Oracle® Retail Category Management

Implementation Guide

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Value-Added Reseller (VAR) Language

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Preface

The Oracle Retail Category Management Implementation Guide describes post-installation tasks that need to be performed in order to bring Category Management online and ready for production use.

Audience

The Implementation Guide is intended for Oracle Retail Category Management application integrators and implementation staff, as well as the retailer's IT personnel. This guide is also intended for business analysts who are looking for information about processes and interfaces to validate the support for business scenarios within Category Management and other systems across the enterprise.

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Related Documents

For more information, see the following documents in the Oracle Retail Category Management Release 13.4 documentation set:

- *Oracle Retail Category Management Implementation Guide*
- *Oracle Retail Category Management Installation Guide*
- *Oracle Retail Category Management Release Notes*
- *Oracle Retail Category Management User Guide for the RPAS Fusion Client*

For more information about RPAS and the RPAS Fusion Client, see the RPAS documentation set.

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Review Patch Documentation

When you install the application for the first time, you install either a base release (for example, 13.4) or a later patch release (for example, 13.4.1). If you are installing the base release, additional patch, and bundled hot fix releases, read the documentation for all releases that have occurred since the base release before you begin installation. Documentation for patch and bundled hot fix releases can contain critical information related to the base release, as well as information about code changes since the base release.

Oracle Retail Documentation on the Oracle Technology Network

Documentation is packaged with each Oracle Retail product release. Oracle Retail product documentation is also available on the following Web site:

http://www.oracle.com/technology/documentation/oracle_retail.html

(Data Model documents are not available through Oracle Technology Network. These documents are packaged with released code, or you can obtain them through My Oracle Support.)

Documentation should be available on this Web site within a month after a product release.

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
italic	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
`monospace`	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

1

Introduction

Effective merchandising is the cornerstone of a successful retail business because it determines the variety and presentation of merchandise, which defines the customer's in-store experience. It is one of the most important aspects of a retailer's brand image. In recent years, retailers have experienced increased difficulty in achieving desired levels of same store sales growth, gross margin, and inventory productivity. This is due, in part, to smaller buying staffs, shorter product life cycles, increasingly savvy and demanding customers, and cutthroat competition.

In light of these issues, retailers are looking to service their customers, drive profitable growth, and further differentiate themselves from the competition by tailoring their product offerings to the needs of their local customers. In the past, micro-merchandising or local market assortments were extremely complex, labor intensive, and yielded marginal results.

Category Management functionality addresses the crucial process of determining four primary merchandising dimensions:

- Categories of merchandise carried within a store

- Space allocated to each category of merchandise

- Assortment of items carried in each category

- Space allocated to each item in each category

The Category Planning activity enables the retailer to perform higher level category planning activities within the Oracle Retail Category Management RPAS solution.

This solution supports the development of category business plans and follows the traditional eight-step Category Management business process to provide the following:

- Structured, measured set of activities designed to produce specified output, the development and implementation of a written category business plan

- Emphasis on how work is done within and across retailer/distributor and supplier organizations

- Specific ordering of activities across time and place

- Blueprint for strategic and tactical action within the category

- Ability to analyze by consumer segments (that some call the ninth step in the Category Management business process).

Consumer insights are core to this application by utilizing external market and consumer data. Oracle Retail Category Management includes the ability to view retailer-specific data versus the competition and/or the market as a whole.

Consumer segment and store clustering can be utilized to tailor assortments to specific markets and consumer segments by providing a profile mix of who is shopping the store and trading area. Store clusters are typically created for each product category in a trading area based upon similarity in consumers, stores, product attributes, sales profiles, and demographics such that assortments can be generated at the store cluster level. Assortments can also be generated at the store level.

Visibility to category role, strategies, tactics and financial objectives ensure assortments align back to overall category-level objectives.

Contents of this Guide

This implementation guide addresses the following topics:

- Implementation Considerations
- Build Scripts
- Data Flow
- Script Integration
- Configuration Considerations
- Batch Processing
- Internationalization
- Data

Key Features of Category Management

Category Management is a disciplined process for retailers and their supplier partners to treat each category as a business unit with defined strategies and tactics, leveraging multiple data sources, consumer insights and segmentations, to improve the customer experience while delivering increased sales and profits.

Category Management provides the following features:

- Packaged POV on leading edge retail business process concerning category management
- Supports consumer-centric and customer-centric category planning and assortment processes
  - Leverages consumer decision trees
- Embedded forecasting capabilities
  - Enables forward-looking insights to drive planning decisions
- Guides category roles and strategies-driven pricing and promotion tactics

Skills Needed for Implementation

The implementer needs an understanding of the following applications and technical concepts.

Applications

The implementer should understand the interface requirements of the integrated applications and data sources for the master data, demand, and inventory history. For Category Management, the implementer needs this knowledge for the following applications:

- Oracle Retail Predictive Application Server

Technical Concepts

The implementer should understand the following technical concepts:

- UNIX system administration, shell scripts, and job scheduling
- Performance constraints based on the retailer's infrastructure
- Technical architecture for Category Management
- Retailer's hierarchical (SKU/store/day) data
- Category Management batch processes
- Setting up an RPAS domain
- A basic understanding of RPAS configuration and how to use the RPAS Configuration Tools
- Understanding of how RPAS rule language works
- Understanding of measures and dimension constructs
- Understanding of how Fusion Client works

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Implementation Considerations

The following information needs to be considered before implementing Category Management:

- Historical Data
- Hardware Space Impacts
- Partitioning
- Formatting
- Patch Considerations
- Batch Scheduling
- Security
- Alert Manager
- Internationalization

Historical Data

It is recommended that you have at least two years of historical sales data. Less data can be used, but the more data that is available, the better picture a retailer can obtain of category and assortment performance over time.

Hardware Space Impacts

The following factors can affect size requirements:

- SKU–number of items. An item is a specific product that a consumer can purchase. Examples include a specific model of flat screen television, or a particular size, weight, flavor, and packaging of yogurt.
- Store–number of physical, internet, and other distinct retail outlets.
- Product Attributes–in Category Management, every item is associated with one or more attributes. The attributes are used to construct consumer decision trees. These consumer decision trees capture how consumers in a particular segment make their buying decisions for products in a given category.
- Consumer Segments–consumers with similar buying habits are grouped into segments. These segments form the basis of constructing consumer decision trees.

Category Management hosts sales data from a merchandising system, market, loyalty, and other third-party data from commercial data aggregators. During batch processing, Category Management also needs temporary data storage for intermediate results. The total data storage space requirements for Category Management are estimated to be at least double the storage space of the combined sales, market, loyalty, and other third-party data.

Partitioning

Partitioning is done to avoid contention for resources. Building a workbook and committing data are two processes that can cause contention.

