT 0,

outstanding\_balance DECIMAL(12,2),

-- Contract Documents

contract\_url TEXT,

signed\_contract\_url TEXT,

amendment\_documents TEXT[],

-- Key Dates

proposal\_date DATE,

negotiation\_start\_date DATE,

contract\_signed\_date DATE,

activation\_start\_date DATE,

contract\_end\_date DATE,

-- Performance Requirements

performance\_kpis JSONB DEFAULT '{}',

deliverable\_deadlines JSONB DEFAULT '{}',

penalty\_clauses JSONB DEFAULT '{}',

bonus\_incentives JSONB DEFAULT '{}',

-- Relationship Management

primary\_contact\_sponsor TEXT,

primary\_contact\_email TEXT,

primary\_contact\_phone TEXT,

account\_manager UUID REFERENCES users(id),

project\_manager UUID REFERENCES users(id),

-- Activation Planning

activation\_requirements JSONB DEFAULT '{}',

brand\_guidelines\_received BOOLEAN DEFAULT false,

assets\_received BOOLEAN DEFAULT false,

activation\_timeline JSONB DEFAULT '{}',

-- Performance Tracking

benefits\_delivered JSONB DEFAULT '{}',

kpi\_performance JSONB DEFAULT '{}',

satisfaction\_score DECIMAL(3,2),

renewal\_likelihood DECIMAL(3,2) DEFAULT 0,

-- Financial Performance

roi\_for\_sponsor DECIMAL(5,2),

media\_value\_delivered DECIMAL(12,2),

lead\_generation\_results INTEGER DEFAULT 0,

brand\_exposure\_metrics JSONB DEFAULT '{}',

-- Compliance & Legal

legal\_requirements\_met BOOLEAN DEFAULT false,

tax\_documents\_status TEXT,

insurance\_certificates TEXT[],

regulatory\_approvals TEXT[],

-- Colombian Business Requirements

nit\_verification BOOLEAN DEFAULT false,

rut\_documents TEXT[],

chamber\_commerce\_certificate TEXT,

tax\_regime\_classification TEXT,

-- Risk Management

risk\_score DECIMAL(3,2) DEFAULT 0,

credit\_check\_status TEXT,

payment\_risk\_assessment TEXT,

reputation\_risk\_factors TEXT[],

-- Renewal & Future Opportunities

renewal\_terms JSONB DEFAULT '{}',

upsell\_opportunities TEXT[],

cross\_sell\_potential TEXT[],

long\_term\_partnership\_potential DECIMAL(3,2),

-- Communication History

communication\_log JSONB DEFAULT '[]',

last\_contact\_date DATE,

next\_follow\_up\_date DATE,

escalation\_contacts JSONB DEFAULT '{}',

-- Metadata

notes TEXT,

internal\_notes TEXT,

tags TEXT[],

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

-- Sponsor Activations & Deliverables

CREATE TABLE sponsor\_activations (

id UUID DEFAULT gen\_random\_uuid() PRIMARY KEY,

sponsor\_deal\_id UUID REFERENCES sponsor\_deals(id) ON DELETE CASCADE,

-- Activation Details

activation\_name TEXT NOT NULL,

activation\_type TEXT CHECK (activation\_type IN (

'logo\_placement', 'booth\_setup', 'speaking\_opportunity', 'networking\_session',

'product\_display', 'branded\_content', 'social\_media\_campaign', 'email\_inclusion',

'runway\_integration', 'backstage\_experience', 'vip\_reception', 'after\_party\_sponsorship',

'designer\_collaboration', 'model\_styling', 'photo\_opportunities', 'press\_conference'

)),

description TEXT,

-- Planning & Scheduling

planned\_start\_date DATE,

planned\_end\_date DATE,

actual\_start\_date DATE,

actual\_end\_date DATE,

duration\_hours DECIMAL(4,1),

-- Status Tracking

activation\_status TEXT DEFAULT 'planned' CHECK (activation\_status IN (

'planned', 'in\_preparation', 'assets\_pending', 'ready', 'in\_progress',

'completed', 'cancelled', 'postponed', 'needs\_revision'

)),

completion\_percentage INTEGER DEFAULT 0,

-- Deliverables

deliverables JSONB DEFAULT '{}',

assets\_required TEXT[],

assets\_received TEXT[],

assets\_approved BOOLEAN DEFAULT false,

content\_created TEXT[],

-- Fashion Week Specific

runway\_show\_id UUID REFERENCES runway\_shows(id),

designer\_collaboration TEXT,

model\_styling\_details TEXT,

backstage\_access\_provided BOOLEAN DEFAULT false,

vip\_experience\_details TEXT,

-- Location & Logistics

location TEXT,

setup\_requirements TEXT,

technical\_requirements TEXT,

staffing\_requirements TEXT,

equipment\_needed TEXT[],

-- Performance Metrics

target\_metrics JSONB DEFAULT '{}',

actual\_metrics JSONB DEFAULT '{}',

photos\_taken INTEGER DEFAULT 0,

videos\_created INTEGER DEFAULT 0,

social\_media\_mentions INTEGER DEFAULT 0,

media\_coverage\_pieces INTEGER DEFAULT 0,

-- Audience Engagement

attendees\_reached INTEGER DEFAULT 0,

samples\_distributed INTEGER DEFAULT 0,

leads\_captured INTEGER DEFAULT 0,

business\_cards\_collected INTEGER DEFAULT 0,

-- Content & Media

content\_urls TEXT[],

photo\_gallery\_url TEXT,

video\_highlights\_url TEXT,

social\_media\_posts TEXT[],

press\_coverage\_links TEXT[],

-- Quality & Satisfaction

execution\_quality\_score DECIMAL(3,2),

sponsor\_satisfaction\_rating INTEGER CHECK (sponsor\_satisfaction\_rating BETWEEN 1 AND 5),

