

Database Mini Project.

1. Tables creation code (13 Tables in total)

```
CREATE TABLE Clients (  
  Client_ID VARCHAR(20) PRIMARY KEY NOT NULL,  
  NAME VARCHAR (100) NOT NULL Unique,  
  Contact_Details VARCHAR (100) NOT NULL,  
  INDUSTRY VARCHAR (20) NOT NULL,  
  Contact_Start_Date Datetime,  
  Contact_End_Date Datetime  
);
```

```
Create Table Influencers (  
  Influencer_ID varchar (20) Primary Key,  
  Influencer_Name varchar (100) NOT NULL,  
  Social_Handle varchar (100) Not Null Unique,  
  Follower_Count Integer NOT NULL,  
  Contact_Details Varchar (100)  
);
```

```
Create Table Campaigns (  
  Campaign_ID varchar(20) Primary Key,  
  Campaign_Name varchar (100) NOT NULL Unique,  
  Start_Date Date,  
  End_Date Date,  
  Budget INT,  
  Impressions INT,  
  Clicks INT,  
  Engagement Float,  
  Conversion_Rate Float  
);
```

```
Create Table Platforms (  
  
  Platform_ID varchar(20) Primary Key,  
  Platform_name varchar (100) NOT NULL,  
  URL varchar(100) NOT NULL Unique,  
  Contact_Person varchar (100) Not NULL,  
  Contact_Phone varchar (100) NOT NULL,  
  Contact_Email varchar (100) NOT NULL  
);
```

```
Create Table Contents (  
  Content_ID varchar(20) Primary Key,  
  Title varchar(100) NOT NULL,  
  Description varchar(100) NOT NULL,  
  Media_Type varchar (20) NOT NULL,  
  Creation_Date Date  
);
```

```
Create Table Employees (  
  Employee_ID varchar (20) Primary Key,  
  Employee_Name varchar (100) NOT NULL,  
  Role varchar (100) NOT NULL,  
  Contact_Info varchar (100) NOT NULL,  
  Department varchar (100) NOT NULL,  
  Employee_Since Date  
);
```

```
Create Table Advertisements (  
  Ad_ID varchar (20) Primary Key,  
  Ad_Name varchar (100) NOT NULL Unique,  
  Type varchar (20) NOT NULL,  
  Duration integer NOT NULL,  
  Budget integer NOT NULL  
);
```

```
Create Table Payments (  
  Payment_ID varchar (20) Primary Key,  
  Payment_Date Datetime NOT NULL,  
  Amount Float NOT NULL,  
  Payment_Type varchar(20) NOT NULL,  
  Payment_Details varchar(100) NOT NULL,  
  Campaign_ID varchar(20) NOT NULL,  
  Foreign Key(Campaign_ID) References Campaigns(Campaign_ID)  
);
```

```
Create Table Influencers_Campaigns (  
  Influencers_Campaigns_ID varchar (20) Primary Key,  
  Influencer_ID varchar (20) NOT NULL,  
  Campaign_ID varchar (20) NOT NULL,  
  Foreign Key(Influencer_ID) References Influencers(Influencer_ID),  
  Foreign Key(Campaign_ID) References Campaigns(Campaign_ID)  
);
```

```
Create Table Client_Campaigns (  
  Client_Campaigns_ID varchar(20) Primary Key,  
  Client_ID varchar (20) NOT NULL,  
  Campaign_ID varchar (20) NOT NULL,  
  Foreign Key(Client_ID) References Clients(Client_ID),  
  Foreign Key(Campaign_ID) References Campaigns(Campaign_ID)  
);
```

```
Create Table Campaign_Employees (  
  Campaign_Employee_ID varchar (20) Primary Key,  
  Campaign_ID varchar(20) NOT NULL,  
  Employee_ID varchar(20) NOT NULL,  
  Foreign Key(Campaign_ID) References Campaigns(Campaign_ID),  
  Foreign Key(Employee_ID) References Employees(Employee_ID)  
);
```

```
Create Table Campaigns_Platforms (
  Campaign_Platform_ID varchar(20) Primary Key,
  Campaign_ID varchar (20) NOT NULL,
  Platform_ID varchar(20) NOT NULL,
  Foreign Key(Campaign_ID) References Campaigns(Campaign_ID),
  Foreign Key(Platform_ID) References Platforms(Platform_ID)
);
```

```
Create Table Advertisements_Platforms (
  Advertisements_Platforms_ID varchar(20) Primary Key,
  Platform_ID varchar(20) Not Null,
  Ad_ID varchar (20) Not NULL,
  Ad_Clicks Integer,
  Ad_Conversion_Rate Integer,
  Foreign Key(Ad_ID) References Advertisements(Ad_ID),
  Foreign Key(Platform_ID) References Platforms(Platform_ID)
);
```