How data is partitioned has an impact on the business process. The Category Management domain is defined as a global domain. For performance reasons, a single domain is not recommended. There should be an even distribution of users across a set of local domains.

It is recommended that the domain be partitioned above the category level, to allow several related categories to be analyzed, compared, and processed in a single local domain. This allows category planners and assortment managers to focus on relevant data sets, and does not affect other users working in other categories when building or committing workbooks.

Consider the following questions when defining the partitioning of the domain:

- How do I partition to meet my business needs?
- How do I partition my users?
- How do I create groups of users to further partition the solution?

Domain partitioning is supported on any Product hierarchy (PROD) or Location hierarchy (LOC) dimension. These hierarchies are standard RPAS hierarchies.

> **Note:** The partitioning level in the Category Management configuration is Department. It is recommended that this not be changed.

In the GA configuration, department is a dimension label. The department dimension is a regular dimension in the product hierarchy, which the customer can rename or delete. One of the major purposes of partitioning in Category Management is to allow multiple category planners and assortment managers to work simultaneously. Another, less important reason is to facilitate the parallelization of the batch process.

Formatting

Formatting can be done in the configuration or the workbook after the domain is built.

- Each worksheet in the Category Management configuration has a measure order as well as measure styles that have been preconfigured. The measures can be displayed in the pre-configured order through the user interface. That format can then be saved to the template.

  An implementer can create generic styles for the measures and assign them to measure components or realized measures. For each measure, these styles can be overridden on each workbook template. Formatting can only be changed by using the RPAS Configuration Tools. For more information, see the *Oracle Retail Predictive Application Server Configuration Tools User Guide*.

- Once the domain is built, the implementer can set up worksheet sizes and placements, exception value formatting, gridlines, and other formatting. The implementer instantiates a workbook of the template to set up specific formatting by using the Format menu. The updated format is then saved to the template so that it is available to all users for any newly created workbooks. For information on how to use the Format menu, see *Oracle Retail Category Managment User Guide for the RPAS Fusion Client*.

Patch Considerations

There are two types of patches that can affect the Category Management domain:

- Changes to the code in the RPAS libraries

  The configuration is not affected by this type of patch. For these types of changes, applying the patch is a straightforward process.

- Changes to the configuration

  These types of changes can be more complex. If you have customizations in the configuration, you can use the ConfigMgr utility to determine the differences between your existing configuration and the new one. Then, you can use the utility to merge the two configurations. Any changes that cannot be applied are written to a change log. For more information, see the *Oracle Retail Predictive Application Server Configuration Tools User Guide*.

Batch Scheduling

Batch scripts are lists of commands or jobs executed without manual intervention. A batch window is the time frame in which the batch process must run. It is the upper limit on how long the batch can take. Batch scripts are used for importing and exporting data and for generating size profiles. The retailer needs to decide the best time for running batch scripts within the available batch window.

How often to upload updated sales and inventory data and how often to re-create size profiles needs to be determined. The criteria to be considered are as follows:

- You have to consider at what interval to load the latest sales and inventory data. It is recommended that this is done on a weekly basis.

- Product availability and seasonal changes can be reasons for reoptimizing the size profiles. It can also be triggered by the addition of new products and availability of substantial new sales and inventory history.

For more information on batch scripts, see Chapter 7.

Security

To define workbook template security, the system administrator grants individual users, or user groups, access to specific workbook templates. Granting access to workbook templates provides users the ability to create, modify, save, and commit workbooks for the assigned workbook templates. Users are typically assigned to groups based on their user application (or solution) role. Users in the same group can be given access to workbook templates that belong to that group alone. Users can be assigned to more than one group and granted workbook template access without belonging to the user group that typically uses a specific workbook template. Workbook access is either denied, read-only, or full access. Read-only access allows a user to create a workbook for the template, but the user is not be able to edit any values or commit the workbook. The read-only workbook can be refreshed.

When users save a workbook, they assign one of three access permissions to the workbook:

- World–Allow any user to open and edit the workbook

- Group–Allow only those users in their same group to open and edit the workbooks

- User–Allow no other users to open and edit the workbook

> **Note:** A user must have access to the workbook template in order to access the workbook, even if the workbook has world access rights.

For more information on security, see the *Oracle Retail Predictive Application Server Administration Guide for the Classic Client* or the *Oracle Retail Predictive Application Server Administration Guide for the Fusion Client*.

Alert Manager

No alerts are pre-configured in the Category Management solution. However, users may configure alerts normally in a Category Management domain.

For more information on configuring Alert Manager, see the *Oracle Retail Predictive Application Server Administration Guide for the Classic Client* or the *Oracle Retail Predictive Application Server Administration Guide for the Fusion Client*.

Internationalization

For information on translation for Category Management, see Chapter 8.

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Build Scripts

This chapter describes the setup that must be done before building the Category Management domain and the batch script that must be executed to build the domain.

Installation Dependencies

RPAS infrastructure (including the server and relevant client) and Category Management must be installed before setting up and configuring Category Management.

For information on installing RPAS server and client, see the *Oracle Retail Predictive Application Server Installation Guide*.

Environmental Setup

Before downloading the installation package to the UNIX server, a central directory structure to support the environment must be created. This central directory is referred to as <CM_HOME>. Set <CM_HOME> to the full path name to CM home.

RPAS Installation

The Java-based RPAS installation programs that are included with the installation package are used to install the server-side RPAS components on UNIX operating systems.

The RPAS Installer performs the following functions:

- Installs the server.

- Installs the Configuration Tools on the server.

  On Windows, an InstallShield package is used to install the Configuration Tools.

- Defines the DomainDaemon port.

RPAS Client Installation

The RPAS server installation package also includes the following RPAS clients:

- RPAS Classic Client–A Windows-based client interface for end-users and system administrators of an RPAS domain.

- RPAS Fusion Client–A Web-based client developed using Oracle Application Development Framework (ADF).

Each RPAS client installation package includes a separate installer to help you install the client. For more information on installing the RPAS clients, refer to the *Oracle Retail Predictive Application Server Installation Guide.*

Category Management Installation

The Category Management installer performs the following functions:

- Downloads the configuration and batch scripts into the <CM_HOME>/config and <CM_HOME>/bin directories
- Downloads a set of sample hierarchy and data files into the <CM_HOME>/input directory
- Builds a sample domain at <CM_HOME>/domain/catman

Custom Domain Build

To do a custom build of a domain, perform the following steps:

1. Update the globaldomainconfig.xml file with the correct domain paths.

2. If needed, update the default environment variables in environment.ksh.

3. Execute the build.ksh script:

   ```
   ./build.ksh
   ```

Handling Common Hierarchy Files in the Fashion Planning Bundle Applications

The following hierarchy files contain the superset of all the dimensions along the product, location, and calendar hierarchies:

- prod.hdr.csv.dat
- loc.hdr.csv.dat
- clnd.hdr.csv.dat

Each hdr.csv.dat (HDR) hierarchy file contains a header line that lists all the dimensions for which position information is contained in the file. The RPAS build process handles these HDR files so that every application extracts the position information relevant to itself and ignores dimensions not configured in the application.

