Smartrouter Scoping Project — Full Report

2026-02-18

Smartrouter Scoping Project Plan

Last Updated: 2026-02-18 **Status:** In Progress

Overview

Field	Details
Project Name	Smartrouter Scoping Project
Start Date	2026-02-18
Target Completion	TBD
Owner	TBD
Status	Planning

Goals & Success Criteria

Purpose

This is a **scoping and assessment project**. The goal of this phase is to nail down everything that needs to be done and produce a clear, detailed estimate of the effort required to integrate Athia AI/ML into Deuna's payments service. No implementation is happening yet.

Phase 0 Deliverables (Current Focus)

- Full understanding of Deuna's data, schema, and existing routing infrastructure
- Detailed breakdown of all work required across P-01 through P-05 use cases
- Effort estimates per workstream (engineering, data, infra, ML)
- Risk identification and open questions resolved
- Clear recommendation on what to build and in what order

Success Criteria (Phase 0)

- All open questions answered
- Effort estimate produced with confidence
- All access and dependencies identified and documented
- Stakeholder alignment on scope, timeline, and approach

Longer-Term Success Criteria (Post-Scoping)

- Measurable approval lift
- Stability during PSP outages
- Latency target: p95 $<$ 200ms

In Scope (Phase 0 — Assessment Only)

- Understand Deuna's data, schema, and existing routing rules
- Assess Athia platform gaps vs. what's needed
- Size effort for: Processor/Message selector, Smart Retry logic, Feedback Loop
- Identify all dependencies, blockers, and risks

Out of Scope (Phase 0)

- Any implementation or code delivery
- 3DS optimization (Phase 2)
- User-facing messaging (Phase 3)
- Installment optimization

Stakeholders

See TEAMS.md for the full source of truth on all people and roles.

Name	Company	Role
Pablo	Deuna	CTO
Israel	Deuna	Data POC
Farhan	Deuna	Claude/LLM Access POC
Mark Walick	Deuna	PM Lead
Rakesh	Aidaptive	Engineer
Naoki	Aidaptive	Engineer

Milestones & Timeline

Milestone	Duration	Status	Notes
Phase 0: Assess level of effort/complexity	2 days	In Progress	$6K budget, started 2026-02-18
Phase 1: Model running in production for 2 processors with basic feature store	2 weeks	Pending	Core delivery
Phase 2: Add monitoring + integrate with experimentation	Week 3	Pending	Immediately after Phase 1
Phase 3: Drift detection, CI/CD, experiment ramp-up, additional model techniques	TBD	Pending	

Key Use Cases (P0)

ID	Use Case	Description
P-01	Outage detection & failover	Fail over/back via persistent timeout codes; random sampling of down PSP to detect recovery

ID	Use Case	Description
P-02	Overall transaction routing optimizer	Optimize Deuna's existing static rules based on historical outcomes
P-03	Per-transaction optimal route selection	Rank top 3 routes based on prior outcomes for fast retry
P-04	Message manipulation	Toggle CIT/MIT, AVS, MCC variables in authorization requests; top 3 recommendations
P-05	Retry optimization	Subs/MIT focused; enterprise darktime reduction; delayed retry based on reputation

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Work Breakdown / Task Tracking

Backlog

- ☐ Confirm Claude access and LLM budget provisioned (Pablo → Farhan)
- ☒ Confirm Snowflake read access provisioned — Rakesh verified (2026-02-18, info from Israel)
- ☐ Naoki to test Snowflake access once online — coordinate with Rakesh
- ☐ Provision Deuna corp accounts for Rakesh and Naoki
  - ☐ Snowflake instance access for both accounts
  - ☐ Code (repo) access for both accounts
  - ☐ Claude Code credits for both accounts
- ☐ Complete Phase 0: assess level of effort/complexity (2 days, $6K)
- ☐ Build training platform (currently prototype-only — see Technical Gaps)
- ☐ Deliver P-01 through P-05 use cases

In Progress

- (nothing yet)

Done

- (nothing yet)

Schema Understanding & Data Notes

Extracted 2026-02-18 from `PAYMENT_ML` Snowflake database. Full schema reference: SCHEMA.md

Overall Assessment

The schema is very well structured for the P0 use cases. The data is organized into clean source views in the `SOURCES` schema, and a massive denormalized flat table (`ABTESTING.ALL_VIEWS_FLAT`) that joins everything together — ideal for quick EDA and feature engineering without complex joins.