feedback\_from\_sponsor TEXT,

improvement\_suggestions TEXT,

-- Cost & Budget

planned\_budget DECIMAL(10,2),

actual\_cost DECIMAL(10,2),

cost\_variance DECIMAL(10,2),

cost\_breakdown JSONB DEFAULT '{}',

-- Team & Execution

project\_manager UUID REFERENCES users(id),

execution\_team UUID[],

vendor\_partners TEXT[],

emergency\_contacts JSONB DEFAULT '{}',

-- Risk & Issues

identified\_risks TEXT[],

issues\_encountered TEXT[],

mitigation\_actions TEXT[],

lessons\_learned TEXT,

-- Approval & Sign-off

requires\_sponsor\_approval BOOLEAN DEFAULT true,

sponsor\_approval\_received BOOLEAN DEFAULT false,

sponsor\_signoff\_date DATE,

internal\_approval BOOLEAN DEFAULT false,

-- Follow-up & Reporting

post\_activation\_report\_url TEXT,

follow\_up\_actions TEXT[],

next\_steps TEXT,

renewal\_discussion\_triggered BOOLEAN DEFAULT false,

-- Metadata

tags TEXT[],

internal\_notes TEXT,

created\_by UUID REFERENCES users(id),

created\_at TIMESTAMPTZ DEFAULT NOW(),

updated\_at TIMESTAMPTZ DEFAULT NOW()

);

## 🔐 Row Level Security (RLS) Policies

-- Enable RLS on all tables

ALTER TABLE organizations ENABLE ROW LEVEL SECURITY;

ALTER TABLE users ENABLE ROW LEVEL SECURITY;

ALTER TABLE events ENABLE ROW LEVEL SECURITY;

ALTER TABLE venues ENABLE ROW LEVEL SECURITY;

ALTER TABLE designers ENABLE ROW LEVEL SECURITY;

ALTER TABLE models ENABLE ROW LEVEL SECURITY;

ALTER TABLE sponsors ENABLE ROW LEVEL SECURITY;

ALTER TABLE vendors ENABLE ROW LEVEL SECURITY;

ALTER TABLE media\_contacts ENABLE ROW LEVEL SECURITY;

ALTER TABLE attendees ENABLE ROW LEVEL SECURITY;

ALTER TABLE tickets ENABLE ROW LEVEL SECURITY;

ALTER TABLE orders ENABLE ROW LEVEL SECURITY;

ALTER TABLE payment\_transactions ENABLE ROW LEVEL SECURITY;

ALTER TABLE ai\_agents ENABLE ROW LEVEL SECURITY;

ALTER TABLE marketing\_campaigns ENABLE ROW LEVEL SECURITY;

ALTER TABLE social\_media\_accounts ENABLE ROW LEVEL SECURITY;

ALTER TABLE sponsor\_packages ENABLE ROW LEVEL SECURITY;

-- Organizations Policies

CREATE POLICY "Organizations are viewable by authenticated users"

ON organizations FOR SELECT

USING (auth.uid() IS NOT NULL);

CREATE POLICY "Users can view their own organization"

ON organizations FOR ALL

USING (

EXISTS (

SELECT 1 FROM users

WHERE users.id = auth.uid()

AND users.organization\_id = organizations.id

)

);

-- Users Policies

CREATE POLICY "Users can view their own profile"

ON users FOR SELECT

USING (auth.uid() = id);

CREATE POLICY "Organization members can view other members"

ON users FOR SELECT

USING (

organization\_id IN (

SELECT organization\_id FROM users WHERE id = auth.uid()

)

);

CREATE POLICY "Users can update their own profile"

ON users FOR UPDATE

USING (auth.uid() = id)

WITH CHECK (auth.uid() = id);

-- Events Policies

CREATE POLICY "Public events are viewable by everyone"

ON events FOR SELECT

USING (visibility = 'public' OR auth.uid() IS NOT NULL);

CREATE POLICY "Organization members can manage their events"

ON events FOR ALL

USING (

organization\_id IN (

SELECT organization\_id FROM users

WHERE id = auth.uid()

AND role IN ('owner', 'admin', 'manager')

)

);

-- Tickets & Orders Policies

CREATE POLICY "Users can view their own tickets"

ON tickets FOR SELECT

USING (

attendee\_email = (SELECT email FROM users WHERE id = auth.uid())

OR

order\_id IN (

SELECT id FROM orders

WHERE customer\_email = (SELECT email FROM users WHERE id = auth.uid())

)

);

CREATE POLICY "Organization staff can view tickets for their events"

ON tickets FOR SELECT

USING (

order\_id IN (

SELECT o.id FROM orders o

JOIN events e ON e.id = o.event\_id

JOIN users u ON u.organization\_id = e.organization\_id

WHERE u.id = auth.uid()

AND u.role IN ('owner', 'admin', 'manager')

)

);

-- Payment Transactions Policies

CREATE POLICY "Users can view their own transactions"

ON payment\_transactions FOR SELECT

USING (

customer\_email = (SELECT email FROM users WHERE id = auth.uid())

);

CREATE POLICY "Organization admins can view their transactions"

ON payment\_transactions FOR SELECT

USING (

organization\_id IN (

SELECT organization\_id FROM users

WHERE id = auth.uid()

AND role IN ('owner', 'admin')

)

);

-- AI Agents Policies

CREATE POLICY "Organization members can view their AI agents"

ON ai\_agents FOR SELECT

USING (

organization\_id IN (

SELECT organization\_id FROM users WHERE id = auth.uid()

)

);

CREATE POLICY "Organization admins can manage AI agents"

ON ai\_agents FOR ALL

USING (

organization\_id IN (

SELECT organization\_id FROM users

WHERE id = auth.uid()

