

## ASK-HOMEPAGE FAQ

**i** For product feature related questions, e.g. a store is missing in a carousel or a carousel is not working in web, please provide as much details as you can like screenshot of the issue, your expected behavior and links to carousels or campaigns etc.

Providing enough context/details will save the oncall a lot of time given the number of questions asked everyday.

## Home Page & Vertical Landing Page

### Why homepage is not loading for me or is empty?

First Check if you're in any feed service sandbox: [https://github.com/doordash/runtime/edit/master/data/feed-service/dynamicvalue/route\\_request\\_to\\_sandbox.json](https://github.com/doordash/runtime/edit/master/data/feed-service/dynamicvalue/route_request_to_sandbox.json), and move yourself out in case it's a sandbox issue

If not, follow this guide: [Empty store list knowledge base and investigation tips](#)

### How does the store photo show on homepage and how can I override them?

This [wiki](#) tells you everything about the logic of displaying a photo in homepage feed, search feed, filters feed, carousel landing page and offer's hub.

For manual image overrides request, please refer to this [section](#).

Note that contextual image (for example, people search for donut, the store's item image related to donut is called contextual image) will take precedence over store overrides.

### How is the ranking of carousels, stores, etc determined on home page?

Please refer to this [wiki](#).

### Why does a store not appear on the home page is searchable or shown on the vertical landing page?

**First of all, please check if this was intended (such as the option "Hide from homepage list" being turned on in the [mx-tool](#)).**

If not, there are two major possible reasons:

1. Checking if this store has high inflation rate (Details in inflation team's

<https://doordash.atlassian.net/wiki/spaces/Eng/pages/3409118092> )

- a. Checking the inflation data for the specific store by below query. If the inflation is high than 15%, the store might get filtered by inflation filter. In this case please check with Inflation team.

```
1 select STORE_ID, DELIVERY_INF_RATE, PICKUP_INF_RATE, ALCOHOL_HIGH_INFLATOR
2 from proddb.public.fact_dynamic_audience_merchant_tags
3 where store_id='25033119'
```

- b. Or you could also check [the log](#), this is a sampled log, if we're seeing some log related to the store, it's likely the store got filtered.

2. If a consumer is in FPR treatment and has placed at least two orders within 90 days, FPR will make sure to include all new vertical stores.

3. Otherwise, one commonly seen issue is due to the **cap of 1500 results** retrieved by Elasticsearch (Search Service). This happened very frequently in the area where the stores density are very high. Since Elasticsearch is sorting the store results based on distance, one quick way to verify this is to **change address to the store address** and see if the store show up in the homepage carousel. If it shows up, it confirms the problem is due to the 1500 cap, if not, then it's a different problem, which might need more help from the on-call engineer
4. Check if that store has the same **business\_id** or **business\_group\_id** as any other store, on search side there is a logic to dedupe stores based on those parameters([Code is here](#)).
  - a. The crucial parameter for deduplication is the effective R2C (effective R2C = R2C + **penalty for quality issues**, such as cancellation rate). For stores with the same business\_id or business\_group\_id, the store with the shorter effective R2C will be retained, while others will be filtered out.
    - i. To check the store's effective R2C, please refer to the example link in Scalyr: [Scalyr Log](#).
    - ii. Additionally, for more context, review [storeQualityMetricsFetcher code](#) and refer to <https://docs.google.com/document/d/1bJoO5e9IVxUx1FphnCOMZOxB8RR-f-rH9Vawq1X3ogU/edit#heading=h.h1xkq11u8154> (tech spec).
  - b. If **Is\_Brand** setting turned off Business id and Business group id will not affected by dedupe logic([Ref](#)), so set Is\_Brand = false is an option to disable dedupe logic.
    - i. In an edge we are seeing **Is\_Brand** is not working, and turn **on and off** this option with a 5 minutes interval solved the problem.
5. Check if the Store is shows on Store list. If it's shows on store list not on target carousels please refer to [Store Carousel Runbook](#) to addressing the problem.
  - a. [Eng] check if store is returned from store discovery endpoint. If not we should checking on Cx Search code.
  - b. [Eng] Check if store search index is working normally. For this one we could ask help from Search Experience oncall.
6. We filter out stores that are high inflators, and stores that inflate above 30% are hidden from homepage. You can take a look at these logs [here](#) ("`:filterInflatorsUsingHash:`") to see what stores are filtered out, and see if the store in question was filtered out via this inflation filtering
  - a. You can also use this SQL query here to view the inflation rate of the store, and if it's over 30%:
    - i. 

```
1 SELECT DELIVERY_INF_RATE FROM fact_dynamic_audience_merchant_tags where store_id in (<store_id>);
```

## Why don't I see any stores on homepage even though I can see when I click on specific filters?

Most likely cause is the district's starting point (SP) is incorrectly configured. You can check in this [tool](#) here to find the store's district and then check if `Starting Point Availability Override Ids` has something overridden in this [tool](#). If it does, reach out in the #ask-mid channel

## Why is the starting point (SP) unavailable on feed?

It's possible that the starting point (SP) is killed because of supply constraint. Please refer to the [dashboard](#) to check if the start point is killed. Note that you will need [mode access](#) to view it. See also [this thread](#) for more context.

