

Table of Contents

Predicts Database.....	1
Database Tables.....	1
Need to revise information below this.....	1
Staging Table Fields.....	1
Attachments.....	3
Attachments.....	3

Predicts Database

Database Tables

- Database tables and mappings are described in the attached spreadsheet
 - ♦ GoKart2AnalysisMain.xlsx: Predicts Ad Match data tables and mappings

Need to revise information below this

Staging Table Fields

Entity Name	Field Name	Source	Needed in Version	Comment
Company	Name		1.0	Until we have MDM, YCRM is the source of the name. There is a possibility of several company records having same name. YCRM Row Id can be used to uniquely identify the records.
	Parent Category		1.0	Auto, Finance, Entertainment etc. Needed to be able to filter companies based on their categories Anton said that for reporting purposes users enter category at order level. In YCRM's s_order_item table field x_ycrm_par_cat seems to have no nulls. But it does have lots of values such as 'other' which may behave like null though.
	Category		1.0	
	MDMId			Needed to uniquely identify companies. Not fully available as of June 2012
	address street 1		1.0	It would be needed.
	address street 2		1.0	Kathiresan will tell what is available for address
	address city		1.0	
	address state		1.0	

	address country		1.0	
	address postal code		1.0	
Property	propertyPath		1.0	This is the path where the customer has chosen to advertise
	rootPproperty		1.0	This is the top level (root) property name such as Homepage, Finance, Auto, Sports, Shine etc
	propertyURL	http://i13n.corp.yahoo.com/urlmap/	1.0	This is the actual URL where one can go to see the actual page. This is required for UI team to capture screen image.
	spaceId		1.0	Anton mentioned that spaceid may change. Type 1 is the current path while type 2 is the historical path. For a given spaceid there can be multiple type 2 if it changed several times.
	comScore		1.0	These are part of property performance metric. UAD does not have. Kim is talking to Megan. Do we need this?
	clickThroughRate		1.0	UAD team can get this information.
Placement	position		1.0	SKY, LREC etc
	adTech			
	adVendor			
	adUnit			
	netCPM		1.0	UAD does not store. Kathiresan will try to find.
	grossCPM			UAD does not store. Kathiresan will try to find.
	lineAmount			This is the money the customer spent on the line. Anton said that this can be converted to USD based on 'plan rate'.

	lineCreatedOn		1.0	UAD may not have this information.
	lineUpdatedOn		1.0	Also need to decide which date to be used. Should we use committed date?
	profile			This is the Ruby Profile. We may not need it in 1.0 because we are not including targeting.

- Following list of fields will be analyzed and if a field is needed it will be added to the table above.


X_GROSS_AMNT	NUMBER (22, 7)
X_GROSS_CPM	VARCHAR2 (255 CHAR)
X_IMPRESSIONS	VARCHAR2 (255 CHAR)
X_POSITION	VARCHAR2 (255 CHAR)
X_PROPERTY	VARCHAR2 (255 CHAR)
X_CLICKS	NUMBER (22, 7)
X_CONT_CLICKS	NUMBER (22, 7)
X_LOCATION	VARCHAR2 (255 CHAR)
X_CPA	NUMBER (22, 7)
X_CPC	NUMBER (22, 7)
X_FLOORVAR_PRICE	VARCHAR2 (255 CHAR)
X_TARGET_PRICE	NUMBER (22, 7)
X_TOTAL_IMPRESSIONS	NUMBER (22)
X_TOTAL_IMPRESSIONS_AVAIL	NUMBER (22)
X_AD_VALUE	NUMBER (22, 7)
X_AD_TECH	VARCHAR2 (50 CHAR)
X_AD_UNIT	VARCHAR2 (50 CHAR)
X_AD_VENDOR	VARCHAR2 (50 CHAR)
X_DESC_TEXT	VARCHAR2 (500 CHAR)
X_PACKAGE	VARCHAR2 (255 CHAR)
X_YCRM_CAP_AMT	NUMBER (22, 7)
X_YCRM_CAP_TYPE	VARCHAR2 (30 CHAR)
X_YCRM_CONV_FLOOR_PRICE	NUMBER (22, 7)
X_YCRM_CONV_LIST_PRICE	NUMBER (22, 7)
X_YCRM_CONV_TARGET_PRICE	NUMBER (22, 7)
X_YCRM_LIST_PRICE	NUMBER (22, 7)
X_YAN_AD_FRMT	VARCHAR2 (30 CHAR)
X_YAN_GRS_FLOOR_PRICE	NUMBER (22, 7)
X_YAN_GRS_LIST_PRICE	NUMBER (22, 7)
X_YAN_GRS_TARGET_PRICE	NUMBER (22, 7)
X_YAN_AD_SIZE	VARCHAR2 (30 CHAR)

-- VadodkarYahoo -- 20 Jun 2012

Attachments

Attachments

Topic attachments

I	Attachment	Action	Size	Date▲	Who	Comment
 .xlsx	GoKart2AnalysisMain.xlsx	manage	43.2 K	14 Dec 2012 - 23:27 UTC	VadodkarYahoo	Predicts Ad Match data tables and

					mappings
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This topic: APAG > Predicts > PredictsDatabase

Topic revision: r5 - 14 Dec 2012 - 23:27:44 - VadodkarYahoo

Yahoo! wiki 1.1.3_36

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