Dimension_Deliveries

Summary 🔗

This is the master table for all deliveries attempted by DoorDash. It combines supplemental data from many data sources.

Common Filters 🔗

The standard set of filters you should use to get True deliveries:

Filter	SQL Code		Filter Parameters
1	WHERE is_filtered = TRUE	Is equivalent to …	WHERE parent_delivery_id IS NULL --(not a redelivery) AND actual_delivery_time IS NOT NULL --(order was actually dropped off) AND cancelled_at IS NULL --(order was not cancelled) AND active_date IS NOT NULL --(not a data error) AND is_test = FALSE --(order was not a test order) AND parse_json(return_order_info):originalDeliveryUUID IS NULL -- (not a Marketplace return order) AND payment_method NOT IN ('DD_POS_CASH', 'DD_POS_EXTERNAL') -- (DoorDash POS order where DD is not the payment facilitator) AND is_dashlink_return = FALSE -- (order is not a DashLink return) AND NOT (is_dashlink = 1 and e.is_dashlink_redeliveries = true) -- (order is not a DashLink redelivery) AND is_drive_cod_return = FALSE -- (order is not a Cash of Delivery return) AND is_native_giftcard = FALSE -- (order is not for a DoorDash 1P/Native Gift card)
2	WHERE is_filtered_core = TRUE -- only include 'core' DD orders (i.e. not Drive)	Is equivalent to …	WHERE parent_delivery_id IS NULL --(not a redelivery) AND actual_delivery_time IS NOT NULL --(order was actually dropped off) AND cancelled_at IS NULL --(order was not cancelled) AND active_date IS NOT NULL --(not a data error) AND is_from_store_to_us = FALSE --(not a Drive order) AND is_test = FALSE --(order was not a test order) AND parse_json(return_order_info):originalDeliveryUUID IS NULL (not a Marketplace return order) AND submit_platform NOT IN ('dd_pos', 'self_kiosk') --(not Pathfinder order) AND is_native_giftcard = FALSE -- (order is not for a DoorDash 1P/Native Gift card)

Data Notes / Gotchas

Customer pickup orders will have inaccurate actual_pickup_time and actual_delivery_time timestamps. Any analyses around deliveries/logistics or looking at delivery times should filter for is_consumer_pickup = FALSE.

Default timestamps are in UTC. Local time stamps for most of the columns are also available in the table. Active date is local time of the merchant.

Native gift card purchases have a zero GOV in this table since these are not actual orders on the platform. Also, these deliveries are not part of FDA.

All cost & fee amounts are in USD cents.

COLUMN NAME	SAMPLE DATA	DESCRIPTION	FROM
delivery_id	12498753	delivery id	maindb_delivery
delivery_rating	5	rating given to the delivery by the consumer (not always available. Delivery_Rating now includes Dasher_Rating from maindb_consumer_delivery_rating and Stars from maindb_delivery_rating.)	maindb_delivery_rating , maindb_consumer_delivery_rating
is_first_ordercart	FALSE	whether this is a new user - if the first order was not fulfilled then order after that would be marked as first order.	maindb_order_cart
is_group_order	FALSE	whether this is a group order cart	maindb_order_cart
is_subscribed_consumer	TRUE	if consumer who ordered this delivery is under subscription at the time of order placed and subscription is in effect.	maindb_consumer_subscription
is_subscription_discount_applied	FALSE	if any subscription discount/credit applied to this order, deliveries with fee/service fee as zero already - will not have any discount applied even though they are under subscription.	maindb_order_cart_discount_component
subscription_plan_id	4	plan id for dashpass subscription – this maps to maindb_consumer_subscription_plan This is provided when a Cx has an active DashPass subscription when they create the order. The order does not have to meet minimum subtotal thresholds for DashPass, and the order does not have to be with a DashPass-eligible merchant.	maindb_consumer_subscription_unit
creator_id	281211	consumer id who created the delivery ❌ This is an auto-incrementing guest ID for Drive. Drive consumers don't have Doordash consumer accounts!	maindb_order_cart (do not use creator_id from maindb_delivery, that has had inconsistent meaning through time and across domains)

submit_platform	desktop	platform customer used (ios, desktop, android, mobile web) For Drive: drive_api, drive_desktop, drive_batch, online_ordering	maindb_order_cart
source	drive	Source of delivery, can take values - drive, drive_batch, drive_sof, ddfb, mp	maindb_delivery
store_id	52862	store id (Specific store for business, business can have multiple stores like Chipotle)	maindb_store
business_id	13681	business id (For example chipotle)	maindb_store
store_name	Jack in the Box	store name	maindb_store
business_name	Jack in the Box	business name	maindb_business
store_starting_point_id	68	starting point of the store.	maindb_store
market_id	1	market of the store.	maindb_store
submarket_id	37	submarket of the store.	maindb_store
submarket_name	South Bay	submarket name of the store	maindb_submarket
district_id	52	district where customer resides when they placed the order.	maindb_delivery (through fact_address_district)
timezone	US/Pacific	timezone	maindb_market (through maindb_store)
dasher_id	292749	dasher who completed the delivery	maindb_dasher_shift (through maindb_delivery)
is_first_dasher_delivery	FALSE	whether this is the dasher's first delivery	maindb_dasher_shift (through maindb_delivery)
dasher_starting_point_id	68	dasher's starting point (of scheduled dash)	maindb_dasher_shift (through maindb_delivery)
delivery_vehicle_type	Car	dasher vehicle type	maindb_dasher_shift (through maindb_delivery)
created_at	2018-10-10 00:13:09.51	when the delivery was created by the customer (UTC)	maindb_delivery
quoted_delivery_time	2018-10-10 00:52:03.53	quoted time to customer (the high end of the window) (UTC)	maindb_eta_prediction
estimated_delivery_time [Deprecated]	2018-10-10 00:51:08.50	Deprecated, used to be estimated delivery time used for lateness calculation within Deep Red (UTC). Now is null in most cases.	