## How do we decide what store should show up from the same business

At Doordash we dedupe and show only 1 store per business on the homepage. For ex: If there are 5 safeways near you, we choose 1 and show that. The logic to show is as below.

- **pre-rank stores** by operating status, if tie, compare by partner status, if tie, compare by distance
- **dedupe pre-ranked** stores by **business group id**, if there is no business group id, dedupe by **business id**, retain the store with the shorter effective R2C(effective R2C = R2C + penalty for quality issues), (check [Scalyr Log](#) for effective R2C)
- **get set of store ids to keep**, and keep the original order by filtering original list based on the id set
- **if dbp experiment is treatment** (currently applies to all Cx), filter out further store by expanded selection dbp

- **if ETA filter applies**, filter out stores > upperBound of ETA filter

## Why is the header image not showing up?

DoorDash requires both Cover square img and Header image for the UI to show up. On Caviar, only Header image is required. Visit Mx's business page on MINT to verify that you've uploaded the files.

- **Cover img**: used on mobile for the store's image when displaying autocomplete results
- **Cover square img**: the "logo" you see on a store's page on DoorDash. Not displayed on Caviar ever at this time (design/eng decided they didn't want it present for our Mx).
- **Header image**: the banner above the logo you see on DoorDash and Caviar.

Update - use the new self-service tool to override photos - [link](#)

## Why store X is not showing up under vertical landing page Y?

If a store does not show up under certain vertical landing page, usually it's an issue with the xVertical tagging. For engineers, please check the [xVertical data tagging runbook](#) for the architecture and how to troubleshoot. For S&O people, please work with ask-homepage oncall to troubleshoot.

## How to mark a business as flagship?

Add the business id to this [runtime](#). Flagship affects store ranking on vertical landing page. The exact ordering is:

- open delivery primary flagship stores
- open delivery primary non-flagship stores
- open pickup only primary flagship stores
- open pickup only primary non-flagship stores
- open delivery secondary flagship stores
- open delivery secondary non-flagship stores
- open pickup only secondary flagship stores
- open pickup only secondary non-flagship stores
- closed primary flagship stores
- closed primary non-flagship stores
- closed secondary flagship stores
- closed secondary non-flagship stores

## Vertical icon didn't show up (or for certain submarket)

Prior to reporting a bug concerning vertical icon visibility, please ensure you review the provided checklist. [Vertical Icon Visibility: Troubleshooting and Tips](#). Your commitment to following the troubleshooting checklist is highly appreciated.

## What is the delivery radius for a store to be shown on homepage?

1. There is a [complex logic that determines the radius of returned stores](#)
2. P90 of distances above 15 miles is at 27 miles and max (except for outliers like the stores without address) is at [50 miles](#)

## How to create a new vertical and a landing page?

Creating a vertical is in this guide. [Discovery Configuration Tool | Creating Vertical](#)

## How to A/B test on the verticals?

Read this wiki to find out what fields are available for A/B testing and how to set up A/B tests [Discovery Configuration Tool | A/B testing for Verticals](#)

## Why is a vertical at a certain position

Vertical positions are determined by the sort order value. Final positions are not guaranteed to be the same as sort order because sort orders are not required to be unique and consecutive.

Please note that there are A/B tests running that may move verticals around so you have to look at A/B test sort order values of the other verticals as well.

Sort order value can be set here [Discovery Configuration Tool | Overview](#).

## Where can I find impression data for homepage?

You can look at IGUAZU.CONSUMER.CARD\_VIEW and IGUAZU.CONSUMER.M\_CARD\_VIEW which are analytics events for each lego facet on the discovery surfaces. Query for `page = 'explore_page'` to see events specific to the Home Page.

## How can I enable Chronosphere metrics for my carousel?

For Chronosphere metrics, the carousel id must be added to the `homepage_carousel_metric_allowlist` runtime list, after which point the carousel will start generating back-end metrics for the homepage carousel generation and carousel page loads ([example metric](#)).

