UNIVERSIDAD DE MÁLAGA.

E.T.S. DE INGENIERÍA INFORMÁTICA

DATABASES: GROUP WORK

- Made by:

ENRIQUE SILVEIRA GARCÍA
ANUAR HANIN DOUMA
MARÍA PEINADO TOLEDO
SAMUELE RAUTI

- GROUP:

2º INGENIERÍA INFORMÁTICA B - GROUP 7

Índex

• Introduction

In order to do this project, we´ve been given some explanation of what are we looking for.

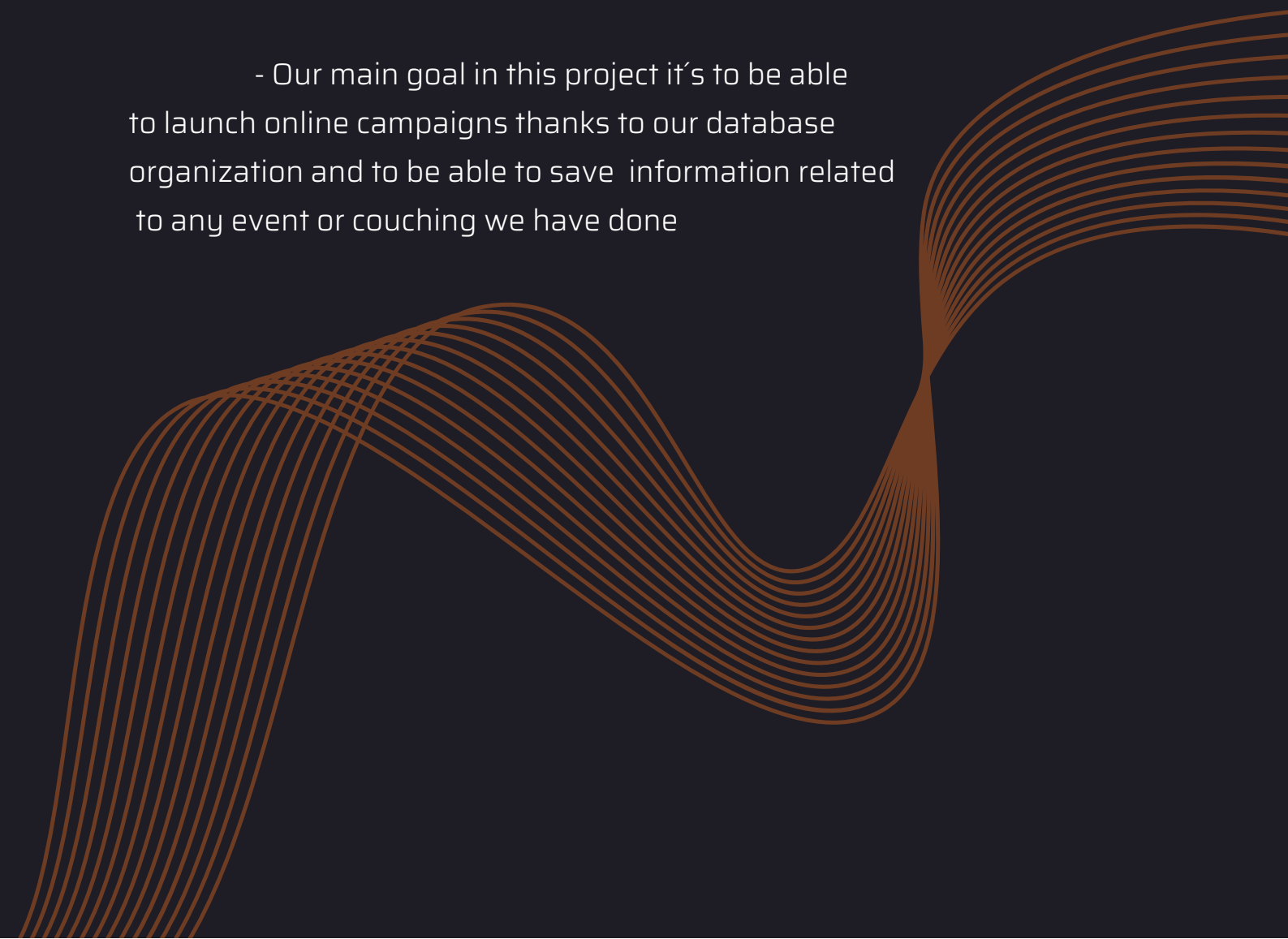
- We know that we have 3 types of campaigns, those being:

- **B2B:** The attendees are companies.
- **B21:** Couching for a specific person (1 attendee)
- **B2C:** Open events (renting a place and promoting the event to costumers so they can come if interested.

