

Table: shorturl		
Row Key:	shortId	
Family:	data:	Columns: url, refShortId, userId, clicks
	stats-daily: [ttl: 7days]	Columns: YYYYMMDD, YYYYMMDD\x00<country-code>
	stats-weekly: [ttl: 4weeks]	Columns: YYYYWW, YYYYWW\x00<country-code>
	stats-monthly: [ttl: 12months]	Columns: YYYYMM, YYYYMM\x00<country-code>

Table: url		
Row Key:	MD5(url)	
Family:	data: [compressed]	Columns: refShortId, title, description
	content: [compressed]	Columns: raw

Table: user-shorturl		
Row Key:	username\x00shortId	
Family:	data:	Columns: timestamp

Table: user		
Row Key:	username	
Family:	data:	Columns: credentials, roles, firstname, lastname, email