The filterHier utility is run on the HDR files to convert them into standard hierarchy files that are then passed to loadHier. The build process, which uses rpasInstall, can differentiate between standard and HDR hierarchy files. There is no need for the implementer to make any changes in the domain build process.

If using HDR files, the implementer needs to run filterHier before running loadHier. The filterHier utility converts the HDR files into standard hierarchy files that can be processed by loadHier. Note that there is no need to run filterHier if the standard hierarchy files are already available.

> **Note:** The HDR files must reside outside the domain input directory before running filterHier. By default, the filterHier utility puts the newly created filtered hierarchy files into the input folder of the domain.

See the *Oracle Retail Predictive Application Server Administration Guides* for details on the RPAS utilities.

Environment Variables

In addition to the regular RPAS environment variables, including RPAS_HOME, you must export the following environment variables:

All platforms:

```
export
RPAS_JAVA_CLASSPATH="$RPAS_HOME/applib/CatManUtility.jar:$RPAS_
HOME/lib/rpasjni.jar:$RPAS_HOME/lib/oracleRpasUtils.jar:$RPAS_JAVA_CLASSPATH"
```

> **Note:** Additional Java environment variables must be set for your particular operation system. These variables are the same for all applications on RPAS. See the "Java Environment" section of the *Oracle Retail Predictive Application Server Installation Guide* for these environment variables.

Files Required to Build the Category Management Domain

Before building the domain, set up the following types of files, which are described below:

- Standard RPAS Hierarchy files
- Category Management-specific Hierarchy files
- Data files

Standard RPAS Hierarchy Files

The following hierarchy files are needed:

- Calendar hierarchy files
- Product hierarchy files
- Location hierarchy files

> **Note:** As with all standard RPAS hierarchies, these hierarchies are configurable as long as they adhere to the RPAS requirements on hierarchy structures.

For a description of each hierarchy structure, see Chapter 7.

Calendar Hierarchy File

File name: clnd.csv.dat

File format: comma-separated values file

Fields: Day, Week, Month, Quarter, Season, Year

The following table describes the fields in this file.

Field	Description
Day	Day or date in YYYYMMDD format
Week	Week number
Month	Month number
Quarter	Quarter of the year
Season	Season of the year
Year	Year

Example:

```
DAY20130101,2013D1,W48_2012,1/5/2013,M11_2012,"Dec, FY2012",Q4_2012,"4th Qrtr,
FY2012",S2_2012,"Fall, FY2012",A2012,FY2012
DAY20130102,2013D2,W48_2012,1/5/2013,M11_2012,"Dec, FY2012",Q4_2012,"4th Qrtr,
FY2012",S2_2012,"Fall, FY2012",A2012,FY2012
DAY20130103,2013D3,W48_2012,1/5/2013,M11_2012,"Dec, FY2012",Q4_2012,"4th Qrtr,
FY2012",S2_2012,"Fall, FY2012",A2012,FY2012
DAY20130104,2013D4,W48_2012,1/5/2013,M11_2012,"Dec, FY2012",Q4_2012,"4th Qrtr,
FY2012",S2_2012,"Fall, FY2012",A2012,FY2012
DAY20130105,2013D5,W48_2012,1/5/2013,M11_2012,"Dec, FY2012",Q4_2012,"4th Qrtr,
FY2012",S2_2012,"Fall, FY2012",A2012,FY2012
```

Product Hierarchy File

File name: prod.csv.dat

File format: comma-separated values file

Fields: SKU, Vendor, Style/Color, Style, Sub-Category, Category, Department, Group, Division, Company, Sub-Brand, Brand

The following table describes the fields in this file.

Field	Description
SKU	Unique Stock-keeping Unit Identifier
Vendor	Product Vendor. Vendor is an alternate roll-up from SKU.
Style/Color	Style/Color
Style	Style
Sub-category	Sub-category
Category	Category
Department	Department
Group	Group
Division	Division
Company	Company
Sub-brand	Sub-Brand. Sub-Brand and Brand are alternate roll-ups from SKU.
Brand	Brand

Example:

```
3375772212 CTL_BR_NATURAL_RTE_CEREAL_14_OUNCE,11,11 STCO_Cardboard,1,1 STYLE_
Cardboard,SCLS_BOX,BOX,CLSS_CEREAL,CEREAL,901,901 Cold Foods,31,31 Breakfast,30,30
Grocery,1,1 Acme Home,V2,V2 H thru P by Air,SBRD_PRIVATE_LABEL,PRIVATE_LABEL_
Cereal,BRD_PRIVATE_LABEL,PRIVATE_LABEL
223375772213,223375772213 CTL_BR_NATURAL_RTE_CEREAL_14_OUNCE,11,11 STCO_
Cardboard,1,1 STYLE_Cardboard,SCLS_BOX,BOX,CLSS_CEREAL,CEREAL,901,901 Cold
Foods,31,31 Breakfast,30,30 Grocery,1,1 Acme Home,V2,V2 H thru P by Air,SBRD_
PRIVATE_LABEL,PRIVATE_LABEL_Cereal,BRD_PRIVATE_LABEL,PRIVATE_LABEL
223375772214,223375772214 CTL_BR_CRNCH_CRNCH_NTRL_NTRL_CRL_GRANOLA,11,11 STCO_
Cardboard,1,1 STYLE_Cardboard,SCLS_BOX,BOX,CLSS_CEREAL,CEREAL,901,901 Cold
Foods,31,31 Breakfast,30,30 Grocery,1,1 Acme Home,V2,V2 H thru P by Air,SBRD_
PRIVATE_LABEL,PRIVATE_LABEL_Cereal,BRD_PRIVATE_LABEL,PRIVATE_LABEL
223375772215,223375772215 CTL_BR_NATURAL_RTE_CEREAL_10.5_OUNCE,11,11 STCO_
Cardboard,1,1 STYLE_Cardboard,SCLS_BOX,BOX,CLSS_CEREAL,CEREAL,901,901 Cold
Foods,31,31 Breakfast,30,30 Grocery,1,1 Acme Home,V2,V2 H thru P by Air,SBRD_
PRIVATE_LABEL,PRIVATE_LABEL_Cereal,BRD_PRIVATE_LABEL,PRIVATE_LABEL
223375772216,223375772216 CTL_BR_NATURAL_RTE_CEREAL_10.5_OUNCE,11,11 STCO_
Cardboard,1,1 STYLE_Cardboard,SCLS_BOX,BOX,CLSS_CEREAL,CEREAL,901,901 Cold
Foods,31,31 Breakfast,30,30 Grocery,1,1 Acme Home,V2,V2 H thru P by Air,SBRD_
PRIVATE_LABEL,PRIVATE_LABEL_Cereal,BRD_PRIVATE_LABEL,PRIVATE_LABEL
```

Location Hierarchy File

File name: loc.csv.dat

File format: comma-separated values file

Fields: Store, District, Region, Area, Channel, Chain, Company, Store Cluster, Trading Area

The following table describes the fields in this file.

