

# Advertising Media System

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**GUIDED BY- MR. SAMIR WARSOLKAR SIR**

## **Abstract:**

In the realm of advertising, understanding the effectiveness of various media channels is crucial for optimizing campaigns and maximizing return on investment. This SQL project focuses on organizing and analyzing data related to advertising media, including advertisers, campaigns, media outlets, advertisements, and performance metrics.

The database schema comprises several interconnected tables, including Advertisers, Campaigns, Media Outlets, Advertisements, Impressions, Clicks, and Views. Each table captures essential information such as advertiser details, campaign specifics, media outlet characteristics, advertisement content, and performance metrics like views and clicks.

Through the utilization of SQL queries, this project aims to extract valuable insights regarding advertising media effectiveness. By joining relevant tables and aggregating data, various analyses can be performed, including assessing campaign performance, identifying top-performing media outlets, understanding audience engagement through impressions, clicks, and views, and evaluating return on investment for advertisers.

This project offers a structured approach to analyzing advertising media data, providing advertisers and marketers with actionable insights to enhance their advertising strategies and optimize resource allocation across different media channels.

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# ADVERTISING MEDIA SYSTEM

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## *Project for SQL Module*

This project appears to be a database schema for managing advertisements, campaigns, media outlets, and related metrics such as impressions, clicks, and views. Here's a brief description:

### Objective:

The objective of this project is to create a database system to manage advertising campaigns, track their performance, and analyze metrics related to impressions, clicks, and views.

### Components:

- **Advertisements:** This table stores information about individual advertisements, including their ID, associated campaign ID, type, content, placement, and cost.
- **MediaOutlets:** This table contains details about various media outlets where advertisements are placed, such as websites, social media platforms, or other advertising channels.
- **Campaigns:** The campaigns table holds data regarding advertising campaigns, including their ID, associated advertiser, name, start date, end date, budget, and status.
- **Advertisers:** This table stores information about advertisers, including their ID, name, email address, industry, and budget allocated for advertising.
- **Impressions:** Impressions are recorded in this table, capturing details such as the impression ID, associated advertisement ID, date, and the number of views.
- **Clicks:** Clicks on advertisements are logged in this table, containing data such as click ID, associated impression ID, click time, and the IP address of the device that clicked the ad.
- **Views:** Views of advertisements are tracked in this table, storing information such as view ID, associated impression ID, view time, and the IP address of the device that viewed the ad.

### Functionality:

- The database facilitates the management of advertising campaigns, including creating, updating, and monitoring campaign performance.
- It enables tracking and analysis of key metrics such as impressions, clicks, and views to assess the effectiveness of advertising efforts.
- Advertisers can be associated with multiple campaigns, and campaigns can contain multiple advertisements.
- Media outlets are defined to specify where advertisements are placed, helping to target specific audiences.

### Analysis and Reporting:

- The database supports reporting and analysis features to generate insights into campaign performance, ROI, and audience engagement.
- Advertisers can assess the success of their campaigns based on metrics such as impressions, click-through rates, and conversion rates.
- Data from impressions, clicks, and views can be aggregated and analyzed to identify trends, optimize campaigns, and make data-driven decisions.

Overall, this project aims to provide a comprehensive solution for managing advertising campaigns and tracking their performance to maximize the effectiveness of advertising efforts.

**Database name - Ad\_Media**

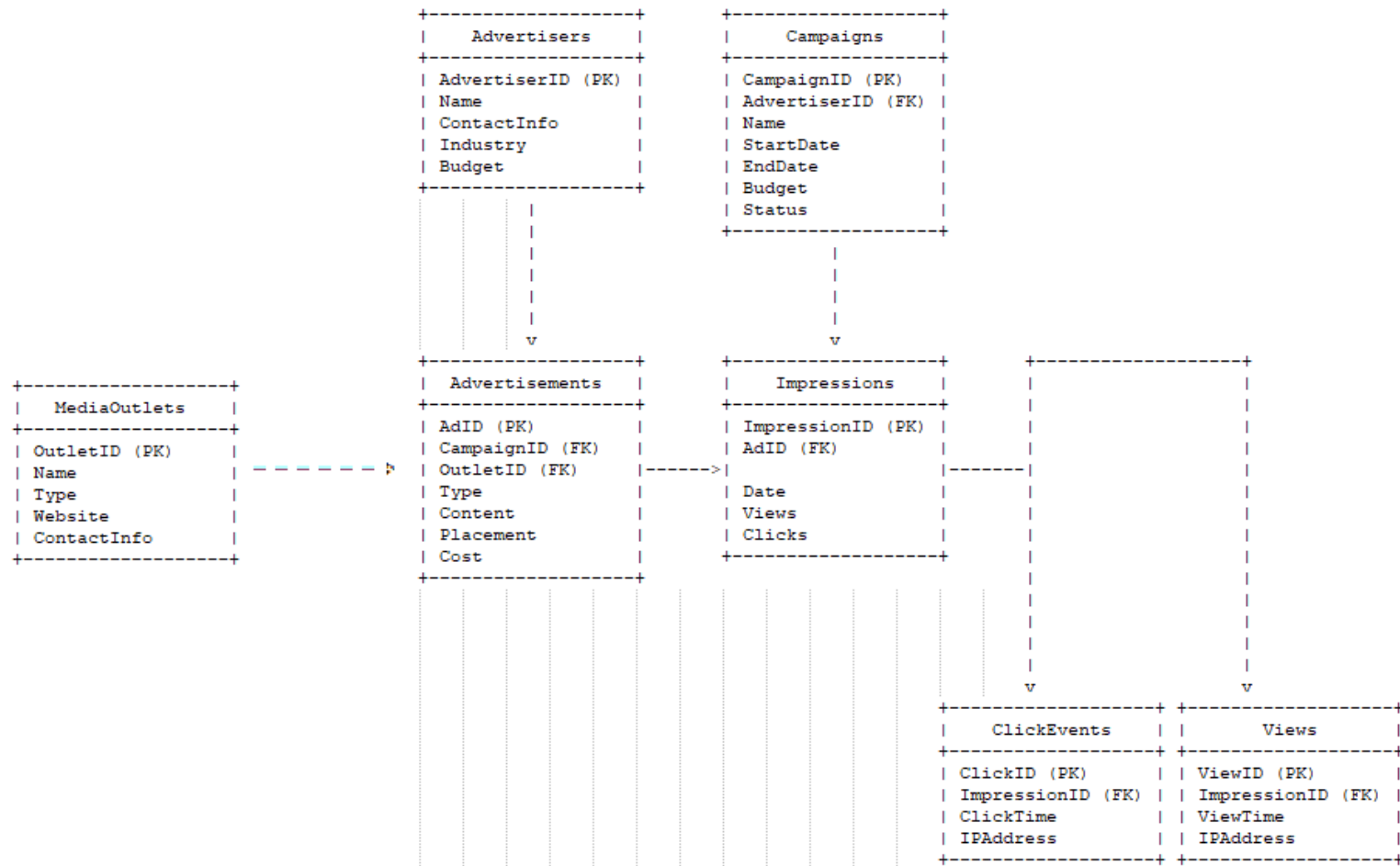
**Schema name - advertising\_data**

Here are the table names corresponding to the schemas:

1. **Advertisers**
2. **Campaigns**
3. **MediaOutlets**
4. **Advertisements**
5. **Impressions**
6. **Clicks**
7. **Views**

How these tables/entities are related to each other is shown pictorially on next page through ER diagram, i.e., Entity Relationship Diagram.

## 2. ER-Diagram (Entity Relation – Diagram) for Advertising Media System:



### 3. Table Descriptions:

#### 1. Advertisers:

Field	Type	Null	Key
AdvertiserID	int(11)	NO	PRI
Name	varchar(255)	YES	
ContactInfo	varchar(255)	YES	
Industry	varchar(255)	YES	
Budget	decimal(10,2)	YES	

#### 2. Campaigns:

Field	Type	Null	Key
CampaignID	int(11)	NO	PRI
AdvertiserID	int(11)	YES	MUL
Name	varchar(255)	YES	
StartDate	date	YES	
EndDate	date	YES	
Budget	decimal(10,2)	YES	
Status	varchar(50)	YES	

#### 3. MediaOutlets:

Field	Type	Null	Key
OutletID	int(11)	NO	PRI
Name	varchar(255)	YES	
Type	varchar(100)	YES	
Website	varchar(255)	YES	
ContactInfo	varchar(255)	YES	

#### 4. Advertisements:

Field	Type	Null	Key
AdID	int(11)	NO	PRI
CampaignID	int(11)	YES	MUL
OutletID	int(11)	YES	MUL
Type	varchar(100)	YES	
Content	text	YES	
Placement	varchar(100)	YES	
Cost	decimal(10,2)	YES	

## 5. Impressions:

Field	Type	Null	Key
ImpressionID	int(11)	NO	PRI
AdID	int(11)	YES	MUL
Date	date	YES	
Views	int(11)	YES	

## 6. Clicks:

Field	Type	Null	Key
ClickID	int(11)	NO	PRI
ImpressionID	int(11)	YES	MUL
ClickTime	datetime	YES	
IPAddress	varchar(255)	YES	

## 7. Views:

Field	Type	Null	Key
ViewID	int(11)	NO	PRI
ImpressionID	int(11)	YES	MUL
ViewTime	datetime	YES	
IPAddress	varchar(255)	YES	

## 4. Commands:

- **CREATE** database ad\_media;
- **USE** ad\_media;
- **CREATE SCHEMA IF NOT EXISTS** advertising\_data;
- **USE** advertising\_data;

- **Create the Advertisers table**

```
CREATE TABLE Advertisers (  
AdvertiserID INT PRIMARY KEY,  
Name VARCHAR(255),  
ContactInfo VARCHAR(255),  
Industry VARCHAR(255),  
Budget DECIMAL(10, 2)  
);
```

- **Create the Campaigns table**

```
CREATE TABLE Campaigns (  
CampaignID INT PRIMARY KEY,  
AdvertiserID INT,  
Name VARCHAR(255),  
StartDate DATE,  
EndDate DATE,  
Budget DECIMAL(10, 2),  
Status VARCHAR(50),  
FOREIGN KEY (AdvertiserID) REFERENCES Advertisers(AdvertiserID)  
);
```

- **Create the MediaOutlets table**

```
CREATE TABLE MediaOutlets (  
OutletID INT PRIMARY KEY,  
Name VARCHAR(255),  
Type VARCHAR(100),  
Website VARCHAR(255),  
ContactInfo VARCHAR(255)  
);
```