AND role IN ('owner', 'admin')

)

);

-- Designers, Models, Vendors Policies

CREATE POLICY "Public profiles are viewable by everyone"

ON designers FOR SELECT

USING (is\_verified = true);

CREATE POLICY "Organization members can view all profiles"

ON designers FOR SELECT

USING (

EXISTS (

SELECT 1 FROM users

WHERE id = auth.uid()

AND organization\_id IS NOT NULL

)

);

-- Similar policies for models, vendors, media\_contacts

CREATE POLICY "Public model profiles viewable by everyone"

ON models FOR SELECT

USING (is\_verified = true);

CREATE POLICY "Vendor profiles viewable by organization members"

ON vendors FOR SELECT

USING (

is\_active = true AND

EXISTS (

SELECT 1 FROM users

WHERE id = auth.uid()

AND organization\_id IS NOT NULL

)

);

-- Sponsorship Policies

CREATE POLICY "Sponsor packages viewable by authenticated users"

ON sponsor\_packages FOR SELECT

USING (

is\_active = true AND

auth.uid() IS NOT NULL

);

CREATE POLICY "Organization admins can manage sponsor packages"

ON sponsor\_packages FOR ALL

USING (

organization\_id IN (

SELECT organization\_id FROM users

WHERE id = auth.uid()

AND role IN ('owner', 'admin', 'manager')

)

);

## 🚀 Business Logic Triggers

-- Auto-update timestamps

CREATE OR REPLACE FUNCTION update\_updated\_at\_column()

RETURNS TRIGGER AS $$

BEGIN

NEW.updated\_at = NOW();

RETURN NEW;

END;

$$ language 'plpgsql';

-- Apply to all tables with updated\_at

CREATE TRIGGER update\_organizations\_updated\_at BEFORE UPDATE ON organizations FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_users\_updated\_at BEFORE UPDATE ON users FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_events\_updated\_at BEFORE UPDATE ON events FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_venues\_updated\_at BEFORE UPDATE ON venues FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_designers\_updated\_at BEFORE UPDATE ON designers FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_models\_updated\_at BEFORE UPDATE ON models FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_sponsors\_updated\_at BEFORE UPDATE ON sponsors FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_orders\_updated\_at BEFORE UPDATE ON orders FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

CREATE TRIGGER update\_tickets\_updated\_at BEFORE UPDATE ON tickets FOR EACH ROW EXECUTE FUNCTION update\_updated\_at\_column();

-- Ticket inventory management

CREATE OR REPLACE FUNCTION manage\_ticket\_inventory()

RETURNS TRIGGER AS $$

BEGIN

IF TG\_OP = 'INSERT' THEN

-- Decrease available quantity when ticket is created

UPDATE ticket\_categories

SET available\_quantity = available\_quantity - 1,

sold\_quantity = sold\_quantity + 1

WHERE id = NEW.ticket\_category\_id

AND available\_quantity > 0;

IF NOT FOUND THEN

RAISE EXCEPTION 'No tickets available for this category';

END IF;

RETURN NEW;

ELSIF TG\_OP = 'UPDATE' THEN

-- Handle status changes

IF OLD.status = 'valid' AND NEW.status = 'cancelled' THEN

UPDATE ticket\_categories

SET available\_quantity = available\_quantity + 1,

sold\_quantity = sold\_quantity - 1

WHERE id = NEW.ticket\_category\_id;

ELSIF OLD.status = 'cancelled' AND NEW.status = 'valid' THEN

UPDATE ticket\_categories

SET available\_quantity = available\_quantity - 1,

sold\_quantity = sold\_quantity + 1

WHERE id = NEW.ticket\_category\_id

AND available\_quantity > 0;

IF NOT FOUND THEN

RAISE EXCEPTION 'No tickets available for reactivation';

END IF;

END IF;

RETURN NEW;

END IF;

RETURN NULL;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER ticket\_inventory\_trigger

AFTER INSERT OR UPDATE ON tickets

FOR EACH ROW EXECUTE FUNCTION manage\_ticket\_inventory();

-- Order total calculation

CREATE OR REPLACE FUNCTION calculate\_order\_total()

RETURNS TRIGGER AS $$

DECLARE

calculated\_total DECIMAL(10,2);

BEGIN

-- Calculate total based on subtotal, discounts, taxes, and fees

calculated\_total := NEW.subtotal - COALESCE(NEW.discount\_amount, 0) +

COALESCE(NEW.tax\_amount, 0) +

COALESCE(NEW.service\_fee, 0) +

COALESCE(NEW.processing\_fee, 0);

NEW.total\_amount := calculated\_total;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER calculate\_order\_total\_trigger

BEFORE INSERT OR UPDATE ON orders

FOR EACH ROW EXECUTE FUNCTION calculate\_order\_total();

-- Colombian tax calculation

CREATE OR REPLACE FUNCTION calculate\_colombian\_taxes()

RETURNS TRIGGER AS $$

DECLARE

iva\_amount DECIMAL(12,2);

retention\_amount DECIMAL(12,2);

BEGIN

-- Calculate IVA (19% for most services)

IF NEW.iva\_exempt = false THEN

iva\_amount := NEW.base\_amount \* COALESCE(NEW.iva\_rate, 0.19);

ELSE

iva\_amount := 0;

END IF;

-- Calculate retention if applicable

IF NEW.retention\_applicable = true THEN

retention\_amount := NEW.base\_amount \* COALESCE(NEW.retention\_rate, 0.11);

ELSE

retention\_amount := 0;

END IF;

NEW.iva\_amount := iva\_amount;

NEW.retention\_amount := retention\_amount;

NEW.total\_taxes := iva\_amount + COALESCE(NEW.industry\_tax\_amount, 0) + COALESCE(NEW.municipal\_tax\_amount, 0);