- There are different kinds of campaigns

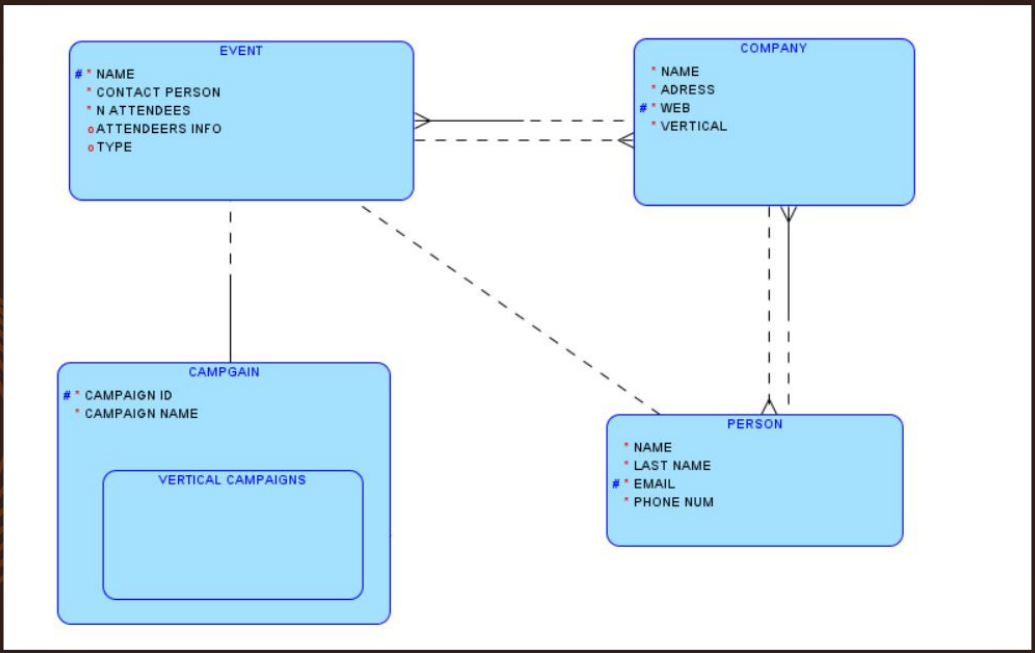
- General campaigns.
- Specific campaigns (vertical)

- Our main goal in this project it´s to be able to launch online campaigns thanks to our database organization and to be able to save information related to any event or couching we have done



• Logic Diagram (ER)

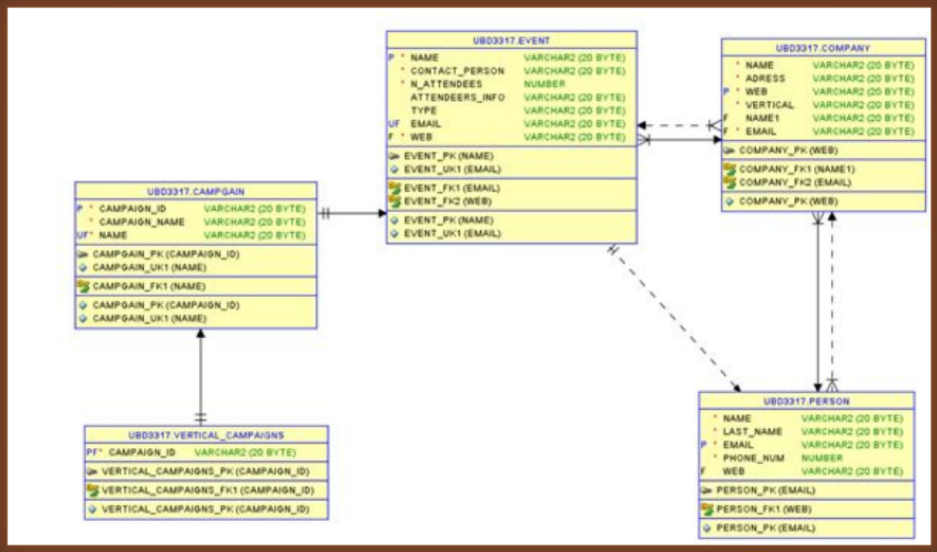
First we need to make the Logic Diagram between the entities, being theese, the "Event", "Company", "Campaign","Person", "Vertical Campaigns".



In the diagram we can see that the Campaign chart has a sub entity called "Vertical campaigns" and it has his primary key being "Campaign ID" This entity has a "one to one" relation with the entity "Event", which has his primary key called "Name", and it has a two "one to many" relations between the entity "Company" and a "one to one" relation with the entity "Person". The entity "Company" has the "Web" as primary key and a "one to many" relation with the entity "Person".