- **Create the Advertisements table**

```
CREATE TABLE Advertisements (  
AdID INT PRIMARY KEY,  
CampaignID INT,  
OutletID INT,  
Type VARCHAR(100),  
Content TEXT,  
Placement VARCHAR(100),  
Cost DECIMAL(10, 2),  
FOREIGN KEY (CampaignID) REFERENCES Campaigns(CampaignID),  
FOREIGN KEY (OutletID) REFERENCES MediaOutlets(OutletID)  
);
```

- **Create the Impressions table**

```
CREATE TABLE Impressions (  
    ImpressionID INT PRIMARY KEY,  
    AdID INT,  
    Date DATE,  
    Views INT,  
    FOREIGN KEY (AdID) REFERENCES Advertisements(AdID)
```

);

- **Create the Clicks table**

```
CREATE TABLE Clicks (  
    ClickID INT PRIMARY KEY,  
    ImpressionID INT,  
    ClickTime DATETIME,  
    IPAddress VARCHAR(255),  
    FOREIGN KEY (ImpressionID) REFERENCES Impressions(ImpressionID)
```

);

- **Create the Views table**

```
CREATE TABLE Views (  
    ViewID INT PRIMARY KEY,  
    ImpressionID INT,  
    ViewTime DATETIME,  
    IPAddress VARCHAR(255),  
    FOREIGN KEY (ImpressionID) REFERENCES Impressions(ImpressionID)
```

);

- **Insert queries for Advertisers table**

```
INSERT INTO Advertisers (AdvertiserID, Name, ContactInfo, Industry, Budget) VALUES  
(1001, 'Omkar Battaries', 'omkar@example.com', 'Retail', 10000.00),  
(1002, 'Dream11', 'dream11@example.com', 'Technology', 15000.00),  
(1003, 'Green Gardens', 'gg@example.com', 'Home & Garden', 8000.00),  
(1004, 'Sunset Resorts', 'sunset@example.com', 'Hospitality', 20000.00),  
(1005, 'Tech Innovations', 'tech@example.com', 'Technology', 12000.00),  
(1006, 'Fashion Trends', 'fashion@example.com', 'Fashion', 9000.00),  
(1007, 'Global Logistics', 'logistics@example.com', 'Transportation', 18000.00),  
(1008, 'Healthy Living', 'health@example.com', 'Health & Wellness', 7000.00),  
(1009, 'Bright Ideas', 'ideas@example.com', 'Education', 11000.00),  
(1010, 'Creative Minds', 'creative@example.com', 'Arts & Entertainment', 13000.00),  
(1011, 'Innovative Solutions', 'solutions@example.com', 'Technology', 14000.00),  
(1012, 'Luxury Living', 'luxury@example.com', 'Real Estate', 25000.00),  
(1013, 'Digital Dreams', 'digitaldreams@example.com', 'Technology', 11500.00),  
(1014, 'Healthy Habits', 'habits@example.com', 'Health & Wellness', 7500.00),  
(1015, 'Artisan Creations', 'artisan@example.com', 'Arts & Crafts', 8500.00),  
(1016, 'Eco-Friendly Solutions', 'eco@example.com', 'Environmental', 16000.00),  
(1017, 'Fashion Forward', 'forward@example.com', 'Fashion', 9200.00),  
(1018, 'Home Decor', 'homedecor@example.com', 'Home & Garden', 8000.00),  
(1019, 'Travel Adventures', 'adventures@example.com', 'Travel & Tourism', 17000.00),  
(1020, 'Financial Freedom', 'freedom@example.com', 'Finance', 19000.00),  
(1021, 'Pet Paradise', 'petparadise@example.com', 'Pets & Animals', 8500.00),  
(1022, 'Innovative Tech Solutions', 'innovative@example.com', 'Technology', 12500.00),  
(1023, 'Wellness Works', 'wellnessworks@example.com', 'Health & Wellness', 7800.00),  
(1024, 'Artistic Expressions', 'expressions@example.com', 'Arts & Crafts', 8700.00),  
(1025, 'Sustainable Living', 'sustainable@example.com', 'Environmental', 15500.00),  
(1026, 'Fashion Finds', 'fashionfinds@example.com', 'Fashion', 9400.00),  
(1027, 'Home Improvement', 'homeimprovement@example.com', 'Home & Garden', 8200.00),
```



(1028, 'Travel Trends', 'traveltrends@example.com', 'Travel & Tourism', 17500.00),  
 (1029, 'Financial Planning', 'planning@example.com', 'Finance', 19500.00),  
 (1030, 'Pet Care', 'petcare@example.com', 'Pets & Animals', 8700.00),  
 (1031, 'Tech Innovators', 'innovators@example.com', 'Technology', 12800.00),  
 (1032, 'Fitness Fusion', 'fitnessfusion@example.com', 'Health & Wellness', 7600.00),  
 (1033, 'Creative Kids', 'creativekids@example.com', 'Children', 9000.00),  
 (1034, 'Artisan Crafts', 'artisancrafts@example.com', 'Arts & Crafts', 8800.00),  
 (1035, 'Green Energy', 'greenenergy@example.com', 'Environmental', 16500.00),  
 (1036, 'Healthy Habits', 'healthyhabits@example.com', 'Health & Wellness', 7700.00),  
 (1037, 'Tech Solutions', 'techsolutions@example.com', 'Technology', 12300.00),  
 (1038, 'Fashion Forward', 'fashionforward@example.com', 'Fashion', 9300.00),  
 (1039, 'Home Decor', 'homedecor@example.com', 'Home & Garden', 8050.00),  
 (1040, 'Travel Essentials', 'essentials@example.com', 'Travel & Tourism', 16800.00),  
 (1041, 'Financial Solutions', 'financialsolutions@example.com', 'Finance', 19200.00),  
 (1042, 'Pet Lovers', 'petlovers@example.com', 'Pets & Animals', 8800.00),  
 (1043, 'Tech Experts', 'techexperts@example.com', 'Technology', 12700.00),  
 (1044, 'Fitness Fanatics', 'fitnessfanatics@example.com', 'Health & Wellness', 7900.00),  
 (1045, 'Foodie Finds', 'foodiefinds@example.com', 'Food & Beverage', 14800.00),  
 (1046, 'Creative Concepts', 'creativeconcepts@example.com', 'Arts & Crafts', 9100.00),  
 (1047, 'Green Living', 'greenliving@example.com', 'Environmental', 16300.00),  
 (1048, 'Healthy Lifestyle', 'healthylifestyle@example.com', 'Health & Wellness', 8000.00),  
 (1049, 'Tech Gurus', 'techgurus@example.com', 'Technology', 13000.00),  
 (1050, 'Fashionistas', 'fashionistas@example.com', 'Fashion', 9500.00),  
 (1051, 'Home Essentials', 'homeessentials@example.com', 'Home & Garden', 8100.00),  
 (1052, 'Travel Enthusiasts', 'travelenthusiasts@example.com', 'Travel & Tourism', 17400.00),  
 (1053, 'Financial Advisors', 'financialadvisors@example.com', 'Finance', 19800.00),  
 (1054, 'Pet Care Essentials', 'petcareessentials@example.com', 'Pets & Animals', 8900.00),  
 (1055, 'Tech Wizards', 'techwizards@example.com', 'Technology', 13200.00),  
 (1056, 'Fitness Freaks', 'fitnessfreaks@example.com', 'Health & Wellness', 8000.00),  
 (1057, 'Foodie Delights', 'foodiedelights@example.com', 'Food & Beverage', 15100.00),  
 (1058, 'Creative Crafters', 'creativecrafters@example.com', 'Arts & Crafts', 9200.00),  
 (1059, 'Green Solutions', 'greensolutions@example.com', 'Environmental', 16700.00),  
 (1060, 'Healthy Living Hub', 'healthylivinghub@example.com', 'Health & Wellness', 8100.00);

- **Insert queries for Campaigns table**

```
INSERT INTO Campaigns (CampaignID, AdvertiserID, Name, StartDate, EndDate, Budget, Status) VALUES
(11001, 1001, 'Summer Sale', '2024-06-01', '2024-08-31', 5000.00, 'Active'),
(11002, 1002, 'Back to School Promotion', '2024-08-01', '2024-09-30', 7000.00, 'Active'),
(11003, 1003, 'Spring Cleaning Event', '2024-04-01', '2024-05-31', 4000.00, 'Active'),
(11004, 1004, 'Winter Wonderland Campaign', '2024-11-01', '2024-12-31', 6000.00, 'Active'),
(11005, 1005, 'Holiday Gift Guide', '2024-11-15', '2024-12-25', 8000.00, 'Active'),
(11006, 1006, 'Tech Expo', '2024-09-01', '2024-09-05', 3000.00, 'Active'),
(11007, 1007, 'Grand Opening Celebration', '2024-07-01', '2024-07-31', 2000.00, 'Active'),
(11008, 1008, 'New Year New You', '2025-01-01', '2025-01-31', 3500.00, 'Active'),
(11009, 1009, 'Fall Fashion Week', '2024-10-01', '2024-10-07', 2500.00, 'Active'),
(11010, 1010, 'Summer Travel Deals', '2024-06-15', '2024-08-15', 5500.00, 'Active'),
(11011, 1001, 'Spring Clearance Sale', '2024-03-01', '2024-04-15', 4500.00, 'Inactive'),
(11012, 1002, 'Tech Innovation Conference', '2024-09-10', '2024-09-12', 4000.00, 'Active'),
(11013, 1003, 'Summer Outdoor Adventure', '2024-07-15', '2024-08-30', 6000.00, 'Active'),
(11014, 1004, 'Holiday Travel Specials', '2024-12-10', '2025-01-05', 7500.00, 'Active'),
(11015, 1005, 'Backyard BBQ Bash', '2024-05-20', '2024-06-30', 3000.00, 'Active'),
(11016, 1006, 'Fitness Challenge', '2024-08-15', '2024-09-30', 5000.00, 'Active'),
(11017, 1007, 'Tech Gear Giveaway', '2024-11-05', '2024-12-15', 6500.00, 'Active'),
(11018, 1008, 'New Year New Home', '2025-01-15', '2025-02-28', 7000.00, 'Active'),
(11019, 1009, 'Winter Wellness Workshop', '2024-12-01', '2024-12-31', 3500.00, 'Active'),
(11020, 1010, 'Spring Break Travel Deals', '2024-03-15', '2024-04-15', 4800.00, 'Inactive'),
(11021, 1001, 'Fall Fashion Preview', '2024-09-01', '2024-09-30', 4200.00, 'Active'),
(11022, 1002, 'Holiday Tech Gifts Guide', '2024-11-20', '2024-12-25', 6800.00, 'Active'),
(11023, 1003, 'Spring Cleaning Workshop', '2024-04-15', '2024-05-15', 3200.00, 'Active'),
(11024, 1004, 'Winter Wellness Retreat', '2024-12-15', '2024-12-31', 5000.00, 'Active'),
(11025, 1005, 'Holiday Home Decor Sale', '2024-11-01', '2024-12-15', 5500.00, 'Active'),
```

