**과목명: 데이터베이스 시스템**

**1 분반**

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**<<Project #1>>**

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**[20171653]**

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   1. 서강 AD에서 사용되는 정보 시스템의 요구사항

서강 AD에서 개발하려는 새로운 정보 시스템에서는 광고에 대한 노출, 클릭 현황을 관리하고 사용자 별로 노출/클릭 현황을 조회할 수 있어야 하며, 광고를 송출하려고 하는 고객의 정보 관리가 필요하다.

* 1. Entity 도출
* 직원 (Employee)

서강 AD의 직원은 고객의 결제에 대한 라이센스를 수여하거나 재무 담 당 ,홍보 및 홈페이지 관리 등을 진행한다. 경영진은 업무 분담과 급여관리 등 직원 관리의 수월성을 위해 모든 직원의 개인 정보를 기록, 관리하려고 한다.

* 회사 (Company)

서강 AD는 효율적인 업무 진행을 위해 광고 대리 송출을 요청하는 회사 들의 정보를 저장한다.

* 사용자 (User)

서강 AD는 광고에 노출되거나 광고를 클릭한 사용자 정보를 저장한다.

* 광고 (Advertisement)

서강 AD는 각 회사에서 송출하고 싶은 광고에 대한 정보를 저장 관리한다.

* 캠페인 (Campaign)

서강 AD는 광고를 송출할 때, 광고 그룹을 지정한 타겟에 맞게 송출 하기 위해 캠페인 정보를 저장 및 관리하려고 한다.

* 1. Attributes 도출

|  |  |
| --- | --- |
| Entity | Attributes |
| 직원 | 이름, 나이, 성별, 주소, 담당 업무, 전화번호, 생년월일, 연봉, 급여 계좌  (주소는 거주지에 대한 시, 군, 구, 동 등에 대한 주소 정보와 우편 번호 정보를 포함한다.) |
| 회사 | 이름, 주소, 전화번호, 이메일 |
| 사용자 | 주소, ip주소, 브라우저 정보, 이메일 |
| 광고 | 회사, 제목, 광고 종류(이미지/동영상), 광고 길이(동영상일 경우) |
| 캠페인 | 타겟 위치, 타겟 연령, 캠페인 이름, 캠페인에 속한 광고 그룹, 최대 예산, 입찰 전략(CPC, CPM) |

* 1. Key 도출
* 직원(Employee): 급여 계좌

한 직원은 모두 다른 하나의 급여 계좌 번호를 갖고 있지 때문에 급여 계좌로 각각의 entity를 식별할 수 있다.

* 회사(Company): 이름

서강 AD에 대리 송출을 요청하는 회사들은 모두 다른 이름을 가진다고 가정하였다. 따라서 이름을 통해 각각의 entity를 식별할 수 있다.

* 사용자(User): IP 주소

사용자들은 모두 다른 IP주소를 가지기 때문에 IP주소를 통해 각각의 entity를 식별할 수 있다.

* 광고(Advertisement): 제목

각 광고들은 모두 다른 제목을 갖는다고 가정하였다. 따라서 제목을 통해 각각의 entity를 식별할 수 있다.

* 캠페인(Campaign): 제목

각 캠페인들은 모두 다른 제목을 갖는다고 가정하였다. 따라서 제목을 통해 각각의 entity를 식별할 수 있다.

* 1. Relaton 설정
     1. 회사 – 광고 : 송출(transmit)

회사와 회사는 송출이라는 relationship을 이루고 있다. 이 relationship은 회사가 서강AD를 통해 광고를 송출한다는 것을 의미한다.

* + 1. 광고 – 캠페인 : 광고 그룹(AdGroup)

광고와 캠페인은 광고 그룹이라는 relationship을 이루고 있다. 이 relationship은 광고가 유사한 타겟을 공유하는 광고 그룹으로 묶여 캠페인에 속하게 된다는 것을 의미한다. 광고 그룹relation은 타겟이라는 properties를 갖는다.

* + 1. 사용자 – 광고/캠페인 : 노출/클릭(Exposure/Click)

사용자와 광고, 사용자와 캠페인은 노출/클릭 이라는 relationship을 이루고 있다. 이 relationship은 사용자가 광고나 캠페인에 노출되어 클릭한다는 것을 의미한다.

노출/클릭 relationship은 노출 횟수(ExposureCnt), 클릭 횟수(ClickCnt), 사용 예산(UsedBudget)이라는 properties를 갖는다.