flf	0.69230769 23076923	FLF of delivery at time of ETA prediction	maindb_eta_prediction
is_asap	TRUE	ASAP vs. scheduled	maindb_delivery
is_reorder	FALSE	is a redelivery	maindb_order_cart
is_from_store_to_us	FALSE	this marks a doordash drive delivery and also online ordering	maindb_delivery
is_preassigned	FALSE		maindb_delivery_event
is_automated	FALSE	whether the delivery was completely automated (no human contact)	maindb_delivery
is_fraudulent	FALSE	whether the delivery was fraud	maindb_delivery
batch_id	21354	the batch id of a batched delivery (maps to batch table)	maindb_delivery
pickup_address_id	2576952	store address id. Note that because this sources directly from maindb_delivery, subsequent changes to a store's address long after the delivery happens (e.g. adding a 'city') will not be reflected in this field.	maindb_delivery
delivery_address_id	969418	consumer address id - this maps to `geo_intelligence.public.maindb_address.id`	maindb_delivery
actual_pickup_time	2018-10-10 01:00:32.48	when the delivery was marked as picked up (in UTC)	maindb_delivery
actual_delivery_time	2018-10-10 01:13:21.09	when the delivery was marked as dropped off (in UTC)	maindb_delivery
order_cart_id	19885478	Even if an order doesn't go through it will have an order cart ID in the order cart table. Group orders will have the same order cart id.	maindb_delivery
menu_id	91181	id of the menu ordered from	maindb_delivery
shift_id	6972200	shift of the dasher	maindb_delivery
tentative_shift_id	2302042		maindb_delivery
merchant_transaction_id	3543	ties to weekly transfer we send to partner merchants	maindb_delivery
google_estimate	{"duration": {"text": "5 mins", "value": 295}, "distance": {"text": "1.2 mi", "value": 1975},	r2c estimates (at time order placed). "value" is in units seconds or meters depending on the key.	maindb_delivery

	"duration_in_traffic": {"text": "4 mins", "value": 262}}		
order_protocol	TABLET, POINT_OF_SALE, DASHER_PLACE, PHONE, EMAIL, FAX, ONLINE_ORDER	the protocol by which Doordash sent the order to the store NULL for Drive (but NULL doesn't mean Drive) – in Drive, the store sends us the order	maindb_store_order_transmission
store_confirmed_time	2018-10-10 00:40:59.42	when the store confirmed	maindb_delivery
first_assignment_made_time	2018-10-10 00:28:12.17	the timestamp at which deep red made its first assignment (NOT necessarily who delivered the food)	maindb_delivery
dasher_assigned_time	2018-10-10 00:28:11.84	when the dasher WHO DELIVERED THE FOOD was assigned	maindb_delivery
internally_calculated_pickup_time	2018-10-10 00:43:36.00	|THIS HAS BEEN FLAGGED AS UNRELIABLE AS OF 6/2020 | what time we think the order will be picked up. This is either when we think the food will be ready or when we think the dasher will arrive, whichever is later.	maindb_delivery
internally_calculated_delivery_time	2018-10-10 00:55:06.00	what time we think the order will be delivered	maindb_delivery
manually_assigned	FALSE	whether the order was manually assigned	maindb_delivery
dasher_confirmed_time	2018-10-10 00:28:21.02	when the dasher who delivered the food confirmed	maindb_delivery
	2018-10-10 00:56:27.42	Mx estimate of when food is ready (when available), otherwise non-mx based raw ML prep time estimate of when food will be ready. Note that this does not include any merchant overrides done by assignments for dispatch. Use food_ready_time from segment_events.server_events_production.deep_red_assignment_info table wherever possible instead to capture those adjustments. Finally, manually assigned orders (dd.manually_assigned) will be missing this timestamp in the segment table.	maindb_delivery

dasher_at_store_time	2018-10-10 00:36:38.40	when the dasher WHO DELIVERED THE FOOD arrived at store (crossed the geofence)	maindb_delivery
dasher_confirmed_at_store_time	2018-10-10 00:36:48.67	when the dasher WHO DELIVERED THE FOOD arrived at store (swiped in app)	maindb_delivery
actual_order_place_time	2018-10-10 00:13:10.40	when the order was placed. (When we send the order to the Mx)x UTC	maindb_store_order_transmission
confirm_protocol	(blank string), robocall_simple	the confirmation protocol	maindb_store_order_transmission
abort_robocall	FALSE		maindb_delivery
should_be_manually_assigned	FALSE	if a delivery needs to be assigned manually. Deliveries flagged as TRUE will not be considered for total_outstanding_order computation in region_snapshot.	maindb_delivery
cancelled_at	2018-10-10 00:40:59.66	when the order was cancelled	maindb_delivery
store_transfer_id	0	potentially deprecated	maindb_delivery
onsite_estimated_prep_time	12	if the partner merchant updated the prep time (e.g. they need more time), how long they said it will take. To get the merchant estimated food ready time, add this to the onsite_estimated_prep_time_timestamp. Note that this column will be NULL for all non-Olo Drive deliveries.	maindb_delivery
onsite_estimated_prep_time_timestamp	2018-10-10 00:40:59.66	the time the partner merchant updated the prep time	maindb_delivery
store_order_ready_time	2018-10-10 00:49:13.30	the time a merchant on android app indicates an order is ready	maindb_delivery
order_placer_sent_time	2019-10-24 23:16:19.65	when the order was sent to the order placer	maindb_delivery
order_placer_claimed_time	2019-10-24 23:22:25.75	when the order placer claimed it (or dasher if it is dasher place)	maindb_delivery
order_placer_escalation_time	2019-10-24 23:22:25.75	when the order placer escalated the order	maindb_delivery
order_placer_claimed_id	13529996	which order placer claimed it (or dasher if it is dasher place)	maindb_delivery
order_placer_escalation	0		maindb_delivery
manually_placed_order	FALSE	whether the order was manually placed	maindb_delivery

active_date	2018-10-09	CASE WHEN D.ACTUAL_DELIVERY_TIME IS NOT NULL THEN CAST(to_timestamp_ntz(convert_timezone('UTC', TIMEZONE_A, D.ACTUAL_DELIVERY_TIME)) as DATE) WHEN D.FIRST_ASSIGNMENT_MADE_TIME IS NOT NULL THEN CAST(to_timestamp_ntz(convert_timezone('UTC', TIMEZONE_A, D.FIRST_ASSIGNMENT_MADE_TIME)) as DATE) WHEN D.DASHER_ASSIGNED_TIME IS NOT NULL THEN CAST(to_timestamp_ntz(convert_timezone('UTC', TIMEZONE_A, D.DASHER_ASSIGNED_TIME)) as DATE) WHEN D.ACTUAL_PICKUP_TIME IS NOT NULL THEN CAST(to_timestamp_ntz(convert_timezone('UTC', TIMEZONE_A, D.ACTUAL_PICKUP_TIME)) as DATE) WHEN D.ACTIVE_DATE IS NOT NULL THEN D.ACTIVE_DATE ELSE CAST(to_timestamp_ntz(convert_timezone('UTC', TIMEZONE_A, D.CREATED_AT)) as DATE) END AS ACTIVE_DATE in maindb active date = (based on quoted delivery time, value = LOCAL timestamp)	maindb_delivery
parent_delivery_id	354354	parent delivery id (if the delivery was a redelivery)	maindb_delivery
should_be_manually_placed	FALSE	deprecated	maindb_delivery
eta_prediction_id	31029140	id of the eta prediction (for deep red)	maindb_delivery
eta_prediction_updated_at	2018-10-10 00:13:09.71	when the prediction was updated)	maindb_delivery
urgent_cutoff	600	deprecated	maindb_delivery
public_id	d7kv7c4f	deprecated	maindb_delivery
dynamic_eta_prediction_id	31029142		maindb_delivery
dynamic_eta_prediction_updated_at	2018-10-10 00:13:09.71		maindb_delivery
is_pending_resolution	FALSE		maindb_delivery
is_missing_incorrect	FALSE	whether the order was marked as missing/incorrect (either by customer or support)	maindb_dimension_missing_incorrect
composite_score	4.171685475	delight score of the merchant	maindb_store

