

dim_campaigns	
PK	<u>campaign_code</u> INT NOT NULL
	campaign_name STRING NOT NULL
	start_time DATETIME NOT NULL
	end_time DATETIME NULL
	estimated_cost DECIMAL(10,2) NOT NULL
	target_audience INT NOT NULL
	platform STRING NOT NULL

ga.fact_campaigns	
PK	<u>current_date</u> DATE NOT NULL
	campaign_code INT NOT NULL
	impressions_total INT NOT NULL
	adherence DECIMAL(5,2) NOT NULL
	total_cost DECIMAL(10, 2) NOT NULL
	cost_per_click DECIMAL(10,2) NOT NULL

ga.sessions	
PK	<u>session_id</u> INT NOT NULL
FK1	customer_id INT NOT NULL
FK2	campaign_code INT NOT NULL
FK3	city_id STRING NOT NULL
	client_id STRING NOT NULL
	full_visitor_id STRING NOT NULL
	visitor_id STRING NULL
	user_id STRING NOT NULL
	visit_number INTEGER NOT NULL
	visit_id INTEGER NOT NULL
	visit_start_time INTEGER NOT NULL
	date STRING NOT NULL
	device STRING NOT NULL
	page_views INT NOT NULL
	screen_views INT NULL
	latitude STRING NULL
	longitude STRING NULL

dim_locations	
PK	<u>city_id</u> INT NOT NULL
	continent STRING NULL
	sub_continent STRING NULL
	country STRING NOT NULL
	region STRING NOT NULL
	city STRING NOT NULL
	latitude STRING NOT NULL
	longitude STRING NOT NULL

ga.dim_customers	
PK	<u>customer_id</u> STRING NOT NULL
	client_id STRING NOT NULL
	full_visitor_id STRING NOT NULL

ga.fact_sessions_daily	
PK	<u>date</u> DATE NOT NULL
FK1	customer_id INT NOT NULL
FK2	city_id
	pageViews INT NULL
	screenViews INT NULL
	device STRING NOT NULL

ga.dim_client_behavior	
PK	<u>date</u> DATE NOT NULL
FK1	customer_id INT NOT NULL
	new_user_fl BOOL NOT NULL
	churn_fl BOOL NOT NULL
	favorite_device STRING NOT NULL
	last_visit DATE NOT NULL
	last_location_lat DECIMAL(10,8)
	last_location_lng DECIMAL(10,8)