

## Candidate Task

Things to consider first:

1. Please understand the requirements clearly.
2. If you can successfully show the output that's fine
3. But we are more interested in how you designed db
4. Please consider real life scenarios while designing the db .
5. We will highly put focus on how efficiently you have written the code
6. We will see your design pattern in your code
7. Check the best optimization of your query.
8. Over all we will check the standard of code and ability to design db analytically.
9. We appreciate a complete task.

**Segment:**

Base table segments. There will be **multiple** rules in segments. With those rules you have to build a query and this query will fetch data from the subscribers table. **These logic will contain 'and' and 'or' condition**. For example: `first_name contains ab or first_name contains c and last_name starts_with b or last_name ends_with d` so on.

Logic's field: `first_name, last_name, email, created_at, birth_day` These are subscriber table column name also

Logic operator for text type field: `is, is_not, starts_with, ends_with, contains, doesnot_starts_with, doesnot_end_with, doesnot_contains`

Logic operator for date type field: `before, on, after, on or before, on or after, between`

Your job is to design the database and build the query builder with the logic. Use a laravel model to build the query.

Follow below screenshot for more information:

## What is Segment?

Segment are subscribers filter based on the certain conditions you define. Create multiple condition and group them using 'AND' and 'OR'. Once you have created your segment, you can send targeted campaigns to these segment in addition to lists. You can also filter your subscriber based on your segments.

Segment name

Segment logic

Created at

Between

18-08-2020



Created at

On

11-08-2020



+ Or

First name

Contains

ds



+ Or

+ And

Save

Cancel

**Note:** There will be two dates in between. start\_at, end\_at

```
select * from `subscribers` where
(date(created_at) = 2020-08-29 or date(created_at) <= 2020-08-29)
and
(date(updated_at) >= 2020-08-29 or date(updated_at) between '2000-08-19' and '2020-10-08')
```

```
"segment_logic": [
  [
    [
      "created_at",
      "on",
      "2020-08-29"
    ],
    [
      "created_at",
      "on or after",
      "2020-08-29"
    ]
  ],
  [
    [
      "last_updated",
      "on or before",
      "2020-08-29"
    ],
    [
      "last_updated",
      "between",
      "2000-08-19,2020-10-08"
    ]
  ]
],
```