price_range	1	price range of the merchant (corresponds to the number of dollar signs in the app)	maindb_store
fee	0	Gross Delivery Fee, this is not net of subscription discount. This is not actually charged to the Cx in case of DashPass subscribers. For Delivery Fee after subscription discount - pls use Delivery_Fee column.	FDA.delivery_fee_no_dscnt
DELIVERY_FEE	199	Delivery Fee is net of the subscription discount. In case of demandgen, delivery fee is available in DEMANDGEN_FEE column because DoorDash doesn't keep delivery fee for demand gen orders. • Delivery Fee is not net of promotions or discounts.	FDA.DELIVERY_FEE_TT
drive_fee	0	for drive orders, this is the fee that merchants pay us to do the delivery	FDA
Priority_Fee	199	Priority Fee is charged on the top of regular delivery fee for expedited orders.	maindb_store_order_cart: Priority_Fee
alcohol_delivery_fee	0	for alcohol orders (does not include any drive orders) this is the delivery fee. This is included in fee.	maindb_delivery
core_delivery_fee	399		maindb_delivery & fact_alcohol_flagging
fee_baserate	0	Will match fee in most cases unless custom situation.	maindb_delivery
support_cost	134.567	Calculated as the addition of allocated_support_costs and allocated_support_cost_cancels. See documentation for these columns.	FDA.Support
dasher_base_pay	600	dasher pay	FDA
dasher_delivery_boost	0	dasher boost (deprecated)	fact_delivery_costs
order_placer_cost	0	cost of order placer	FDA.ORDER_PLACEMENT_ALLOC
~~stripe_delivery_cost~~ **DELETED**	~~87~~	~~cost of processing the customer's payment~~	~~fact_delivery_costs~~
~~stripe_store_transfer_cost~~ **DELETED**	~~0~~	~~prorated cost of transferring weekly payments to partner merchants~~	~~fact_delivery_costs~~
~~stripe_dasher_transfer_cost~~ **DELETED**	~~0.000323479~~	~~prorated cost of transferring weekly payments to dashers~~	~~fact_delivery_costs~~
extra_amount_owed	0	extra amount owed to dasher (through mins, etc)	fact_delivery_costs
extra_amount_owed_no_delivs	0	extra amount owed to all dashers that did not do a delivery (distributed evenly)	fact_delivery_costs

sos_pay	20	Busy pay paid to dasher (distributed evenly across all deliveries in a shift today because there is no concept of pay per delivery yet)	public_fact_delivery_costs
sos_pay_no_delivs	0		fact_delivery_costs
~~jobs_delivery_pay~~ **DELETED**	~~0~~	~~delivery related dasher jobs pay (e.g. incentive pay)~~	~~fact_delivery_costs~~
~~jobs_peak_pay~~ **DELETED**	~~0~~	~~delivery related dasher jobs pay for peak times (e.g. incentive pay)~~	~~fact_delivery_costs~~
~~jobs_canceled_pay~~ **DELETED**	~~0~~	~~partial delivery pay for dashers when a delivery is cancelled~~	~~fact_delivery_costs~~
is_partner	FALSE	whether the store is a partner	maindb_store_partnership
is_commission_partner	1		maindb_store_order_cart
subtotal	2874	subtotal of food in cents ❌ This is 0 for Drive deliveries. Use value_of_contents instead, which is subtotal + tax. Drive only receives the top-line number, with no breakout on subtotal vs. tax.	maindb_order (through maindb_delivery)
subtotal_adjusted	2873	Following adjustments for subtotal are reflected on this column: • Reduction of Marqeta overcharge (MARQETA_OVERCHARGE_SUBTOTAL_REDUCTION) • Reduction of DoorDash Essential Subtotal (As they are counted as Revenue) • Addition of Delivery Fee and Small Order Fee for DemandGen (As DoorDash passes through this to Merchant)	
alcohol_Subtotal	2000	Starting from June 4, 2021, we have been able to identify alcohol_subtotal from subtotal. Prior to that, we were not logging alcohol subtotal separately for orders.	maindb_store_order_cart:Alcohol_Subtotal
tax_rate	9	tax percentage	maindb_store_order_cart (through maindb_delivery)
tax (formerly tax_amount)	259	tax amount in cents ❌	maindb_store_order_cart (through maindb_delivery)

		This is 0 for Drive deliveries. Drive only receives the top-line number (value_of_contents), with no breakout on subtotal vs. tax.	
subtotal_tax_amount	250	subtotal tax amount in cents.	maindb_store_order_cart
fees_tax_amount	123	Tax charged on the fees. Applies specific to Canada.	maindb_store_order_cart
is_passthrough_mx_subtotaltax	1	Due to regulation change - If we held back tax and not pass to the merchant the flag will be set to zero.	merchant_financial_service_pod.public.maindb_payout_breakdown
commission_rate	0	commission percent	maindb_store_order_cart (through maindb_delivery)
commission	0	dollar amount of commission. commission = alcohol_commission_amount + core_commission_amount ❌ This is 0 or null for Drive deliveries. Use drive_fee instead.	FDA
alcohol_commission_amount	0	commission on alcohol orders	maindb_order (through maindb_delivery)
core_commission_amount	0	commission on core food orders	maindb_order (through maindb_delivery)
inflation_rate	0	legacy inflation percentage	maindb_order (through maindb_delivery)
inflation_amount	0	how much orders were inflated dollar amount (legacy)	maindb_order (through maindb_delivery)
service_rate	0	service fee percent	maindb_order (through maindb_delivery)
service_fee_no_dscnt	0	Gross Service Fee, this is not net of subscription discount.	FD
service_fee	125	actual service fee paid by consumer (service fee - discount due to subscription) : net service fee	FD
core_service_amount	0	dollar amount of service fee on core food orders only	maindb_store_order_cart (through maindb_delivery)