Field	Description
Store	Store
District	District
Region	Region
Area	Area
Channel	Channel
Chain	Chain
Company	Company
Store Cluster	Store Cluster. This is a group of stores with similar characteristics. Alternate roll-up from Store.
Trading Area	Trading Area. One or more Store Clusters form a Trading Area.

Example:

```
1000,1000 Charlotte,401,401 Southeast,400,Southeast,2,South,1,Brick &
Mortar,1,Chain 1,1,Retailer Ltd,A,Store Cluster A,1,Trading Area 1
1001,1001 Atlanta,400,400 Southeast,400,Southeast,2,South,1,Brick & Mortar,1,Chain
1,1,Retailer Ltd,A,Store Cluster A,1,Trading Area 1
1003,1003 Boston,201,201 Northeast,200,Northeast,1,North,1,Brick & Mortar,1,Chain
1,1,Retailer Ltd,A,Store Cluster A,1,Trading Area 1
1009,1009 Albuquerque,300,300 Southwest,300,Southwest,2,South,1,Brick &
Mortar,1,Chain 1,1,Retailer Ltd,A,Store Cluster A,1,Trading Area 1
1010,1010 Los Angeles,301,301 Southwest,300,Southwest,2,South,1,Brick &
Mortar,1,Chain 1,1,Retailer Ltd,A,Store Cluster A,1,Trading Area 1
```

Category Management-Specific Hierarchy Files

The following are the hierarchy files that are specific to Category Management:

- Focus Area Attributes Hierarchy File

- Metric Version Hierarchy File

- Consumer Profile Hierarchy File

- Retail Segment Hierarchy File

- Retailer Hierarchy File

- Consumer Segment Hierarchy File

- Linear Number Hierarchy File

- Tactic Hierarchy File

- Breakpoints Hierarchy File

- Product Attributes Hierarchy File

- Strategy Hierarchy File

- Data Validation and Seeding Hierarchy File

Focus Area Attributes Hierarchy File

File name: faah.csv.dat

File format: comma-separated values file

Field: Focus Area

The following table describes the field in this file.

Field	Description
Focus Area	The focus area name

Example:

```
fa1,Attributes
fa2,Brand
fa3,Market Basket
fa4,Loyalty
fa5,Performance
fa6,Demand Transference
```

Metric Version Hierarchy File

File name: mvrh.csv.dat

File format: comma-separated values file

Field: Metric Version

The following table describes the field in this file.

Field	Description
Metric version	A string that denotes the version of a measure's data.

Example:

```
ly,LY
cp,Target
var,Variance
```

Consumer Profile Hierarchy File

File name: cprf.csv.dat

File format: comma-separated values file

Fields: Consumer Profile, Consumer Profile Type

The following table describes the fields in this file.

Field	Description
Consumer profile	This represents the gradations within a particular demographic measure. For example, if the demographic measure is "Household Size", then the profile represents the breakdown within that information, such as, 1, 2, 3-4, 5-6, and 7+.
Consumer Profile Type	This is the consumer demographic information, such as Household Income, Head of Household Age, Children's Ages, Life Stage, or Household Size.

Example:

```
cprd100,"$0 - $19,999",cprt0,Household Income
cprd101,"$20,000 - $29,999",cprt0,Household Income
cprd102,"$30,000 - $39,999",cprt0,Household Income
cprd103,"$40,000 - $49,999",cprt0,Household Income
cprd104,"$50,000 - $69,999",cprt0,Household Income
cprd105,"$70,000 - $89,999",cprt0,Household Income
cprd106,"$90,000 - $109,999",cprt0,Household Income
cprd107,"$110,000 - $149,999",cprt0,Household Income
cprd108,"$150,000+",cprt0,Household Income
cprd200,18-24,cprt1,Head of Household Age
cprd201,25-34,cprt1,Head of Household Age
cprd202,35-50,cprt1,Head of Household Age
cprd203,51-60,cprt1,Head of Household Age
cprd204,61-67,cprt1,Head of Household Age
cprd205,68+,cprt1,Head of Household Age
```

Retail Segment File

File name: rsgh.csv.dat

File format: comma-separated values file

Field: Retailer Type

The following table describes the field in this file.

Field	Description
Retailer Type	The various broad segments of the retail market.

Example:

```
rsgd1,Grocery
rsgd2,Convenience/Gas
rsgd3,Drug
rsgd4,Super-Centers
rsgd5,Warehouse Club
rsgd6,Dollar Stores
rsgd7,Mass Merch Without Supers
rsgd8,All Other Channels
```

Retailer Hierarchy File

File name: reth.csv.dat

File format: comma-separated values file

Field: Retailer

The following table describes the field in this file.

Field	Description
Retailer	A simple listing of competitor names.

Example:

```
ret1,Retailer 1
ret2,Retailer 2
ret3,Retailer 3
```

Consumer Segment Hierarchy File

File name: csh.csv.dat

File format: comma-separated values file

Fields: Consumer Segment Version, Consumer Segment

The following table describes the fields in this file.

Field	Description
Consumer Segment Version	The version (1, 2, 3,..., or Summer, Fall,...) of a given consumer segment.
ConsumerSegment	A name that identifies a group of consumers with similar buying patterns, such as "Getting By" or "Empty Nester".

Example:

```
s1CDT1,Soccer Mom CDT Version 1,s1,Soccer Mom
s1CDT2,Soccer Mom CDT Version 2,s1,Soccer Mom
s1CDT3,Soccer Mom CDT Version 3,s1,Soccer Mom
s1CDT4,Soccer Mom CDT Version 4,s1,Soccer Mom
s1CDT5,Soccer Mom CDT Version 5,s1,Soccer Mom
s2CDT1,Barbies with Bills CDT Version 1,s2,Barbies with Bills
s2CDT2,Barbies with Bills CDT Version 2,s2,Barbies with Bills
s2CDT3,Barbies with Bills CDT Version 3,s2,Barbies with Bills
s2CDT4,Barbies with Bills CDT Version 4,s2,Barbies with Bills
s2CDT5,Barbies with Bills CDT Version 5,s2,Barbies with Bills
```

Linear Number Hierarchy File

File name: lnmh.csv.dat

File format: comma-separated values file

Field: Linear Number

The following table describes the field in this file.