* 1. Mapping Cardinality
     1. 회사 – 광고 : 송출(transmit)

하나의 광고는 반드시 하나의 회사의 대리 송출 요청을 받은 것이며, 하나의 회사는 여러 개의 광고를 대리 송출하길 요청할 수 있다.

따라서 1 to many의 mapping cardinality를 갖는다.

* + 1. 광고 – 캠페인 : 광고 그룹(AdGroup)

하나의 광고는 광고 그룹을 통해 여러 개의 캠페인에 속할 수 있다. 예를 들어 한 광고의 타겟이 30대 서울시에 거주하는 사람들 이고 캠페인의 타겟이 30대인 것과 타겟의 위치가 서울시인 두 가지가 존재한다면 하나의 광고는 광고 그룹이라는 relationship을 통해 이 두개의 캠페인 모두에 연결될 수있다.

또한 캠페인에는 같은 타겟을 갖는 여러 개의 광고가 속할 수 있다.

따라서 many to many의 mapping cardinality를 갖는다.

* + 1. 사용자 – 광고/캠페인 : 노출/클릭(Exposure/Click)

사용자는 여러 개의 광고나 캠페인에 노출되고 클릭할 수 있으며 광고나 캠페인은 여러 명의 사용자들에게 노출되거나 클릭될 수 있다.

따라서 many to many의 mapping cardinality를 갖는다.

1. **ER 다이어그램**
   1. 전체 ER 다이어그램

텍스트이(가) 표시된 사진

자동 생성된 설명

* 1. 직원 관리 시스템 ER 다이어그램

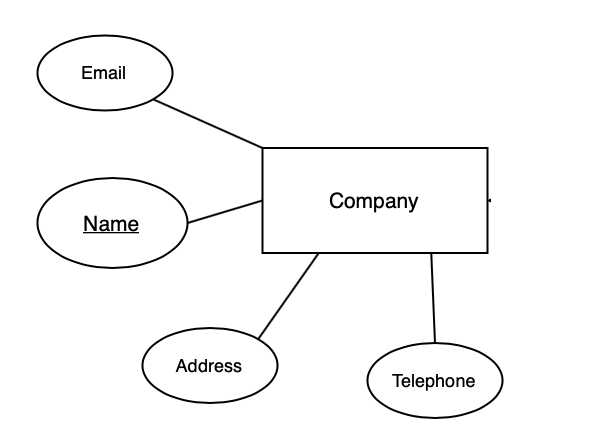
텍스트이(가) 표시된 사진

자동 생성된 설명

경영담당자는 이를 통해 모든 직원의 정보에 대한 삽입/삭제/수정/조회 기능을 수행할 수 있으며 직원 정보를 조회할 경우 각 직원에 대한 개인정보를 포함한 신상 정보와 담당 분야와 업무에 관련된 모든 정보를 확인할 수 있다.

Address는 composite attribute이며 시, 군, 구, 동, 우편번호를 component attribute로 갖는다..

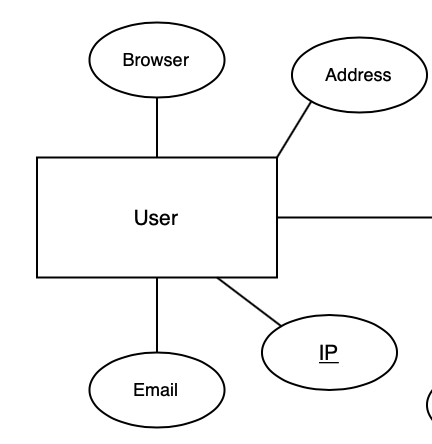
* 1. 회사 관리 시스템 ER 다이어그램



경영담당자는 회사의 정보를 입력/수정/삭제/조회 할 수 있다.

새로운 회사에서 처음으로 광고 대행을 의뢰할 경우 경영자는 회사의 정보를 입력한다.

* 1. 사용자 관리 시스템의 ER 다이어그램



광고를 송출 받은 사용자의 정보를 저장한다.

사용자 정보를 조회할 경우 위의 정보들을 확인할 수 있다.

* 1. 광고 관리 시스템의 ER 다이어그램

시계이(가) 표시된 사진

자동 생성된 설명

회사에서 송출하려고 하는 광고의 정보를 입력/수정/삭제/조회 할 수 있다.

광고 정보를 조회할 경우 위의 정보들을 확인할 수 있다.

* 1. 광고 그룹 관리 시스템의 ER 다이어그램

테이블, 그리기, 우산, 게임이(가) 표시된 사진

자동 생성된 설명

광고 그룹 관리 어플리케이션을 통해 타겟에 대한 정보를 입력/수정/삭제/조회할 수 있다.