alcohol_service_amount	0	dollar amount of service fee on alcohol orders only (this is included in sales revenue/commission targets)	maindb_store_order_cart (through maindb_delivery)
merchant_marketing_fee	0	the marketing fee	FDA
small_order_fee	0	small order fee (if it exists)	FDA
sos_fee	300	Consumer Surge Fee	FDA
drive_post_tip_amount	0		fact_delivery_costs
value_of_contents	3073	total value of contents (especially important for Drive)	maindb_delivery
GOV	3594	total GOV of order SUBTOTAL_ADJUSTED + TAX_AMOUNT_ADJUSTED + Service_Fee + TIP - GMV_DRIVE_ADJUSTMENT + DELIVERY_FEE + SMALL_ORDER_FEE + Subscription + INFLATION_AMOUNT + LEGISLATIVE_FEE + DDE_SUBTOTAL	FDA
consumer_refund	1500	how much we refunded the customer, associated with that particular order. in cents	FDA
store_refund	0	how much we refunded the store (for redeliveries)	FDA
store_charge	0	how much we charged the store for a mistake	FDA
Support_credit	0	how many support credits were redeemed (impacts UE) in cents	FDA
subscription_credit	485		maindb_order_cart_discount_component
xcredits_issued	0	how many credits were issued (does not impact UE today) in cents	maindb_dispatch_error (through maindb_deliveriy)
redelivery_cost	0	cost of the redelivery	FDA.REDELIVERIES
~~total_revenue~~ DELETED	~~0~~	~~total revenue associated with the order~~	~~sum of maindb_order, maindb_order_cart,~~
~~total_revenue_finance~~ DELETED	~~391~~	~~SUBSCRIPTION_DELIVERY_FEE~~ ~~- SOS_FEE~~ ~~+ DRIVE_FEE~~ ~~+ INFLATION_AMOUNT~~ ~~+ COMMISSION~~ ~~+ SUBSCRIPTION_SERVICE_FEE~~ ~~+ MARKETING_FEE~~ ~~+ SOS_FEE~~ ~~+ EXTRA_CART_ORDER_FEE~~	~~maindb_delivery, maindb_order_cart_discount_component, maindb_store_order_cart & maindb_store~~

~~total_cost~~ **DELETED**	~~821.000323 5~~	~~total cost associated with the order~~	~~sum of fact_delivery_cost, maindb_dispatch_error, -~~
confirm_to_deliver_dur ation	1856	total time between Dasher confirmation and actual delivery (dasher_confirmed_time and actual_delivery_time)	fact_delivery_active_eff iciency
d2r_duration	188	d2r duration (total time). Measures seconds from when dasher accepts the order until when they hit the merchant geofence. Note that in instances where store geofence is not triggered, may have null value.	fact_delivery_active_eff iciency
dasher_wait_duration	1291	dasher wait time (total time) based on geofence. Measures seconds from when dasher hits merchant geofence to when they mark the order as picked up.	fact_delivery_active_eff iciency
r2c_duration	377	r2c_duration (total time). Measures seconds from when dasher marks the order as picked up to when they mark the order as delivered.	fact_delivery_active_eff iciency
direct_r2c_est_duration	262		fact_delivery_active_eff iciency
was_batched	FALSE	TRUE when food is handled by the dasher simultaneously ie Dx handled two packages together (doc).	fact_delivery_active_eff iciency
demand_concentration _duration	624		fact_delivery_active_eff iciency
distinct_active_duratio n	1856	active time that dasher spent working (used for efficiency calculations)	fact_delivery_active_eff iciency
d2p_duration	1479	confirmed to pickup duration (active time only)	fact_delivery_active_eff iciency
t2p_duration	188	confirmed to dasher at store duration (active time only)	fact_delivery_active_eff iciency
wap_duration	1291	dasher wait time (active time only)	fact_delivery_active_eff iciency
d2c_duration	377	R2c duration (active time only)	fact_delivery_active_eff iciency
dasher_score	40	dasher score at time of delivery	maindb_dasher_shift
distinct_item_count	2	Total number of items in the delivery, For the NV order: if I ordered one bottle of Coke, and it was replaced with a bottle of Pepsi, this field would show item count of 2.	maindb_order_item
total_item_count	3	Total number of items in the delivery,	maindb_order_item

		For the NV order: if I ordered one bottle of Coke, and it was replaced with a bottle of Pepsi, this field would show item count of 2.	
max_original_item_price	1499	Highest value price in the delivery	maindb_order_item
min_original_item_price	479	Lowest value price in the delivery	maindb_order_item
num_assigns	1	Total number of assignments for this delivery to the dashers.	maindb_delivery_event
num_unassigns	1		maindb_delivery_event
manual_unassigns	0		maindb_delivery_event
driver_didnt_receive_assignments	0		maindb_delivery_event
driver_monitor_unassigned	1		maindb_delivery_event
unassigned_for_late_check_in	0		maindb_delivery_event
driver_self_unassigneds	0		maindb_delivery_event
reneges	0		maindb_delivery_event
declines	0		maindb_delivery_event
confirmations	1		maindb_delivery_event
is_on_dynamic_pay_model	TRUE	did this delivery pay the dasher using the dynamic pay model?	maindb_dasher_delivery_pay
fair_value_amount	810	our calculation of effort-based pay considering out predicted_delivery_duration estimate and the active hourly target for the submarket	maindb_dasher_delivery_pay
dasher_pay_target_id	40	link to the active hourly target for each submarket	maindb_dasher_delivery_pay
doordash_contribution_amount	471	fair_value_amount less tip_amount ($1 floor)	maindb_dasher_delivery_pay
predicted_delivery_duration	1827	estimate of how long the delivery will take the dasher to complete (in seconds)	maindb_shift_delivery_assignment
is_depot	TRUE	flags deliveries assigned for depot dispatch	maindb_delivery

at_depot_time	2018-10-10 00:56:36.42	time delivery is market at depot	maindb_delivery
is_consumer_pickup	FALSE	is this a pickup order	maindb_delivery
mto	1.06	manual task to order. Number of support tasks associated with this order (includes allocation of tasks that are not associated with a delivery)	maindb_delivery, fact_mto_allocation, dimension_salesforce_tasks & dimension_zendesk_tickets
allocated_support_cost	527.123	mto for this order multiplied by the estimated average cost of a task on the date of the delivery This is the primary field to use for ad hoc analyses on Support costs at the delivery level.	fact_support_cost_per_task & dimension_salesforce_tasks & dimension_zendesk_tickets
allocated_support_cost _cancels	43.123	Support cost for cancelled deliveries allocated to non-cancelled deliveries, for a given date and submarket. Used to make sure support costs for cancelled deliveries are not lost in financial queries that cut out cancelled deliveries.	fact_support_cost_per_task & dimension_salesforce_tasks & dimension_zendesk_tickets
flat_rate_support_cost	104	A flat rate support cost for each delivery based on the month it is in. Is calculated as the cost of support in a given month divided by the number of non-cancelled deliveries in that month	fact_delivery_costs
is_filtered	TRUE	cancelled_at IS NULL AND parent_delivery_id IS NULL AND actual_delivery_time IS NOT NULL AND is_test is FALSE	maindb_delivery
is_filtered_core	TRUE	cancelled_at IS NULL AND parent_delivery_id IS NULL AND actual_delivery_time IS NOT NULL AND is_test is FALSE AND is_from_store_to_us is FALSE	maindb_delivery
is_filtered_incl_redeliv	TRUE	cancelled_at IS NULL AND actual_delivery_time IS NOT NULL AND is_test is FALSE	maindb_delivery
is_filtered_core_incl_re deliv	TRUE	cancelled_at IS NULL AND actual_delivery_time IS NOT NULL AND is_test is FALSE AND is_from_store_to_us is FALSE	maindb_delivery
is_test	FALSE	delivery that was for testing purposes	maindb_delivery
is_DDK	TRUE	deliveries with specific stores which are enrolled in "DoorDash Kitchen"	restricted_static.ddk_re staurants