2. Test entries to the table

```
INSERT INTO Clients (Client_ID, NAME, Contact_Details, INDUSTRY, Contact_Start_Date,
Contact_End_Date)
VALUES
('C001', 'Tech Innovators Inc.', '123-456-7890', 'Technology', '2023-01-01', '2023-12-31'),
('C002', 'Green Earth Solutions', '456-789-1234', 'Environmental', '2022-05-01', NULL);
```

```
INSERT INTO Influencers (Influencer_ID, Influencer_Name, Social, Follower_Count, Contact_Details)
VALUES
('I001', 'Alice Star', '@alicestar', 50000, 'alice@example.com'),
('I002', 'John Doe', '@johndoe', 75000, 'john@example.com');
```

```
INSERT INTO Campaigns (Campaign_ID, Campaign_Name, Start_Date, End_Date, Budget,
Impressions, Clicks, Engagement, Conversion_Rate)
VALUES
('CMP001', 'Winter Sale Campaign', '2023-11-01', '2023-12-31', 50000, 200000, 5000, 0.8, 0.25),
('CMP002', 'Summer Special', '2024-06-01', '2024-08-31', 75000, 300000, 7000, 1.2, 0.35);
```

```
INSERT INTO Platforms (Platform_ID, Platform_Name, URL, Contact_Person, Contact_Phone,
Contact_Email)
VALUES
('P001', 'Facebook', 'https://facebook.com', 'Mark Z.', '123-456-7890', 'contact@facebook.com'),
('P002', 'Instagram', 'https://instagram.com', 'Jane I.', '456-789-1234', 'contact@instagram.com');
```

```
INSERT INTO Contents (Content_ID, Title, Description, Media_Type, Creation_Date)
VALUES
('CT001', 'Winter Promo Video', 'Promotional video for winter sale', 'Video', '2023-10-15'),
('CT002', 'Summer Banner', 'High-resolution banner for summer campaign', 'Image', '2024-05-20');
```

```
INSERT INTO Employees (Employee_ID, Employee_Name, Role, Contact_Info, Department,
Employee_Since)
VALUES
('E001', 'Jane Smith', 'Marketing Manager', 'jane.smith@example.com', 'Marketing', '2019-01-01'),
('E002', 'Mike Brown', 'Sales Representative', 'mike.brown@example.com', 'Sales', '2021-05-15');
```

```
INSERT INTO Advertisements (Ad_ID, Ad_Name, Type, Duration, Budget)
VALUES
('AD001', 'Winter Ad', 'Banner', 30, 2000),
('AD002', 'Summer Ad', 'Video', 60, 5000);
```

```
INSERT INTO Payments (Payment_ID, Payment_Date, Amount, Payment_Type, Payment_Details,
Campaign_ID)
VALUES
('PM001', '2023-12-01', 1000.50, 'Credit Card', 'Visa Payment', 'CMP001'),
('PM002', '2024-07-01', 2500.75, 'Wire Transfer', 'Bank Payment', 'CMP002');
```

```
INSERT INTO Influencers_Campaigns (Influencers_Campaigns_ID, Influencer_ID, Campaign_ID)
VALUES
('IC001', 'I001', 'CMP001'),
('IC002', 'I002', 'CMP002');
```

```
INSERT INTO Client_Campaigns (Client_Campaigns_ID, Client_ID, Campaign_ID)
VALUES
('CC001', 'C001', 'CMP001'),
('CC002', 'C002', 'CMP002');
```

```
INSERT INTO Campaign_Employees (Campaign_Employee_ID, Campaign_ID, Employee_ID)
VALUES
('CE001', 'CMP001', 'E001'),
('CE002', 'CMP002', 'E002');
```

```
INSERT INTO Campaigns_Platforms (Campaign_Plattform_ID, Campaign_ID, Plattform_ID)
VALUES
('CP001', 'CMP001', 'P001'),
('CP002', 'CMP002', 'P002');
```

```
INSERT INTO Advertisements_Platforms (Advertisements_Platforms_ID, Plattform_ID, Ad_ID,
Ad_Clicks, Ad_Conversion_Rate)
VALUES
('AP001', 'P001', 'AD001', 2000, 0.17),
('AP002', 'P002', 'AD002', 3000, 0.43);
```

3. Testing database functionality

```
SELECT p.Plattform_name, a.Ad_Name, ap.Ad_clicks, ap.Ad_Conversion_rate
FROM Advertisements_Platforms AS ap
INNER JOIN Platforms AS p ON
ap.Plattform_ID=p.Plattform_ID
INNER JOIN Advertisements AS a ON
ap.Ad_ID=a.Ad_ID
```

```
SELECT Campaign_Name, Budget, Amount, Payment_Type
FROM Campaigns AS c
LEFT JOIN Payments AS pay ON
c.Campaign_ID=pay.Campaign_ID
```

```
SELECT Influencer_Name, Follower_Count, Campaign_Name, Impressions
FROM Campaigns AS c
LEFT JOIN Influencers_Campaigns AS ic ON
c.Campaign_ID=ic.Campaign_ID
LEFT JOIN Influencers AS inf ON
ic.Influencer_ID=inf.Influencer_ID
```