## How to enable mx logo for a particular submarket?

<https://doordash.atlassian.net/wiki/spaces/Eng/pages/3003450260>

## Carousels

### What are carousel deeplinks?

<https://doordash.atlassian.net/wiki/spaces/Eng/pages/3009512157>

### Why is a carousel not showing up on the home page?

Prior to reporting a bug concerning carousel visibility, please ensure you review the provided checklist.

<https://doordash.atlassian.net/wiki/spaces/Eng/pages/3205923434>. Your commitment to following the troubleshooting checklist is highly appreciated.

### Why store x is missing from a carousel (programatic, manually created etc)?

Have you checked whether it's in store feed and other carousels first? If it's not in any other carousels and store feed, then it's possible the store shares the same business group with another surfaced store. We do store deduplication on business group level for homepage. If the two stores are not supposed to be in the same business group, you need to de-link one of them from that group.

Have you tried to set your address to the store address to test? There's a limit of number of stores (currently at around 1,500) we fetch from search system as the candidate for carousels. That being said, in dense submarket, it's likely that some stores are filtered out from search system by certain rules such as [First Pass Ranker](#) even if the store is within consumer's delivery radius (more debugging instructions from <https://doordash.atlassian.net/wiki/spaces/Eng/pages/2842233537>).

We have a [store dedupe logic](#) which groups stores that have the same businessGroupId together, and pick 1 store from the grouped stores. As a result, the stores that are missing is deduped. To confirm, you can set up debug and check if the stores are under the same `groupedEntity`. In order to mitigate, a workaround is to Merchant Experience Team (MxP) to change `is_brand` to `false`. This operation makes `businessGroupId` to null, hence bypass the dedupe logic. Use with caution, confirm with the ticket raiser this is what they want.

If the store is in store feed or other carousels, and it's a campaign-based carousel, please check the FAQ below.

## Why stores are not showing up on a manually created homepage carousel?

First of all, make sure the campaign/carousel are live by checking [Campaign Manager](#) and [Carousel Manager](#) and the stores are included in the list/csv, then follow the instruction of <https://doordash.atlassian.net/wiki/spaces/Eng/pages/2938899635> to check if stores are indexed correctly for the carousel. If it works fine, enable logs inside `fetchStoreFromStoreDiscoveryRaw` method for the consumer to log all store ids available for the consumer and then figure out whether the stores in question are returned from search. If not, check [store configuration](#) and [store\\_diagnose\\_tool](#) to make sure store is Active and visible to homepage, and maybe consider bring in search oncall engineer for help. Check if the carousel is linked to any campaigns, and if the campaign has the correct store ids configured.

## Why stores are not showing up on a ETL based homepage carousel?

Firstly check if the snowflake ETL table powering the carousel has the right format as described [here](#) including the type of columns, ex: **id needs to be a varchar and NOT int**

If that is alright, you can ask oncall to [retrigger indexing](#) for the ETL carousel if urgent else wait for 1 night when it auto-runs

## Why is my carousel deactivated?

First check if it was deactivated due to project scrub [here](#). If it was and you have **got permission from S&O** (ping [@Shiyao Tang](#) for an approval) to exclude from auto-deactivation then update this [runtime](#) to exclude it. More details on project scrub [here](#)

## How to check number of stores/items indexed for my carousel and whether my carousel is deactivated?

You could use the [Carousel Debug Tool](#) and enter your carousel id for check. If the carousel is deactivated, you could also refer to this tool for deactivation reason, reason details and deactivation time.

## Making changes to National Favorites carousel

- Create a request on #ask-homepage slack channel for making changes to national favorites carousel. Please mention the following details:

- Add/Remove/Update
- carousel id
- start and end date
- list of store ids/business ids with their sort order

The oncall engineer will process this request and make changes. After changes are made, it should take roughly ~48 hours maximum for changes to appear. The code changes that are merged by 4:30am PT on Day X get picked up and run on Day X + 1 6pm PT. Say if you merged code on Feb 14 5pm PT, it will only run by Feb 16 6pm PT

**Note:** Please don't use any campaigns for national favorites carousels anymore

**Guide for the oncall:** Modify this [file](#) according to the request with one row per store/business and ensure you run the entire query once in snowflake to verify its valid before merging. Use the carouselId for campaignId and carouselId fields both for now

## Making changes to ETL based item carousels

- [This](#) contains list of item carousels that are ETL based
- Based on the request, make changes to the query for requested ETL carousel. Usually operators will give the query that you should replace with. Ensure that the new query runs by running it once on snowflake and ensure the result format has the following headers:
  - `item_id(integer), store_id(integer), submarket_id(integer), sort_order(integer)`