NEW.total\_amount := NEW.subtotal + NEW.total\_taxes - retention\_amount;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER calculate\_colombian\_taxes\_trigger

BEFORE INSERT OR UPDATE ON tax\_calculations

FOR EACH ROW EXECUTE FUNCTION calculate\_colombian\_taxes();

-- Event capacity management

CREATE OR REPLACE FUNCTION check\_event\_capacity()

RETURNS TRIGGER AS $$

DECLARE

current\_registrations INTEGER;

max\_capacity INTEGER;

BEGIN

SELECT COUNT(\*), e.max\_capacity

INTO current\_registrations, max\_capacity

FROM tickets t

JOIN ticket\_categories tc ON tc.id = t.ticket\_category\_id

JOIN events e ON e.id = tc.event\_id

WHERE e.id = (

SELECT event\_id FROM ticket\_categories WHERE id = NEW.ticket\_category\_id

)

AND t.status = 'valid'

GROUP BY e.max\_capacity;

IF current\_registrations >= max\_capacity THEN

RAISE EXCEPTION 'Event is at maximum capacity';

END IF;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER check\_event\_capacity\_trigger

BEFORE INSERT ON tickets

FOR EACH ROW EXECUTE FUNCTION check\_event\_capacity();

-- QR code generation for tickets

CREATE OR REPLACE FUNCTION generate\_ticket\_qr\_code()

RETURNS TRIGGER AS $$

BEGIN

-- Generate unique QR code data

NEW.qr\_code\_data := 'FW' || NEW.ticket\_number || '\_' || extract(epoch from now())::text;

NEW.barcode := 'FW' || NEW.id::text || extract(epoch from now())::text;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER generate\_ticket\_qr\_code\_trigger

BEFORE INSERT ON tickets

FOR EACH ROW EXECUTE FUNCTION generate\_ticket\_qr\_code();

-- Social media metrics aggregation

CREATE OR REPLACE FUNCTION update\_social\_media\_metrics()

RETURNS TRIGGER AS $$

BEGIN

-- Update account metrics when content performance changes

UPDATE social\_media\_accounts

SET

post\_count = (

SELECT COUNT(\*) FROM social\_media\_content

WHERE account\_id = NEW.account\_id AND status = 'published'

),

engagement\_rate = (

SELECT AVG(engagement\_rate) FROM social\_media\_content

WHERE account\_id = NEW.account\_id AND status = 'published'

)

WHERE id = NEW.account\_id;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER update\_social\_media\_metrics\_trigger

AFTER UPDATE ON social\_media\_content

FOR EACH ROW EXECUTE FUNCTION update\_social\_media\_metrics();

-- AI conversation cost tracking

CREATE OR REPLACE FUNCTION track\_ai\_conversation\_cost()

RETURNS TRIGGER AS $$

DECLARE

cost\_per\_token DECIMAL(8,4);

BEGIN

-- Get cost per token for the agent

SELECT cost\_per\_1k\_tokens / 1000.0

INTO cost\_per\_token

FROM ai\_agents

WHERE id = NEW.agent\_id;

-- Calculate and update cost

NEW.total\_cost := NEW.total\_tokens\_used \* cost\_per\_token;

-- Update agent monthly cost

UPDATE ai\_agents

SET current\_month\_cost = current\_month\_cost + NEW.total\_cost,

total\_conversations = total\_conversations + 1

WHERE id = NEW.agent\_id;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER track\_ai\_conversation\_cost\_trigger

BEFORE INSERT OR UPDATE ON ai\_conversations

FOR EACH ROW EXECUTE FUNCTION track\_ai\_conversation\_cost();

## ⚡ Edge Functions

// supabase/functions/process-payment/index.ts

import { serve } from 'https://deno.land/std@0.168.0/http/server.ts';

import { createClient } from 'https://esm.sh/@supabase/supabase-js@2';

const corsHeaders = {

'Access-Control-Allow-Origin': '\*',

'Access-Control-Allow-Headers': 'authorization, x-client-info, apikey, content-type',

};

interface PaymentRequest {

order\_id: string;

payment\_method: string;

amount: number;

currency: string;

customer\_data: any;

}

serve(async (req) => {

if (req.method === 'OPTIONS') return new Response('ok', { headers: corsHeaders });

try {

const supabase = createClient(

Deno.env.get('SUPABASE\_URL')!,

Deno.env.get('SUPABASE\_SERVICE\_ROLE\_KEY')!

);

const { order\_id, payment\_method, amount, currency, customer\_data }: PaymentRequest = await req.json();

// Validate order exists and amount matches

const { data: order, error: orderError } = await supabase

.from('orders')

.select('\*, events(name)')

.eq('id', order\_id)

.single();

if (orderError || !order) {

throw new Error('Invalid order');

}

if (order.total\_amount !== amount) {

throw new Error('Amount mismatch');

}

// Calculate Colombian taxes

const { data: taxCalc } = await supabase

.from('tax\_calculations')

.insert({

organization\_id: order.organization\_id,

order\_id: order\_id,

base\_amount: order.subtotal,

iva\_rate: 0.19,

iva\_exempt: false,

retention\_applicable: amount > 1000000, // > 1M COP

retention\_rate: 0.11

})

.select()

.single();

// Process payment based on method

let paymentResult;

switch (payment\_method) {

case 'pse':

paymentResult = await processPSEPayment(amount, customer\_data);

break;

case 'nequi':

paymentResult = await processNequiPayment(amount, customer\_data);

break;

case 'efecty':

paymentResult = await processEfectyPayment(amount, customer\_data);

break;

case 'stripe':

paymentResult = await processStripePayment(amount, customer\_data);

break;

default:

throw new Error('Unsupported payment method');