is_DDE	FALSE	deliveries with specific business which are enrolled in "DoorDash Essentials"	RESTRICTED_STATIC.DD_ESSENTIALS
is_Companies	TRUE	deliveries with, either DDFB or with corporate dashpass plan.	
is_limbo	TRUE	orders with no delivery time available, these deliveries have no status available to us and hence marked them as limbo.	
marqeta_swiped_amount	2500	For red card orders - this column will provide red card swiped amount, this could be different than what was charged to consumer because of inflation or menu errors, etc.	
in_supply_calculation	1	If the delivery is included in the calculation for the "Dx at Store On Time" metric. See Dasher Business Metrics & Goaling for specifics on this calculation.	maindb_delivery and other sources
dx_to_store_on_time	0	If the dasher made it to the store on time (currently between 10 and 2 minutes BEFORE the estimated prep-time). See Dasher Business Metrics & Goaling for specifics on this calculation. Only populates if the delivery is in the supply calculation.	maindb_delivery and other sources
dx_to_store_time_category	on time		maindb_delivery, maindb_eta_prediction, maindb_store_order_transmission & fact_delivery_active_efficiency
target_dasher_arrival_time	2018-10-10 00:56:36.42		maindb_delivery, maindb_eta_prediction, maindb_store_order_transmission & fact_delivery_active_efficiency
drive_on_time_bonus	0		fact_delivery_costs, fact_delivery_active_efficiency
business_line	'Drive: Storefront' 'Drive : Rx' 'Drive : Non-Rx' 'DoorDash for Business' (DDFW)	CASE WHEN NVL(oc.submit_platform,'NA') = 'online_ordering' THEN 'Drive: Storefront' WHEN (d.is_from_store_to_us = true OR NVL(oc.submit_platform,'NA') = 'online_ordering') AND COALESCE(dm.super_category,'rx') = 'rx' THEN 'Drive : Rx' WHEN (d.is_from_store_to_us = true OR NVL(oc.submit_platform,'NA') ='online_ordering') AND dm.super_category = 'non_rx' THEN 'Drive : Non-Rx' WHEN (d.source IN ('dd4b','ddfb') OR cp.corporate_plan_id IS NOT NULL	maindb_delivery , restricted_static.drive_foodfillment_mapping

	'Marketplace : Pickup' 'Marketplace : Subscription' 'Marketplace : Classic'	OR NVL(PARSE_JSON(oc.order_config):groupOrderType:: VARCHAR,'NA') = 'EXPENSED_ORDER' OR wp.delivery_id IS NOT NULL) THEN 'DoorDash for Business' WHEN d.is_consumer_pickup = true THEN 'Marketplace : Pickup' WHEN oc.is_subscribed = true THEN 'Marketplace : Subscription' ELSE 'Marketplace : Classic' END oc = represents maindb_order_cart dm = represents (SELECT DISTINCT doorstep_business_id, super_category FROM drive_prod.public.maindb_accounts) d = represents maindb_delivery cp = represents corporate dashpass plan, could be identified from (SELECT distinct id as corporate_plan_id FROM proddb.public.maindb_consumer_subscription_plan WHERE is_corporate_plan = True) wp = represents workportal order.	
cash_on_delivery	3608		maindb_delivery
actual_pickup_time_local	2019-11-11 11:47:37		maindb_delivery & maindb_market
actual_delivery_time_local	2019-11-11 11:54:24		maindb_delivery & maindb_market
dasher_assigned_time_local	2019-11-11 11:32:11		maindb_delivery & maindb_market
dasher_at_store_time_local	2019-11-11 11:41:47		maindb_delivery & maindb_market
dasher_confirmed_at_store_time_local	2019-11-11 11:41:54		maindb_delivery & maindb_market
payment_protocol	DIRECT DEPOSIT		maindb_store_order_cart_payment_info
store_order_cart_id	667154664		maindb_store_order_cart_payment_info
country_id	37261	Country ID (country_id = 1 gives the US)	maindb_market
fulfillment_type	dasher	dasher or consumer_pickup or merchant_fleet ❌ This is NULL for Drive deliveries.	maindb_delivery

delivery_location	front_door		maindb_delivery
first_consumer_delivery	0		maindb_delivery
delivery_peak_pay	200		fact_delivery_costs
delivery_sos_amount	0		fact_delivery_costs
delivery_setup_pay	0		fact_delivery_costs
GMV_Drive_Adjustment		For Drive – Subtotal, Tax are not part of GMV / GOV.	FDA
TIP		Tip Amount : Includes both pre and post tip amount ; For Demand Gen , tip is available in in DEMANDGEN_TIP_AMOUNT field.	FDA
SUPPORT_actual			FDA
SUPPORT_forecast			FDA
DASHER_PAY_OTHER		Dasher Incentive Pay which is at delivery level. (dasher_delivery_boost + delivery_SOS_amount + delivery_setup_pay + extra_amount_owed + extra_amount_owed_no_delivs + delivery_peak_pay + sos_pay + sos_pay_no_delivs + drive_on_time_bonus)	FDA
DASHER_CATCH_ALL		Any other dasher pay which does not fall in the above two buckets in USD, In general, this is dasher pay which is not at delivery level (source: Dasher Jobs). All of the dasher jobs except: 'dasher-referral','dx-ato-recover-funds','dx-ato-repayment','dasher-pay-withholding', 'cod-witholding'	FDA
DRIVER_PAY_ALLOC_ACTUAL		Driver Pay Actual number	FDA
DRIVER_PAY_ALLOC_FORECAST		Driver Pay Forecasted number	FDA
DRIVER_PAY_ALLOC		Driver Pay	FDA