Key Tables for P0 Use Cases

`VW_ATHENA_PAYMENT_ATTEMPT` — most important table for routing & retry - Tracks every individual attempt with sequence order, processor used, error code/category, hard/soft decline type, retry indicator, and approved status - `DYNAMIC_ROUTING_DETAIL` (VARIANT/JSON) column likely contains rich routing decision metadata — needs exploration - `PAYMENT_ATTEMPT_SEQUENCE_ORDER` + `PAYMENT_LAST_ATTEMPT_INDICATOR` make it easy to reconstruct the full retry chain per payment - Directly supports **P-03** (per-transaction route selection) and **P-05** (retry optimization)

`VW_SMART_ROUTING_ATTEMPTS` — current routing engine event log - Captures per-attempt routing decisions: algorithm type, processor selected, process time, result status, skip reason - `PROPERTIES_RESULT_PROCESS_TIME` is a direct latency signal for the p95 < 200ms target - `PROPERTIES_RESULT_SKIPPED_REASON` tells us why processors were bypassed — key for **P-01** (outage detection) - `PROPERTIES_ALGORITHM_TYPE` reveals what routing strategies are already in use

`VW_ROUTING_MERCHANT_RULE` **+ related views** — existing rules engine - Deuna already has a rules-based routing system with conditions, members, options, and priority ordering - This is the foundation for **P-02** (optimize existing static rules) — we don't start from scratch - `SHADOW_MODE` in `VW_ROUTING_MERCHANT_RULE_MEMBER` suggests there's already infrastructure for testing new processors without live traffic

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Feature Richness for ML Models

The data has strong signal across multiple dimensions:

Feature Group	Key Columns	Usefulness
Retry history	`NUM_ATTEMPTS_ORDER`, `PREVIOUS_ORDER_ERROR_CODE`, `PREVIOUS_ORDER_PROCESSOR`, `AVG_SEC_BETWEEN_PAYMENT_ATTEMPS`	Direct retry optimization signals
Error signals	`ERROR_CODE`, `ERROR_CATEGORY`, `HARD_SOFT`, `EVENT_ERROR_STANDARD_ERROR_CODE`	Distinguish hard vs soft declines; normalized error codes in events
Card signals	`CARD_BIN`, `CARD_BRAND`, `BANK`, `CARD_COUNTRY`	Processor affinity by card type
User behavior	`TARGET_USER_FRAUD_RATE_COHORT`, `TARGET_USER_TENURE_IN_DAYS`, `TARGET_USER_FREQUENCY_VALUE`, `TOTA_MINUTES_BROWSING`, `TOTAL_NUM_SESSIONS`	User risk and engagement signals
RFM	`TARGET_USER_FREQUENCY_VALUE`, `TARGET_USER_RECENCY_VALUE`, `TARGET_USER_MONETARY_VALUE`	Customer value for routing priority
Geo	`LATITUDE`, `LONGITUDE`, `ORDER_COUNTRY_CODE`, `WEATHER_MAIN`	Geography-based processor routing
Device	`TARGET_USER_BROWSER`, `TARGET_USER_OS`, `TARGET_USER_DEVICE`	Device fingerprinting
Message config	`MCI_MSI_TYPE`, `ORDER_MCI_MSI_TYPE`, `PAYMENT_ATTEMPT_METHOD_TYPE`	CIT/MIT toggle tracking for **P-04**
3DS	`CHALLENGE_3DS_INDICATOR`, `CHALLENGE_3DS_STATUS`	Available now; scoped to Phase 2