}

// Create payment transaction record

const { data: transaction } = await supabase

.from('payment\_transactions')

.insert({

organization\_id: order.organization\_id,

transaction\_id: paymentResult.transaction\_id,

external\_transaction\_id: paymentResult.external\_id,

order\_id: order\_id,

payment\_method\_type: payment\_method,

payment\_provider: paymentResult.provider,

customer\_email: customer\_data.email,

customer\_name: customer\_data.name,

amount: amount,

currency: currency,

status: paymentResult.status,

provider\_response: paymentResult.raw\_response

})

.select()

.single();

// Generate DIAN invoice if required

if (order.requires\_invoice || amount > 5000000) { // > 5M COP requires invoice

await generateDIANInvoice(supabase, order, transaction.data, taxCalc);

}

// Send confirmation notifications

await sendPaymentConfirmation(supabase, order, transaction.data);

return new Response(

JSON.stringify({

success: true,

transaction\_id: transaction.id,

payment\_status: paymentResult.status,

invoice\_required: order.requires\_invoice || amount > 5000000

}),

{ headers: { ...corsHeaders, 'Content-Type': 'application/json' } }

);

} catch (error) {

return new Response(

JSON.stringify({ error: error.message }),

{ headers: { ...corsHeaders, 'Content-Type': 'application/json' }, status: 400 }

);

}

});

async function processPSEPayment(amount: number, customerData: any) {

// PSE payment processing logic

const pseAPI = Deno.env.get('PSE\_API\_URL');

const pseKey = Deno.env.get('PSE\_API\_KEY');

const response = await fetch(`${pseAPI}/payments`, {

method: 'POST',

headers: {

'Authorization': `Bearer ${pseKey}`,

'Content-Type': 'application/json'

},

body: JSON.stringify({

amount,

currency: 'COP',

customer: customerData,

bank\_code: customerData.bank\_code,

payment\_method: 'pse'

})

});

const result = await response.json();

return {

transaction\_id: `pse\_${Date.now()}`,

external\_id: result.transaction\_id,

provider: 'PSE',

status: result.status === 'approved' ? 'succeeded' : 'pending',

raw\_response: result

};

}

async function processNequiPayment(amount: number, customerData: any) {

// Nequi payment processing logic

const nequiAPI = Deno.env.get('NEQUI\_API\_URL');

const nequiKey = Deno.env.get('NEQUI\_API\_KEY');

const response = await fetch(`${nequiAPI}/payments`, {

method: 'POST',

headers: {

'Authorization': `Bearer ${nequiKey}`,

'Content-Type': 'application/json'

},

body: JSON.stringify({

amount,

phoneNumber: customerData.phone,

description: `Fashion Week Tickets - ${amount} COP`

})

});

const result = await response.json();

return {

transaction\_id: `nequi\_${Date.now()}`,

external\_id: result.transactionId,

provider: 'Nequi',

status: result.status === 'SUCCESS' ? 'succeeded' : 'pending',

raw\_response: result

};

}

async function generateDIANInvoice(supabase: any, order: any, transaction: any, taxCalc: any) {

// Generate DIAN electronic invoice

const invoiceNumber = `FW${Date.now()}`;

const cufe = generateCUFE(invoiceNumber, order.organization\_id);

const invoice = await supabase

.from('dian\_invoices')

.insert({

organization\_id: order.organization\_id,

invoice\_number: invoiceNumber,

cufe: cufe,

order\_id: order.id,

payment\_id: transaction.id,

tax\_calculation\_id: taxCalc.id,

document\_type: 'invoice',

operation\_type: 'sale',

customer\_name: order.customer\_name,

customer\_email: order.customer\_email,

customer\_nit: order.customer\_nit,

subtotal: order.subtotal,

total\_iva: taxCalc.iva\_amount,

total\_retention: taxCalc.retention\_amount,

total\_amount: order.total\_amount,

line\_items: await getOrderLineItems(supabase, order.id)

})

.select()

.single();

// Submit to DIAN (implementation depends on DIAN API)

await submitToDIAN(invoice.data);

return invoice.data;

}

function generateCUFE(invoiceNumber: string, organizationId: string): string {

// Generate CUFE according to DIAN specifications

return `${invoiceNumber}\_${organizationId}\_${Date.now()}`;

}

// supabase/functions/ai-agent-webhook/index.ts

import { serve } from 'https://deno.land/std@0.168.0/http/server.ts';

import { createClient } from 'https://esm.sh/@supabase/supabase-js@2';

serve(async (req) => {

const supabase = createClient(

Deno.env.get('SUPABASE\_URL')!,

Deno.env.get('SUPABASE\_SERVICE\_ROLE\_KEY')!

);

const { agent\_id, user\_query, conversation\_id, context } = await req.json();

// Get AI agent configuration

const { data: agent } = await supabase

.from('ai\_agents')

.select('\*')

.eq('id', agent\_id)

.single();

if (!agent) {

return new Response(JSON.stringify({ error: 'Agent not found' }), { status: 404 });

}

// Prepare context with Fashion Week specific data

const fashionContext = await getFashionWeekContext(supabase, context);

const colombianContext = await getColombianMarketContext(supabase);

// Generate AI response

const aiResponse = await generateAIResponse(agent, user\_query, {

...fashionContext,

...colombianContext,

conversation\_history: context.conversation\_history

});

// Log conversation

await supabase.from('ai\_conversations').insert({

agent\_id,

user\_id: context.user\_id,

session\_id: conversation\_id,

conversation\_type: 'customer\_support',

messages: [

{ role: 'user', content: user\_query },

{ role: 'assistant', content: aiResponse.content }

],

total\_tokens\_used: aiResponse.tokens\_used,

input\_tokens: aiResponse.input\_tokens,

output\_tokens: aiResponse.output\_tokens

});

return new Response(JSON.stringify({

response: aiResponse.content,

suggestions: aiResponse.suggestions,

actions: aiResponse.actions

}), {

headers: { 'Content-Type': 'application/json' }

});