* 1. 노출/클릭 관리 시스템의 ER 다이어그램

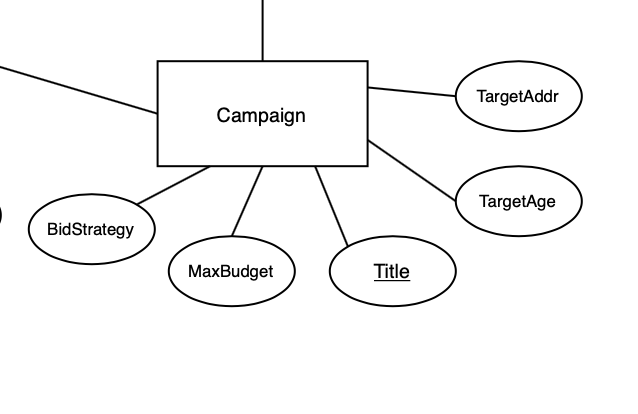
텍스트이(가) 표시된 사진

자동 생성된 설명

광고대행 업무의 효과 입증을 위해 각 회사에 노출/클릭 관리 시스템 화면을 제공한다.

광고 별 노출/클릭 조회, 캠페인 별 노출/클릭 조회, 사용자 별 노출/클릭 조회 모두 가능하다.

* 1. 캠페인 관리 시스템의 ER 다이어 그램



송출하려고 하는 캠페인의 정보를 입력/수정/삭제/조회할 수 있다.

1. **Logical Mode**

![지도, 스크린샷이(가) 표시된 사진

자동 생성된 설명](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RDaRXhpZgAATU0AKgAAAAgABAE7AAIAAAAFAAAISodpAAQAAAABAAAIUJydAAEAAAAKAAAQyOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFVzZXIAAAAFkAMAAgAAABQAABCekAQAAgAAABQAABCykpEAAgAAAAMwMwAAkpIAAgAAAAMwMwAA6hwABwAACAwAAAiSAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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zu82bPmuhnSUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAed+EfGml+Hvh54esdatdcs7i10+0tJlk0C+ws2xI9m4Q4JLkKME5JGM5q9F8X/Bk3l+Te6hJ5u3y9mjXp37vL24/dc58+HHr5sf94Z3/Efhy08T6elnfySRxo5cGNYycmN0/jVhjDnIxhhlGDIzo2BL8KtDl8zN1qHz7s75Ek+95nXeh3f6053Z3fvN+7z7nzgAi+L/AIMm8vyb3UJPN2+Xs0a9O/d5e3H7rnPnw49fNj/vDJF8X/Bk3l+Te6hJ5u3y9mjXp37vL24/dc58+HHr5sf94ZJfhVocvmZutQ+fdnfIkn3vM670O7/WnO7O795v3efc+cS/CrQ5fMzdah8+7O+RJPveZ13od3+tOd2d37zfu8+584AIvi/4Mm8vyb3UJPN2+Xs0a9O/d5e3H7rnPnw49fNj/vDJF8X/AAZN5fk3uoSebt8vZo16d+7y9uP3XOfPhx6+bH/eGSX4VaHL5mbrUPn3Z3yJJ97zOu9Du/1pzuzu/eb93n3PnEvwq0OXzM3WofPuzvkST73mdd6Hd/rTndnd+837vPufOACL4v8Agyby/JvdQk83b5ezRr0793l7cfuuc+fDj182P+8MpH8X/Bk/l+Te6hJ5u3Zt0a9O/d5e3H7rnPnw49fNj/vDKy/CrQ5fMzdah8+7O+RJPveZ13od3+tOd2d37zfu8+584l+FWhy+Zm61D592d8iSfe8zrvQ7v9ac7s7v3m/d59z5wBgaT4p+FthqVvfaYdUaUZ+yKbDUpYofN8v/AFMbIUj3efCBsAyJkA4cZ0dE+I/w/wBKsktdHuNS8uaTzQTpd/M8zyGMhi7RlnLefDgknPmx4+8tXpfhVocvmZutQ+fdnfIkn3vM670O7/WnO7O795v3efc+cS/CrQ5fMzdah8+7O+RJPveZ13od3+tOd2d37zfu8+584A4z4h+N9D8ZWOh2nh2W8u3TUPPkDadcRIYWtXTOXjCsG+1QDbiTd56Dypt4if0X4fc+BNPfr5nmybuu/dKzb887t2c7t0m7O7zZs+a+bL8KtDl8zN1qHz7s75Ek+95nXeh3f6053Z3fvN+7z7nzuo0fSoNE0xLG0aR4keRw0pBc73ZzubALHLHLNlm6szMSxAL1FFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQB//2Q==)

위에서 설명한 사항들에 적합하도록 Logical Model을 만들었다.