• Relational Diagram

After the Logic Diagram between the entities, we need to make the Relational Diagram in which we can see the types of data that we are using and the relations between the entities.

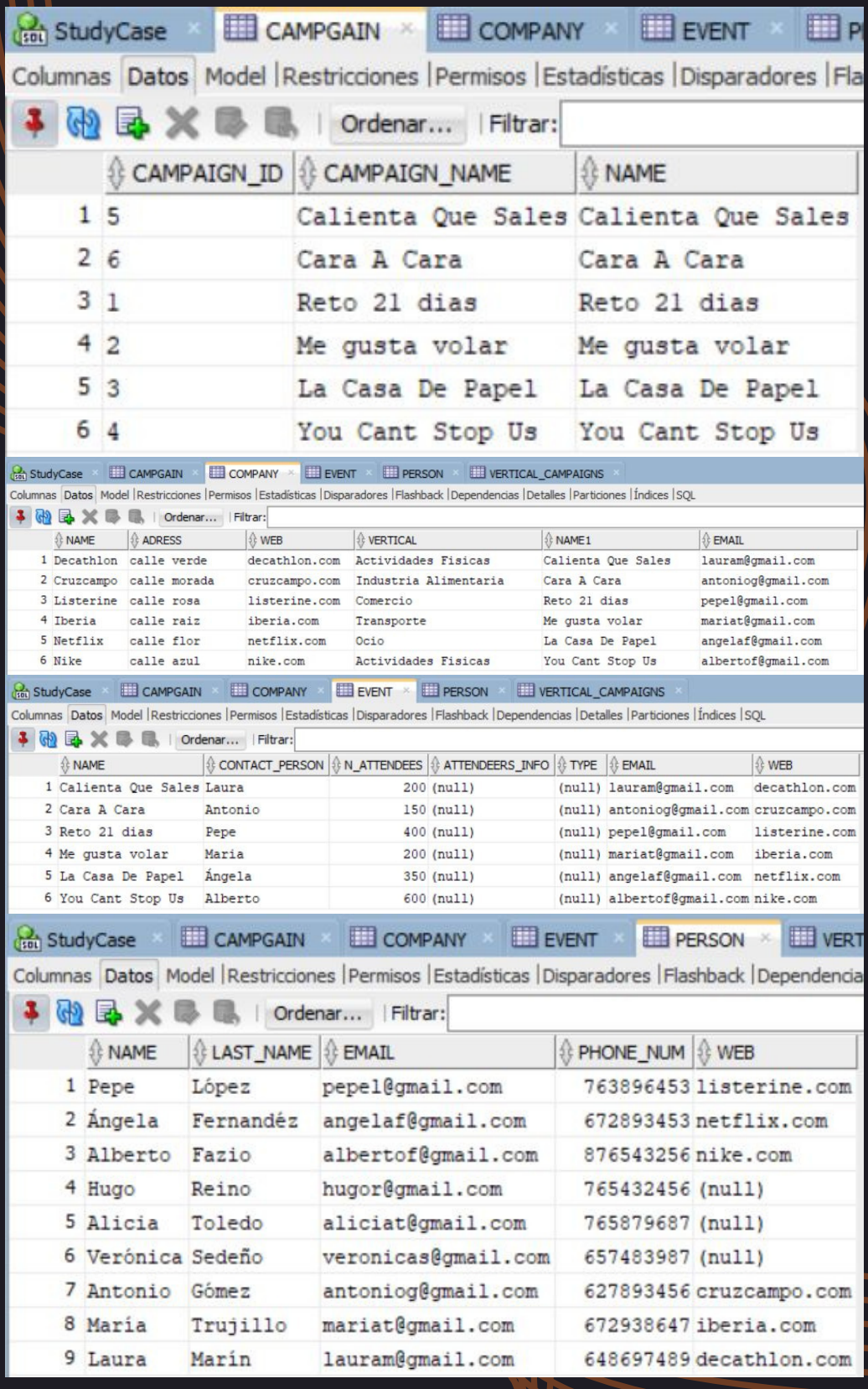


• Database user

The user that we used as our group database is UBD3317.

• Content of main tables

In this part of the project, we are going to show the data contained in the entities. And the relations between them and the other data.



