

CUSTOMER	
customer_id	integer
customer_name	string
created_at	datetime
updated_at	datetime

PLATFORM_REQUEST	
A collection of root query requests	
platform_request_id	integer
customer_id	integer
created_at	datetime
created_by	string

REQUEST_CATEGORIES	
Catalogue of root query types. E.g. PrimaryMotivation, brand term, competitor	
request_category_id	integer
request_category_display_text	string

ROOT_QUERY_REQUESTS	
Root queries received by the crawler	
request_id	integer
platform_request_id	integer
request_category_id	integer
request_query_text	string
serp_api_quota	integer
created_at	datetime
created_by	string

REQUEST_PAA_METRICS	
Algorithmically derived metrics for all PAA responses identified when executing a root query request.	
request_id	integer
paa_id	integer
paa_ranking_score	float
paa_cluster_id	integer
ml_intent_classification	string

ROOT_QUERY_PERFORMANCE	
Crawl quality and performance metrics associated with each root query	
request_id	integer
serp_api_requests	integer
deadend_count	integer
error_rate	float
crawl_depth	integer
ppa_count	integer
topic_count	integer

SERP_REQUEST_LOG	
Logging of individual SERP api requests attempted or executed by the	
serp_request_id	integer
request_id	integer
serp_query_text	string
relevance_score	float
network_score	datetime
generation	integer
deadend	binary
error_rate	float
created_at	datetime

REQUEST_TOPIC_METRICS	
Algorithmically derived metrics for all topics identified when executing a root query	
request_id	integer
topic_id	integer
topic_text	string
topic_ranking_score	float
topic_cluster_id	integer
ml_intent_classification	string
ml_awareness_score	float
ml_advocacy_score	float
ml_consideration_score	float
ml_retention_score	float
ml_conversion_score	float

REQUEST_PAA_RESPONSE	
Links between executed SERP api requests and collected PAA	
serp_request_id	integer
paa_id	integer

REQUEST_TOPIC_RESPONSE	
Links between executed SERP api requests and collected PPA responses	
serp_request_id	integer
topic_id	integer

PAA_RESPONSE	
Individual PAA responses collected by the crawler	
paa_id	integer
question	string
snippet	string
displayed_link	string

TOPIC	
Individual related search topics collected by the crawler	
topic_id	integer
topic_text	string