

FUNCTIONAL RELATIONAL DIAGRAM

Contents		
PK	Content_ID	VARCHAR(20)
	Title	VARCHAR(50)
	Description	TEXT
	Media_Type	VARCHAR(20)
	Creation_Date	DATE

Campaign_Platforms		
PK	Campaign_Platt_ID	VARCHAR(20)
fk	Campaign_ID	VARCHAR(20)
fk	Platform_ID	VARCHAR(20)

Platforms		
PK	Platform_ID	VARCHAR(20)
	Platform_Name	VARCHAR(50)
	URL	VARCHAR(50)
	Contact_Person	VARCHAR(20)
	Contact_Phone	VARCHAR(20)
	Contact_Email	VARCHAR(50)

Clients		
PK	Client_ID	VARCHAR(20)
	Client_Name	VARCHAR(50)
	Contact_Details	VARCHAR(20)
	Industry	VARCHAR(50)
	Contract_Start_Date	DATE
	Contract_End_Date	DATE

Campaigns		
PK	Campaign_ID	VARCHAR(20)
	Campaign_Name	VARCHAR(50)
	Start_Date	DATE
	End_Date	DATE
	Budget	NUMERIC
	fk Content_ID	VARCHAR(20)
	fk Client_ID	VARCHAR(20)
	fk Payment_ID	VARCHAR(20)
	fk Metric_ID	VARCHAR(20)
	fk Ad_ID	VARCHAR(20)

Campaigns_Employees		
PK	Campaign_Emp_ID	VARCHAR(20)
fk	Campaign_ID	VARCHAR(20)
fk	Employee_ID	VARCHAR(20)

Campaigns_Influencers		
PK	Campaign_Influ_ID	VARCHAR(20)
fk	Campaign_ID	VARCHAR(20)
fk	Influencer_ID	VARCHAR(20)

Payments		
PK	Payment_ID	VARCHAR(20)
	Date	DATE
	Amount	FLOAT
	Payment_Type	VARCHAR(20)
	Payment_Details	VARCHAR(20)

Employees		
PK	Employee_ID	VARCHAR(20)
	Employee_Name	VARCHAR(50)
	Role	VARCHAR(50)
	Contact_Info	VARCHAR(20)
	Department_ID	VARCHAR(20)
	Employee_Since	DATE
fk		

Influencers		
PK	Influencer_ID	VARCHAR(20)
	Influencer_Name	VARCHAR(50)
	Social_Handle	VARCHAR(50)
	Follower_Count	NUMERIC
	Contact_Details	VARCHAR(20)

Metrics		
PK	Metric_ID	VARCHAR(20)
	Impressions	NUMERIC
	Clicks	NUMERIC
	Engagement	FLOAT
	Conversion_Rate	FLOAT

Advertisements		
PK	Ad_ID	VARCHAR(20)
	Ad_Name	VARCHAR(20)
	Type	VARCHAR(20)
	Duration	VARCHAR(20)
	Budget	FLOAT
	fk pPlatform_ID	VARCHAR(20)

Text