(11026, 1006, 'Summer Fitness Challenge', '2024-06-15', '2024-08-31', 6000.00, 'Active'),  
 (11027, 1007, 'Grand Opening Weekend', '2024-07-15', '2024-07-17', 2000.00, 'Active'),  
 (11028, 1008, 'New Year Nutrition Workshop', '2025-01-05', '2025-01-10', 2500.00, 'Active'),  
 (11029, 1009, 'Fall Fashion Runway Show', '2024-10-10', '2024-10-15', 4800.00, 'Active'),  
 (11030, 1010, 'Holiday Travel Bonanza', '2024-12-20', '2025-01-05', 7200.00, 'Active'),  
 (11031, 1001, 'Spring Style Revival', '2024-04-01', '2024-05-15', 4000.00, 'Active'),  
 (11032, 1002, 'Tech Summit', '2024-09-20', '2024-09-22', 6500.00, 'Active'),  
 (11033, 1003, 'Summer Outdoor Gear Sale', '2024-07-01', '2024-07-31', 3800.00, 'Active'),  
 (11034, 1004, 'Holiday Travel Planning Workshop', '2024-11-10', '2024-11-15', 4200.00, 'Active'),  
 (11035, 1005, 'Backyard BBQ Essentials Sale', '2024-05-10', '2024-05-31', 3200.00, 'Active'),  
 (11036, 1006, 'Fitness Bootcamp', '2024-08-01', '2024-09-15', 5500.00, 'Active'),  
 (11037, 1007, 'Tech Product Launch', '2024-11-15', '2024-12-15', 7000.00, 'Active'),  
 (11038, 1008, 'New Year Home Decor Clearance', '2025-01-20', '2025-02-28', 4800.00, 'Active'),  
 (11039, 1009, 'Winter Wellness Webinar', '2024-12-05', '2024-12-10', 3500.00, 'Active'),  
 (11040, 1010, 'Spring Break Adventure Packages', '2024-03-20', '2024-04-15', 6000.00, 'Inactive'),  
 (11041, 1001, 'Fall Fashion Trends Workshop', '2024-09-15', '2024-09-20', 4200.00, 'Active'),  
 (11042, 1002, 'Holiday Tech Gadgets Showcase', '2024-11-25', '2024-12-31', 7200.00, 'Active'),  
 (11043, 1003, 'Spring Home Cleaning Sale', '2024-01-20', '2024-03-05', 3800.00, 'Inactive'),  
 (11044, 1004, 'Winter Wellness Seminar', '2024-12-20', '2024-12-30', 4800.00, 'Active'),  
 (11045, 1005, 'Holiday Home Decor Workshop', '2024-11-05', '2024-12-05', 5500.00, 'Active'),  
 (11046, 1006, 'Summer Fitness Festival', '2024-06-01', '2024-08-31', 7000.00, 'Active'),  
 (11047, 1007, 'Grand Reopening Celebration', '2024-07-20', '2024-07-25', 2500.00, 'Active'),  
 (11048, 1008, 'New Year New Fitness Challenge', '2025-01-10', '2025-01-31', 3500.00, 'Active'),  
 (11049, 1009, 'Fall Fashion Pop-Up Shop', '2024-10-20', '2024-10-25', 4800.00, 'Active'),  
 (11050, 1010, 'Holiday Travel Tips Webinar', '2024-12-01', '2024-12-10', 5500.00, 'Active'),  
 (11051, 1001, 'Spring Fashion Preview', '2024-03-15', '2024-04-15', 4200.00, 'Active'),  
 (11052, 1002, 'Tech Product Showcase', '2024-09-25', '2024-09-27', 6800.00, 'Active'),  
 (11053, 1003, 'Summer Outdoor Gear Demo', '2024-07-05', '2024-07-10', 3800.00, 'Active'),  
 (11054, 1004, 'Holiday Travel Deals Expo', '2024-11-15', '2024-12-15', 6500.00, 'Active'),  
 (11055, 1005, 'Backyard BBQ Recipe Contest', '2024-05-15', '2024-06-15', 3200.00, 'Active'),  
 (11056, 1006, 'Fitness Challenge Kickoff', '2024-08-05', '2024-08-15', 5000.00, 'Active'),  
 (11057, 1007, 'Tech Trends Seminar', '2024-11-10', '2024-11-20', 7000.00, 'Active'),  
 (11058, 1008, 'New Year Home Improvement Sale', '2025-01-05', '2025-01-15', 4800.00, 'Active'),  
 (11059, 1009, 'Winter Wellness Workshop Series', '2024-12-01', '2024-12-10', 3500.00, 'Active'),  
 (11060, 1010, 'Spring Break Travel Bonanza', '2024-03-25', '2024-04-25', 6000.00, 'Active');

- **Insert queries for MediaOutlets table**

```
INSERT INTO MediaOutlets (OutletID, Name, Type, Website, ContactInfo) VALUES
(2001, 'Facebook', 'Social Media', 'www.facebook.com', 'contact@facebook.com'),
(2002, 'Instagram', 'Social Media', 'www.instagram.com', 'contact@instagram.com'),
(2003, 'YouTube', 'Social Media', 'www.youtube.com', 'contact@youtube.com'),
(2004, 'Twitter', 'Social Media', 'www.twitter.com', 'contact@twitter.com'),
(2005, 'LinkedIn', 'Social Media', 'www.linkedin.com', 'contact@linkedin.com'),
(2006, 'Pinterest', 'Social Media', 'www.pinterest.com', 'contact@pinterest.com'),
(2007, 'Snapchat', 'Social Media', 'www.snapchat.com', 'contact@snapchat.com'),
(2008, 'TikTok', 'Social Media', 'www.tiktok.com', 'contact@tiktok.com'),
(2009, 'Reddit', 'Social Media', 'www.reddit.com', 'contact@reddit.com'),
(2010, 'Tumblr', 'Social Media', 'www.tumblr.com', 'contact@tumblr.com'),
(2011, 'WhatsApp', 'Messaging App', 'www.whatsapp.com', 'contact@whatsapp.com'),
(2012, 'Messenger', 'Messaging App', 'www.messenger.com', 'contact@messenger.com'),
(2013, 'WeChat', 'Messaging App', 'www.wechat.com', 'contact@wechat.com'),
(2014, 'Line', 'Messaging App', 'www.line.me', 'contact@line.me'),
(2015, 'Telegram', 'Messaging App', 'www.telegram.com', 'contact@telegram.com'),
(2016, 'Viber', 'Messaging App', 'www.viber.com', 'contact@viber.com'),
(2017, 'Skype', 'Messaging App', 'www.skype.com', 'contact@skype.com'),
(2018, 'Zoom', 'Video Conferencing', 'www.zoom.us', 'contact@zoom.us'),
(2019, 'Google Meet', 'Video Conferencing', 'meet.google.com', 'contact@google.com'),
(2020, 'Microsoft Teams', 'Video Conferencing', 'www.microsoft.com/teams', 'contact@microsoft.com'),
(2021, 'Webex', 'Video Conferencing', 'www.webex.com', 'contact@webex.com'),
(2022, 'GoToMeeting', 'Video Conferencing', 'www.gotomeeting.com', 'contact@gotomeeting.com'),
(2023, 'BlueJeans', 'Video Conferencing', 'www.bluejeans.com', 'contact@bluejeans.com'),
```

(2024, 'Slack', 'Collaboration Tool', 'www.slack.com', 'contact@slack.com'),  
 (2025, 'Asana', 'Collaboration Tool', 'www.asana.com', 'contact@asana.com'),  
 (2026, 'Trello', 'Collaboration Tool', 'www.trello.com', 'contact@trello.com'),  
 (2027, 'Monday.com', 'Collaboration Tool', 'www.monday.com', 'contact@monday.com'),  
 (2028, 'Notion', 'Collaboration Tool', 'www.notion.so', 'contact@notion.so'),  
 (2029, 'Basecamp', 'Project Management', 'www.basecamp.com', 'contact@basecamp.com'),  
 (2030, 'Jira', 'Project Management', 'www.atlassian.com/software/jira', 'contact@jira.com'),  
 (2031, 'Toggl', 'Time Tracking', 'www.toggl.com', 'contact@toggl.com'),  
 (2032, 'Clockify', 'Time Tracking', 'www.clockify.me', 'contact@clockify.com'),  
 (2033, 'Harvest', 'Time Tracking', 'www.getharvest.com', 'contact@harvest.com'),  
 (2034, 'RescueTime', 'Time Tracking', 'www.rescuetime.com', 'contact@rescuetime.com'),  
 (2035, 'Todoist', 'Task Management', 'www.todoist.com', 'contact@todoist.com'),  
 (2036, 'Wunderlist', 'Task Management', 'www.wunderlist.com', 'contact@wunderlist.com'),  
 (2037, 'Any.do', 'Task Management', 'www.any.do', 'contact@any.do'),  
 (2038, 'Microsoft To Do', 'Task Management', 'www.microsoft.com/en-us/microsoft-365/microsoft-to-do-list-app', 'contact@microsoft.com'),  
 (2039, 'Google Tasks', 'Task Management', 'tasks.google.com', 'contact@google.com'),  
 (2040, 'Evernote', 'Note Taking', 'www.evernote.com', 'contact@evernote.com'),  
 (2041, 'OneNote', 'Note Taking', 'www.onenote.com', 'contact@microsoft.com'),  
 (2042, 'Bear', 'Note Taking', 'www.bear.app', 'contact@bear.app'),  
 (2043, 'Simplenote', 'Note Taking', 'simplenote.com', 'contact@simplenote.com'),  
 (2044, 'Zoho Notebook', 'Note Taking', 'www.zoho.com/notebook', 'contact@zoho.com'),  
 (2045, 'Google Keep', 'Note Taking', 'keep.google.com', 'contact@google.com'),  
 (2046, 'Pocket', 'Bookmarking', 'www.getpocket.com', 'contact@getpocket.com'),  
 (2047, 'Instapaper', 'Bookmarking', 'www.instapaper.com', 'contact@instapaper.com'),  
 (2048, 'Raindrop.io', 'Bookmarking', 'raindrop.io', 'contact@raindrop.io'),  
 (2049, 'Diigo', 'Bookmarking', 'www.diigo.com', 'contact@diigo.com'),  
 (2050, 'Pearltrees', 'Bookmarking', 'www.pearltrees.com', 'contact@pearltrees.com'),  
 (2051, 'Pocket Casts', 'Podcast', 'www.pocketcasts.com', 'contact@pocketcasts.com'),  
 (2052, 'Overcast', 'Podcast', 'overcast.fm', 'contact@overcast.fm'),  
 (2053, 'Spotify', 'Podcast', 'www.spotify.com', 'contact@spotify.com'),  
 (2054, 'Apple Podcasts', 'Podcast', 'podcasts.apple.com', 'contact@apple.com'),  
 (2055, 'Google Podcasts', 'Podcast', 'podcasts.google.com', 'contact@google.com'),  
 (2056, 'Stitcher', 'Podcast', 'www.stitcher.com', 'contact@stitcher.com'),  
 (2057, 'Castbox', 'Podcast', 'castbox.fm', 'contact@castbox.fm'),  
 (2058, 'Anchor', 'Podcast', 'www.anchor.fm', 'contact@anchor.fm'),  
 (2059, 'SoundCloud', 'Music Streaming', 'soundcloud.com', 'contact@soundcloud.com'),  
 (2060, 'Bandcamp', 'Music Streaming', 'bandcamp.com', 'contact@bandcamp.com');