Field	Description
LinearNumber	01, 02, 03,...

Example:

```
01,01
02,02
03,03
04,04
05,05
06,06
07,07
08,08
09,09
10,10
```

Tactic Hierarchy File

File name: tcth.csv.dat

File format: comma-separated values file

Field: Tactic

The following table describes the field in this file.

Field	Description
Tactic	The name of an area within Category Management where multiple approaches might be relevant.

Example:

```
1,Assortment
2,Pricing
3,Promotion
4,Space
5,Inventory
```

Breakpoint Hierarchy File

File name: pcth.csv.dat

File format: comma-separated values file

Field: Breakpoint

The following table describes the field in this file.

Field	Description
Breakpoint	A threshold used in calculating information about an assortment, such as fragmentation.

Example:

```
bp1,50%
bp2,75%
bp3,80%
bp4,85%
bp5,90%
bp6,95%
bp7,99%
bp8,Wif_1
bp9,Wif_2
bp10,Wif_3
```

Product Attributes Hierarchy File

File name: attr.csv.dat

File format: comma-separated values file

Fields: Attribute Value, Attribute Name

The following table describes the fields in this file.

Field	Description
Attribute Value	The various values that an attribute might have. For example, the "package type" attribute might take the values "bag", "box", or "convenience".
Attribute Name	The name of a product attribute, such as "brand", "family type", "flavor", "grain", "package type", "size", or "temperature".

Example:

```
familytype_adult,ADULT,familytype,familytype
familytype_convenience,CONVENIENCE,familytype,familytype
familytype_family,FAMILY,familytype,familytype
familytype_kids,KIDS,familytype,familytype
flavor_almond,ALMOND,flavor,flavor
flavor_apple,APPLE,flavor,flavor
flavor_banana,BANANA,flavor,flavor
flavor_berries,BERRIES,flavor,flavor
flavor_berry,BERRY,flavor,flavor
flavor_caramel,CARAMEL,flavor,flavor
flavor_chocolate,CHOCOLATE,flavor,flavor
flavor_cinnimon,CINNIMON,flavor,flavor
```

Strategy Hierarchy File

File name: sgyh.csv.dat

File format: comma-separated values file

Field: Strategy

The following table describes the field in this file.

Field	Description
Strategy	The name of a category strategy.

Example:

```
STRTG1,Traffic Building
STRTG2,Transaction Building
STRTG3,Profit Contribution
STRTG4,Cash Generating
STRTG5,Excitement Creating
STRTG6,Image Enhancing
STRTG7,Turf Defending
```

Data Validation and Seeding Hierarchy File

File name: dvsh.csv.dat

File format: comma-separated values file

Field: Data Validation and Seeding

The following table describes the field in this file.

Field	Description
Data Validation and Seeding	Two entries, used in the wizard for the Data Validation and Seeding workbook.

Example:

```
VALD,Validate Third Party Data
SEED,Seed Third Party Data
```

Data Files

Category Management is a data-intensive application. The data files required are listed in Chapter 9.

Building the Category Management Domain

The script used to build or patch the Category Management domain is described in this section. The script is located in the <CM_HOME>/bin directory.

Batch Design

This section contains detailed information on the Building a Domain script:

Script

build.ksh

Usage

build.ksh

Notes

- The script overwrites an existing domain, so it should never be run on top of an existing domain unintentionally. Updating an existing domain should be done through the <CM_HOME>/bin/patch_cm_keepformats.ksh or <CM_HOME>/bin/patch_cm_deleteformats.ksh scripts.

- The script uses the Configuration Tools rpasInstall utility to build a domain. See the *Oracle Retail Predictive Application Server Administration Guide* for details on this utility.

- The script also uses the following RPAS utilities: mace and loadmeasure. See the *Oracle Retail Predictive Application Server Administration Guide* for details on these utilities.

- All hierarchy and measure files are placed in the <CM_HOME>/input directory.

- The script also processes all pre-prepared consumer decision tree files. This creates multiple dynamic hierarchies that provide the ability to aggregate information as determined by a consumer decision tree. It expects these pre-prepared consumer decision trees to be in <CM_HOME>/input/cdtdata/.

Configuration Files for the RPAS Fusion Client

The Category Management installation software enables you to install the activity taskflow and online help files for the RPAS Fusion Client. In order to install the activity taskflow files, the RPAS Fusion Client must already be installed. For more information on installing the RPAS Fusion Client, refer to the *Oracle Retail Predictive Application Server Installation Guide*.

During the RPAS Fusion Client installation, the installer automatically sets up the RPAS domain connection configurations in the ProfileList.xml file. In case you choose to set up the domain connection after the installation or set up an additional domain, you must manually set up the connection. For more information, refer to the *Oracle Retail Predictive Application Server Administration Guide for the RPAS Fusion Client*.

Creating Users and User Groups

For greater security, users and user groups are not automatically created when you build or patch a domain. To create users and user groups, you must use the usermgr utility. To learn more about usermgr, see the Operational Utilities chapter of the *Oracle Retail Predictive Application Server Administration Guide for the Classic Client* or the *Oracle Retail Predictive Application Server Administration Guide for the Fusion Client*.

Loading and Extracting Data

Data is loaded into Category Management using the standard RPAS approach. See the *Oracle Retail Predictive Application Server Administration Guide* for details on formatting the load data files and on the utilities that enable administrators to load data into RPAS. If you are using script integration, see Chapter 5. For information on other batch scripts, see Chapter 7.

4

Data Flow

This chapter describes the flow of data between Category Management with other applications.

Overview of the Category Management Data Flow

Figure 4–1 shows the data flow between Category Management and other applications. It is important to note that there are currently no established interfaces between Category Management and any other applications. Rather, this chapter describes the type of data expected to be obtained from other applications.