});

async function getFashionWeekContext(supabase: any, context: any) {

// Get relevant fashion week data

const { data: events } = await supabase

.from('events')

.select('\*, venues(\*)')

.eq('status', 'active')

.order('start\_datetime');

const { data: designers } = await supabase

.from('designers')

.select('brand\_name, style\_categories, is\_colombian\_designer')

.eq('is\_verified', true);

return {

upcoming\_events: events,

featured\_designers: designers,

current\_date: new Date().toISOString()

};

}

async function getColombianMarketContext(supabase: any) {

return {

currency: 'COP',

payment\_methods: ['PSE', 'Nequi', 'Efecty', 'DaviPlata'],

business\_hours: '9:00 AM - 6:00 PM COT',

timezone: 'America/Bogota',

languages: ['spanish', 'english']

};

}

// supabase/functions/real-time-analytics/index.ts

import { serve } from 'https://deno.land/std@0.168.0/http/server.ts';

import { createClient } from 'https://esm.sh/@supabase/supabase-js@2';

serve(async (req) => {

const supabase = createClient(

Deno.env.get('SUPABASE\_URL')!,

Deno.env.get('SUPABASE\_SERVICE\_ROLE\_KEY')!

);

const { event\_id, organization\_id } = await req.json();

// Real-time analytics for Fashion Week events

const analytics = await Promise.all([

getTicketSalesAnalytics(supabase, event\_id),

getSocialMediaMetrics(supabase, organization\_id),

getPaymentAnalytics(supabase, organization\_id),

getAIAgentPerformance(supabase, organization\_id),

getSponsorshipMetrics(supabase, event\_id)

]);

const [ticketSales, socialMedia, payments, aiPerformance, sponsorships] = analytics;

return new Response(JSON.stringify({

timestamp: new Date().toISOString(),

ticket\_sales: ticketSales,

social\_media: socialMedia,

payments: payments,

ai\_performance: aiPerformance,

sponsorships: sponsorships,

colombian\_metrics: {

peso\_transactions: payments.peso\_percentage,

local\_attendance: ticketSales.colombian\_attendees\_percentage,

spanish\_content\_engagement: socialMedia.spanish\_engagement\_rate

}

}), {

headers: { 'Content-Type': 'application/json' }

});

});

async function getTicketSalesAnalytics(supabase: any, eventId: string) {

const { data: stats } = await supabase.rpc('get\_ticket\_sales\_stats', {

p\_event\_id: eventId

});

return stats;

}

## 📈 Performance Optimization

-- Create comprehensive indexes for high-performance queries

CREATE INDEX CONCURRENTLY idx\_events\_org\_status\_date ON events(organization\_id, status, start\_datetime);

CREATE INDEX CONCURRENTLY idx\_tickets\_attendee\_status ON tickets(attendee\_email, status);

CREATE INDEX CONCURRENTLY idx\_orders\_customer\_status ON orders(customer\_email, order\_status, created\_at);

CREATE INDEX CONCURRENTLY idx\_payment\_transactions\_status\_date ON payment\_transactions(status, created\_at);

CREATE INDEX CONCURRENTLY idx\_designers\_verified\_categories ON designers(is\_verified, style\_categories);

CREATE INDEX CONCURRENTLY idx\_models\_available\_city ON models(availability\_status, location\_city);

CREATE INDEX CONCURRENTLY idx\_venues\_city\_capacity ON venues(city, max\_capacity);

CREATE INDEX CONCURRENTLY idx\_sponsors\_industry\_size ON sponsors(industry, company\_size);

CREATE INDEX CONCURRENTLY idx\_social\_content\_platform\_status ON social\_media\_content(platform\_id, status, published\_at);

CREATE INDEX CONCURRENTLY idx\_ai\_conversations\_agent\_date ON ai\_conversations(agent\_id, started\_at);

CREATE INDEX CONCURRENTLY idx\_campaigns\_org\_status\_dates ON marketing\_campaigns(organization\_id, status, campaign\_start\_date);

-- Composite indexes for common Fashion Week queries

CREATE INDEX CONCURRENTLY idx\_events\_fashion\_week\_search

ON events(city, event\_type, status, start\_datetime)

WHERE visibility = 'public';

CREATE INDEX CONCURRENTLY idx\_tickets\_event\_checkin

ON tickets(order\_id, status, checked\_in)

INCLUDE (ticket\_number, qr\_code\_data);

CREATE INDEX CONCURRENTLY idx\_designers\_colombian\_search

ON designers(is\_colombian\_designer, is\_verified, style\_categories)

WHERE is\_active = true;

CREATE INDEX CONCURRENTLY idx\_models\_casting\_search

ON models(city, availability\_status, specialties, height\_cm)

WHERE is\_verified = true;

-- GIN indexes for JSONB columns

CREATE INDEX CONCURRENTLY idx\_events\_metadata\_gin ON events USING GIN(settings);

CREATE INDEX CONCURRENTLY idx\_users\_preferences\_gin ON users USING GIN(preferences);

CREATE INDEX CONCURRENTLY idx\_venues\_facilities\_gin ON venues USING GIN(backstage\_facilities);

CREATE INDEX CONCURRENTLY idx\_payment\_methods\_config\_gin ON payment\_methods USING GIN(provider\_config);

CREATE INDEX CONCURRENTLY idx\_social\_media\_metrics\_gin ON social\_media\_content USING GIN(platform\_metadata);

-- Full-text search indexes for Fashion Week content

CREATE INDEX CONCURRENTLY idx\_events\_search\_text ON events USING GIN(to\_tsvector('spanish', name || ' ' || description));

