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# Predicts Algo

## Query

This query is being used currently. The selection criteria is listed below.

```
select  line.targ_ad_network_name_text || ' ~ ' ||  line.targ_publisher_name_text || ' ~ ' || li
line.targ_cont_type_name_text || ' ~ ' ||  line.targ_cont_topic_name_text || ' ~ ' ||  line.targ_
line.targ_section_name_text || ' ~ ' ||  '.' as AICAttr,  line.order_id, line.targ_ad_network_nam
line.targ_site_name_text, line.targ_cont_type_name_text, line.targ_cont_topic_name_text, line.tar
line.targ_space_id_text, company.advertiser_id advertiserId, adv_prnt_category parentCategory,
crm_advertiser_id crmAdvertiserId, company.advertiser_name advertiserName, company.ADV_ADDR_LINE_
company.ADV_ADDR_LINE_2 addrStreet2, company.ADV_ADDR_LINE_3 addrStreet3, company.ADV_ADDR_CITY a
company.ADV_ADDR_STATE addrState, null addrProvince, company.ADV_ADDR_COUNTRY addrCountry, compan
FROM
     lkp_placement_line line,
     lkp_advertiser company,
     lkp_order ord
WHERE
line.ORDER_ID IN (
  SELECT ORDER_ID
  FROM LKP_ORDER
  WHERE
     ORD_COMMITTED_DATE > '01-Mar-11'
  AND ORD_COMMITTED_DATE <'28-Feb-13'
  AND ORD_STATUS_CODE IN ('COMMITTED','COMPLETE','RUNNING','MME-CO','MME-CM','MME-RN','APT-COMMIT
  AND ORD_HOUSE_AD_FLAG ='N'
)
AND line.LINE_STATUS_CODE in ('COMMITTED','COMPLETE','RUNNING','MME-CO','MME-CM','MME-RN','APT-CO
AND line.TARG_AD_NETWORK_NAME_TEXT like 'Yahoo! %'
AND line.TARG_AD_NETWORK_NAME_TEXT is not null
AND line.LINE_DELETED_FLAG = 'N'
AND line.ORDER_ID = ord.ORDER_ID
AND company.ADVERTISER_ID = ord.ADVERTISER_ID
AND company.ADV_ACTIVE_FLAG = 'Y'
```

## Selection Criteria

This section describes the selection criteria for order lines and customer records. It also describes current start and end dates

### Start and End Dates

This section is under construction. Don't take these dates seriously at this moment.

### Orders (LKP_ORDER)

**Order committed date** > start date and <= end date
As of March 2013 we are using the following
  Start Date – 01-Mar-2011
  End Date   – 28-Feb-2013

**Order status** is in
  COMMITTED
  COMPLETE
  RUNNING
  MME-CO
  MME-CM
  MME-RN
  APT-COMMITTED
  APT-COMPLETE

```
    APT-RUNNING
```

**House Ad Flag** = N


## Customer (LKP_CUSTOMER)


Should have at least one order which satisfies the criteria given above for Orders

ADV_ACTIVE_FLAG = 'Y'


## Order Line (LKP_PLACEMENT_LINE)

The order to which it belongs must satisfy the criteria given above for Orders

And following are constraints for lines

**Line status** is in
```
  COMMITTED
  COMPLETE
  RUNNING
  APT-COMPLETE
  APT-COMMITTED
  APT-RUNNING
  MME-CO
  MME-CM
  MME-RN
```

```
Confirming following status from Kim
  APT-EXPIRED
  APT-PAUSED
  APT-PENDING_APPROVAL
  APT-PENDING_COMMITTAL
  APT-PROPOSAL
  APT-REJECTED
  APT-REVISED
  APT-REVISED_COMMITTED
  APT-STOPPED
  MME-S
  MME-ST
  MME-CA
  MME-FZ
```

**Ad Metwork Names** should be a Yahoo network.
According to Kim, we should not contrain to only these values but the list should have all the Ya
Therefore the clause would include "like 'Yahoo! %'".

```
As of March 2013, following values are available but the list may grow.
  'Yahoo! UK O&O'
  'Yahoo! DE O&O'
  'Yahoo! MX O&O'
  'Yahoo! EMEA'
  'Yahoo! BR O&O'
  'Yahoo! US O&O'
  'Yahoo! AUNZ',
  'Yahoo! Ad Network'
  'Yahoo! Latin America'
  'Yahoo! North Asia'
  'Yahoo! SEA'
  'Yahoo! Europe'
  'Yahoo! ID O&O'
  'Yahoo! IN O&O'
```

**Ad Network Name** should not be Null

Orders (LKP_ORDER)                                                         2

**Ad Publisher Name** can be Null – Kim's comment 'I think this is possible, this should NOT be a con
**Site** can be Null – Kim's comment 'This can be the case if the user is booking site structure, thi
**Line Deleted flag** should be N

-- VadodkarYahoo -- 14 Feb 2013

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