Address는 composite attribute 이지만 Erwin에서는 나타낼 수 없기때문에 Address\_Si, Address\_Gun, Address\_Gu, Address\_Dong, Address\_ZipCode로 여러개의 single attribute로 표현해 주었다.

회사는 하나 이상의 광고를 송출하려고 할 수 있고 회사 목록에 등록은 되어있지만 더이상 광고 송출을 하지않을 수 있기 때문에 zero, one, or many로 표현하였다.

나머지는 모두 many to many로 연결되므로 그렇게 표현해 주었다.

1. **Physical Mode**

![스크린샷이(가) 표시된 사진

자동 생성된 설명](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RDaRXhpZgAATU0AKgAAAAgABAE7AAIAAAAFAAAISodpAAQAAAABAAAIUJydAAEAAAAKAAAQyOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFVzZXIAAAAFkAMAAgAAABQAABCekAQAAgAAABQAABCykpEAAgAAAAMzNgAAkpIAAgAAAAMzNgAA6hwABwAACAwAAAiSAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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* 1. 사용된 도메인
* Name\_Title

이름과 제목을 Name\_Title 도메인으로 표시한다.

내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 문자열이 입력되므로 VARCHAR2형이다.

* Age

나이를 Age 도메인으로 표시한다.

나이의 validation rule은 최소 0부터 150으로 설정해 준다. 내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 숫자가 입력되므로 INTEGER형으로 설정되어있다.

* Sex

성별을 Sex 도메인으로 표시한다.

validation rule은 data는 Male, Female만으로 설정해준다. 내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 문자열이 입력되므로 VARCHAR2형이다.

* Telephone

전화번호는 Telephone 도메인으로 표시한다.

내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 문자열이 입력되므로 VARCHAR2형이다.

* Address

주소는 Address 도메인으로 표시한다.

내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 문자열이 입력되므로 VARCHAR2형이다.

* Count

횟수는 Count 도메인으로 표시한다.

Validation rule은 최소 0으로 설정해준다. 내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 숫자가 입력되므로 INTEGER형이다.

* Money

예산은 Money 도메인으로 표시한다.

Validation rule은 최소 0으로 설정해준다. 내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 숫자가 입력되므로 INTEGER형이다.

* AdLen

광고가 동영상인경우 광고의 길이는 AdLen도메인으로 표시한다.

Validation rule은 최소 0으로 설정해준다. 광고가 동영상인 경우에만 데이터가 저장되므로 NULL로 설정해 주고 숫자가 입력되므로 INTEGER형이다.

* String

문장으로 만들어지는 경우 String 도메인으로 표시한다.

내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 문자열이 입력되므로 VARCHAR2형이다.

* Strategy

입찰전략은 Strategy 도메인으로 표시한다.

내용이 반드시 존재해야 하기 때문에 NOT NULL로 설정해 주고 문자열이 입력되므로 VARCHAR2형이다. Validation Rule은 CPC, CPM이다.

1. **모든 설계에 대한 세부 요구사항을 요구사항 지정 및 설명**
   1. 업무 관리 시스템 어플리케이션

업무 관리 시스템에서는 직원 관리, 회사 관리, 사용자 관리, 광고 관리, 노출/클릭 내역 관리, 광고 그룹 관리, 캠페인 관리를 위한 메뉴가 존재하며 이를 이용해 업무 절차의 완전한 자동화를 위한 데이터베이스 설계가 필요하다. 데이터베이스 설계자 는 다음의 어플리케이션 프로토타입에 적당한 데이터베이스를 모델링하고 사용자와 함께 검토해야 한다.

메인 메뉴에는 직원, 회사, 광고, 광고 그룹, 캠페인의 정보를 입력/수정/삭제/조회 하기 위한 메뉴가 존재한다. 또한 광고에 노출되거나 클릭한 사용자의 정보를 조회하는 메뉴가 존재하며 광고, 캠페인, 사용자의 노출/클릭 횟수를 조회하는 메뉴가 존재한다.

각각의 메뉴에 따라 해당하는 entity의 attribute에 정보를 저장하거나 수정, 삭제, 조회하게 해주며, relationship을 통해 여러 entity을 연결하여 정보를 저장하거나 수정, 삭제, 조회하도록 해준다.