- **Insert queries for Advertisements table**

```
INSERT INTO Advertisements (AdID, CampaignID, OutletID, Type, Content, Placement, Cost) VALUES
(240001, 11001, 2001, 'Picture', 'RUMMY Circle - Play Now!', 'Stories', 500.00),
(240002, 11002, 2002, 'Video', 'My 11 Circle - Play Now', 'Stories', 700.00),
(240003, 11003, 2003, 'Picture', 'RUMMY Circle - Play Now!', 'Website Sidebar', 400.00),
(240004, 11004, 2004, 'Picture', 'Winter Wonderland - Shop now!', 'Sponsored Posts', 600.00),
(240005, 11005, 2005, 'Video', 'Holiday Gift Guide - Watch now!', 'News Feed', 800.00),
(240006, 11006, 2006, 'Picture', 'Tech Expo - Register today!', 'In-stream videos', 300.00),
(240007, 11007, 2007, 'Picture', 'RUMMY Circle - Play Now!', 'In-stream videos', 200.00),
(240008, 11008, 2008, 'Video', 'New Year New You - Transform yourself!', 'Stories', 350.00),
(240009, 11009, 2009, 'Picture', 'Fall Fashion Week - Get ready!', 'In-stream videos', 250.00),
(240010, 11010, 2010, 'Picture', 'Summer Travel Deals - Book now!', 'In-stream videos', 550.00),
(240011, 11011, 2011, 'Video', 'Spring Clearance Sale - Limited time offer!', 'News Feed', 450.00),
(240012, 11012, 2012, 'Picture', 'Tech Innovation Conference - Register now!', 'Sponsored Posts', 400.00),
(240013, 11013, 2013, 'Picture', 'Summer Outdoor Adventure - Explore now!', 'In-stream videos', 600.00),
(240014, 11014, 2014, 'Video', 'Holiday Travel Specials - Book your trip!', 'Stories', 750.00),
(240015, 11015, 2015, 'Picture', 'Backyard BBQ Bash - Join us!', 'In-stream videos', 300.00),
(240016, 11016, 2016, 'Picture', 'Fitness Challenge - Sign up now!', 'In-stream videos', 500.00),
(240017, 11017, 2017, 'Video', 'Tech Gear Giveaway - Enter to win!', 'Stories', 650.00),
(240018, 11018, 2018, 'Picture', 'New Year New Home - Find your dream home!', 'In-stream videos', 700.00),
(240019, 11019, 2019, 'Picture', 'Winter Wellness Workshop - Join us!', 'In-stream videos', 350.00),
(240020, 11020, 2020, 'Video', 'Spring Break Travel Deals - Book now!', 'News Feed', 480.00),
```

(240021, 11021, 2021, 'Picture', 'Fall Fashion Preview - See the latest trends!', 'Sponsored Posts', 420.00),  
 (240022, 11022, 2022, 'Picture', 'DREAM 11 - Play Now', 'In-stream videos', 680.00),  
 (240023, 11023, 2023, 'Video', 'Spring Cleaning Workshop - Register today!', 'Stories', 320.00),  
 (240024, 11024, 2024, 'Picture', 'Winter Wellness Retreat - Relax and rejuvenate!', 'Sponsored Posts', 500.00),  
 (240025, 11025, 2025, 'Picture', 'Holiday Home Decor Sale - Save big!', 'In-stream videos', 550.00),  
 (240026, 11026, 2026, 'Video', 'Summer Fitness Challenge - Join now!', 'Stories', 600.00),  
 (240027, 11027, 2027, 'Picture', 'Grand Opening Weekend - Celebrate with us!', 'In-stream videos', 200.00),  
 (240028, 11028, 2028, 'Picture', 'New Year Nutrition Workshop - Learn more!', 'Website Sidebar', 250.00),  
 (240029, 11029, 2029, 'Video', 'Fall Fashion Runway Show - Watch now!', 'News Feed', 480.00),  
 (240030, 11030, 2030, 'Picture', 'Holiday Travel Bonanza - Book your trip!', 'In-stream videos', 720.00),  
 (240031, 11031, 2031, 'Picture', 'Spring Style Revival - Update your wardrobe!', 'In-stream videos', 400.00),  
 (240032, 11032, 2032, 'Video', 'Tech Summit - Reserve your spot!', 'Stories', 650.00),  
 (240033, 11033, 2033, 'Picture', 'Summer Outdoor Gear Sale - Save now!', 'In-stream videos', 380.00),  
 (240034, 11034, 2034, 'Picture', 'Holiday Travel Planning Workshop - Register now!', 'In-stream videos', 420.00),  
 (240035, 11035, 2035, 'Video', 'Backyard BBQ Essentials Sale - Shop now!', 'News Feed', 320.00),  
 (240036, 11036, 2036, 'Picture', 'Fitness Bootcamp - Get in shape!', 'In-stream videos', 550.00),  
 (240037, 11037, 2037, 'Picture', 'Tech Product Launch - Discover the latest innovations!', 'In-stream videos', 700.00),  
 (240038, 11038, 2038, 'Video', 'New Year Home Decor Clearance - Save big!', 'Stories', 480.00),  
 (240039, 11039, 2039, 'Picture', 'Winter Wellness Webinar - Learn how to stay healthy!', 'In-stream videos', 350.00),  
 (240040, 11040, 2040, 'Picture', 'Spring Break Adventure Packages - Book your trip!', 'Website Sidebar', 600.00),  
 (240041, 11041, 2041, 'Video', 'Fall Fashion Trends Workshop - Register now!', 'Stories', 420.00),  
 (240042, 11042, 2042, 'Picture', 'DREAM 11 - Play Now', 'In-stream videos', 720.00),  
 (240043, 11043, 2043, 'Picture', 'Spring Home Cleaning Sale - Shop now and save!', 'Sponsored Posts', 380.00),  
 (240044, 11044, 2044, 'Video', 'Winter Wellness Seminar - Improve your well-being!', 'Stories', 480.00),  
 (240045, 11045, 2045, 'Picture', 'Holiday Home Decor Workshop - Get inspired!', 'Sponsored Posts', 550.00),  
 (240046, 11046, 2046, 'Picture', 'Summer Fitness Festival - Join us for a fun workout!', 'In-stream videos', 700.00),  
 (240047, 11047, 2047, 'Video', 'Grand Reopening Celebration - Watch the highlights!', 'Instant Articles', 250.00),  
 (240048, 11048, 2048, 'Picture', 'New Year New Fitness Challenge - Get fit in the new year!', 'Instant Articles', 350.00),  
 (240049, 11049, 2049, 'Picture', 'Fall Fashion Pop-Up Shop - Discover the latest trends!', 'In-stream videos', 480.00),  
 (240050, 11050, 2050, 'Video', 'DREAM 11 - Play Now', 'Stories', 550.00),  
 (240051, 11051, 2051, 'Picture', 'Spring Fashion Preview - Get a sneak peek!', 'Instant Articles', 420.00),  
 (240052, 11052, 2052, 'Picture', 'Tech Product Showcase - See the latest innovations!', 'In-stream videos', 680.00),  
 (240053, 11053, 2053, 'Video', 'Summer Outdoor Gear Demo - See the gear in action!', 'Website Sidebar', 380.00),  
 (240054, 11054, 2054, 'Picture', 'Holiday Travel Deals Expo - Book your trip now!', 'In-stream videos', 650.00),  
 (240055, 11055, 2055, 'Picture', 'Backyard BBQ Recipe Contest - Enter to win!', 'Sponsored Posts', 320.00),  
 (240056, 11056, 2056, 'Video', 'Fitness Challenge Kickoff - Join the challenge!', 'Stories', 500.00),  
 (240057, 11057, 2057, 'Picture', 'Tech Trends Seminar - Learn about the latest tech trends!', 'Instant Articles', 700.00),  
 (240058, 11058, 2058, 'Picture', 'New Year Home Improvement Sale - Renovate your home!', 'Sponsored Posts', 480.00),  
 (240059, 11059, 2059, 'Video', 'Winter Wellness Workshop Series - Improve your well-being!', 'Stories', 350.00),  
 (240060, 11060, 2060, 'Picture', 'DREAM 11 - Play Now', 'Instant Articles', 600.00);

- **Insert queries for Impressions table**

INSERT INTO Impressions (ImpressionID, AdID, Date, Views) VALUES

(1, 240001, '2024-06-01', 1500),  
 (2, 240002, '2024-06-02', 1700),  
 (3, 240003, '2024-06-03', 1200),  
 (4, 240004, '2024-06-04', 2000),  
 (5, 240005, '2024-06-05', 2200),  
 (6, 240006, '2024-06-06', 1300),  
 (7, 240007, '2024-06-07', 1100),  
 (8, 240008, '2024-06-08', 1800),  
 (9, 240009, '2024-06-09', 1000),  
 (10, 240010, '2024-06-10', 1900),  
 (11, 240011, '2024-06-11', 1400),  
 (12, 240012, '2024-06-12', 1600),  
 (13, 240013, '2024-06-13', 1200),  
 (14, 240014, '2024-06-14', 2100),  
 (15, 240015, '2024-06-15', 1300),  
 (16, 240016, '2024-06-16', 1700),  
 (17, 240017, '2024-06-17', 1900),  
 (18, 240018, '2024-06-18', 1400),