Starting Point Recommendation

- Use `ABTESTING.ALL_VIEWS_FLAT` for initial EDA — everything is already joined
- Switch to individual `SOURCES` views for model training to avoid data leakage and redundancy
- Explore `DYNAMIC_ROUTING_DETAIL` VARIANT column in `VW_ATHENA_PAYMENT_ATTEMPT` early — may contain routing features not exposed elsewhere

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Notable Data Quality Observations

- **Typo in source data:** `PATMENT_TIME` in `VW_ATHENA_PAYMENT` (should be `PAYMENT_TIME`) — minor but worth noting for pipelines
- **Airline-specific data:** `VW_ORDER_AIRLINE_DETAIL_ALL` and `VW_ORDER_AIRLINE_INFORMATION_DETAIL_ALL` suggest Volaris is a key merchant with rich flight/passenger metadata
- `SOURCES` schema has no raw tables — only views, meaning underlying raw tables are managed upstream by Deuna's data team (Israel's domain)

Technical Gaps (from SOW)

Testing/Experimentation Platform — Production Ready

- A/B testing infrastructure, multi-variant experiments, automated winner selection
- Model registry with versioning, real-time inference (FastAPI sidecar)
- Missing: canary deployments

Training Platform — Prototype Only (needs significant work)

- No automated retraining, no orchestration, no CI/CD
- No data validation, no monitoring, no drift detection
- No feature store, no lineage tracking, no rollback capability
- No hyperparameter tuning, no algorithm comparison

Decisions Log

Date	Decision	Rationale	Made By
2026-02-18	Latency target updated from p95 < 50ms to p95 < 200ms	Revised from original SOW spec	Rakesh (discussed with Pablo)

Open Questions

#	Question	Owner	Status
1	TBD	TBD	Open

Risks & Issues

ID	Description	Likelihood	Impact	Mitigation	Status
R1	TBD	Low/Med/High	Low/Med/High	TBD	Open

Notes & Meeting Log

2026-02-18

- Project plan file created. Details to be filled in.
- Israel is the main POC for data and related topics.
- Pablo is the CTO.
- All data is in Snowflake database; we will get read access to all tables. Snowflake URL: `VLTAXPW-RMONTES.snowflakecomputi`
- Need Claude access and budget for LLM. Farhan is the main POC; Pablo will be talking to Farhan to get this access.
- Mark Walick is the PM lead for this project.

Project Plan Exports

Date	File	Notes
2026-02-18	project-plan-2026-02-18.pdf	Initial export
2026-02-18	project-plan-2026-02-18-v2.pdf	Updated with schema notes, stakeholders, todos
2026-02-18	project-plan-2026-02-18-v3.pdf	Updated with TEAMS.md reference, Mark Walick correction
2026-02-18	project-plan-2026-02-18-v4.pdf	Self-contained: includes project plan + teams + schema
2026-02-18	project-plan-2026-02-18-v5.pdf	Updated project purpose to reflect scoping nature
2026-02-18	project-plan-2026-02-18-v6.pdf	Improved table formatting — fixed column overlaps
2026-02-18	project-plan-2026-02-18-v7.pdf	Latest snapshot
2026-02-18	schema-2026-02-18.pdf	Initial Snowflake schema snapshot

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Documents & SOW Snapshots

Document	Date	Version	File
SOW: Athia Embedded into Acceptance - Phase 1	2026-02-16	v1	PDF

References & Links

- CLAUDE.md (project conventions)
- Data Dictionary
- Athia Data Model
- Snowflake Login (`VLTAXPW-RMONTES.snowflakecomputing.com`)

Teams & Stakeholders

Source of truth for all people involved in the Smartrouter Scoping Project. **Last Updated:** 2026-02-18

Deuna

Name	Role	Responsibilities
Pablo	CTO	Executive sponsor; coordinating Claude/LLM access via Farhan
Israel	Data POC	Main point of contact for data and Snowflake access
Farhan	Claude/LLM Access POC	Provisioning Claude access and budget
Mark Walick	PM Lead	Product management lead

