

-- Table creation ; By Justin Lötter

```
CREATE TABLE "Campaign_Influencers" (  
    "Campaign_Influ_ID" VARCHAR(20),  
    "Campaign_ID" VARCHAR(20),  
    "Influencer_ID" VARCHAR(20),  
    PRIMARY KEY ("Campaign_Influ_ID"),  
    FOREIGN KEY ("Campaign_ID") REFERENCES "Campaigns"  
("Campaign_ID"),  
    FOREIGN KEY ("Influencer_ID") REFERENCES "Influencers" ("Influencer_ID")  
);
```

```
CREATE TABLE "Campaign_Platforms" (  
    "Campaign_Platform_ID" VARCHAR(20),  
    "Campaign_ID" VARCHAR(20),  
    "Platform_ID" VARCHAR(20),  
    PRIMARY KEY ("Campaign_Platform_ID"),  
    FOREIGN KEY ("Campaign_ID") REFERENCES "Campaigns"  
("Campaign_ID"),  
    FOREIGN KEY ("Platform_ID") REFERENCES "Platforms" ("Platform_ID")  
);
```

```
CREATE TABLE "Campaign_Employees" (  
    "Campaign_Emp_ID" VARCHAR(20),  
    "Campaign_ID" VARCHAR(20),  
    "Employee_ID" VARCHAR(20),  
    PRIMARY KEY ("Campaign_Emp_ID"),  
    FOREIGN KEY ("Campaign_ID") REFERENCES "Campaigns"  
("Campaign_ID"),  
    FOREIGN KEY ("Employee_ID") REFERENCES "Employees" ("Employee_ID")  
);
```

```
CREATE TABLE "Influencers" (  
    "Influencer_ID" VARCHAR(20),  
    "Influencer_Name" VARCHAR(50),  
    "Social_Handle" VARCHAR(50),  
    "Follower_Count" NUMERIC,  
    "Contact_Details" VARCHAR(20),  
    PRIMARY KEY ("Influencer_ID")  
);
```

```
CREATE TABLE "Payments" (  
    "Payment_ID" VARCHAR(20),  
    "Date" DATE,  
    "Amount" FLOAT,  
    "Payment_Type" VARCHAR(20),  
    "Payment_Details" VARCHAR(20),  
    PRIMARY KEY ("Payment_ID")
```

);

```
CREATE TABLE "Advertisements" (  
    "Ad_ID" VARCHAR(20),  
    "Advertisement_Name" VARCHAR(50),  
    "Type" VARCHAR(20),  
    "Duration" VARCHAR(20),  
    "Budget" FLOAT,  
    "Platform_ID" VARCHAR(20),  
    PRIMARY KEY ("Ad_ID"),  
    FOREIGN KEY ("Platform_ID") REFERENCES "Platforms" ("Platform_ID")
```

);

```
CREATE TABLE "Campaigns" (  
    "Campaign_ID" VARCHAR(20),  
    "Campaign_Name" VARCHAR(50),  
    "Start_Date" DATE,  
    "End_Date" DATE,  
    "Budget" NUMERIC,  
    "Campaign_Platf_ID" VARCHAR(20),  
    "Content_ID" VARCHAR(20),  
    "Client_ID" VARCHAR(20),  
    "Campaign_Influ_ID" VARCHAR(20),  
    "Payment_ID" VARCHAR(20),  
    "Metric_ID" VARCHAR(20),  
    "Ad_ID" VARCHAR(20),  
    "Campaign_Emp_ID" VARCHAR(20),  
    PRIMARY KEY ("Campaign_ID"),  
    FOREIGN KEY ("Content_ID") REFERENCES "Contents" ("Content_ID"),  
    FOREIGN KEY ("Client_ID") REFERENCES "Clients" ("Client_ID"),  
    FOREIGN KEY ("Payment_ID") REFERENCES "Payments" ("Payment_ID"),  
    FOREIGN KEY ("Metric_ID") REFERENCES "Metrics" ("Metric_ID"),  
    FOREIGN KEY ("Ad_ID") REFERENCES "Advertisements" ("Ad_ID")
```