(19, 240019, '2024-06-19', 1600),  
(20, 240020, '2024-06-20', 2000),  
(21, 240021, '2024-06-21', 1800),  
(22, 240022, '2024-06-22', 1500),  
(23, 240023, '2024-06-23', 1200),  
(24, 240024, '2024-06-24', 1700),  
(25, 240025, '2024-06-25', 1400),  
(26, 240026, '2024-06-26', 1600),  
(27, 240027, '2024-06-27', 1300),  
(28, 240028, '2024-06-28', 1500),  
(29, 240029, '2024-06-29', 1900),  
(30, 240030, '2024-06-30', 1800),  
(31, 240031, '2024-07-01', 1200),  
(32, 240032, '2024-07-02', 1700),  
(33, 240033, '2024-07-03', 1400),  
(34, 240034, '2024-07-04', 2000),  
(35, 240035, '2024-07-05', 2200),  
(36, 240036, '2024-07-06', 1300),  
(37, 240037, '2024-07-07', 1100),  
(38, 240038, '2024-07-08', 1800),  
(39, 240039, '2024-07-09', 1000),  
(40, 240040, '2024-07-10', 1900),  
(41, 240041, '2024-07-11', 1400),  
(42, 240042, '2024-07-12', 1600),  
(43, 240043, '2024-07-13', 1200),  
(44, 240044, '2024-07-14', 2100),  
(45, 240045, '2024-07-15', 1300),  
(46, 240046, '2024-07-16', 1700),  
(47, 240047, '2024-07-17', 1900),  
(48, 240048, '2024-07-18', 1400),  
(49, 240049, '2024-07-19', 1600),  
(50, 240050, '2024-07-20', 2000),  
(51, 240051, '2024-07-21', 1800),  
(52, 240052, '2024-07-22', 1500),  
(53, 240053, '2024-07-23', 1200),  
(54, 240054, '2024-07-24', 1700),  
(55, 240055, '2024-07-25', 1400),  
(56, 240056, '2024-07-26', 1600),  
(57, 240057, '2024-07-27', 1300),  
(58, 240058, '2024-07-28', 1500),  
(59, 240059, '2024-07-29', 1900),  
(60, 240060, '2024-07-30', 1800);

- **Insert queries for Clicks table**

INSERT INTO Clicks (ClickID, ImpressionID, ClickTime, IPAddress) VALUES

(101, 1, '2024-06-01 08:30:00', '192.168.0.1'),  
(102, 2, '2024-06-02 09:15:00', '192.168.0.2'),  
(103, 3, '2024-06-03 10:20:00', '192.168.0.3'),  
(104, 4, '2024-06-04 11:45:00', '192.168.0.4'),  
(105, 5, '2024-06-05 13:00:00', '192.168.0.5'),  
(106, 6, '2024-06-06 14:30:00', '192.168.0.6'),  
(107, 7, '2024-06-07 15:45:00', '192.168.0.7'),  
(108, 8, '2024-06-08 16:20:00', '192.168.0.8'),  
(109, 9, '2024-06-09 17:10:00', '192.168.0.9'),  
(110, 10, '2024-06-10 18:00:00', '192.168.0.10'),  
(111, 11, '2024-06-11 19:30:00', '192.168.0.11'),  
(112, 12, '2024-06-12 20:45:00', '192.168.0.12'),  
(113, 13, '2024-06-13 21:10:00', '192.168.0.13'),  
(114, 14, '2024-06-14 22:20:00', '192.168.0.14'),  
(115, 15, '2024-06-15 23:00:00', '192.168.0.15'),  
(116, 16, '2024-06-16 00:30:00', '192.168.0.16'),

(117, 17, '2024-06-17 01:45:00', '192.168.0.17'),  
(118, 18, '2024-06-18 02:20:00', '192.168.0.18'),  
(119, 19, '2024-06-19 03:10:00', '192.168.0.19'),  
(120, 20, '2024-06-20 04:00:00', '192.168.0.20'),  
(121, 21, '2024-06-21 05:30:00', '192.168.0.21'),  
(122, 22, '2024-06-22 06:45:00', '192.168.0.22'),  
(123, 23, '2024-06-23 07:10:00', '192.168.0.23'),  
(124, 24, '2024-06-24 08:20:00', '192.168.0.24'),  
(125, 25, '2024-06-25 09:00:00', '192.168.0.25'),  
(126, 26, '2024-06-26 10:30:00', '192.168.0.26'),  
(127, 27, '2024-06-27 11:45:00', '192.168.0.27'),  
(128, 28, '2024-06-28 12:20:00', '192.168.0.28'),  
(129, 29, '2024-06-29 13:10:00', '192.168.0.29'),  
(130, 30, '2024-06-30 14:00:00', '192.168.0.30'),  
(131, 31, '2024-07-01 15:30:00', '192.168.0.31'),  
(132, 32, '2024-07-02 16:45:00', '192.168.0.32'),  
(133, 33, '2024-07-03 17:10:00', '192.168.0.33'),  
(134, 34, '2024-07-04 18:20:00', '192.168.0.34'),  
(135, 35, '2024-07-05 19:00:00', '192.168.0.35'),  
(136, 36, '2024-07-06 20:30:00', '192.168.0.36'),  
(137, 37, '2024-07-07 21:45:00', '192.168.0.37'),  
(138, 38, '2024-07-08 22:20:00', '192.168.0.38'),  
(139, 39, '2024-07-09 23:10:00', '192.168.0.39'),  
(140, 40, '2024-07-10 00:00:00', '192.168.0.40'),  
(141, 41, '2024-07-11 01:30:00', '192.168.0.41'),  
(142, 42, '2024-07-12 02:45:00', '192.168.0.42'),  
(143, 43, '2024-07-13 03:10:00', '192.168.0.43'),  
(144, 44, '2024-07-14 04:20:00', '192.168.0.44'),  
(145, 45, '2024-07-15 05:00:00', '192.168.0.45'),  
(146, 46, '2024-07-16 06:30:00', '192.168.0.46'),  
(147, 47, '2024-07-17 07:45:00', '192.168.0.47'),  
(148, 48, '2024-07-18 08:20:00', '192.168.0.48'),  
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(150, 50, '2024-07-20 10:00:00', '192.168.0.50'),  
(151, 51, '2024-07-21 11:30:00', '192.168.0.51'),  
(152, 52, '2024-07-22 12:45:00', '192.168.0.52'),  
(153, 53, '2024-07-23 13:10:00', '192.168.0.53'),  
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(155, 55, '2024-07-25 15:00:00', '192.168.0.55'),  
(156, 56, '2024-07-26 16:30:00', '192.168.0.56'),  
(157, 57, '2024-07-27 17:45:00', '192.168.0.57'),  
(158, 58, '2024-07-28 18:20:00', '192.168.0.58'),  
(159, 59, '2024-07-29 19:10:00', '192.168.0.59'),  
(160, 60, '2024-07-30 20:00:00', '192.168.0.60');

- **Insert queries for Views table**

INSERT INTO Views (ViewID, ImpressionID, ViewTime, IPAddress) VALUES

(201, 1, '2024-06-01 08:30:00', '192.168.0.1'),  
(202, 2, '2024-06-02 09:15:00', '192.168.0.2'),  
(203, 3, '2024-06-03 10:20:00', '192.168.0.3'),  
(204, 4, '2024-06-04 11:45:00', '192.168.0.4'),  
(205, 5, '2024-06-05 13:00:00', '192.168.0.5'),  
(206, 6, '2024-06-06 14:30:00', '192.168.0.6'),  
(207, 7, '2024-06-07 15:45:00', '192.168.0.7'),  
(208, 8, '2024-06-08 16:20:00', '192.168.0.8'),  
(209, 9, '2024-06-09 17:10:00', '192.168.0.9'),  
(210, 10, '2024-06-10 18:00:00', '192.168.0.10'),  
(211, 11, '2024-06-11 19:30:00', '192.168.0.11'),  
(212, 12, '2024-06-12 20:45:00', '192.168.0.12'),  
(213, 13, '2024-06-13 21:10:00', '192.168.0.13'),

(214, 14, '2024-06-14 22:20:00', '192.168.0.14'),  
(215, 15, '2024-06-15 23:00:00', '192.168.0.15'),  
(216, 16, '2024-06-16 00:30:00', '192.168.0.16'),  
(217, 17, '2024-06-17 01:45:00', '192.168.0.17'),  
(218, 18, '2024-06-18 02:20:00', '192.168.0.18'),  
(219, 19, '2024-06-19 03:10:00', '192.168.0.19'),  
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(221, 21, '2024-06-21 05:30:00', '192.168.0.21'),  
(222, 22, '2024-06-22 06:45:00', '192.168.0.22'),  
(223, 23, '2024-06-23 07:20:00', '192.168.0.23'),  
(224, 24, '2024-06-24 08:10:00', '192.168.0.24'),  
(225, 25, '2024-06-25 09:00:00', '192.168.0.25'),  
(226, 26, '2024-06-26 10:30:00', '192.168.0.26'),  
(227, 27, '2024-06-27 11:45:00', '192.168.0.27'),  
(228, 28, '2024-06-28 12:20:00', '192.168.0.28'),  
(229, 29, '2024-06-29 13:10:00', '192.168.0.29'),  
(230, 30, '2024-06-30 14:00:00', '192.168.0.30'),  
(231, 31, '2024-07-01 15:30:00', '192.168.0.31'),  
(232, 32, '2024-07-02 16:45:00', '192.168.0.32'),  
(233, 33, '2024-07-03 17:10:00', '192.168.0.33'),  
(234, 34, '2024-07-04 18:20:00', '192.168.0.34'),  
(235, 35, '2024-07-05 19:00:00', '192.168.0.35'),  
(236, 36, '2024-07-06 20:30:00', '192.168.0.36'),  
(237, 37, '2024-07-07 21:45:00', '192.168.0.37'),  
(238, 38, '2024-07-08 22:20:00', '192.168.0.38'),  
(239, 39, '2024-07-09 23:10:00', '192.168.0.39'),  
(240, 40, '2024-07-10 00:00:00', '192.168.0.40'),  
(241, 41, '2024-07-11 08:30:00', '192.168.0.41'),  
(242, 42, '2024-07-12 09:15:00', '192.168.0.42'),  
(243, 43, '2024-07-13 10:20:00', '192.168.0.43'),  
(244, 44, '2024-07-14 11:45:00', '192.168.0.44'),  
(245, 45, '2024-07-15 13:00:00', '192.168.0.45'),  
(246, 46, '2024-07-16 14:30:00', '192.168.0.46'),  
(247, 47, '2024-07-17 15:45:00', '192.168.0.47'),  
(248, 48, '2024-07-18 16:20:00', '192.168.0.48'),  
(249, 49, '2024-07-19 17:10:00', '192.168.0.49'),  
(250, 50, '2024-07-20 18:00:00', '192.168.0.50'),  
(251, 51, '2024-07-21 19:30:00', '192.168.0.51'),  
(252, 52, '2024-07-22 20:45:00', '192.168.0.52'),  
(253, 53, '2024-07-23 21:10:00', '192.168.0.53'),  
(254, 54, '2024-07-24 22:20:00', '192.168.0.54'),  
(255, 55, '2024-07-25 23:00:00', '192.168.0.55'),  
(256, 56, '2024-07-26 00:30:00', '192.168.0.56'),  
(257, 57, '2024-07-27 01:45:00', '192.168.0.57'),  
(258, 58, '2024-07-28 02:20:00', '192.168.0.58'),  
(259, 59, '2024-07-29 03:10:00', '192.168.0.59'),  
(260, 60, '2024-07-30 04:15:00', '192.168.0.60');