Aidaptive

Name	Role	Responsibilities
Rakesh	Engineer	Engineering lead; Snowflake access verified
Naoki	Engineer	Engineering; Snowflake access pending test

Key Contacts by Topic

Topic	Owner	Notes
Data / Snowflake	Israel (Deuna)	All data questions, schema, access
Claude / LLM Budget	Farhan (Deuna)	Pablo coordinating with Farhan
Project Management	Mark Walick (Deuna)	
Engineering	Rakesh + Naoki (Aidaptive)	Coordinate with each other on access/setup
Executive Decisions	Pablo (Deuna)	CTO sign-off

Snowflake Schema Reference

Database: `PAYMENT_ML` **Instance:** `VLTAXPW-RMONTES.snowflakecomputing.com` **Extracted:** 2026-02-18

Overview

Schema	Type	Object	Columns
ABTESTING	Table	ALL_VIEWS_FLAT	~319 (denormalized flat table)
ABTESTING	Table	ALL_VIEWS_FLAT_SAMPLE	~319 (sample of above)
SOURCES	View	VW_ATHENA_CHANNEL	2
SOURCES	View	VW_ATHENA_ORDER	85
SOURCES	View	VW_ATHENA_ORDER_COMPLEMENT	11
SOURCES	View	VW_ATHENA_PAYMENT	46
SOURCES	View	VW_ATHENA_PAYMENT_ATTEMPT	39
SOURCES	View	VW_ATHENA_PAYMENT_EVENTS	28
SOURCES	View	VW_ATHENA_TARGET_USER	40

Schema	Type	Object	Columns
SOURCES	View	VW_ORDER_AIRLINE_DETAIL_ALL	29
SOURCES	View	VW_ORDER_AIRLINE_INFORMATION_DETAIL_ALL	51
SOURCES	View	VW_ROUTING_MERCHANT_RULE	14
SOURCES	View	VW_ROUTING_MERCHANT_RULE_CONDITION	16
SOURCES	View	VW_ROUTING_MERCHANT_RULE_MEMBER	15
SOURCES	View	VW_ROUTING_MERCHANT_RULE_OPTION	8
SOURCES	View	VW_ROUTING_MERCHANT_RULE_OPTION_VALUES	8
SOURCES	View	VW_SMART_ROUTING_ATTEMPTS	40

Schema: ABTESTING

Denormalized flat tables joining all Athena views — used for A/B testing analysis.

ALL_VIEWS_FLAT / ALL_VIEWS_FLAT_SAMPLE

Both tables share the same ~319 columns. `ALL_VIEWS_FLAT_SAMPLE` is a sampled subset.

Key column groups:

