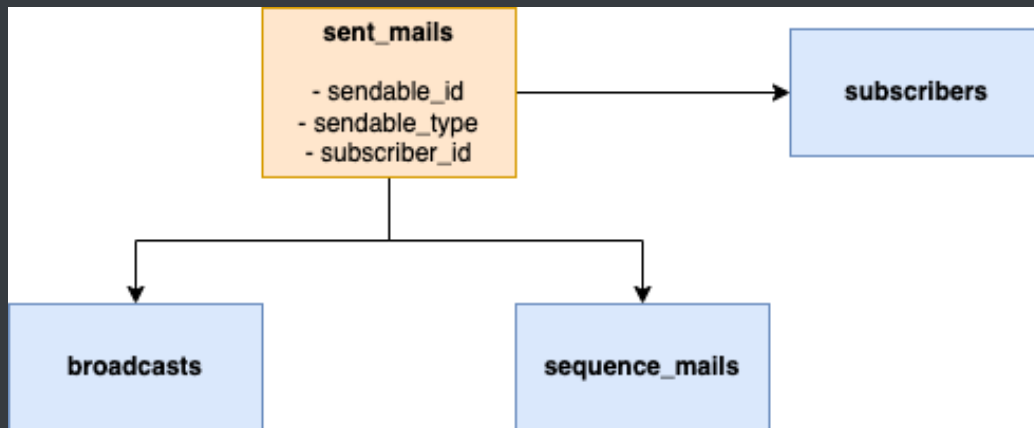


The database structure is very simple:



From this table, we can also query statistics for an individual subscriber, such as:

- How many e-mails have been sent to this particular subscriber?
- What is the average open rate for this specific subscriber?
- From the `sent_at` column, we can even query something like, on average, how many days passed between e-mails?

Once again: I don't want to predict the future, but reports are usually very "dynamic" by nature. This means that the management always wants more exotic reports. For me, this structure looks like a good starting point that supports several different statistics.