## Manually trigger ETL based store carousel

- In case of outages or urgency, we can manually trigger indexing an ETL based carousel
- We need to send a kafka message with the carousel id. We can use this guide(<https://doordash.atlassian.net/wiki/spaces/Eng/pages/3285583566>) as example and run the code to send it. Ensure you replace the api key with actual one (can get it from production k8 pod) and you download the [kafka certificates](#)
- more detail guidance can be found <https://doordash.atlassian.net/wiki/spaces/Eng/pages/3285583566>

## How to exclude carousel from deduping?

First ensure we have approval from product and then add to this list: [https://github.com/doordash/runtime/blob/master/data/feed-service/exclude\\_from\\_dedupe\\_carousel\\_ids\\_allowlist.json](https://github.com/doordash/runtime/blob/master/data/feed-service/exclude_from_dedupe_carousel_ids_allowlist.json)

## Remove carousel from collection manually

This needs engineering support.

- Fetch carousel config from bloomRPC call to promotion service using [GetCarouselById](#). Pass the parent carousel id here
- Copy the response and go to [UpdateCarousel](#) endpoint and paste the response. Remove the carouselId requested to be removed and click on update carousel

## What is the maximum number of item carousels we show on a page?

Currently 10 NV item carousels + 10 rx item carousels. SOT data: [here](#)

Tip: we can use this to disable item carousels in the case of incident

## Missing Translations

- It's the carousel owner's responsibility to submit the translations and verify it's working. Please follow this [C-3PO instructions](#) to request translations, the namespace would be feed-service.
- If you run into translation issues, please reach out to #ask-i18n

## How to create and update DV carousels (for business partner)

Please follow the pre-requisite steps in the guidance before reaching out to #ask-homepage channel

[How to create and update](#)

[DV Carousels \(For Business Partner\)](#)

## Carousel Manager Tooling Issue

**Guide for the oncall:** Please contact the web engineer for a fix.

## Why is an item carousel not showing store logo in the header?

The store logo in header is supported for `Single Store` item carousels only.

## Can we pin carousels to the top of homepage?

We have a pinning allowlist that is maintained by p13n team. [https://github.com/doordash/runtime/blob/master/data/feed-service/carousels/pinned\\_carousel\\_ranking\\_order.json](https://github.com/doordash/runtime/blob/master/data/feed-service/carousels/pinned_carousel_ranking_order.json)

## Badge

### What are sources of badges?

- Dynamic Merchant Tags: These are generated by calling `*getTagForTargets*` from `*AudienceService*`. SoT is ETL table (`proddb.public.fact_dynamic_audience_merchant_tags`).
- Programmatic Badges: `{{combinedDynamicMerchantBadgeAndProgrammaticBadgeForStoreEntity}}` generate in the flight to determine these badges, no external services called.
- Offer Badges: These badges are obtained by calling `*PromotionService*` in decoration step (storeOffersBadgeV2 owned by promo team).

### How to add a new badge on homepage?

 [Procedures for adding new badge to store cell](#)

### How to add stores to an existing badge on homepage?

Post your ask in #ask-merchandising to find the owner of the badge and ask the owner to add those stores. No eng effort needed.

## Cuisine Filter

### How to add or edit a cuisine filter on homepage or browse tab?

Cuisine filter can be self served via [Discovery Filters Tool](#), more details in this wiki: [Cuisine Filter Tooling](#). Any question, please reach out to [@Shiyao Tang](#) for Restaurant cuisines and [@Andy Lane](#) for NV cuisines.

### Why cuisine filter ranking looks odd to me?

First check if you're on feed service sandbox (ask Oncall eng to remove you from sandbox if you don't have github access). There's a known issue for sibyl timing out on sandbox (Won't fix since sandbox is a testing environment). If you still see the issue after removing from sandbox, check [logs](#) (replace with your own consumer id) to see if the scores for cuisine filters are empty. Reach out to **p13n team** if the result from the logs is empty or looks not correct.

## Me Tab

### What products are available on Me tab page?

Me tab contains the following products:

- Consumer Information:
- Navigation Buttons:

- Carousel Product
  - three carousels are available: order again (Go To Stores), whole order reorder (Top orders) and saved list (Saved Stores)

More details can be found [here](#)

## Why Item image is missing in Top orders carousel?

 [Me Tab Page WOR carousel missing item image](#)

## Feed-service (Backend)

### I'm investigating a backend issue on feed-service. How do I debug?

Ideally, for questions related to debugging on feed-service, please reach out to #ask-discovery-platform

Local devbox:  [Feed Service Local Testing](#)

Remote devbox:  [Remote Devbox Guide for Feed Service](#)

If you want to debug for a specific consumer:

1. Start a remote devbox
2. Update [this script](#) on your local with consumer and location details.
3. Run this script while the debugger is running and that helps with debugging for a specific consumer