StudyCase | CAMPGAIN | COMPANY | EVENT | P

Columnas | Datos | Model | Restricciones | Permisos | Estadísticas | Disparadores | Fla

Ordenar... | Filtrar:

	CAMPAIGN_ID	CAMPAIGN_NAME	NAME
1	5	Calienta Que Sales	Calienta Que Sales
2	6	Cara A Cara	Cara A Cara
3	1	Reto 21 dias	Reto 21 dias
4	2	Me gusta volar	Me gusta volar
5	3	La Casa De Papel	La Casa De Papel
6	4	You Cant Stop Us	You Cant Stop Us

StudyCase | CAMPGAIN | COMPANY | EVENT | PERSON | VERTICAL_CAMPAIGNS

Columnas | Datos | Model | Restricciones | Permisos | Estadísticas | Disparadores | Flashback | Dependencias | Detalles | Particiones | Índices | SQL

Ordenar... | Filtrar:

	NAME	ADRESS	WEB	VERTICAL	NAME1	EMAIL
1	Decathlon	calle verde	decathlon.com	Actividades Fisicas	Calienta Que Sales	lauram@gmail.com
2	Cruzcampo	calle morada	cruzcampo.com	Industria Alimentaria	Cara A Cara	antoniog@gmail.com
3	Listerine	calle rosa	listerine.com	Comercio	Reto 21 dias	pepel@gmail.com
4	Iberia	calle raiz	iberia.com	Transporte	Me gusta volar	mariat@gmail.com
5	Netflix	calle flor	netflix.com	Ocio	La Casa De Papel	angelaf@gmail.com
6	Nike	calle azul	nike.com	Actividades Fisicas	You Cant Stop Us	albertof@gmail.com

StudyCase | CAMPGAIN | COMPANY | EVENT | PERSON | VERTICAL_CAMPAIGNS

Columnas | Datos | Model | Restricciones | Permisos | Estadísticas | Disparadores | Flashback | Dependencias | Detalles | Particiones | Índices | SQL

Ordenar... | Filtrar:

	NAME	CONTACT_PERSON	N_ATTENDEES	ATTENDEERS_INFO	TYPE	EMAIL	WEB
1	Calienta Que Sales	Laura	200	(null)	(null)	lauram@gmail.com	decathlon.com
2	Cara A Cara	Antonio	150	(null)	(null)	antoniog@gmail.com	cruzcampo.com
3	Reto 21 dias	Pepe	400	(null)	(null)	pepel@gmail.com	listerine.com
4	Me gusta volar	Maria	200	(null)	(null)	mariat@gmail.com	iberia.com
5	La Casa De Papel	Ángela	350	(null)	(null)	angelaf@gmail.com	netflix.com
6	You Cant Stop Us	Alberto	600	(null)	(null)	albertof@gmail.com	nike.com

StudyCase | CAMPGAIN | COMPANY | EVENT | PERSON | VERT

Columnas | Datos | Model | Restricciones | Permisos | Estadísticas | Disparadores | Flashback | Dependencia

Ordenar... | Filtrar:

	NAME	LAST_NAME	EMAIL	PHONE_NUM	WEB
1	Pepe	López	pepel@gmail.com	763896453	listerine.com
2	Ángela	Fernandéz	angelaf@gmail.com	672893453	netflix.com
3	Alberto	Fazio	albertof@gmail.com	876543256	nike.com
4	Hugo	Reino	hugor@gmail.com	765432456	(null)
5	Alicia	Toledo	aliciat@gmail.com	765879687	(null)
6	Verónica	Sedeño	veronicas@gmail.com	657483987	(null)
7	Antonio	Gómez	antoniog@gmail.com	627893456	cruzcampo.com
8	María	Trujillo	mariat@gmail.com	672938647	iberia.com
9	Laura	Marín	lauram@gmail.com	648697489	decathlon.com

• Query implementations

Query 1:

For the query:

List of assistant to the event X who doesn't belong to a company that has organised any event.

We developed the code:

```
Create view assistants2 (first_name,last_name)
as (select pe.name,pe.last_name from UBD3317.person pe
where pe.email
not in (Select p.email from UBD3317.person p join UBD3317.company c on
(c.email = p.email) join UBD3317.event e on (c.name1=e.name))));

select * from assistants2;
```

And the result is:

FIRST_NAME	LAST_NAME
Alicia	Toledo
Hugo	Reino
Verónica	Sedeño

Query 2:

For the query:

List of the number of campaigns grouped by vertical

We developed the code:

```
Create view number_campaigns (vertical, number) as (select vertical,count (*) from UBD3317.campgain ca join UBD3317.company co on (ca.name = co.name1) group by vertical);
Select * from number_campaigns;
```

And the result is:

VERTICAL	NUMBR
Industria Alimentaria	1
Ocio	1
Comercio	1
Transporte	1
Actividades Fisicas	2