## 5. Sub-queries:

- Subquery to find advertisements with the highest cost:

```
SELECT *  
FROM Advertisements  
WHERE Cost = (SELECT MAX(Cost) FROM Advertisements);
```

### Results

```
582 -- Subquery to find advertisements with the highest cost:  
583 • SELECT *  
584 FROM Advertisements  
585 WHERE Cost = (SELECT MAX(Cost) FROM Advertisements);
```

Result Grid		 Filter Rows: <input type="text"/>		Edit:   		Export/Import:  		Wrap	
	AdID	CampaignID	OutletID	Type	Content	Placement	Cost		
▶	240005	11005	2005	Video	Holiday Gift Guide - Watch now!	News Feed	800.00		
✱	NULL	NULL	NULL	NULL	NULL	NULL	NULL		

- Subquery to find advertisements with a cost higher than the average cost:

```
SELECT *  
FROM Advertisements  
WHERE Cost > (SELECT AVG(Cost) FROM Advertisements);
```

### Results

```
587 -- Subquery to find advertisements with a cost higher than the average cost:  
588 • SELECT *  
589 FROM Advertisements  
590 WHERE Cost > (SELECT AVG(Cost) FROM Advertisements);
```

Result Grid		Filter Rows:		Edit:	Export/Import:	Wrap Cell Content:	
AdID	CampaignID	OutletID	Type	Content	Placement	Cost	
240025	11025	2025	Picture	Holiday Home Decor Sale - Save big!	In-stream videos	550.00	
240026	11026	2026	Video	Summer Fitness Challenge - Join now!	Stories	600.00	
240030	11030	2030	Picture	Holiday Travel Bonanza - Book your trip!	In-stream videos	720.00	
240032	11032	2032	Video	Tech Summit - Reserve your spot!	Stories	650.00	
240036	11036	2036	Picture	Fitness Bootcamp - Get in shape!	In-stream videos	550.00	
240037	11037	2037	Picture	Tech Product Launch - Discover the latest inn...	In-stream videos	700.00	
240040	11040	2040	Picture	Spring Break Adventure Packages - Book you...	Website Sidebar	600.00	
240042	11042	2042	Picture	DREAM 11 - Play Now	In-stream videos	720.00	
240045	11045	2045	Picture	Holiday Home Decor Workshop - Get inspired!	Sponsored Posts	550.00	
240046	11046	2046	Picture	Summer Fitness Festival - Join us for a fun w...	In-stream videos	700.00	
240050	11050	2050	Video	DREAM 11 - Play Now	Stories	550.00	
240052	11052	2052	Picture	Tech Product Showcase - See the latest inno...	In-stream videos	680.00	
240054	11054	2054	Picture	Holiday Travel Deals Expo - Book your trip now!	In-stream videos	650.00	
240056	11056	2056	Video	Fitness Challenge Kickoff - Join the challenge!	Stories	500.00	
240057	11057	2057	Picture	Tech Trends Seminar - Learn about the latest...	Instant Articles	700.00	
240060	11060	2060	Picture	DREAM 11 - Play Now	Instant Articles	600.00	
NULL	NULL	NULL	NULL	NULL	NULL	NULL	



- Subquery to find advertisements associated with a specific campaign: Summer Sale:

```
SELECT *
```

```
FROM Advertisements
```

```
WHERE CampaignID IN (SELECT CampaignID FROM Campaigns WHERE Name = 'Summer Sale');
```

## Results

```
591
592 -- Subquery to find advertisements associated with a specific campaign: Summer Sale
593 • SELECT *
594 FROM Advertisements
595 WHERE CampaignID IN (SELECT CampaignID FROM Campaigns WHERE Name = 'Summer Sale');
```

Result Grid							
		Filter Rows:	Edit:		Export/Import:	Wrap Cell Content:	
	AdID	CampaignID	OutletID	Type	Content	Placement	Cost
▶	240001	11001	2001	Picture	RUMMY Circle - Play Now!	Stories	500.00
•	NULL	NULL	NULL	NULL	NULL	NULL	NULL

- Subquery to count the number of advertisements for each campaign:

```
SELECT c.Name, (SELECT COUNT(*) FROM Advertisements WHERE CampaignID = c.CampaignID) AS
```

```
NumAdvertisements
```

```
FROM Campaigns c;
```

## Results

```
597 -- Subquery to count the number of advertisements for each campaign:
598 • SELECT c.Name, (SELECT COUNT(*) FROM Advertisements WHERE CampaignID = c.CampaignID) AS NumAdvertisements
599 FROM Campaigns c;
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
Name	NumAdvertisements			
▶ Summer Sale	1			
Back to School Promotion	1			
Spring Cleaning Event	1			
Winter Wonderland Campaign	1			
Holiday Gift Guide	1			
Tech Expo	1			
Grand Opening Celebration	1			
New Year New You	1			
Fall Fashion Week	1			
Summer Travel Deals	1			
Spring Clearance Sale	1			
Tech Innovation Conference	1			
Summer Outdoor Adventure	1			
Holiday Travel Specials	1			
Backyard BBQ Bash	1			
Fitness Challenge	1			
Tech Gear Giveaway	1			
New Year New Home	1			

Result 43 x

- Subquery to find the total cost for each outlet:

```
SELECT o.Name, (SELECT SUM(Cost) FROM Advertisements WHERE OutletID = o.OutletID) AS TotalCost
FROM MediaOutlets o;
```

## Results

```
601 -- Subquery to find the total cost for each outlet:
602 • SELECT o.Name, (SELECT SUM(Cost) FROM Advertisements WHERE OutletID = o.OutletID) AS TotalCost
603 FROM MediaOutlets o;
604
605
```

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	Name	TotalCost			
▶	Facebook	500.00			
	Instagram	700.00			
	YouTube	400.00			
	Twitter	600.00			
	LinkedIn	800.00			
	Pinterest	300.00			
	Snapchat	200.00			
	TikTok	350.00			
	Reddit	250.00			
	Tumblr	550.00			
	WhatsApp	450.00			
	Messenger	400.00			
	WeChat	600.00			
	Line	750.00			
	Telegram	300.00			
	Viber	500.00			
	Skype	650.00			
	Zoom	700.00			

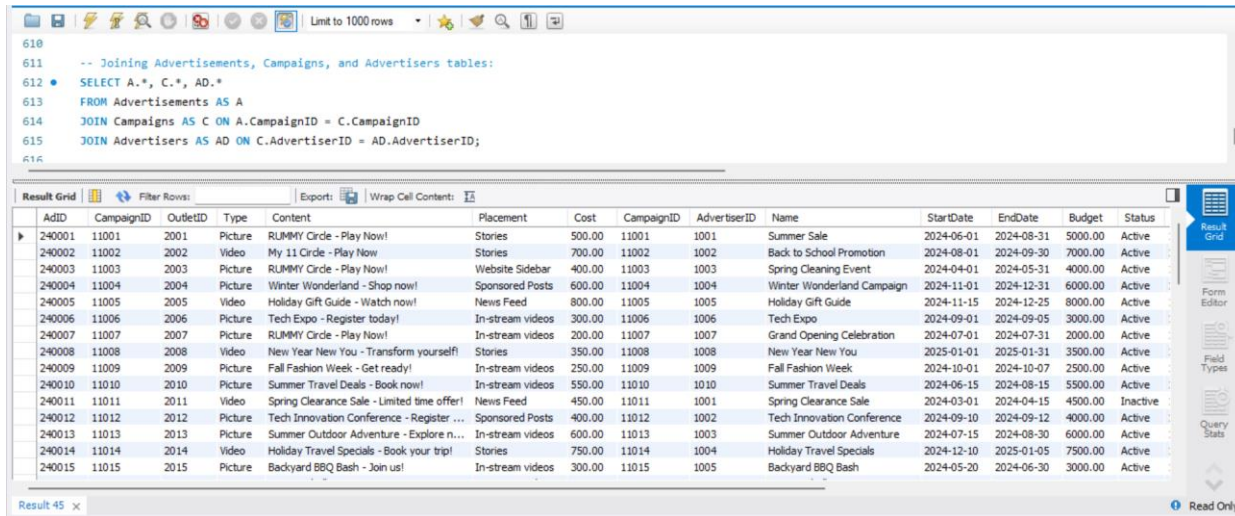
Result 44 x

## 6. JOINS:

- Write query to join Advertisements, Campaigns, and Advertisers tables:

```
SELECT A.*, C.*, AD.*
FROM Advertisements AS A
JOIN Campaigns AS C ON A.CampaignID = C.CampaignID
JOIN Advertisers AS AD ON C.AdvertiserID = AD.AdvertiserID;
```

### Results



The screenshot shows a SQL query editor with the following query:

