Note box:
1. All tables will have created_at_utc, modified_at_utc, is_deleted columns. Some many-to-many dumb linking tables may not need to have these.

2. Brand side tables e.g. Brands, BrandsProduct, Tags etc will also have created_by, modified_by (fk -> BrandStaffs)

3. Table names will be plural.

4. pk names will be in format -> "{SingularNameOfTable}Id"

5. For postgresql convert everything to snakecase.

Enum
- Influencer
- BrandMember
- BeTaggedOps

SystemUserTypes
UserTypeId	pk
Name	varchar(16)

EmailAddresses
EmailAddressId	pk
EmailAddress	varchar(64)
IsPrimary	boolean
UserId	fk -> Users
IsVerified	boolean

Users
UserId	pk
Name	varchar(64)
PasswordHash	varchar
UserType	fk -> SystemUserTypes
LastLogInAt	datetime
LastActivityAt	datetime
LastPasswordChangedAt	datetime?

Phones
PhoneId	pk
Phone	varchar(16)
CountryCode	varchar(4)
IsPrimary	boolean
UserId	fk -> Users
IsVerified	boolean

BrandMembers
BrandMemberId	pk
UserId	fk -> Users

BrandMemberships
BrandMembershipId	pk
BrandMemberId	fk -> BrandMembers
BrandOrganizationId	fk -> BrandOrganizations
RoleId	fk -> SystemRoles
IsDisabled	bool

SystemRoles
RoleId	pk
Name	Name

Enum
- Admin
- Member
- ....

BrandOrganizations
BrandOrganizationId	pk
LegalName	varchar(128)
AdminId	fk -> BrandMembers

Influencers — InfluencerCategories
InfluencerId	pk
UserId	fk -> Users
SocialMediaAccounts	JSON{...}

SystemCategories — BrandCategories / ProductCategories
CategoryId	pk
Name	Varchar(256)

Master List of Categories

BrandProducts
BrandProductId	pk
BrandOrganizationId	fk -> BrandOrganizations
Name	varchar(64)
ProductCode	varchar(64)
Description	varchar(1024)
CurrencyCode	varchar(4)
Status	fk -> ProductStatus
Price	decimal, check > 0
ComissionPercentage	int, check (value > 0 and value < 100)
BuyerDiscountPercentage	int, check (value > 0 and value < 100)
IsApprovalBasedOffer	Boolean
BannerImageUrl	varchar(512)
ShowCaseMediaUrls	varchar(512)[]
SocialMediaKit	Json -> {FaceBookMedia, TitkTokMedia ...}
CompanyProductUrl	varchar(512)
TiktokCommerceUrl	varchar(512)
BeTaggedMallUrl	varchar(512)
OtherCommerceUrl	varchar(512)
ListedOnUtc	datetime
hashtags	varhcar(max)

ProductStatus
ProductStatuId	pk
Name	varchar(16)

Enum
- Draft
- Listed
- Unlisted

ProductPromotions
ProductPromotionId	pk
BrandProductid	fk -> BrandProducts
InfluencerId	fk -> Influencers
SalesChannelId	fk -> SystemSalesChannel
DiscountCode	varchar(16)
ProductLink	varchar(64)
ClickCount	int
SalesCount	int
CommissionPercentage	int, check (value > 0 and value < 100)

ProductCountries

SystemCountries
CountryId	pk
Name	varchar(64)
IsoCode	varhcar(8)

List of Countries

ProductPromotionRequests
ProductPromotionRequestId	pk
InfluencerId	fk -> Influencers
BrandProductid	fk -> BrandProducts
SalesChannelId	fk -> SystemSalesChannel
BrandOrganizationId	fk -> BrandOrganizations
ApprovalStatus	Pending	Approved	Rejected
CommissionPercentage	int, check (value > 0 and value < 100)
RequestedOnUtc	datetime

SystemSalesChannel
SalesChannelId	pk
Name	varchar(32)

Enum
- Facebook
- Tiktok
- Instragram
- Twitter

ProductSales
ProductSaleId	pk
ProductPromotionId	fk -> ProductPromotions
BrandProductId	fk - BrandProducts
InfluencerId	fk - Influencers
BrandOrganizationId	fk -> BrandOrganizations
SalesChannelId	fk -> SystemSalesChannel
Amount	decimal
PayableComission	decimal
IsCommissionPaidOff	boolean

CommissionPayouts
CommissionpayoutId	pk
InfluencerId	fk -> Influencers
ProductSaleId	fk -> ProductSales
TransactionId	fk -> Transactions
BrandOrganizationId	fk -> BrandOrganizations
PaidOnUtc	datetime

Transactions
TransactionId	pk
ProviderTransactionId	varchar
MetaData	JSONB

GitHub

Jenkins

Amazon
ECR

VPC

API Calls

Amazon API Gateway

VPC Link

Internet gateway

Public Subnet 1

NAT Gateway

Public Subnet 2

NAT Gateway

Private Subnet 1

AWS Fargate

Private Subnet 2

Network Load
Balancer

Application
Load Balancer

AWS Fargate

Amazon RDS PostgreSQL

Customer VPC

AWS Mumbai Region