REFUNDS		Refunds = Consumer_Refund + Store_Refund - Store_Charge + (Extra Accounting Entries	FDA
FIRST_DELIVERY_DISC OUNT			FDA
Consumer_Promotions_ actual			FDA
Consumer_Promotions_ forecast			FDA
Consumer_Promotions		FIRST_TIME_PROMO_CODE_CREDIT + Accounting feed of promotions	FDA
OTHER_PROMOTIONS		(PROMO_CODE_CREDIT - fmx) + fmx + CONSUMER_REFERREE_CREDIT + GIFT_CODE_CREDIT + DELIVERY_GIFT_CREDIT + ACCOUNTING_CONSISTENCY_CREDIT + UPSELL_DELIVERY_DISCOUNT + MANUAL_CREDIT + OTHER_CREDIT	FDA
FMX			FDA
CONSUMER_RETENTIO N		These are all credit redemptions which are classified under consumer retention program: GIFT_CODE_CREDIT + DELIVERY_GIFT_CREDIT + ACCOUNTING_CONSISTENCY_CREDIT + UPSELL_DELIVERY_DISCOUNT + MANUAL_CREDIT + OTHER_CREDIT	FDA
OTHER_PROMOTIONS_ BASE		PROMO_CODE_CREDIT - FMX	FDA
GIFT_CODE_CREDIT			FDA
DELIVERY_GIFT_CREDIT			FDA
ACCOUNTING_CONSIST ENCY_CREDIT			FDA
UPSELL_DELIVERY_DIS COUNT			FDA
MANUAL_CREDIT			FDA
OTHER_CREDIT			FDA
Consumer_referrals_ref eree_actual		Referee Portion of the Referral cost - source of the information: Accounting	FDA

Consumer_referrals_referee_forecast		Referee Portion of the Referral cost - source of the information: Finance Forecasting	FDA
Consumer_referrals_referee		Referee Portion of the Referral cost. Referee is defined as a person who is being introduced to the platform.	FDA
SUBSCRIPTION_ALLOC		DashPass Subscription Fee is being allocated to the subscribers' deliveries. For subscription revenue spread - we recognize revenue by each passing day they are on subscription.we take all dashpass revenue by the day within the submarket and spread it across dashpass orders came in from the same submarket.	FDA
MERCHANT_SERVICE_FEES_ALLOC_ACTUAL		Merchant Tablet Fee and other related fees - source of information: Accounting	FDA
MERCHANT_SERVICE_FEES_ALLOC_FORECAST		Merchant Tablet Fee and other related fees - source of information: Finance Forecasting	FDA
MERCHANT_SERVICE_FEES_ALLOC		When actual is available actual is being used if not then forecasted numbers are used.	FDA
GRAB_REVENUE_ALLOC		Allocated to all the deliveries, source of information: Accounting	FDA
FAST_PAY_FEES_ALLOC_ACTUAL		This is a component of Stripe fee being charged to DoorDash by Stripe whenever Dasher uses Fast Pay. Source of Information: Accounting	FDA
FAST_PAY_FEES_ALLOC_FORECAST		This is a component of Stripe fee being charged to DoorDash by Stripe whenever Dasher uses Fast Pay. Source of Information: Accounting	FDA
FAST_PAY_FEES_ALLOC		This is a component of Stripe fee being charged to DoorDash by Stripe whenever Dasher uses Fast Pay. Source of Information: Accounting when not available then Finance Forecasting.	FDA
FAST_PAY_REVENUE_ALLOC_ACTUAL		$1.99 Fast pay fee being charged to Dasher for immediate money transfer. Source of Information: Accounting	FDA
FAST_PAY_REVENUE_ALLOC_FORECAST		$1.99 Fast pay fee being charged to Dasher for immediate money transfer. Source of Information: Finance Forecasting	FDA
FAST_PAY_REVENUE_ALLOC		Source of Information: Accounting when not available then Finance Forecasting.	FDA

AUTO_INSURANCE_ALLOC_ACTUAL			FDA
AUTO_INSURANCE_ALLOC_FORECAST			FDA
AUTO_INSURANCE_ALLOC		Auto Insurance premium charged to DoorDash being allocated to non-pickup orders. Also, includes Occupational Hazard Insurance. Source of Information: Accounting when not available then Finance Forecasting.	FDA
ORDER_PLACEMENT_ALLOC_ACTUAL			FDA
ORDER_PLACEMENT_ALLOC_FORECAST			FDA
CREDIT_ISSUANCE_ALLOC_ACTUAL			FDA
CREDIT_ISSUANCE_ALLOC_FORECAST			FDA
CREDIT_ISSUANCE_ALLOC		Credit Issuance Expense - would be net of credits being issued vs redemption. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Umbrella_Insurance_ALLOC_ACTUAL			FDA
Umbrella_Insurance_ALLOC_FORECAST			FDA
Umbrella_Insurance_ALLOC		Umbrella insurance premium charged to the Doordash being allocated to orders. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Internet_Servers_ALLOC_ACTUAL			FDA
Internet_Servers_ALLOC_FORECAST			FDA
Internet_Servers_ALLOC		All server cost (AWS etc.) are being allocated to orders. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Dasher_onboarding_ALLOC_ACTUAL			FDA
Dasher_onboarding_ALLOC_FORECAST			FDA
Dasher_onboarding_ALLOC		Onboarding cost of the Dasher, Source of Information: Accounting when not available then	FDA

		Finance Forecasting.	
Merchant_Photography _ALLOC_ACTUAL			FDA
Merchant_Photography _ALLOC_FORECAST			FDA
Merchant_Photography _ALLOC		Merchant Photography Cost. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Merchant_Menu_Cost_ ALLOC_ACTUAL			FDA
Merchant_Menu_Cost_ ALLOC_FORECAST			FDA
Merchant_Menu_Cost_ ALLOC		Merchant Menu related expenses. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Merchant_Technology_ ALLOC_ACTUAL			FDA
Merchant_Technology_ ALLOC_FORECAST			FDA
Merchant_Technology_ ALLOC		Merchant Technology related expenses. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Merchant_Advertising_ ALLOC_ACTUAL			FDA
Merchant_Advertising_ ALLOC_FORECAST			FDA
Merchant_Advertising_ ALLOC		Advertising cost for Merchant. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Payroll_Alloc_ACTUAL			FDA
Payroll_Alloc_FORECAS T			FDA
Payroll_Alloc		Payroll expenses for some of the business groups which are above contribution profit. Part of add-backs and not included in contribution profit.	FDA
Travel_Expenses_ALLO C_ACTUAL			FDA
Travel_Expenses_ALLO C_FORECAST			FDA

Travel_Expenses_ALLOC		Travel expenses for some of the business groups above contribution profit and then added back. Not part of contribution profit.	FDA
Consumer_Advertising_ALLOC_ACTUAL			FDA
Consumer_Advertising_ALLOC_FORECAST			FDA
Consumer_Advertising_ALLOC		Part of CAC. Consumer advertising expense. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Consumer_Agency_fees_ALLOC_ACTUAL			FDA
Consumer_Agency_fees_ALLOC_FORECAST			FDA
Consumer_Agency_fees_ALLOC		Part of CAC. Agency related cost for acquiring consumers. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Consumer_Referrer_ALLOC_ACTUAL			FDA
Consumer_Referrer_ALLOC_FORECAST			FDA
Consumer_Referrer_ALLOC		Part of CAC. Referrer portion of Consumer Referral is part of CAC (Referee cost is captured elsewhere.) it is being allocated to orders. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Printing_ALLOC_ACTUAL			FDA
Printing_ALLOC_FORECAST			FDA
Printing_ALLOC		Part of CAC. Consumer Printing related cost. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Dasher_advertising_ALLOC_ACTUAL			FDA
Dasher_advertising_ALLOC_FORECAST			FDA
Dasher_advertising_ALLOC		Part of DAC. Advertising cost for Dasher. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Dasher_agency_fees_ALLOC_ACTUAL			FDA