```
-- Joining Advertisements, Campaigns, and Advertisers tables:
SELECT A.*, C.*, AD.*
FROM Advertisements AS A
JOIN Campaigns AS C ON A.CampaignID = C.CampaignID
JOIN Advertisers AS AD ON C.AdvertiserID = AD.AdvertiserID;
```

The results are displayed in a grid with the following columns: AdID, CampaignID, OutletID, Type, Content, Placement, Cost, CampaignID, AdvertiserID, Name, StartDate, EndDate, Budget, Status. The grid shows 15 rows of data, including details for various campaigns like 'RUMMY Circle - Play Now!', 'Winter Wonderland Campaign', and 'Summer Travel Deals'.

AdID	CampaignID	OutletID	Type	Content	Placement	Cost	CampaignID	AdvertiserID	Name	StartDate	EndDate	Budget	Status
240001	11001	2001	Picture	RUMMY Circle - Play Now!	Stories	500.00	11001	1001	Summer Sale	2024-06-01	2024-08-31	5000.00	Active
240002	11002	2002	Video	My 11 Circle - Play Now	Stories	700.00	11002	1002	Back to School Promotion	2024-08-01	2024-09-30	7000.00	Active
240003	11003	2003	Picture	RUMMY Circle - Play Now!	Website Sidebar	400.00	11003	1003	Spring Cleaning Event	2024-04-01	2024-05-31	4000.00	Active
240004	11004	2004	Picture	Winter Wonderland - Shop now!	Sponsored Posts	600.00	11004	1004	Winter Wonderland Campaign	2024-11-01	2024-12-31	6000.00	Active
240005	11005	2005	Video	Holiday Gift Guide - Watch now!	News Feed	800.00	11005	1005	Holiday Gift Guide	2024-11-15	2024-12-25	8000.00	Active
240006	11006	2006	Picture	Tech Expo - Register today!	In-stream videos	300.00	11006	1006	Tech Expo	2024-09-01	2024-09-05	3000.00	Active
240007	11007	2007	Picture	RUMMY Circle - Play Now!	In-stream videos	200.00	11007	1007	Grand Opening Celebration	2024-07-01	2024-07-31	2000.00	Active
240008	11008	2008	Video	New Year New You - Transform yourself!	Stories	350.00	11008	1008	New Year New You	2025-01-01	2025-01-31	3500.00	Active
240009	11009	2009	Picture	Fall Fashion Week - Get ready!	In-stream videos	250.00	11009	1009	Fall Fashion Week	2024-10-01	2024-10-07	2500.00	Active
240010	11010	2010	Picture	Summer Travel Deals - Book now!	In-stream videos	550.00	11010	1010	Summer Travel Deals	2024-06-15	2024-08-15	5500.00	Active
240011	11011	2011	Video	Spring Clearance Sale - Limited time offer!	News Feed	450.00	11011	1001	Spring Clearance Sale	2024-03-01	2024-04-15	4500.00	Inactive
240012	11012	2012	Picture	Tech Innovation Conference - Register ...	Sponsored Posts	400.00	11012	1002	Tech Innovation Conference	2024-09-10	2024-09-12	4000.00	Active
240013	11013	2013	Picture	Summer Outdoor Adventure - Explore n...	In-stream videos	600.00	11013	1003	Summer Outdoor Adventure	2024-07-15	2024-08-30	6000.00	Active
240014	11014	2014	Video	Holiday Travel Specials - Book your trip!	Stories	750.00	11014	1004	Holiday Travel Specials	2024-12-10	2025-01-05	7500.00	Active
240015	11015	2015	Picture	Backyard BBQ Bash - Join us!	In-stream videos	300.00	11015	1005	Backyard BBQ Bash	2024-05-20	2024-06-30	3000.00	Active

- Write query retrieves data about advertisements and their associated media outlets for ads with a cost greater than 500 and placed as 'In-stream videos', joined with impressions, clicks, and views data.

```
SELECT MO.Name, MO.Type AS OutletType, A.AdID, A.CampaignID, A.Type, A.Content,
A.Placement, A.Cost, V.ViewTime
FROM Impressions AS I
JOIN Clicks AS Cl ON I.ImpressionID = Cl.ImpressionID
JOIN Views AS V ON I.ImpressionID = V.ImpressionID
JOIN Advertisements AS A ON I.AdID = A.AdID
JOIN MediaOutlets AS MO ON A.OutletID = MO.OutletID
WHERE A.Cost > 500 AND A.Placement = 'In-stream videos';
```

## Result

```
545 • SELECT MO.Name, MO.Type AS OutletType, A.AdID, A.CampaignID, A.Type, A.Content, A.Placement, A.Cost, V.ViewTime
546 FROM Impressions AS I
547 JOIN Clicks AS C1 ON I.ImpressionID = C1.ImpressionID
548 JOIN Views AS V ON I.ImpressionID = V.ImpressionID
549 JOIN Advertisements AS A ON I.AdID = A.AdID
550 JOIN MediaOutlets AS MO ON A.OutletID = MO.OutletID
551 WHERE A.Cost > 500 AND A.Placement = 'In-stream videos';
552
```

Name	OutletType	AdID	CampaignID	Type	Content	Placement	Cost	ViewTime
Tumblr	Social Media	240010	11010	Picture	Summer Travel Deals - Book now!	In-stream videos	550.00	2024-06-10 18:00:00
WeChat	Messaging App	240013	11013	Picture	Summer Outdoor Adventure - Explore now!	In-stream videos	600.00	2024-06-13 21:10:00
Zoom	Video Conferencing	240018	11018	Picture	New Year New Home - Find your dream home!	In-stream videos	700.00	2024-06-18 02:20:00
GoToMeeting	Video Conferencing	240022	11022	Picture	DREAM 11 - Play Now	In-stream videos	680.00	2024-06-22 06:45:00
Asana	Collaboration Tool	240025	11025	Picture	Holiday Home Decor Sale - Save big!	In-stream videos	550.00	2024-06-25 09:00:00
Jira	Project Management	240030	11030	Picture	Holiday Travel Bonanza - Book your trip!	In-stream videos	720.00	2024-06-30 14:00:00
Wunderlist	Task Management	240036	11036	Picture	Fitness Bootcamp - Get in shape!	In-stream videos	550.00	2024-07-06 20:30:00
Any.do	Task Management	240037	11037	Picture	Tech Product Launch - Discover the latest innov...	In-stream videos	700.00	2024-07-07 21:45:00
Bear	Note Taking	240042	11042	Picture	DREAM 11 - Play Now	In-stream videos	720.00	2024-07-12 09:15:00
Pocket	Bookmarking	240046	11046	Picture	Summer Fitness Festival - Join us for a fun work...	In-stream videos	700.00	2024-07-16 14:30:00
Overcast	Podcast	240052	11052	Picture	Tech Product Showcase - See the latest innovat...	In-stream videos	680.00	2024-07-22 20:45:00
Apple Podca...	Podcast	240054	11054	Picture	Holiday Travel Deals Expo - Book your trip now!	In-stream videos	650.00	2024-07-24 22:20:00

- Write a query to retrieves data about media outlets along with advertisements meeting specific criteria, including ads with a type of 'Picture', cost greater than 500, and placed as 'In-stream videos'

```
SELECT MO.Name, MO.Type AS OutletType, A.AdID, A.CampaignID, A.Type, A.Content,
A.Placement, A.Cost
FROM MediaOutlets AS MO
JOIN (
    SELECT AdID, CampaignID, Type, Content, Placement, Cost, OutletID
    FROM Advertisements
    WHERE Type = 'Picture'
    AND Cost > 500
    AND Placement = 'In-stream videos'
) AS A ON MO.OutletID = A.OutletID;
```

## Results

```
564 • SELECT MO.Name, MO.Type AS OutletType, A.AdID, A.CampaignID, A.Type, A.Content, A.Placement, A.Cost
565 FROM MediaOutlets AS MO
566 JOIN (
567     SELECT AdID, CampaignID, Type, Content, Placement, Cost, OutletID
568     FROM Advertisements
569     WHERE Type = 'Picture'
570     AND Cost > 500
571     AND Placement = 'In-stream videos'
572 ) AS A ON MO.OutletID = A.OutletID;
```

Name	OutletType	AdID	CampaignID	Type	Content	Placement	Cost
Tumblr	Social Media	240010	11010	Picture	Summer Travel Deals - Book now!	In-stream videos	550.00
WeChat	Messaging App	240013	11013	Picture	Summer Outdoor Adventure - Explore now!	In-stream videos	600.00
Zoom	Video Conferencing	240018	11018	Picture	New Year New Home - Find your dream home!	In-stream videos	700.00
GoToMeeting	Video Conferencing	240022	11022	Picture	DREAM 11 - Play Now	In-stream videos	680.00
Asana	Collaboration Tool	240025	11025	Picture	Holiday Home Decor Sale - Save big!	In-stream videos	550.00
Jira	Project Management	240030	11030	Picture	Holiday Travel Bonanza - Book your trip!	In-stream videos	720.00
Wunderlist	Task Management	240036	11036	Picture	Fitness Bootcamp - Get in shape!	In-stream videos	550.00
Any.do	Task Management	240037	11037	Picture	Tech Product Launch - Discover the latest innov...	In-stream videos	700.00
Bear	Note Taking	240042	11042	Picture	DREAM 11 - Play Now	In-stream videos	720.00
Pocket	Bookmarking	240046	11046	Picture	Summer Fitness Festival - Join us for a fun work...	In-stream videos	700.00
Overcast	Podcast	240052	11052	Picture	Tech Product Showcase - See the latest innovat...	In-stream videos	680.00
Apple Podca...	Podcast	240054	11054	Picture	Holiday Travel Deals Expo - Book your trip now!	In-stream videos	650.00

- Write query to retrieves data about advertisements and their associated media outlets, including the count of impressions for each advertisement, with a left join on the MediaOutlets table and an aggregate function applied to calculate the number of impressions

```

SELECT
    MO.Name,
    MO.Type AS OutletType,
    A.AdID,
    A.CampaignID,
    A.Type,
    A.Content,
    A.Placement,
    A.Cost,
    COUNT(I.ImpressionID) AS Impressions_Count
FROM
    MediaOutlets AS MO
LEFT JOIN
    Advertisements AS A ON MO.OutletID = A.OutletID
LEFT JOIN
    Impressions AS I ON A.AdID = I.AdID
GROUP BY
    MO.Name,
    MO.Type,
    A.AdID,
    A.CampaignID,
    A.Type,
    A.Content,
    A.Placement,
    A.Cost;

```

## Result

