

### Data Pulling

#### adv\_data

Opera-like data on advertiser, publisher, device levels

#### adv\_overspend

Overspends of clients

#### audience\_reach

Audience and Reach of account

#### bucket

Temporary and current bucket of account

#### budget

Current budget of account

#### comp\_win\_int/ext

Internal and external competition win

#### config\_campaign

TOP configuration of campaign

#### feed

Latest feed quality

#### onsite

Account's visitors, sales, OV on-site o

#### tiering

Tiered down/up accounts

#### top\_products

Clicks, displays, sales for top products

### Utilities

#### cmail

Send email with text and data

#### currency

Currency format for number

#### datadump\_excel

Merge existing excel file with dataframe

#### nicetab

Nice tabular format for dataframe

#### percent

Percent format for number

#### query\_v/sql

Query Vertica and SQL.

#### smart\_dates

Give two dates for a string of period

#### update\_pwd

Update password for running queries

#### update\_rmmx

Update rmmx with latest version

### Performance

#### account\_target

HOUSE account's target

#### achievement

Individual/Team achievements

#### below\_target

CPO/COS vs account's target

### Performance (cont)

#### comp\_slides

Competition slides

#### criteo\_contribution

Criteo contribution on all account's sales

#### incrementality

Incrementality report

#### individual\_targets

Individual targets

#### market\_targets

Market targets

### Global analysis

#### back\_in\_time

WoW, QoQ, YoY of dataframe

#### churn

All churned clients

#### cpc\_change\_simulator

Forecast performance with different CPC

#### forecast\_client

Forecast account's performance

#### retention

Retention, stop&go, and impact of paused accounts

#### seasonality

Seasonality of account



### Unusual Patterns

#### fraud

Suspicious user behavior

#### fraud\_publisher

Suspicious publisher behavior

#### ga\_sessions\_discrepancy

Discrepancies with Google Analytics

#### Troubleshoot

Troubleshoot performance issues (Shiny)

### Account

#### bucket

Temporary and current bucket of account

#### churn

All churned clients

#### comp\_win\_int/ext

Internal and external competition win

#### criteo\_contribution

Criteo contribution to sales, OV

#### retention

Retention, Stop&Go, and impact of paused clients

#### seasonality

Seasonality of a client

#### tiering

Tiered down/up accounts

#### top\_product

Clicks, displays, sales for top products

### Publisher

#### fb\_perf

Facebook performance

#### landing\_rate

Account's landing rate

#### supply\_health

Addressable and captured values per publisher



By [ivanov](#)  
[cheatography.com/ivanov/](http://cheatography.com/ivanov/)

Published 27th September, 2017.  
Last updated 28th September, 2017.  
Page 2 of 2.

Sponsored by [CrosswordCheats.com](#)  
Learn to solve cryptic crosswords!  
<http://crosswordcheats.com>