

## MySQL queries

### 1. "users" table

```
CREATE TABLE users(  
    Id VARCHAR(100) PRIMARY KEY,  
    Age TINYINT,  
    gender VARCHAR(5),  
    internet_usage VARCHAR(50),  
    income_bucket VARCHAR(5),  
    user_agent_string 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),  
    category VARCHAR(200),  
    keywords VARCHAR(200),  
    campaign_id VARCHAR(50) PRIMARY KEY,
```

```
status VARCHAR(10),  
  
target_gender VARCHAR(5),  
  
target_age_start TINYINT,  
  
target_age_end TINYINT,  
  
target_city VARCHAR(20),  
  
target_state VARCHAR(20),  
  
target_country VARCHAR(20),  
  
target_income_bucket VARCHAR(5),  
  
target_device VARCHAR(50),  
  
cpc DOUBLE,  
  
cpa DOUBLE,  
  
cpm DOUBLE,  
  
budget DOUBLE,  
  
current_slot_budget DOUBLE,  
  
date_range_start VARCHAR(50),  
  
date_range_end VARCHAR(50),  
  
time_range_start VARCHAR(50),  
  
time_range_end VARCHAR(50)  
  
);
```

### 3. "served\_ads" table

```
CREATE TABLE served_ads(  
  
request_id VARCHAR(100) PRIMARY KEY,  
  
campaign_id VARCHAR(50),  
  
user_id VARCHAR(100),
```

```
auction_cpm DOUBLE,  
auction_cpc DOUBLE,  
auction_cpa DOUBLE,  
target_age_range VARCHAR(10),  
target_location VARCHAR(100),  
target_gender VARCHAR(5),  
target_income_bucket VARCHAR(5),  
target_device_type VARCHAR(50),  
campaign_start_time VARCHAR(50),  
campaign_end_time VARCHAR(50),  
timestamp TIMESTAMP  
);
```

4. Query to load the users data

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