

AdvertiseX

A Digital Advertising Company

Data sources and formats

- Ad Impressions: JSON
- Clicks and Conversions: CSV
- Bid Requests: AVRO

Tools/Technologies Used

- AWS S3: STORING RAW DATA
- APACHE AIRFLOW: ORCHESTRATION TOOL
- SNOWFLAKE: DATA WAREHOUSE

Entities

- Users: they have the following attributes->
- User_id->unique,primary key
- User_name
- City
- Pincode

Entities(contd)

- Ad campaign:
- Advert id->candidate key
- Campaign id-> candidate key
- Creation time-> timestamp

Entities(contd)

- Clicks
- User id->foreign key
- Campaign id->foreign key
- Click time->timestamp
- Conversion->boolean