```

627 • SELECT
628     MO.Name,
629     MO.Type AS OutletType,
630     A.AdID,
631     A.CampaignID,
632     A.Type,
633     A.Content,
634     A.Placement,
635     A.Cost,
636     COUNT(I.ImpressionID) AS Impressions_Count
637 FROM MediaOutlets AS MO
638 LEFT JOIN Advertisements AS A ON MO.OutletID = A.OutletID
639 LEFT JOIN Impressions AS I ON A.AdID = I.AdID
640 GROUP BY
641     MO.Name, MO.Type, A.AdID, A.CampaignID, A.Type, A.Content, A.Placement, A.Cost;

```

Name	OutletType	AdID	CampaignID	Type	Content	Placement	Cost	Impressions_Count
Anchor	Podcast	240058	11058	Picture	New Year Home Improvement Sale - Renovate ...	Sponsored Posts	480.00	1
Any.do	Task Management	240037	11037	Picture	Tech Product Launch - Discover the latest innov...	In-stream videos	700.00	1
Apple Podcasts	Podcast	240054	11054	Picture	Holiday Travel Deals Expo - Book your trip now!	In-stream videos	650.00	1
Asana	Collaboration Tool	240025	11025	Picture	Holiday Home Decor Sale - Save big!	In-stream videos	550.00	1
Bandcamp	Music Streaming	240060	11060	Picture	DREAM 11 - Play Now	Instant Articles	600.00	1
Basecamp	Project Management	240029	11029	Video	Fall Fashion Runway Show - Watch now!	News Feed	480.00	1
Bear	Note Taking	240042	11042	Picture	DREAM 11 - Play Now	In-stream videos	720.00	1
BlueJeans	Video Conferencing	240023	11023	Video	Spring Cleaning Workshop - Register today!	Stories	320.00	1
Castbox	Podcast	240057	11057	Picture	Tech Trends Seminar - Learn about the latest te...	Instant Articles	700.00	1
Clockify	Time Tracking	240032	11032	Video	Tech Summit - Reserve your spot!	Stories	650.00	1
Diigo	Bookmarking	240049	11049	Picture	Fall Fashion Pop-Up Shop - Discover the latest t...	In-stream videos	480.00	1
Evernote	Note Taking	240040	11040	Picture	Spring Break Adventure Packages - Book your t...	Website Sidebar	600.00	1
Facebook	Social Media	240001	11001	Picture	RUMMY Circle - Play Now!	Stories	500.00	1
Google Keep	Note Taking	240045	11045	Picture	Holiday Home Decor Workshop - Get inspired!	Sponsored Posts	550.00	1
Google Meet	Video Conferencing	240019	11019	Picture	Winter Wellness Workshop - Join us!	In-stream videos	350.00	1
Google Podcasts	Podcast	240055	11055	Picture	Backyard BBQ Recipe Contest - Enter to win!	Sponsored Posts	320.00	1
Google Tasks	Task Management	240039	11039	Picture	Winter Wellness Webinar - Learn how to stay h...	In-stream videos	350.00	1
GoToMeeting	Video Conferencing	240022	11022	Picture	DREAM 11 - Play Now	In-stream videos	680.00	1
Harvest	Time Tracking	240033	11033	Picture	Summer Outdoor Gear Sale - Save now!	In-stream videos	380.00	1
Instagram	Social Media	240002	11002	Video	My 11 Circle - Play Now	Stories	700.00	1



- Write a query to retrieves impression data along with clicks and views, including details about advertisement type, content, and placement, sorted by impression ID, views, and click time, and limited to the top 10 records:

```
SELECT I.ImpressionID, I.Views, Cl.ClickTime, V.ViewTime, A.Type, A.Content, A.Placement
FROM Impressions AS I
JOIN Clicks AS Cl ON I.ImpressionID = Cl.ImpressionID
JOIN Views AS V ON I.ImpressionID = V.ImpressionID
JOIN Advertisements AS A ON I.AdID = A.AdID
order by 1,2,3
limit 10;
```

### Results

```
645 • SELECT I.ImpressionID, I.Views, Cl.ClickTime, V.ViewTime, A.Type, A.Content, A.Placement
646 FROM Impressions AS I
647 JOIN Clicks AS Cl ON I.ImpressionID = Cl.ImpressionID
648 JOIN Views AS V ON I.ImpressionID = V.ImpressionID
649 JOIN Advertisements AS A ON I.AdID = A.AdID
650 order by 1,2,3
651 limit 10;
652
```

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

Fetch rows:

	ImpressionID	Views	ClickTime	ViewTime	Type	Content	Placement
▶	1	1500	2024-06-01 08:30:00	2024-06-01 08:30:00	Picture	RUMMY Circle - Play Now!	Stories
	2	1700	2024-06-02 09:15:00	2024-06-02 09:15:00	Video	My 11 Circle - Play Now	Stories
	3	1200	2024-06-03 10:20:00	2024-06-03 10:20:00	Picture	RUMMY Circle - Play Now!	Website Sidebar
	4	2000	2024-06-04 11:45:00	2024-06-04 11:45:00	Picture	Winter Wonderland - Shop now!	Sponsored Posts
	5	2200	2024-06-05 13:00:00	2024-06-05 13:00:00	Video	Holiday Gift Guide - Watch now!	News Feed
	6	1300	2024-06-06 14:30:00	2024-06-06 14:30:00	Picture	Tech Expo - Register today!	In-stream videos
	7	1100	2024-06-07 15:45:00	2024-06-07 15:45:00	Picture	RUMMY Circle - Play Now!	In-stream videos
	8	1800	2024-06-08 16:20:00	2024-06-08 16:20:00	Video	New Year New You - Transform yourself!	Stories
	9	1000	2024-06-09 17:10:00	2024-06-09 17:10:00	Picture	Fall Fashion Week - Get ready!	In-stream videos
	10	1900	2024-06-10 18:00:00	2024-06-10 18:00:00	Picture	Summer Travel Deals - Book now!	In-stream videos

## 7. NORMAL QUERIES:

- Write query to calculates the total cost of all advertisements  
**SELECT SUM(Cost) AS TotalCost**  
**FROM Advertisements;**

### Result

```
578
579 • SELECT SUM(Cost) AS TotalCost
580 FROM Advertisements;
581
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
TotalCost			
▶ 29360.00			

- Write query to retrieves the campaign ID along with the total number of days for each campaign by calculating the difference between the end date and start date, including both start and end dates

```
SELECT Campaigns.CampaignID,DATEDIFF(EndDate,StartDate) + 1 AS TotalDays_of_campaign
FROM Campaigns;
```

## Result

```
576 • SELECT Campaigns.CampaignID,DATEDIFF(EndDate,StartDate) + 1 AS TotalDays_of_campaign
577 FROM Campaigns;
578
```

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	CampaignID	TotalDays_of_campaign			
▶	11001	92			
	11002	61			
	11003	61			
	11004	61			
	11005	41			
	11006	5			
	11007	31			
	11008	31			
	11009	7			
	11010	62			
	11011	46			
	11012	3			
	11013	47			
	11014	27			
	11015	42			
	11016	47			
	11017	41			
	11018	45			
	11019	31			
	11020	32			

Result 53 x

- Write query that will retrieve all records from the Campaigns table where the status is 'Active' and the StartDate falls between June 1, 2024, and July 15, 2024. Here's the SQL query

```
SELECT *
FROM Campaigns
WHERE Status = 'Active'
AND StartDate BETWEEN '2024-06-01' AND '2024-07-15';
```

## Results

```
657 • SELECT *
658 FROM Campaigns
659 WHERE Status = 'Active'
660 And startDate BETWEEN '2024-06-01' AND '2024-07-15';
661
```

	CampaignID	AdvertiserID	Name	StartDate	EndDate	Budget	Status
▶	11001	1001	Summer Sale	2024-06-01	2024-08-31	5000.00	Active
	11007	1007	Grand Opening Celebration	2024-07-01	2024-07-31	2000.00	Active
	11010	1010	Summer Travel Deals	2024-06-15	2024-08-15	5500.00	Active
	11013	1003	Summer Outdoor Adventure	2024-07-15	2024-08-30	6000.00	Active
	11026	1006	Summer Fitness Challenge	2024-06-15	2024-08-31	6000.00	Active
	11027	1007	Grand Opening Weekend	2024-07-15	2024-07-17	2000.00	Active
	11033	1003	Summer Outdoor Gear Sale	2024-07-01	2024-07-31	3800.00	Active
	11046	1006	Summer Fitness Festival	2024-06-01	2024-08-31	7000.00	Active
	11053	1003	Summer Outdoor Gear Demo	2024-07-05	2024-07-10	3800.00	Active
✱	HULL	HULL	HULL	HULL	HULL	HULL	HULL

- Write query that selects the Date column from the Impressions table and counts the number of impressions for each date. It then groups the results by date using the GROUP BY clause

```
SELECT Date, COUNT(*) AS Impression_Count
FROM Impressions
GROUP BY Date;
```

## Result

```
662 • SELECT Date, COUNT(*) AS Impression_Count
663 FROM Impressions
664 GROUP BY Date;
665
```

Date	Impression_Count
2024-07-13	1
2024-07-14	1
2024-07-15	1
2024-07-16	1
2024-07-17	1
2024-07-18	1
2024-07-19	1
2024-07-20	1



- write a query WHERE Content contains 'Holiday' filters the rows where the Content column contains the word "Holiday" anywhere in the text

```
SELECT *
FROM Advertisements
WHERE Content LIKE '%Holiday%';
```

## Result

665

666 • SELECT \*

667 FROM Advertisements

668 WHERE Content LIKE '%Holiday%';

669

670

AdID	CampaignID	OutletID	Type	Content	Placement	Cost
240005	11005	2005	Video	Holiday Gift Guide - Watch now!	News Feed	800.00
240014	11014	2014	Video	Holiday Travel Specials - Book your trip!	Stories	750.00
240025	11025	2025	Picture	Holiday Home Decor Sale - Save big!	In-stream videos	550.00
240030	11030	2030	Picture	Holiday Travel Bonanza - Book your trip!	In-stream videos	720.00
240034	11034	2034	Picture	Holiday Travel Planning Workshop - Register now!	In-stream videos	420.00
240045	11045	2045	Picture	Holiday Home Decor Workshop - Get inspired!	Sponsored Posts	550.00
240054	11054	2054	Picture	Holiday Travel Deals Expo - Book your trip now!	In-stream videos	650.00
NULL	NULL	NULL	NULL	NULL	NULL	NULL

## 8. GIT REPOSITORY:

Link: - <https://github.com/rohinishinde9168/SQL>

rohinishinde9168 / SQL

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

SQL Public

Pin Unwatch 1 Fork 0 Star 0

main 1 Branch 0 Tags

Go to file Add file Code

rohinishinde9168 Add files via upload 6bd9626 · 1 minute ago 2 Commits

File	Commit	Time
Advertising_media_project.sql	Add files via upload	1 minute ago
README.md	Initial commit	yesterday

README

# SQL

About

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## 9. CONCLUSION:

The Advertising Media System Project has successfully met its goals to create a robust and integrated platform for managing advertising campaigns, advertisers, media outlets, advertisements, impressions, clicks, and views. It successfully integrated advertisers, media outlets, and related components, leading to enhanced collaboration and data-driven insights. The system's scalability and user-friendly design were key to its success, supporting future growth and flexibility.

THANK YOU