**SCTE 130 Transactions ETL and Data integration Overview**

As Of 06/27/2012



1. ETL Application loads SCTE Transaction Files to these 5 Stage Tables

2. Using internal database Triggers, we copy specified fields from a subset of the SCTE Tables to a secondary data layer, referred to as the “Canoe Layer”. Each of these Tables is paired with an Error table to record any processing errors.



3. This illustrates the 3 SCTE Transaction and 2 Campaign Manager Tables which are the foundation for the aggregated / summarized Materialized View used for Campaign-based reporting.



**Original Proof-of-Performance reporting SQL statement:**

**select**

agg.entertainment\_provider\_id **as** network,

agg.date\_hour **as** dt,

agg.view\_count **as** total\_views,

agg.insert\_count **as** total\_insertions,

agg.campaign\_item\_id **as** line\_item,

to\_char(**trunc**(**trunc**(agg.date\_hour,'MM'),'MM'), 'fmMM/DD/YYYY')

|| ' - ' ||

to\_char(LAST\_DAY(agg.date\_hour), 'fmMM/DD/YYYY') **as** date\_range

**from** DAI\_REPORTING\_ODS.RPT\_AUDIT\_AGG\_CAMPAIGN\_DETAIL agg,

DAI\_REPORTING.CAMPAIGN\_ITEM campaignitem

**Where** agg.campaign\_id **=** ?

**And** campaignitem.campaign\_id **=** agg.campaign\_id

**And** agg.date\_hour >=to\_date(?, 'MON YYYY')

**And** agg.date\_hour <=LAST\_DAY(to\_date(?, 'MON YYYY'))

**order** **by** agg.date\_hour

**Revised Proof-of-Performance reporting SQL statement:**

SELECT

campaign.name,

agg\_campaign\_detail\_mv.campaign\_item\_id,

agg\_campaign\_detail\_mv.entertainment\_provider\_id NETWORK,

round(agg\_campaign\_detail\_mv.date\_hour,'hh') TXN\_DATE,

count(agg\_campaign\_detail\_mv.placement\_id) NUM\_INSERTIONS,

count(agg\_campaign\_detail\_mv.actual\_tracking\_id) NUM\_VIEWS

FROM agg\_campaign\_detail\_mv, campaign

where agg\_campaign\_detail\_mv.campaign\_id = campaign.id

GROUP BY

campaign.name,

agg\_campaign\_detail\_mv.campaign\_item\_id,

agg\_campaign\_detail\_mv.entertainment\_provider\_id,

round(agg\_campaign\_detail\_mv.date\_hour,'hh')

ORDER BY 1, 2, 3

# Proof of Performance Reports

## List of Campaigns Dataset

**select** **distinct**

campaign.id **as** id,

campaign.name **as** name,

programmer.name **as** programmer\_name

**from** DAI\_REPORTING.campaign campaign,

DAI\_REPORTING\_ODS.RPT\_AUDIT\_AGG\_CAMPAIGN\_DETAIL agg,

DAI\_REPORTING.programmer programmer

**Where** agg.campaign\_id **=** campaign.id

**and** campaign.programmer\_id **=** programmer.id

## List of Months and Years Dataset

**select** **distinct**

to\_char(DATE\_HOUR,'Mon') **as** MO,

to\_char(DATE\_HOUR, 'YYYY') **as** Yr,

**extract**(**month** **from** DATE\_HOUR) **as** MoNum,

to\_char(**trunc**(**trunc**(DATE\_HOUR,'MM'),'MM'), 'fmMM/DD/YYYY') **as** FDOM,

to\_char(LAST\_DAY(DATE\_HOUR), 'fmMM/DD/YYYY') **as** LDOM

**from** DAI\_REPORTING\_ODS.RPT\_AUDIT\_AGG\_CAMPAIGN\_DETAIL

**where** DATE\_HOUR < **trunc**(sysdate) **-** (to\_number(to\_char(sysdate,'DD')) **-** 1)

**order** **by** Yr desc, MoNum **desc**

## Proof of Performance Dataset

**select**

agg.entertainment\_provider\_id **as** network,

agg.date\_hour **as** dt,

agg.view\_count **as** total\_views,

agg.insert\_count **as** total\_insertions,

agg.campaign\_item\_id **as** line\_item,

to\_char(**trunc**(**trunc**(agg.date\_hour,'MM'),'MM'), 'fmMM/DD/YYYY') || ' - ' || to\_char(LAST\_DAY(agg.date\_hour), 'fmMM/DD/YYYY') **as** date\_range

**from** DAI\_REPORTING\_ODS.RPT\_AUDIT\_AGG\_CAMPAIGN\_DETAIL agg,

DAI\_REPORTING.CAMPAIGN\_ITEM campaignitem

**Where** agg.campaign\_id **=** ?

**And** campaignitem.campaign\_id **=** agg.campaign\_id

**And** agg.date\_hour >=to\_date(?, 'MON YYYY')

**And** agg.date\_hour <=LAST\_DAY(to\_date(?, 'MON YYYY'))

**order** **by** agg.date\_hour