Dasher_agency_fees_ALLOC_FORECAST			FDA
Dasher_agency_fees_ALLOC		Part of DAC. Agency related cost of dasher acquisition. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Supplies_technology_ALLOC_ACTUAL			FDA
Supplies_technology_ALLOC_FORECAST			FDA
Supplies_technology_ALLOC		Dasher supplies and technology. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Dasher_Milestone_ALLOC_ACTUAL			FDA
Dasher_Milestone_ALLOC_FORECAST			FDA
Dasher_Milestone_ALLOC		Only prior to Sept 2017 is Dasher Milestone is part of DAC. Currently, Dasher Milestone is under Dasher Incentive Pay.	FDA
Dasher_referrals_ALLOC_ACTUAL			FDA
Dasher_referrals_ALLOC_FORECAST			FDA
Dasher_referrals_ALLOC		Currently, this is part of Dasher Cost. There are two components of Dasher Referral cost: Dasher Referrer and Referee cost. Referrer portion of the cost will be moving out of here and will go to DAC, once Accounting Audit is done. Source of Information: Accounting when not available then Finance Forecasting.	FDA
MAC_Payroll_ALLOC_ACTUAL			FDA
MAC_Payroll_ALLOC_FORECAST			FDA
MAC_Payroll_ALLOC		Merchant Acquisition-related Payroll expense. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Other_Employee_Costs_ALLOC_ACTUAL			FDA
Other_Employee_Costs_ALLOC_FORECAST			FDA

Other_Employee_Costs _ALLOC		Merchant Acquisition-related travel expenses. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Marqeta_royalties_ALL OC_ACTUAL			FDA
Marqeta_royalties_ALL OC_FORECAST			FDA
Marqeta_royalties_ALL OC		Royalties for using the marqeta card (consider this as rewards of using credit card). Source of Information: Accounting when not available then Finance Forecasting.	FDA
Payment_Processing_fe es_ALLOC_ACTUAL		Amount charged by the payment processor ACTUAL	FDA
Payment_Processing_fe es_ALLOC_FORECAST		Amount charged by the payment processor FORECASTED	FDA
Payment_Processing_fe es_ALLOC		Amount charged by the payment processor (Stripe). This occurs when a consumer places an order as well as when money is transferred to merchant or dasher. Source of Information: Accounting when not available then Finance Forecasting.	FDA
support_payroll_te_Allo c		Support related payroll and travel expense. Source of Information: Accounting when not available then Finance Forecasting.	FDA
Kitchen_fee		DoorDash Kitchen Fee - applied to only DoorDash Kitchen orders.	FDA
Cost_of_Lease		Cost of Lease for DoorDash Kitchen.	FDA
Cost_of_Inventory		Cost of Inventory for DoorDash Essentials.	FDA
Cost_of_Gift_Cards		Cost of operating gift card	FDA
Operations_technology		Operation technology includes Dasher related technology costs and other operation technology cost. Source of Information: Accounting	FDA
Consumer_Revenue		`DELIVERY_FEE + SERVICE_FEE + SMALL_ORDER_FEE + SUBSCRIPTION_ALLOC + DDE_SUBTOTAL_ALLOC + LEGISLATIVE_FEE + RETAILER_INFLATION`	FDA
Merchant_Revenue		COMMISSION_ALLOC + KITCHEN_FEE + MERCHANT_MARKETING_FEE_ALLOC - REVENUE_RESERVE + STOREFRONT_MERCHANT_FEE + DRIVE_FEE_ALLOC + MERCHANT_SERVICE_FEES_ALLOC	FDA

Drive_Revenue		DRIVE_FEE_ALLOC	FDA
Other_Revenue		GRAB_REVENUE_ALLOC	FDA
Gross_Fee		DELIVERY_FEE + SERVICE_FEE + SMALL_ORDER_FEE + MERCHANT_MARKETING_FEE_ALLOC + SUBSCRIPTION_ALLOC + MERCHANT_SERVICE_FEES_ALLOC + COMMISSION_ALLOC + DRIVE_FEE_ALLOC + GRAB_REVENUE_ALLOC + KITCHEN_FEE + DDE_SUBTOTAL + LEGISLATIVE_FEE - REVENUE_RESERVE + STOREFRONT_MERCHANT_FEE	FDA
Dasher_Cost		DRIVER_PAY_ALLOC - (FAST_PAY_REVENUE_ALLOC) + DASHER_REFERRALS_REFEREE	FDA
Platform_Fee		(DELIVERY_FEE + SERVICE_FEE + SMALL_ORDER_FEE + MERCHANT_MARKETING_FEE_ALLOC + SUBSCRIPTION_ALLOC + MERCHANT_SERVICE_FEES_ALLOC + COMMISSION_ALLOC + DRIVE_FEE_alloc + GRAB_REVENUE_ALLOC + KITCHEN_FEE + DDE_SUBTOTAL + LEGISLATIVE_FEE - REVENUE_RESERVE + STOREFRONT_MERCHANT_FEE - DEMANDGEN_SUBSCRIPTION_DELIVERY_FEE_DISCOUNT) - (DRIVER_PAY_ALLOC - (FAST_PAY_REVENUE_ALLOC) + DASHER_REFERRALS_REFEREE)	FDA
Refunds_Credits		SUPPORT_CREDIT + REFUNDS + CREDIT_ISSUANCE_ALLOC	FDA
Promotions		FIRST_DELIVERY_DISCOUNT + CONSUMER_PROMOTIONS + MERCHANT_PROMOTIONS + OTHER_PROMOTIONS_ALLOC + CONSUMER_REFERRALS_REFEREE	FDA
Net_Revenue		PLATFORM_FEE - REFUNDS_CREDITS - PROMOTIONS	FDA
Contra_Revenue		DRIVER_PAY_ALLOC - (FAST_PAY_REVENUE_ALLOC) + DASHER_REFERRALS_REFEREE + SUPPORT_CREDIT + REFUNDS + FIRST_DELIVERY_DISCOUNT + CONSUMER_PROMOTIONS + Merchant_Promotions + OTHER_PROMOTIONS_ALLOC + CREDIT_ISSUANCE_ALLOC + CONSUMER_REFERRALS_REFEREE	FDA

