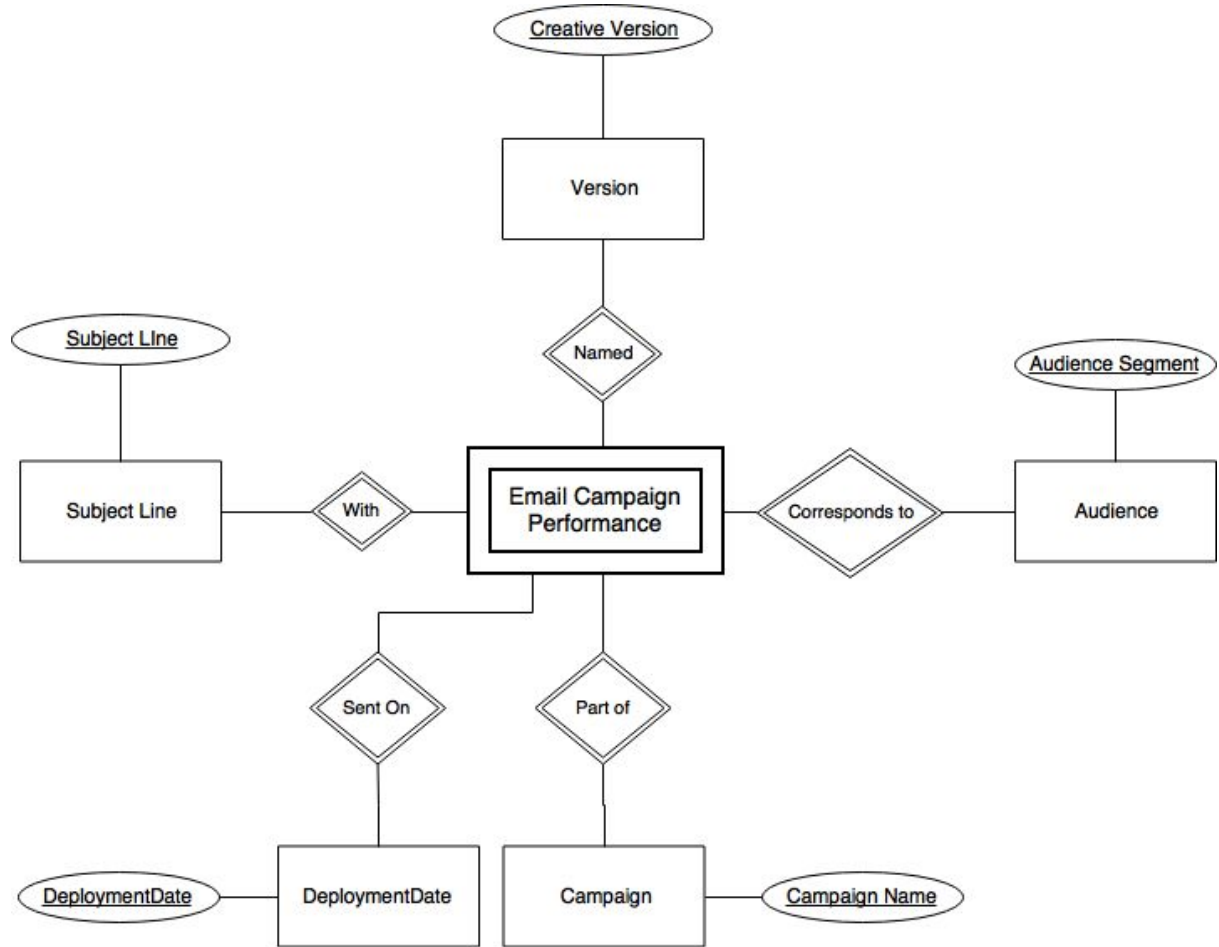SUPERTEAM
Sam Chase, Jamie Corr, Andrew Rose
CSC 366-01
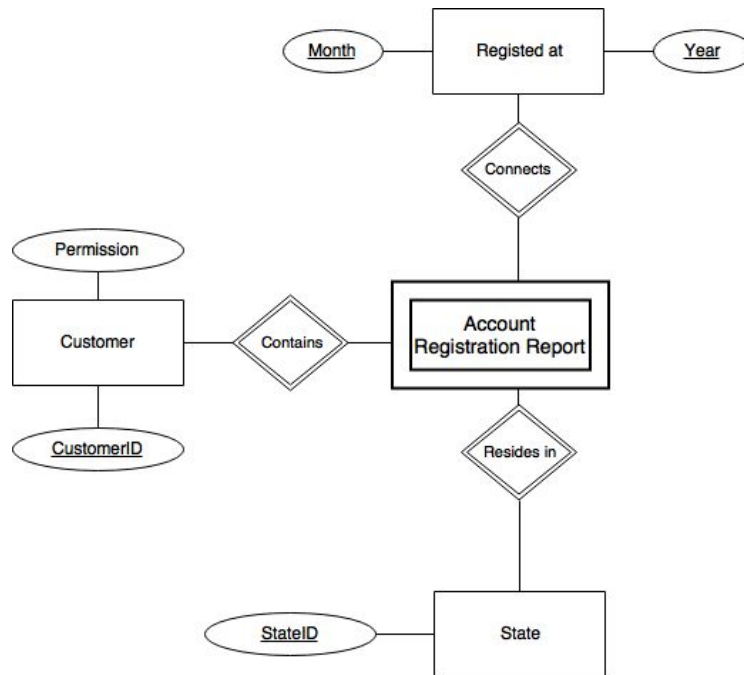
Github repo

