# SOP - PL GMV/Revenue Drop (ES Alerting Rules)

## Step 1. Confirm the revenue drop in Control Center

1. Click on the dashboard link in the alert or go to Control Center → Monitoring → Core Metrics and select the correct metrics and filters. Verify that the revenue drop exists and percentage/value numbers shown in the alert is correct.
2. If it's a true alert, move on to triaging the issue.

## Step 2. Triage

1. Compare with -7d, -14d, and -21d together. There's possibility of last week's data being abnormally high.
2. Turn on waterfall if available. See if any upstream metrics is the main contributor.
3. Drill down by site/placement/page family/etc. to see if any segment contributes a significant portion to the drop.
4. Turn on "Show Changes" to see if there's any suspicious EP ramp up/down.
5. Change step from 1h to 1d. See if daily data is seeing the same level of drop.

***Note***: For by\_algoFamily\_WoW alerts, it's worth checking the overall revenue / GMV using NuMonitor as the data source without the dimension being applied. If overall metric values do NOT show a drop, but alerts are being set off. This could be due to the algoFamily values are not filled for transaction records in time. In this case, [SOP - numonitor\_too\_many\_empty\_algoFamily](file:////display/AdsInfra/SOP+-+numonitor_too_many_empty_algoFamily) this alert could also be seen go off.

Split revenue / gmv by algo family to see if not found values are high - that means the batch job is not running or failing or getting rate limited

* 1. if the job is not running - restart the job and check with [Huang, Yichao](file:////display/~yichhuang) / [Wang, Yazhi](file:////display/~yazhwang)
  2. if the job is failing, check batch job logs and deployment history to see what changed
  3. if the job seems to be running successfully, check the batch job logs to see if any 429 responses (equest blocked due to exceed: event.egress.scanned\_rows\_rate) are observed - that means the account (adssre) running the job does not have sufficient query capacity. Check a sample communication [here](https://ebay-eng.slack.com/archives/C1U2JMU8M/p1681405592063529) for getting more qps.

## Step 3. Announce & Document

1. If no obvious cause could be identified during the triage, post the alert with description to slack channel #ads-infra-honest-shepherd and tag @ads-infra-onshift.
2. If the incident takes longer to process, add it to the standup doc accompanied with essential links to dashboards so that other people could easily verify. Communicate with L2 to decide whether to send out incident emails.
3. If anything's missing in this SOP, try to add to it so that more people could benefit from this doc.

Relevant alerting rules:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **PLS** | **PLA** | **PL** |
| **Revenue** | pls\_revenue\_drop\_by\_top\_site\_WoW\_no\_holiday\_effects  pls\_global\_revenue\_drop\_WoW\_no\_holiday\_effects  pls\_revenue\_drop\_by\_campaignType\_WoW  pls\_revenue\_drop\_by\_rootCategoryId\_WoW  pls\_global\_revenue\_drop\_WoW  pls\_revenue\_drop\_by\_lowtraffic\_site\_WoW  pls\_revenue\_drop\_by\_pageFamily\_WoW | pla\_revenue\_drop\_by\_top\_site\_WoW\_no\_holiday\_effects  pla\_global\_revenue\_drop\_WoW\_no\_holiday\_effects  pla\_revenue\_drop\_by\_campaignType\_WoW  pla\_revenue\_drop\_by\_rootCategoryId\_WoW  pla\_global\_revenue\_drop\_WoW  pla\_revenue\_drop\_by\_lowtraffic\_site\_WoW  pla\_revenue\_drop\_by\_site\_WoW  pla\_srp\_revenue\_drop\_WoW  pla\_mWeb\_revenue\_drop\_WoW  pla\_IOS\_ANDROID\_OTHERS\_revenue\_drop\_WoW  pla\_dWeb\_revenue\_drop\_WoW | pl\_revenue\_drop\_by\_site\_WoW  pl\_offebay\_revenue\_drop\_WoW  pl\_merch\_revenue\_drop\_WoW  pl\_srp\_revenue\_drop\_WoW  pl\_dWeb\_revenue\_drop\_WoW  pl\_mWeb\_revenue\_drop\_WoW  pl\_IOS\_ANDROID\_OTHERS\_revenue\_drop\_WoW  pl\_revenue\_drop\_by\_algoFamily\_WoW  pl\_offebay\_googlePLA\_revenue\_drop\_by\_site\_WoW |
| **GMV** | pls\_gmv\_drop\_by\_top\_site\_WoW\_no\_holiday\_effects  pls\_global\_gmv\_drop\_WoW\_no\_holiday\_effects  pls\_GMV\_drop\_by\_lowtraffic\_site\_WoW | pla\_gmv\_drop\_by\_top\_site\_WoW\_no\_holiday\_effects  pla\_global\_gmv\_drop\_WoW\_no\_holiday\_effects  pla\_GMV\_drop\_by\_lowtraffic\_site\_WoW  pla\_srp\_GMV\_drop\_WoW  pla\_dWeb\_GMV\_drop\_WoW  pla\_mWeb\_GMV\_drop\_WoW  pla\_IOS\_ANDROID\_OTHERS\_GMV\_drop\_WoW  pla\_global\_GMV\_drop\_WoW  pla\_GMV\_drop\_by\_site\_WoW  pla\_us\_GMV\_drop\_WoW | pl\_GMV\_drop\_by\_site\_WoW  pl\_offebay\_GMV\_drop\_WoW  pl\_merch\_GMV\_drop\_WoW  pl\_srp\_GMV\_drop\_WoW  pl\_dWeb\_GMV\_drop\_WoW  pl\_mWeb\_GMV\_drop\_WoW  pl\_IOS\_ANDROID\_OTHERS\_GMV\_drop\_WoW  pl\_global\_GMV\_drop\_WoW |