* 1. 직원 관리 시스템 어플리케이션

서강 AD에서는 직원 관리를 위해 인트라넷 기반 직원 정보 시스템을 운영한다. 경영 담당자는 모든 직원의 정보에 대한 삽입/삭제/수정/조회 기능을 수행할 수 있다.

경영담당자가 직원 정보를 조회할 경우 각 직원에 대한 개인정보를 포함한 신상 정보와 담당 분야와 업무에 관련된 모든 정보를 확인할 수 있다.

이는 Employee Entity를 통해 조회할 수 있다. 각각의 attribute들을 통해 이름, 나이, 성별, 주소, 담당 업무, 전화번호, 생년월일, 연봉, 급여계좌를 조회할 수 있으며 삽입/삭제/수정 기능도 수행할 수 있다.

* 1. 회사 관리 시스템 어플리케이션

새로운 회사에서 처음으로 광고 대행을 의뢰할 경우 경영자는 회사의 정보를 먼저 입력하고 회사의 정보 입력 창은 이름, 전화번호, 주소, 이메일로 구성된다.

회사 관리에 대한 정보는 Company Entity를 통해 삽입/삭제/수정/조회될 수 있다.

* 1. 사용자 관리 시스템 어플리케이션

서강AD는 광고를 송출받은 사용자의 정보를 저장한다. 사용자 정보를 조회할 경우 사용자의 주소, IP주소, 브라우저, Email을 확인할 수 있다.

사용자에 대한 정보는 User Entity를 통해 각 attribute에 접근하여 조회 될 수 있다.

* 1. 광고 관리 시스템 어플리케이션

서강AD는 회사에서 송출하려고 하는 광고 정보를 저장한다. 광고 정보를 조회할 경우 제목, 회사, 광고 종류, 광고 길이를 확인할 수 있다.

광고 제목, 종류, 길이의 경우 Advertisement Entity의 각 attitude를 통해 입력/수정/삭제/조회 될 수 있으며 회사는 transmit relation으로 연결된 Company Entity를 통해 입력/수정/삭제/조회 될 수 있다.

이 중 광고 길이는 광고 종류가 동영상인 경우에만 정보가 저장된다.

하나의 회사는 하나이상의 광고를 송출할 수 있으며 서강AD에 등록은 되어있으나 더 이상은 광고 대리 송출을 요청하지 않고 있을 수 있다. 또한 광고는 반드시 하나의 회사에서 대리 송출 요청된 것이다.

* 1. 노출/클릭 관리 시스템 어플리케이션

광고 대행 업무의 효과 입증을 위해 각 회사에 노출/클릭 관리 시스템 화면을 제공해야한다. 노출/클릭 관리 시스템은 광고(캠페인) 제목, 회사, 노출 횟수, 클릭 횟수, 시청 IP, 사용 예산의 정보를 제공한다.

광고(캠페인)의 제목은 Advertise(Campaign) Entity를 통해 조회될 수 있으며, 회사는 Advertisement가 Foreign key로 회사 이름을 사용하므로 조회될 수 있고 노출 횟수와 클릭 횟수와 사용 예산은 User와의 Exposure/Click relation의 properties를 통해 제공된다. 시청 IP는 User Entity의 attribute를 통해 조회된다.

하나의 사용자는 여러 광고나 캠페인에 노출되고 클릭할 수 있으며 하나의 광고나 캠페인은 여러 사용자에게 노출되고 클릭될 수 있다. 하나의 광고는 어플리케이션을 통해 입력된 타겟에 맞는 여러 개의 광고 그룹에 연결될 수 있으며 하나의 광고 그룹은 여러 개의 광고를 포함할 수 있다. 또한 광고 그룹은 적절한 타겟에 해당하는 여러 개의 캠페인에 연결될 수 있으며 하나의 캠페인은 여러 개의 광고 그룹을 포함할 수 있다.

* 1. 캠페인 관리 시스템 어플리케이션

서강AD는 회사에서 송출하려고 하는 캠페인 정보를 저장한다. 캠페인 정보에는 이름, 타겟 위치, 타겟 연령, 최대 예산, 입찰 전략, 캠페인에 속한 광고 그룹이 있다.

이름, 타겟 위치, 타겟 연령, 최대 예산, 입찰 전략은 Campaign Entity의 각 attitude를 통해 삽입/수정/삭제/조회될 수 있으며 캠페인에 속한 광고 그룹은 Advertise Entity와의 relationship을 통해 삽입/수정/삭제/조회 될 수 있다.