EMAIL CAMPAIGN PERFORMANCE

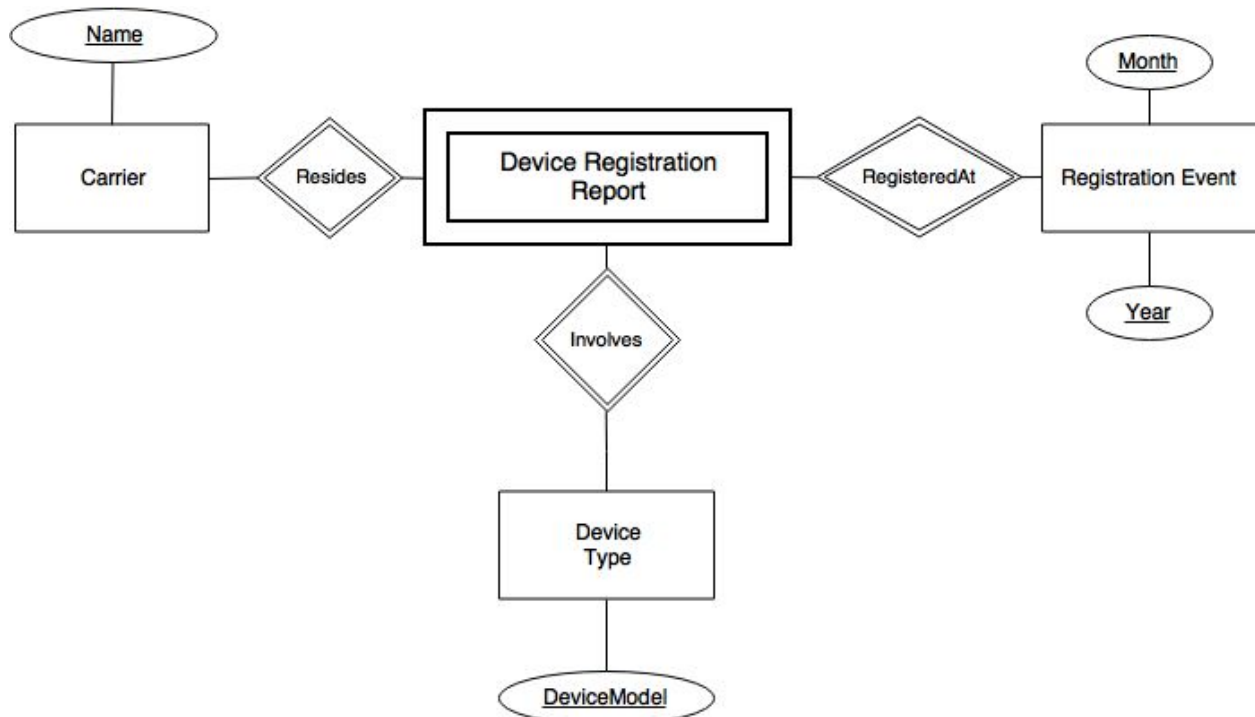my

ACCOUNT REGISTRATION REPORT

Month — Registed at — Year

Registed at — Connects — Account Registration Report

Permission

Customer — Contains — Account Registration Report

CustomerID

Account Registration Report — Resides in — State

StateID — State

DEVICE REGISTRATION REPORT

Name

Carrier — Resides — Device Registration Report — RegisteredAt — Registration Event

Month

Year

Device Registration Report — Involves — Device Type

DeviceModel

Relational Model

EmailCampaignPerformance (<u>CampaignName</u>, <u>Audience</u>, <u>Version</u>, <u>SubjectLine</u>, <u>DeploymentDate,</u>
uniqueEmailsDelivered, uniqueEmailsOpened, uniqueClickers, openRate, clickToOpenRate, clickRate,
unsubRate)
AccountRegistrationReport (distinctCustomerIds, <u>Permission, STATE, Month, YEAR</u>)

DeviceRegistrationReport (distinctCustomerIds, <u>Carrier, DeviceModel, Month, Year</u>)

Schemas

```sql
CREATE TABLE EmailCampaignPerformance (
    CampaignName VARCHAR(255),
    Audience VARCHAR(255),
    Version VARCHAR(255),
    SubjectLine VARCHAR(255),
    DeploymentDate DATE,
    uniqueEmailsDelivered INTEGER,
    uniqueEmailsOpened INTEGER,
    uniqueClickers INTEGER,
    openRate INTEGER,
    clickToOpenRate INTEGER,
    clickRate INTEGER,
    unsubRate INTEGER,
    PRIMARY KEY (CampaignName, Audience, Version, SubjectLine, DeploymentDate)
);


CREATE TABLE AccountRegistrationReport (
  distinctCustomerIds INT      NOT NULL,
  Permission          CHAR(1) NOT NULL,
  STATE               VARCHAR(127),
  Month               CHAR(2) NOT NULL,
  YEAR                CHAR(4),
  CONSTRAINT AccountRegistrationReport_pk PRIMARY KEY (State, Month, Year, Permission)
);

CREATE TABLE DeviceRegistrationReport (
    distinctCustomerIds INT NOT NULL,
    Carrier varchar(192) NOT NULL,
    DeviceModel varchar(192),
    Month char(2) NOT NULL,
    Year char(4) NOT NULL,
    CONSTRAINT DeviceRegistrationReport_pk PRIMARY KEY (Carrier, DeviceModel, Month, Year)
);
```