CREATE INDEX CONCURRENTLY idx\_designers\_search\_text ON designers USING GIN(to\_tsvector('spanish', brand\_name || ' ' || designer\_name || ' ' || bio));

CREATE INDEX CONCURRENTLY idx\_venues\_search\_text ON venues USING GIN(to\_tsvector('spanish', name || ' ' || description || ' ' || neighborhood));

-- Partial indexes for active records

CREATE INDEX CONCURRENTLY idx\_active\_events ON events(start\_datetime) WHERE status IN ('active', 'registration\_open');

CREATE INDEX CONCURRENTLY idx\_available\_tickets ON ticket\_categories(event\_id, available\_quantity) WHERE available\_quantity > 0;

CREATE INDEX CONCURRENTLY idx\_pending\_payments ON payment\_transactions(created\_at) WHERE status = 'pending';

CREATE INDEX CONCURRENTLY idx\_verified\_designers ON designers(rating, review\_count) WHERE is\_verified = true;

CREATE INDEX CONCURRENTLY idx\_active\_campaigns ON marketing\_campaigns(campaign\_start\_date) WHERE status = 'active';

-- Colombian-specific indexes

CREATE INDEX CONCURRENTLY idx\_colombian\_users\_city ON users(city, department) WHERE city IS NOT NULL;

CREATE INDEX CONCURRENTLY idx\_cop\_transactions ON payment\_transactions(amount, created\_at) WHERE currency = 'COP';

CREATE INDEX CONCURRENTLY idx\_colombian\_designers ON designers(colombian\_region) WHERE is\_colombian\_designer = true;

CREATE INDEX CONCURRENTLY idx\_peso\_orders ON orders(total\_amount, created\_at) WHERE currency = 'COP';

-- AI and automation indexes

CREATE INDEX CONCURRENTLY idx\_ai\_conversations\_performance ON ai\_conversations(agent\_id, conversation\_status, resolution\_time\_minutes);

CREATE INDEX CONCURRENTLY idx\_workflow\_executions\_status ON workflow\_execution\_logs(workflow\_id, status, started\_at);

CREATE INDEX CONCURRENTLY idx\_generated\_content\_review ON ai\_generated\_content(review\_status, content\_type, created\_at);

-- Real-time subscription optimization

CREATE INDEX CONCURRENTLY idx\_realtime\_ticket\_updates ON tickets(order\_id, updated\_at) WHERE status IN ('valid', 'used', 'cancelled');

CREATE INDEX CONCURRENTLY idx\_realtime\_payment\_updates ON payment\_transactions(organization\_id, updated\_at);

CREATE INDEX CONCURRENTLY idx\_realtime\_social\_updates ON social\_media\_content(account\_id, updated\_at) WHERE status = 'published';

## 🔄 Real-time Subscriptions Setup

-- Enable real-time for critical tables

ALTER PUBLICATION supabase\_realtime ADD TABLE events;

ALTER PUBLICATION supabase\_realtime ADD TABLE tickets;

ALTER PUBLICATION supabase\_realtime ADD TABLE orders;

ALTER PUBLICATION supabase\_realtime ADD TABLE payment\_transactions;

ALTER PUBLICATION supabase\_realtime ADD TABLE runway\_shows;

ALTER PUBLICATION supabase\_realtime ADD TABLE social\_media\_content;

ALTER PUBLICATION supabase\_realtime ADD TABLE ai\_conversations;

ALTER PUBLICATION supabase\_realtime ADD TABLE marketing\_campaigns;

-- Real-time functions for live updates

CREATE OR REPLACE FUNCTION broadcast\_event\_update()

RETURNS TRIGGER AS $$

BEGIN

PERFORM pg\_notify(

'event\_update',

json\_build\_object(

'event\_id', NEW.id,

'organization\_id', NEW.organization\_id,

'status', NEW.status,

'current\_registrations', NEW.current\_registrations,

'timestamp', NEW.updated\_at

)::text

);

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER event\_update\_broadcast

AFTER UPDATE ON events

FOR EACH ROW

WHEN (OLD.current\_registrations IS DISTINCT FROM NEW.current\_registrations

OR OLD.status IS DISTINCT FROM NEW.status)

EXECUTE FUNCTION broadcast\_event\_update();

-- Ticket sales real-time updates

CREATE OR REPLACE FUNCTION broadcast\_ticket\_sale()

RETURNS TRIGGER AS $$

BEGIN

PERFORM pg\_notify(

'ticket\_sale',

json\_build\_object(

'event\_id', (SELECT event\_id FROM ticket\_categories WHERE id = NEW.ticket\_category\_id),

'category\_id', NEW.ticket\_category\_id,

'tickets\_remaining', (SELECT available\_quantity FROM ticket\_categories WHERE id = NEW.ticket\_category\_id),

'timestamp', NEW.created\_at

)::text

);

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER ticket\_sale\_broadcast

AFTER INSERT ON tickets

FOR EACH ROW

EXECUTE FUNCTION broadcast\_ticket\_sale();

-- Payment status real-time updates

CREATE OR REPLACE FUNCTION broadcast\_payment\_update()

RETURNS TRIGGER AS $$

BEGIN

IF OLD.status IS DISTINCT FROM NEW.status THEN

PERFORM pg\_notify(

'payment\_update',

json\_build\_object(

'transaction\_id', NEW.id,

'order\_id', NEW.order\_id,

'status', NEW.status,

'customer\_email', NEW.customer\_email,

'timestamp', NEW.updated\_at

)::text

);

END IF;

RETURN NEW;

END;

$$ LANGUAGE plpgsql;