Figure 4–1   Category Management Data Flow
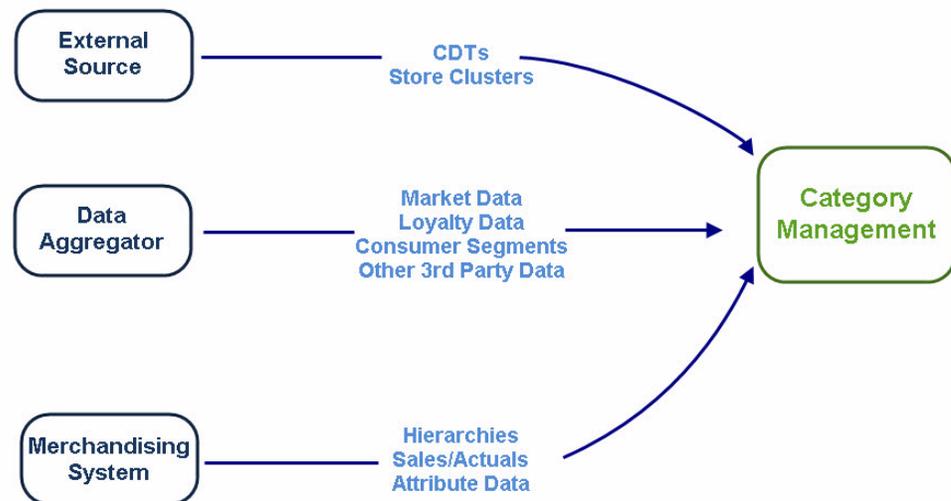
Data Flow Descriptions

These descriptions explain the data flows shown in Figure 4–1.

Externally Created Consumer Decision Trees and Store Clusters

Category Management has the ability to import an externally created Consumer Decision Tree (CDT). This CDT is expected to be in the form of an XML file and use categories, trading areas, consumer segments, and attributes consistent with those found in the target Category Managment domain.

Another important part of Category Management is working with store clusters. Store clusters are groups of stores with similar (user-defined) characteristics. Category planning and assortment rationalization are generally more effective with store clustering rather than grouping stores only by geographic location. Creation and optimization of store clusters is often done in an external application.

From Data Aggregators to Category Management

The function of Category Management is to present a broad spectrum of information about sales patterns over categories. This information spans many different types of information, including information on retailer vs. market sales, loyalty-type information, spending patterns, pricing and promotional effectiveness, and so on.

Much of this data is available from third-party data aggregators. These aggregators collect sales data from many retailers in the same space and combine it to provide a picture of the market as a whole. This data is then repackaged back to the retailers for comparison purposes. Examples of data aggregators include Nielsen and IRI.

These aggregators can also identify broad patterns of consumer behavior and group them into consumer segments. This consumer segment information is also available to retailers and is useful in category management.

From a Merchandising System to Category Management

Category Management is much like other RPAS-based planning products in that it shares information from a merchandising system. There are several types of information that make sense to come from a merchandising system. The first is product and location hierarchy data. The second type of information consists of sales, promotional sales, private label sales, sales by consumer segment, cost, space planning and data, collectively referred to as "actuals" data. The last type of information is product attribute data. "Merchandising system" is used in a general sense here, meaning it could be an actual merchandising system or a data warehouse that draws from a merchandising system

5

Script Integration

This release of Category Management does not have defined, supported integrations to other Oracle Retail applications. However, there are basic, supported import and export scripts that can be used as a basis for a customer-defined integration with other systems.

This chapter describes the basic Category Management script import and export.

All Category Management import and export-related scripts and files are located in <CM_HOME>/bin.

Export Script

The export script is used for exporting data from Category Management. The export consists of a single script along with a control file.

Script Name:

exportdata.ksh

Usage:

exportdata.ksh <control-file>

Control File Name:

exportlist.txt

Control File Content and Format

The control file contains a list of measures to be exported and their desired export intersections, separated by a space. The intersections must conform to RPAS standards (four characters per dimension, right padded with underscores if less than length four). For example:

- cmspccuftr sku_str_week
- cmspceqslsr sku_str_week
- cmspcfcngr sku_str_week
- cmspcshlfspr sku_str_week

Output Location and Format

The output files are written to the <CM_HOME>/export directory. The output file names are the measure names from the control file. The exportMeasure utility is used to export data in CSV (comma-separated values) format. This maintains the consistency of start and width attributes across different applications. See the *Oracle Retail Predictive Application Server Administration Guide* for details on this utility.

Environment Variables

Only CM_HOME needs to be defined prior to running the script. Other required environment variables are set in the <CM_HOME>/bin/environment.ksh script. These may be adjusted to redefine the output directory, and so on.

Log Files

Processing logs for this script are written to the <CM_HOME>/logs/<date_dir>/exportdata<unique_id> directory. Here,

- <date_dir> is a directory with a name corresponding to the date the script was run, in the format YYYY-MM-DD.

- <unique_id> is a system generated string of numbers that is unique in this context.

Inside this folder, the log file is called exportdata.log. Additional folders are created for every invocation of the script.

Error Codes

Exportdata.ksh detects several error conditions, as shown in Table 5–1.

Table 5–1   Error Codes for exportdata.ksh

Error Code	Abort Required?	Error Description
6	Yes	<control-file> not passed as an argument to the script.
13	Yes	Domain not found.

Import Script

The import script is used for importing data to Category Management. The import consists of a single script along with a control file.

Script Name:

importdata.ksh

Usage:

importdata.ksh <control-file>

Control File Name:

importlist.txt

Control File Content and Format

The control file contains a list of measures to be imported. For example:

- cmspccuftr

- cmspceqslsr

- cmspcfcngr

- cmspcshlfspr

Input Location and Format

The input files are expected to be in the <domain>/input directory. The input file names must match the target measure names in Category Management, suffixed with ".csv.ovr". The loadMeasure utility is used to import data in CSV (comma-separated values) format. See the *Oracle Retail Predictive Application Server Administration Guide* for details on this utility.

Environment Variables

Only CM_HOME must be defined prior to running the script. Other required environment variables are set in the <CM_HOME>/bin/environment.ksh script. These may be adjusted to alter entities such as the log level.

Log Files

Processing logs for this script are written to the <CM_HOME>/logs/<date_dir>/importdata<unique_id> directory. Here,

- <date_dir> is a directory with a name corresponding to the date the script was run, in the format YYYY-MM-DD.

- <unique_id> is a system generated string of numbers that is unique in this context.

Inside this folder, the log file is called importdata.log. Additional folders are created for every invocation of the script.

Error Codes

mportdata.ksh detects several error conditions, as shown in Table 5–2.

Table 5–2   Error Codes for importdata.ksh

Error Code	Abort Required?	Error Description
6	Yes	<control-file> not passed as an argument to the script.
13	Yes	Domain not found.

6

Configuration Considerations

This chapter provides information on the configuration changes that can be made for Category Management. For some retailers, parts of the released version of the Category Management configuration might fit perfectly. However, it is anticipated that changes are needed to make the Category Management configuration match the organization of the retailer.

Hierarchies are limited to the determination of hierarchy aspects that pertain directly to dimensions, attributes, facts, and escalation. Due to RPAS limitations on intersection, distinct hierarchies must exist for the construction of all intersections to support all facts. No more than one dimension from any hierarchy can exist in a measure intersection.