);

```
CREATE TABLE "Platforms" (  
    "Platform_ID" VARCHAR(20),  
    "Platform_Name" VARCHAR(50),  
    "URL" VARCHAR(50),  
    "Contact_Person" VARCHAR(20),  
    "Contact_Phone" VARCHAR(20),  
    "Contact_Email" VARCHAR(50),  
    PRIMARY KEY ("Platform_ID")
```

);

```
CREATE TABLE "Employees" (  
    "Employee_ID" VARCHAR(20),  
    "Employee_Name" VARCHAR(50),  
    "Employee_Phone" VARCHAR(20),  
    "Employee_Email" VARCHAR(50),  
    "Employee_Address" VARCHAR(100),  
    "Employee_DOB" DATE,  
    "Employee_Gender" VARCHAR(10),  
    "Employee_Education" VARCHAR(50),  
    "Employee_Experience" VARCHAR(50),  
    "Employee_Salary" NUMERIC,  
    "Employee_Status" VARCHAR(10),  
    "Employee_Start_Date" DATE,  
    "Employee_End_Date" DATE,  
    "Employee_Manager_ID" VARCHAR(20),  
    "Employee_Client_ID" VARCHAR(20),  
    "Employee_Campaign_ID" VARCHAR(20),  
    "Employee_Ad_ID" VARCHAR(20),  
    "Employee_Content_ID" VARCHAR(20),  
    "Employee_Payment_ID" VARCHAR(20),  
    "Employee_Metric_ID" VARCHAR(20),  
    "Employee_Platform_ID" VARCHAR(20),  
    "Employee_Influ_ID" VARCHAR(20),  
    "Employee_Emp_ID" VARCHAR(20),  
    PRIMARY KEY ("Employee_ID"),  
    FOREIGN KEY ("Employee_Manager_ID") REFERENCES "Employees" ("Employee_ID"),  
    FOREIGN KEY ("Employee_Client_ID") REFERENCES "Clients" ("Client_ID"),  
    FOREIGN KEY ("Employee_Campaign_ID") REFERENCES "Campaigns" ("Campaign_ID"),  
    FOREIGN KEY ("Employee_Ad_ID") REFERENCES "Advertisements" ("Ad_ID"),  
    FOREIGN KEY ("Employee_Content_ID") REFERENCES "Contents" ("Content_ID"),  
    FOREIGN KEY ("Employee_Payment_ID") REFERENCES "Payments" ("Payment_ID"),  
    FOREIGN KEY ("Employee_Metric_ID") REFERENCES "Metrics" ("Metric_ID"),  
    FOREIGN KEY ("Employee_Platform_ID") REFERENCES "Platforms" ("Platform_ID"),  
    FOREIGN KEY ("Employee_Influ_ID") REFERENCES "Influencers" ("Influencer_ID"),  
    FOREIGN KEY ("Employee_Emp_ID") REFERENCES "Employees" ("Employee_ID")
```

```
"Employee_ID" VARCHAR(20),  
"Employee_Name" VARCHAR(50),  
"Job_Role" VARCHAR(50),  
"Contact_Info" VARCHAR(20),  
"Department_ID" VARCHAR(20),  
"Employee_Since" DATE,  
PRIMARY KEY ("Employee_ID")  
);
```

```
CREATE TABLE "Clients" (  
  "Client_ID" VARCHAR(20),  
  "Client_Name" VARCHAR(50),  
  "Contact_Details" VARCHAR(20),  
  "Industry" VARCHAR(50),  
  "Contract_Start_Date" DATE,  
  "Contract_End_Date" DATE,  
  PRIMARY KEY ("Client_ID")  
);
```

```
CREATE TABLE "Contents" (  
  "Content_ID" VARCHAR(20),  
  "Title" VARCHAR(50),  
  "Description" TEXT,  
  "Media_Type" VARCHAR(20),  
  "Creation_Date" DATE,  
  PRIMARY KEY ("Content_ID")  
);
```

```
CREATE TABLE "Metrics" (  
  "Metric_ID" VARCHAR(20),  
  "Impressions" NUMERIC,  
  "Clicks" NUMERIC,  
  "Engagement" FLOAT,  
  "Conversion_Rate" FLOAT,  
  PRIMARY KEY ("Metric_ID")  
);
```