Group	Columns
Identity	`SOURCE_TABLE_NAME`, `CHANNEL_ID`, `CHANNEL_NAME`, `COMMERCE_ID`, `TARGET_USER_ID`, `USER_ACCOUNT_ID`
Order	`ORDER_ID`, `ORDER_DATE`, `ORDER_TIME`, `ORDER_STATUS`, `ORDER_TOKEN`, `COMMERCE_STORE_CODE`
Order Indicators	`ORDER_APPROVED_INDICATOR`, `ORDER_REJECTED_INDICATOR`, `ORDER_SEND_TO_SMART_ROUTING_INDICATOR`, `ORDER_RECOVERED_BY_SMART_ROUTING_INDICATOR`, `ORDER_APPROVED_BY_FIRST_PROCESSOR_INDICATOR`, `ORDER_DENIED_BY_FRAUD_INDICATOR`, `ORDER_DENIED_BY_PROCESSOR_INDICATOR`
Order Amounts	`ORDER_ORIGINAL_GMV_AMOUNT`, `ORDER_GMV_AMOUNT_USD`, `ORDER_AUTH_AMOUNT_USD`, `ORDER_CAPTURE_AMOUNT_USD`, `ORDER_TOTAL_AMOUNT_USD`
Payment	`PAYMENT_ID`, `PAYMENT_DATE`, `PAYMENT_STATUS`, `PROCESSOR_NAME`, `PAYMENT_AMOUNT_USD`
Payment Attempt	`PAYMENT_ATTEMPT_ID`, `PAYMENT_ATTEMPT_SEQUENCE_ORDER`, `PAYMENT_ATTEMPT_STATUS`, `PAYMENT_ATTEMPT_PROCESSOR_NAME`, `PAYMENT_ATTEMPT_ERROR_CODE`, `PAYMENT_ATTEMPT_APPROVED_INDICATOR`
Event	`EVENT_TYPE`, `EVENT_STATUS`, `EVENT_CREATED_AT`, `EVENT_ERROR_CODE`, `EVENT_ERROR_STANDARD_ERROR_CODE`
Card	`CARD_BIN`, `CARD_BRAND`, `CARD_LAST_FOUR`, `CARD_COUNTRY`, `BANK`
Fraud	`FRAUD_PROCESSOR_NAME`, `FRAUD_RISK_LEVEL`, `FRAUD_RISK_SCORE`, `FRAUD_STATUS`
User	`TARGET_USER_BROWSER`, `TARGET_USER_OS`, `TARGET_USER_DEVICE`, `TARGET_USER_FRAUD_RATE_COHORT`, `TARGET_USER_TENURE_IN_DAYS`
Routing Rules	`RULE_ID`, `PROPERTIES__RULES_LABEL`, `MERCHANT_PAYMENT_PROCESSOR_NAME`, `COMMERCE_ROUTING_MERCHANT_RULE_VERSION_ID`

Group	Columns
Geo	LATITUDE, LONGITUDE, ORDER_CITY_NAME, ORDER_STATE_NAME, ORDER_COUNTRY_CODE, WEATHER_MAIN
Airline	PNR, FLIGHT_NUMBER, CARRIER_CODE, DESTINATION_IATA_CODE, TOTAL_PASSENGER

Schema: SOURCES

Raw source views feeding the ABTESTING schema. Join key across most views: COMMERCE_ID, ORDER_ID, PAYMENT_ID, PAYMENT_ATTEMPT_ID.

VW_ATHENA_CHANNEL (2 cols)

Channel lookup table.

Column	Type
CHANNEL_ID	NUMBER(5,0)
CHANNEL_NAME	VARCHAR

VW_ATHENA_ORDER (85 cols)

Core order-level data including status, amounts, payment method, behavioral signals, and geo.

Column	Type	Notes
COMMERCE_ID	VARCHAR	Merchant ID
TARGET_USER_ID	VARCHAR(32)	User ID
USER_ACCOUNT_ID	VARCHAR(32)	
CHANNEL_ID	NUMBER	
ORDER_ID	VARCHAR	Primary key
ORDER_DATE / ORDER_TIME	DATE / TIME	
ORDER_STATUS	VARCHAR	
ORDER_APPROVED_INDICATOR	BOOLEAN	
ORDER_SEND_TO_SMART_ROUTING_INDICATOR	BOOLEAN	Was smart routing used?
ORDER_RECOVERED_BY_SMART_ROUTING_INDICATOR	BOOLEAN	Did smart routing recover?
ORDER_DENIED_BY_FRAUD_INDICATOR	BOOLEAN	
ORDER_ORIGINAL_GMV_AMOUNT / _USD	FLOAT	
ORDER_AUTH_AMOUNT_USD	FLOAT	
ORDER_TOTAL_AMOUNT_USD	FLOAT	
PAYMENT_CURRENCY	VARCHAR	
CARD_LAST_FOUR / CARD_COUNTRY	VARCHAR	
DEVICEID / REQUEST_IP	VARCHAR	
USER_IS_GUEST	BOOLEAN	
TOTA_MINUTES_BROWSING	NUMBER	Behavioral feature
TOTAL_EVENTS_BEFORE_PURCHASE	NUMBER	Behavioral feature

Column	Type	Notes
TOTAL_NUM_SESSIONS	NUMBER	Behavioral feature
LATITUDE / LONGITUDE	NUMBER	
WEATHER_MAIN	VARCHAR	
ORDER_TOKEN	VARCHAR(100)	

VW_ATHENA_ORDER_COMPLEMENT (11 cols)

Fraud and 3DS signals at the order level.