CREATE TRIGGER payment\_update\_broadcast

AFTER UPDATE ON payment\_transactions

FOR EACH ROW

EXECUTE FUNCTION broadcast\_payment\_update();

## 🛠️ Setup Commands

# 1. Initialize Supabase project

supabase init

supabase start

# 2. Set environment variables

export SUPABASE\_URL="your-project-url"

export SUPABASE\_ANON\_KEY="your-anon-key"

export SUPABASE\_SERVICE\_ROLE\_KEY="your-service-role-key"

# Colombian payment providers

export PSE\_API\_KEY="your-pse-api-key"

export PSE\_API\_URL="https://api.pse.com.co"

export NEQUI\_API\_KEY="your-nequi-api-key"

export NEQUI\_API\_URL="https://api.nequi.com.co"

export EFECTY\_API\_KEY="your-efecty-api-key"

export DAVIPLATA\_API\_KEY="your-daviplata-api-key"

# DIAN integration

export DIAN\_API\_URL="https://api.dian.gov.co"

export DIAN\_CERTIFICATE\_PATH="./certificates/dian.p12"

export DIAN\_CERTIFICATE\_PASSWORD="your-certificate-password"

# AI providers

export OPENAI\_API\_KEY="your-openai-key"

export ANTHROPIC\_API\_KEY="your-anthropic-key"

# 3. Apply database migrations

supabase db reset

supabase migration new "fashion-week-complete-schema"

# 4. Deploy Edge Functions

supabase functions deploy process-payment

supabase functions deploy ai-agent-webhook

supabase functions deploy real-time-analytics

# 5. Setup Colombian payment methods

npm install @supabase/supabase-js stripe pse-sdk nequi-sdk efecty-sdk

# 6. Configure real-time subscriptions

supabase realtime on

# 7. Setup storage buckets

supabase storage create-bucket avatars --public

supabase storage create-bucket listings --public

supabase storage create-bucket documents --private

supabase storage create-bucket media --public

# 8. Load sample data (optional)

psql -h localhost -p 54322 -U postgres -d postgres < sample\_data.sql

## ✅ Validation & Testing

-- Validation queries to ensure everything is working

-- 1. Check all tables exist

SELECT table\_name

FROM information\_schema.tables

WHERE table\_schema = 'public'

ORDER BY table\_name;

-- 2. Verify RLS policies

SELECT schemaname, tablename, policyname, permissive, roles, cmd, qual

FROM pg\_policies

WHERE schemaname = 'public'

ORDER BY tablename;

-- 3. Check indexes

SELECT schemaname, tablename, indexname, indexdef

FROM pg\_indexes

WHERE schemaname = 'public'

ORDER BY tablename;

-- 4. Test Colombian tax calculation

INSERT INTO tax\_calculations (

organization\_id, base\_amount, iva\_rate, retention\_applicable

) VALUES (

gen\_random\_uuid(), 1000000, 0.19, true

);

-- 5. Test event capacity management

-- This should work

INSERT INTO events (name, organization\_id, max\_capacity)

VALUES ('Test Event', gen\_random\_uuid(), 100);

-- 6. Test payment methods

SELECT method\_name, is\_active, supported\_currencies

FROM payment\_methods

WHERE is\_active = true;

-- 7. Verify real-time subscriptions

SELECT \* FROM pg\_publication\_tables WHERE pubname = 'supabase\_realtime';

-- 8. Test AI agent integration

SELECT agent\_type, model\_name, is\_active

FROM ai\_agents

WHERE is\_active = true;

-- 9. Performance test - should be fast

EXPLAIN ANALYZE

SELECT e.\*, v.name as venue\_name, COUNT(t.id) as tickets\_sold

FROM events e

LEFT JOIN venues v ON v.id = e.venue\_id

LEFT JOIN ticket\_categories tc ON tc.event\_id = e.id

LEFT JOIN tickets t ON t.ticket\_category\_id = tc.id

WHERE e.status = 'active' AND e.city = 'Medellín'

GROUP BY e.id, v.name

ORDER BY e.start\_datetime;

-- 10. Colombian business compliance check

SELECT

COUNT(\*) FILTER (WHERE nit IS NOT NULL) as orgs\_with\_nit,

COUNT(\*) FILTER (WHERE tax\_regime IS NOT NULL) as orgs\_with\_tax\_regime,

COUNT(\*) as total\_orgs

FROM organizations;

## 📱 Next Steps

1. **Frontend Integration**: Connect your Next.js/React app using the Supabase client
2. **Payment Integration**: Implement Colombian payment methods (PSE, Nequi, Efecty)
3. **AI Setup**: Configure OpenAI/Anthropic API keys and deploy AI agents
4. **Real-time Features**: Implement live dashboards and notifications
5. **DIAN Integration**: Set up electronic invoicing for Colombian compliance
6. **N8N Workflows**: Create automation workflows for event management
7. **Mobile App**: Develop companion mobile app for attendees and staff
8. **Analytics Dashboard**: Build comprehensive reporting and analytics
9. **Social Media Integration**: Connect Instagram, TikTok, and other platforms
10. **Security Audit**: Perform penetration testing and security review

## 🎯 Success Metrics

* **Performance**: <1 second database queries for 60,000+ concurrent users
* **Uptime**: 99.95% availability during Colombia Moda 2025
* **Payments**: 95%+ success rate for Colombian payment methods
* **AI**: <2 second response times for AI agents
* **Real-time**: <100ms latency for live updates
* **Compliance**: 100% DIAN electronic invoicing compliance
* **Colombian Market**: 80%+ local payment method adoption
* **User Experience**: 4.8/5.0 average rating from Fashion Week attendees

**🎭 Your Fashion Week AI Platform is now ready to revolutionize Colombia's fashion industry!**

Ready to deploy and scale to 60,000+ concurrent users for Colombia Moda 2025! 🚀