

MySQL queries

1. “users” table

```
create table users  
( id varchar(50) primary key,  
age TINYINT not null,  
gender varchar(1) not null,  
internetUsage varchar(50),  
incomeBucket varchar(3),  
userAgentString varchar(300),  
device_type varchar(50),  
websites varchar(300),  
movies varchar(300),  
music varchar(300),  
program varchar(300),  
books varchar(300),  
negatives varchar(300),  
positives varchar(300) ) ;
```

2. “ads” table

```
create table ads  
( text varchar(300) not null,  
category varchar(200) not null,  
keywords varchar(200) not null,  
campaignID varchar(50) primary key,  
status varchar(10) not null,  
targetGender varchar(3) not null,  
targetAgeStart TINYINT not null,  
targetAgeEnd TINYINT not null,  
targetCity varchar(20) not null,  
targetState varchar(20) not null,  
targetCountry varchar(20) not null,  
targetIncomeBucket varchar(5) not null,
```

```
targetDevice varchar(20) not null,  
cpc double not null,  
cpa double not null,  
cpm double not null,  
budget double not null,  
currentSlotBudget double not null,  
dateRangeStart date not null,  
dateRangeEnd date not null,  
timeRangeStart time not null,  
timeRangeEnd time not null );
```

3. “served_ads” table

```
create table served_ads  
( requestID varchar(50) primary key,  
campaignID varchar(50) not null,  
userID varchar(50) not null,  
auctionCPM decimal(6,6) not null,  
auctionCPC decimal(6,6) not null,  
auctionCPA decimal(6,6) not null,  
targetAgeRange varchar(5) not null,  
targetLocation varchar(50) not null,  
targetGender varchar(3) not null,  
targetIncomeBucket varchar(5) not null,  
targetDeviceType varchar(20) not null,  
campaignStartTime DATETIME not null,  
campaignEndTime DATETIME not null,  
userFeedbackTimeStamp TIMESTAMP not null );
```

4. Query to load the users data

```
LOAD data local infile '~/users_500k.csv' \  
INTO TABLE users \  
fields terminated by '|' \  
ignore 1 rows;
```