For information on the configuration changes that can be made, see the following sections:

- Calendar (CLND) Hierarchy
- Product (PROD) Hierarchy
- Location (LOC) Hierarchy
- Focus Area Attributes (FAAH) Hierarchy
- Metric Version (MVRH) Hierarchy
- Consumer Profile (CPRF) Hierarchy
- Retail Segment (RSGH) Hierarchy
- Retailer (RETH) Hierarchy
- Consumer Segment (CSH) Hierarchy
- Linear Number (LNMH) Hierarchy
- Tactic (TCTH) Hierarchy
- Breakpoints (PCTH) Hierarchy
- Product Attributes (ATTR) Hierarchy
- Strategy (SGYH) Hierarchy
- Data Validation and Seeding (DVSH) Hierarchy

Calendar (CLND) Hierarchy

Figure 6–1 shows the CLND hierarchy in the CM configuration.

Figure 6–1   Calendar Hierarchy
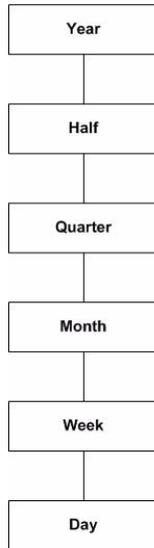
Name	Label	Hierarchy Type	Child
YEAR	Year	Main	SSN
SSN	Half	Main	QRTR
QRTR	Quarter	Main	MNTH
MNTH	Month	Main	WEEK
WEEK	Week	Main	DAY
DAY	Day	Main	None

The Calendar hierarchy represents time in all RPAS solutions. It is a required hierarchy. RPAS requires a dimension named day (Day). This level is not displayed in the solution.

Category Management has many measures with a time component. Most "actuals" data (such as sales, cost, margins, and markdowns) is stored at the week level. Many calculations (such as market share and market growth) and index-type information (loyalty, penetration, and buyer conversion) are used at the quarter level. Basic RPAS functionality allows the user to view time-dependent data at any desired aggregate level.

With this in mind, a retailer implementation can structure the Calendar hierarchy in any way that best suits the retailer's functional needs. Dimensions other than week and quarter have been included in the Category Management configuration for the purpose of illustration. They can be modified or removed without requiring changes to any other elements of the Category Management configuration. Other dimensions and hierarchy branches may also be added without requiring changes to other elements of the Category Management configuration.

Product (PROD) Hierarchy

Figure 6–2 shows the PROD hierarchy in the Category Management configuration.

Figure 6–2   Product Hierarchy
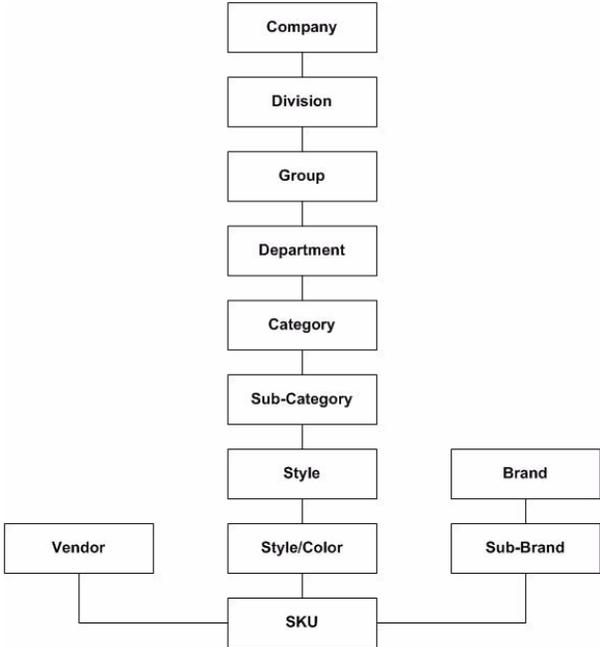
Name	Label	Hierarchy Type	Child
CMMP	Company	Main	DVSN
DVSN	Division	Main	PGRP
PGRP	Group	Main	DEPT
DEPT	Department	Main	CLSS
CLSS	Category	Main	SCLS
SCLS	Sub-category	Main	STYL
STYL	Style	Main	STCO
STCO	Style/Color	Main	SKU
SKU	SKU	Main	None
VNDR	Vendor	Alternate	SKU
BRD	Brand	Alternate	SBRD
SBRD	Sub-Brand	Alternate	SKU

The product hierarchy represents the retailer's merchandise (that is, merchandise that the retailer sells through its retail channels). Much of the work in Category Management focuses on the category and sub-category levels. Some workbooks and worksheets are focused on working with data at the SKU level. Style and Style-color levels are included in the configuration in between SKU and Sub-category.

A Category Management domain is typically partitioned at Department level or higher. Partitioning the domain above category allows multiple categories to be compared and analyzed side-by-side.

Several alternate rollups are provided for SKU. One relates SKU to Vendor and the other to Sub-brand and Brand. These alternate rollups provide additional insight and options for analysis.

The product hierarchy is also the base on which dynamic hierarchies are built. These dynamic hierarchies are created based on a consumer decision tree (CDT). They form an additional alternate hierarchy based on SKU. The dynamic hierarchies are based on product attributes (see Product Attributes (ATTR) Hierarchy) and can have a varying number of levels. Further, the rollup path can differ for different products.

> **Note:** Any changes to this hierarchy must be accompanied by changes to all the elements that employ the particular level that is being modified or removed. Adding levels or branches or changing labels should not require any changes to the Category Management configuration.

Location (LOC) Hierarchy

Figure 6–3 shows the LOC hierarchy in the Category Management configuration.

Figure 6–3 Location Hierarchy
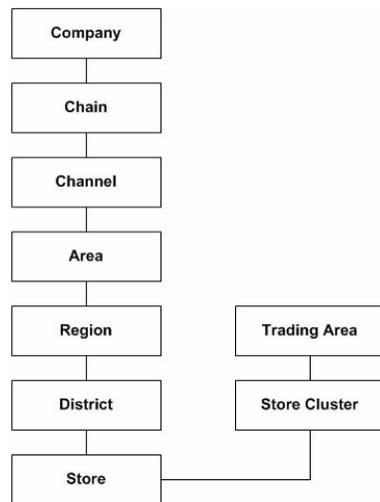
Name	Label	Hierarchy Type	Child
CMPN	Company	Main	CHN
CHN	Chain	Main	CHNL
CHNL	Channel	Main	AREA
AREA	Area	Main	RGN
RGN	Region	Main	DIST
DIST	District	Main	STR
STR	Store	Main	None
TDAR	Trading Area	Alternate	STRC
STRC	Store Cluster	Alternate	STR

The Location hierarchy represents the retailer's retail locations and their rollups. The Category Management configuration imposes few constraints on the structure of this hierarchy.