Column	Type
COMMERCE_ID	VARCHAR
CHANNEL_ID	NUMBER
ORDER_ID	VARCHAR
FRAUD_PROCESSOR_NAME	VARCHAR
FRAUD_RISK_LEVEL	VARCHAR
FRAUD_RISK_SCORE	FLOAT
FRAUD_STATUS	VARCHAR
SITEDOMAIN	VARCHAR
WEBSITENAME	VARCHAR
CHALLENGE_3DS_INDICATOR	BOOLEAN
CHALLENGE_3DS_STATUS	VARCHAR

VW_ATHENA_PAYMENT (46 cols)

Payment-level data: processor, card info, error codes, routing rules.

Column	Type	Notes
PAYMENT_ID	VARCHAR(250)	Primary key
ORDER_ID	VARCHAR	FK → Order
PAYMENT_DATE / PATMENT_TIME	DATE / TIME	Note: typo in source (`PATMENT`)
PAYMENT_STATUS	VARCHAR	
PROCESSOR_NAME	VARCHAR	
CARD_BIN / CARD_BRAND / BANK	VARCHAR	
NUM_ATTEMPTS_ORDER	NUMBER	
NUM_ATTEMPTS_SMART_ROUTING	NUMBER	
ERROR_MESSAGE / ERROR_CODE / ERROR_CATEGORY	VARCHAR	
PAYMENT_AMOUNT_USD	FLOAT	
HARD_SOFT	VARCHAR	Hard vs soft decline
RULE_ID	VARCHAR	Routing rule applied
PROPERTIES___RULES_LABEL	VARCHAR	
MERCHANT_PAYMENT_PROCESSOR_NAME	VARCHAR	
MERCHANT_PAYMENT_PROCESSOR_ID	VARCHAR	
PREVIOUS_ORDER_ERROR_CODE	VARCHAR	Prior attempt context

Column	Type	Notes
PREVIOUS_ORDER_PROCESSOR	VARCHAR	
AUTHORIZATION_CODE	VARCHAR	
COMMERCE_ROUTING_MERCHANT_RULE_VERSION_ID	VARCHAR(36)	

VW_ATHENA_PAYMENT_ATTEMPT (39 cols)

Individual attempt-level data — key table for retry optimization.

Column	Type	Notes
PAYMENT_ATTEMPT_ID	VARCHAR(32)	Primary key
PAYMENT_ID	VARCHAR(250)	FK → Payment
ORDER_ID	VARCHAR	FK → Order
PAYMENT_ATTEMPT_SEQUENCE_ORDER	NUMBER	Attempt number
PAYMENT_LAST_ATTEMPT_INDICATOR	BOOLEAN	
PAYMENT_ATTEMPT_STATUS	VARCHAR	
PAYMENT_ATTEMPT_PROCESSOR_NAME	VARCHAR	Which processor used
PAYMENT_ATTEMPT_PROCESSOR_CODE	VARCHAR	
PAYMENT_ATTEMPT_ERROR_CODE	VARCHAR	
PAYMENT_ATTEMPT_ERROR_CATEGORY	VARCHAR	
PAYMENT_ATTEMPT_HARD_SOFT_TYPE	VARCHAR	
PAYMENT_ATTEMPT_RETRY_INDICATOR	VARCHAR	
PAYMENT_ATTEMPT_APPROVED_INDICATOR	BOOLEAN	
PAYMENT_ATTEMPT_ACCEPTANCE_RATE_INDICATOR	BOOLEAN	
PAYMENT_ATTEMPT_AMOUNT_USD	FLOAT	
PAYMENT_ATTEMPT_CARD_BRAND / CARD_BIN / BANK	VARCHAR	
DENIED_BY_PSP_OR_FRAUD	VARCHAR	
DYNAMIC_ROUTING_DETAIL	VARIANT	JSON routing detail
RULE_ID	VARCHAR	
MERCHANT_PAYMENT_PROCESSOR_ID	VARCHAR	
COMMERCE_ROUTING_MERCHANT_RULE_VERSION_ID	VARCHAR(36)	

VW_ATHENA_PAYMENT_EVENTS (28 cols)

Event stream for each payment attempt — captures state transitions.

