

## CAPSTONE PROJECT – ONLINE ADVERTISING

# MySQL QUERIES

In this document, the queries used to create and load the following tables are written as follows:

### 1. “users” table

The Query that is used to create the **users** table in the data base as follows:

```
Create table capstone.users(  
ID varchar(100),  
Age int,  
Gender char(1),  
Internet_usage varchar(20),  
Income_bucket char,  
User_agent_string varchar(2000),  
Device_type varchar(50),  
Websites varchar(1000),  
Movies varchar(1000),  
Music varchar(1000),  
Programs varchar(1000),  
Books varchar(1000),  
Negatives varchar(1000),  
Positives varchar(1000)  
);
```

### 2. “ads” table

The Query that is used to create the **ads** table in the data base as follows:

```
Create table capstone.ads(  
`text` text,  
Category varchar(300),  
Keywords text,  
Campaign_id varchar(300),  
Status varchar(20),  
Target_gender varchar(20),  
Target_age_start int,  
Target_age_end int,  
Target_city varchar(100),  
Target_state varchar(100),  
Target_country varchar(100),  
Target_income_bucket varchar(100),
```

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```
Target_device varchar(100),
Cpc double,
Cpa double,
Cpm double,
Budget double,
Current_slot_budget double,
Date_range_start varchar(100),
Date_range_end varchar(100),
Time_range_start varchar(100),
Time_range_end varchar(100)
);
```

### 3. “served\_ads” table

The Query that is used to create the **served\_ads** table in the data base as follows:

```
Create table capstone.served_ads(
Request_id varchar(100),
Campaign_id varchar(100),
User_id varchar(100),
Auction_cpm double,
Auction_cpc double,
Auction_cpa double,
Target_age_range varchar(200),
Target_location varchar(200),
Target_gender varchar(10),
Target_income_bucket varchar(50),
Target_device_type varchar(50),
Campaign_start_time datetime,
Campaign_end_time datetime,
Time_stamp timestamp
);
```

### 4. Query to load the users data

The Query that is used to load the users data into table in the data base as follows:

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