Total_Payment_Processing			FDA
Insurance			FDA
Cost_Of_Sales		ORDER_PLACEMENT_ALLOC + REDELIVERIES_ALLOC + AUTO_INSURANCE_ALLOC + PAYMENT_PROCESSING_FEES_ALLOC - MARQETA_ROYALTIES_ALLOC + FAST_PAY_FEES_ALLOC + UMBRELLA_INSURANCE_ALLOC + COST_OF_LEASE + COST_OF_INVENTORY + COST_OF_GIFT_CARDS + CONTRACTOR_COST + DASHER_CANCELLATION_COST + DASHER_PAY_REDELIVERIES_TT + MERCHANT_CANCELLATION_COST + MIDDLEWARE_PROVIDER_FEE	FDA
Variable_Profit		NET_REVENUE - COST_OF_SALES - SUPPORT - SUPPORT_PAYROLL_TE_ALLOC	FDA
Adjusted_Ops_Cost		coalesce(Internet_Servers,0)+ coalesce(Dasher_Subsidies,0) + coalesce(Dasher_onboarding,0)+coalesce(Merchant_Photography,0)+coalesce(Merchant_Menu_Cost,0)+coalesce(Merchant_technology,0) +coalesce(DES,0)+coalesce(Merchant_Ops_P_TE,0) +coalesce(Strategy_Ops_P_TE,0)+coalesce(Support_Mgmt_P_TE,0)+coalesce(Platform_Ops_P_TE,0)+coalesce(Launch_P_TE,0)+coalesce(NewVerticals_Ops_P_TE,0)+coalesce(Ads_Strategy_Ops_P_TE,0)+coalesce(Autonomy_Ops_P_TE,0)+coalesce(Employee_Perks,0)+coalesce(Ops_Contractors,0)+coalesce(Ops_Printing,0)+coalesce(Ops_Business_Expense,0) +coalesce(Ops_Computer_Software,0)+coalesce(Office_Expenses,0) - coalesce(Allocation_ops,0)	FDA
CAC		customer acquisition cost CONSUMER_ADVERTISING_ALLOC + CONSUMER_AGENCY_FEES_ALLOC + CONSUMER_REFERRER_ALLOC + PRINTING_ALLOC	FDA
DAC		dasher acquisition cost Dasher_advertising + Dasher_agency_fees + Dasher_referrals_referrer	FDA
MAC		Merchant acquisition cost COALESCE(MAC_PAYROLL_ALLOC,0) + COALESCE(OTHER_EMPLOYEE_COSTS_ALLOC,0))+COALESCE(MERCHANT_ADVERTISING_ALLOC,0)	FDA

Adjusted_Other_SM		coalesce(Marketing_Payroll_Commission,0)+coalesce(computer_software,0)+coalesce(Marketing_Office_Expenses,0)+coalesce(Marketing_Employee_Perks,0) +coalesce(Marketing_Legal_Expenses,0)+coalesce(Brand_Marketing_Expense,0)+ coalesce(Marketing_Business_Expense,0)+coalesce(SM_Contractors,0)+coalesce(Brand_Mkt_P_TE,0)+coalesce(Growth_Mkt_P_TE,0)+coalesce(Other_Marketing_TE,0)-coalesce(Allocation_SM,0)	FDA
Adjusted_SM		coalesce(Consumer_Advertising,0)+coalesce(Consumer_Agency_fees,0)+coalesce(Consumer_Referrer,0)+coalesce(Printing,0) + coalesce(Dasher_advertising,0)+coalesce(Dasher_agency_fees,0)+coalesce(Dasher_referrals_referrer,0) + coalesce(MAC_Payroll,0)+coalesce(Other_Employee_Costs,0) +coalesce(Merchant_Advertising,0) + coalesce(Marketing_Payroll_Commission,0)+coalesce(computer_software,0)+coalesce(Marketing_Office_Expenses,0)+coalesce(Marketing_Employee_Perks,0) +coalesce(Marketing_Legal_Expenses,0)+coalesce(Brand_Marketing_Expense,0)+ coalesce(Marketing_Business_Expense,0)+coalesce(SM_Contractors,0)+coalesce(Brand_Mkt_P_TE,0)+coalesce(Growth_Mkt_P_TE,0)+coalesce(Other_Marketing_TE,0)-coalesce(Allocation_SM,0)	FDA
Contribution_Profit		VARIABLE_PROFIT - ADJUSTED_OPS_COST - ADJUSTED_SM	FDA
Merchant_Rating	5	Merchant rating given to the delivery by consumer	maindb_consumer_delivery_rating
Storefront_Merchant_Fee	2	Merchant Fee for Storefront orders This is equal to STOREFRONT_PAYMENT_FEE + STOREFRONT_MERCHANT_DELIVERY_FEE	FDA
Storefront_Payment_Fee	1	Total Payment Processing Fee for Storefront orders	FDA
Storefront_Merchant_Delivery_Fee	1	Total Merchant Delivery Fee for Storefront orders	FDA
Storefront_Payment_Variable_Rate	2.3	Payment Processing Fee Rate for Storefront orders	FDA

Storefront_Payment_Fixed_Fee	0.3	Payment Processing Fixed Fee for Storefront orders	FDA
Commission_Tax	30	Commission Tax (10% for Australia)	
Merchant_Marketing_Fee_Tax	30	Merchant Marketing Fees Tax (10% for Australia)	
is_caviar	TRUE	Order submitted via the Caviar platform	
Storefront_Gov	1100	GOV of Storefront orders. This includes: • SUBTOTAL_ADJUSTED • TAX_AMOUNT_ADJUSTED • DELIVERY_FEE • SERVICE_FEE • SMALL_ORDER_FEE • TIP	
is_gift	TRUE	Whether the order was placed using the 'gifting' feature	
is_pnl	TRUE	This flag helps to identify caviar Orders prior to acquisition which isn't part of PL; The flag is TRUE for all the valid caviar orders post Nov 2019 and all thee valid DD orders.	
is_subscribed_consumer_caviar_signup	TRUE	Flag for DashPass signup platform	
is_bundle_order	TRUE	Flag for DoubleDash (fka Bundles) bundle orders: TRUE: bundle order FALSE: normal order including bundle order's primary order	
bundle_group	'pre_checkout' 'post_checkout'	Flag for whether the DoubleDash primary order or bundle order is checked out via 'pre_checkout' flow or 'post_checkout' flow	
original_bundle_order_cart_id	4780736860	DoubleDash(fka Bundles) primary orders' order cart id Field to map bundle order to its primary order using order_cart_id	MAINDB_ORDER_CART
bundle_order_role	'primary_order'	'primary_order': DoubleDash primary order if there's a bundle order placed 'bundle_order': DoubleDash bundle order	
storefront_merchant_promotion	900	Storefront merchant funded promotions	maindblocal_order_cart_discount_component

order_config_external_channel	'GOOGLE_FOOD_ORDERING'	A flag for Storefront orders that came in via Google Food Ordering.	
missing_tip	400	Tip delta when compared to fact_dasher_delivery_pay	FDA
dd_device_id	dx_EF0F7471-82EC-4580-8C35-802BE653027B	The internal device identifier for mobile devices and web browsers (cookies).	fact_consumer_purchase_events