Column	Type	Notes
PAYMENT_ATTEMPT_ID	VARCHAR(32)	FK → Attempt
PAYMENT_ATTEMP_EVENT_INDEX	NUMBER	Event order within attempt
EVENT_TYPE	VARCHAR	
EVENT_STATUS	VARCHAR	
EVENT_CREATED_AT	TIMESTAMP_NTZ	
EVENT_ORIGINAL_TOTAL_AMOUNT	NUMBER	
EVENT_ERROR_CODE	VARCHAR	

Column	Type	Notes
EVENT_ERROR_STANDARD_ERROR_CODE	VARCHAR	Normalized error code
EVENT_ERROR_STANDARD_ERROR_MESSAGE	VARCHAR	
EVENT_ERROR_DEUNA	VARCHAR	Deuna-specific error
EVENT_REFUND_VOID_REASON	VARCHAR	

VW_ATHENA_TARGET_USER (40 cols)

User profile and behavioral signals.

Column	Type	Notes
TARGET_USER_ID	VARCHAR(32)	Primary key
COMMERCE_ID	VARCHAR	
TARGET_USER_BROWSER / OS / DEVICE / EQUIPMENT	VARCHAR	Device fingerprint
TARGET_USER_FAVORITE_PAYMENT_METHOD	VARCHAR	
TARGET_USER_FAVORITE_CARD_BRAND / BANK	VARCHAR	
TARGET_USER_ACCESS_COUNTRY_CODE	VARCHAR	
TARGET_USER_FIRST_PURCHASE_DATE	TIMESTAMP	
TARGET_USER_LAST_PURCHASE_DATE	TIMESTAMP	
TARGET_USER_USER_FRAUD_RATE	NUMBER	
TARGET_USER_FRAUD_RATE_COHORT	VARCHAR(30)	
TARGET_USER_TENURE_IN_DAYS	NUMBER	
TARGET_USER_FREQUENCY_VALUE	NUMBER	RFM frequency
TARGET_USER_RECENCY_VALUE	NUMBER	RFM recency
TARGET_USER_MONETARY_VALUE	FLOAT	RFM monetary
TARGET_USER_NUM_ORDERS_VALUE	NUMBER	

VW_ORDER_AIRLINE_DETAIL_ALL (29 cols)

Airline booking details (Volaris-specific). Joined via `ORDER_ID`.

Key fields: `PNR`, `BOOKINGISINTERNATIONAL`, `NAVITAIRE_CARRIER_CODE`, `TOTAL_FLIGHT_NUMBERS`, `TOTAL_PASSENGER`, `ROUND_FLIGHT_IND`

VW_ORDER_AIRLINE_INFORMATION_DETAIL_ALL (51 cols)

Flight + passenger details per order. Joined via `ORDER_ID`.

Key fields: `FLIGHT_NUMBER`, `CARRIER_CODE`, `ORIGIN_IATA_CODE`, `DESTINATION_IATA_CODE`, `PASSENGER_TYPE`, `PASSENGER_FREQUENT_FLYER_CODE`, `SERVICE_CLASS`, `TOTAL_AMOUNT_USD`

VW_ROUTING_MERCHANT_RULE (14 cols)

Merchant routing rules configuration.

Column	Type
ID	NUMBER
MERCHANT_ID	VARCHAR
LABEL	VARCHAR
STATUS	VARCHAR
PRIORITY	NUMBER
TRIGGER_	VARCHAR
IS_DEFAULT	VARCHAR
IGNORE_NEXT_RULES	VARCHAR
MERCHANT_RULE_PARENT	NUMBER
CREATED_AT / UPDATED_AT / DELETED_AT	TIMESTAMP

VW_ROUTING_MERCHANT_RULE_CONDITION (16 cols)

Conditions that trigger routing rules.

Key fields: `MERCHANT_RULE_ID`, `MERCHANT_RULE_OPTION_ID`, `OPERAND`, `OPERAND_FIELD_TO_EVALUATE`, `OPERATOR`, `METADATA_FIELD_NAME`

VW_ROUTING_MERCHANT_RULE_MEMBER (15 cols)

Processors assigned to routing rules.

Key fields: `MERCHANT_RULE_ID`, `PAYMENT_PROCESSOR_ID`, `MERCHANT_PAYMENT_PROCESSOR_ID`, `STRATEGY`, `SORT`, `SHADOW_MODE`, `CAPABILITIES`, `FRAUD_PROCESSOR`

VW_ROUTING_MERCHANT_RULE_OPTION (8 cols)

Available routing rule option types.

Key fields: `ID`, `LABEL`, `OPERATORS_AVAILABLE`

VW_ROUTING_MERCHANT_RULE_OPTION_VALUES (8 cols)

Allowed values for routing rule options.

Key fields: `ID`, `MERCHANT_RULE_OPTION`, `VALUE_`

VW_SMART_ROUTING_ATTEMPTS (40 cols)

Event stream from the smart routing engine — per-attempt routing decisions.

Column	Type	Notes
ATTEMPT_ID	NUMBER	
PROPERTIES_TRANSACTION_ID	VARCHAR	Links to payment
PROPERTIES_MERCHANT_ID	VARCHAR	
PROPERTIES_ALGORITHM_TYPE	VARCHAR	Which routing algorithm

Column	Type	Notes
RULE_ID	NUMBER	Rule applied
PROPERTIES_GATEWAY	BOOLEAN	
PROPERTIES_PAYMENT_PROCESSOR_ID	NUMBER	
PROPERTIES_PROCESSOR_CODE	VARCHAR	
PROPERTIES_RESULT_STATUS	VARCHAR	
PROPERTIES_RESULT_ERROR_CODE	VARCHAR	
PROPERTIES_RESULT_PROCESS_TIME	FLOAT	Latency signal
PROPERTIES_RESULT_SKIPPED_REASON	VARCHAR	Why processor was skipped
PROPERTIES_FRANCHISE / COUNTRY / CITY / STATE	VARCHAR	
PROPERTIES_ORDER_VALUE	NUMBER	
ORIGINAL_TIMESTAMP / RECEIVED_AT	TIMESTAMP	

Key Relationships

```
VW_ATHENA_CHANNEL
       CHANNEL_ID → VW_ATHENA_ORDER

VW_ATHENA_ORDER
       ORDER_ID → VW_ATHENA_ORDER_COMPLEMENT
       ORDER_ID → VW_ATHENA_PAYMENT
       ORDER_ID → VW_ORDER_AIRLINE_DETAIL_ALL
       ORDER_ID → VW_ORDER_AIRLINE_INFORMATION_DETAIL_ALL
       TARGET_USER_ID → VW_ATHENA_TARGET_USER

VW_ATHENA_PAYMENT
       PAYMENT_ID → VW_ATHENA_PAYMENT_ATTEMPT
       RULE_ID → VW_ROUTING_MERCHANT_RULE

VW_ATHENA_PAYMENT_ATTEMPT
       PAYMENT_ATTEMPT_ID → VW_ATHENA_PAYMENT_EVENTS
       PROPERTIES_TRANSACTION_ID → VW_SMART_ROUTING_ATTEMPTS

VW_ROUTING_MERCHANT_RULE
       ID → VW_ROUTING_MERCHANT_RULE_CONDITION
       ID → VW_ROUTING_MERCHANT_RULE_MEMBER

ABTESTING.ALL_VIEWS_FLAT
       Denormalized join of all above views
```