However, the alternate rollup of Store Cluster and Trading Area is integral to Category Management functionality. Store Clusters and Trading Areas allow the retailer to define groups of stores with common characteristics, such as assortments carried, sales patterns, customer segments served, and so on. This alternate rollup need not be tied to geography.

Focus Area Attributes (FAAH) Hierarchy

The focus area attributes hierarchy is used to list various facets of a category that a category manager might be interested in. Combined with strategies (another hierarchy), they are instrumental in the setup and calculation of Item Performance Indicators (IPIs).

This hierarchy is intended to be customized for the individual customer's needs.

It is a single dimension hierarchy. The only dimension is Focus Area (FAR).

Metric Version (MVRH) Hierarchy

The metric version hierarchy is a small hierarchy that is used internally by Category Management to track the various versions of a measure's data. In this case, version refers to (for example), "Last Year", "Target", and so on.

This hierarchy should be modified by the user with care. A number of rules compute quantities based on the information keyed by the metric version hierarchy. Adding positions to this hierarchy will not adversely affect those rules, but deleting or modifying existing positions will break the rules.

It is a single dimension hierarchy. The only dimension is Metric Version (MVRD).

Consumer Profile (CPRF) Hierarchy

The consumer profile hierarchy is used to represent all demographic information about a retailer's consumers. This hierarchy is intended to be customized for the individual customer's needs.

The type of information that is intended to be represented in this hierarchy includes:

- Household income
- Head of household age
- Children's ages
- Lifestage
- Household size

Each demographic measure can have a number of gradations within it. For example, the Lifestage Consumer Profile Type might have the following profiles within it:

- Starting Out
- Young with Toddlers
- Young Family
- Singles/Couples without children
- Middle-aged Family
- Empty Nesters
- Retired Couples
- Older Singles

Name	Label	Hierarchy Type	Child
CPRT	Consumer Profile Type	Main	CPRD
CPRD	Consumer Profile	Main	None

Retail Segment (RSGH) Hierarchy

The retail segment hierarchy is a single dimension hierarchy that contains broad segments of the retail market. This hierarchy is intended to be customized for the individual customer's needs.

It is a single dimension hierarchy. The only dimension is Retailer Type (RSGD).

Examples of what might be listed in this hierarchy include:

- Grocery
- Convenience/Gas
- Drug
- Super-centers
- Warehouse Club
- Dollar Stores

Retailer (RETH) Hierarchy

The retailer hierarchy is used to maintain a list of competitors. This is used for comparing certain metrics between the retailer and competitors. This hierarchy is intended to be customized for the individual customer's needs.

It is a single dimension hierarchy. The only dimension is Retailer (RETD).

Consumer Segment (CSH) Hierarchy

The consumer segment hierarchy is used for listing the consumer segments and the versions of each. A consumer segment is a classification of consumers with similar characteristics and buying patterns. Examples of consumer segments include "Soccer Mom" or "Golden Years". The consumer segment hierarchy is mainly used as the main characteristic of a consumer decision tree, which specifies the buying patterns for each consumer segment. The buying patterns may vary slightly from year to year or season to season, so multiple versions of consumer segments are supported.

This hierarchy is intended to be customized for the individual customer's needs.

Name	Label	Hierarchy Type	Child
CSD	Consumer Segment	Main	CSVD
CSVD	Version	Main	None

Linear Number (LNMH) Hierarchy

The linear number hierarchy is included for utility. It simply consists of a list of numbers. These numbers are used in various places in Category Management wherever a list of items are needed. It is used, for example, in an admin screen to define lists of tactics that will be combined to form a pick list that changes its values based on product, location, and topic. It is also used to enumerate Key Take Aways (comments for a particular section of the product).

This hierarchy should be modified with care. Adding new positions to the hierarchy can be done without affecting current functionality. For example, changing or deleting existing positions will cause rules to break. Care should be taken to modify affected rules and measures when modifying or deleting existing positions in this hierarchy.

It is a single dimension hierarchy. The only dimension is Linear Number (LNUM).

Tactic (TCTH) Hierarchy

The tactic hierarchy represents areas within Category Management where one or more choices of approach may be relevant. For example, the tactic hierarchy might contain an entry for "Pricing" or "Promotion". Individual tactics within each area (for example, "Pricing" might include "Match competition but do not lead" or "Do not initiate price decreases") are broken out by combining the tactic hierarchy with the linear number hierarchy.

This hierarchy is intended to be customized for the individual customer's needs.

It is a single dimension hierarchy. The only dimension is Tactic (TCTD).

Breakpoints (PCTH) Hierarchy

The breakpoint hierarchy represents thresholds used in the calculation of fragmentation, contribution, and ranking of SKUs within an assortment. Breakpoint positions are typically named to represent a certain numeric level (50%, 75%,...) or could be named to represent scenarios (such as "Base", "High", "What If").

This hierarchy is intended to be customized for the individual customer's needs.

It is a single dimension hierarchy. The only dimension is Breakpoint (PCTD).

Product Attributes (ATTR) Hierarchy

The product attributes hierarchy represents attributes associated with products. These attributes are used to group products within categories. This grouping is what consumer decision trees are built on and are used when showing dynamic rollups in Category Management.

This hierarchy is intended to capture all product attributes for all product types. The attributes are then assigned to individual products. This assignment is used when processing the dynamic rollups.

This hierarchy is intended to be customized for the individual customer's needs.

Name	Label	Hierarchy Type	Child
ATN	Attribute Name	Main	ATV
ATV	Attribute Value	Main	None

Strategy (SGYH) Hierarchy

The strategy hierarchy represents broad actions designed to enhance a category. Sample strategies might include:

- Traffic building
- Transaction building
- Profit contribution
- Cash generating
- Excitement creating
- Image enhancing
- Turf defending

This hierarchy is intended to be customized for the individual customer's needs.

It is a single dimension hierarchy. The only dimension is Strategy (sgyd).

Data Validation and Seeding (DVSH) Hierarchy

The data validation and seeding hierarchy is used in Category Management to combine both functions (Data Validation and Seeding) into a single workbook. It has no other purpose. Altering the values in the hierarchy is not recommended and will likely break the Data Validation and Seeding workbook.

It is a single dimension hierarchy. The only dimension is Data Validation and Seeding (dvsd).

7

Batch Processing

This chapter contains a summary of the scripts and rule groups that are used to maintain Category Management through batch processing.

Before the first batch run, the system environment must be set up, along with certain data measures (batch parameters) that control the batch calculations. Pre-batch setup is described in this chapter.

See the *Oracle Retail Predictive Application Server Administration Guide* for details on formatting load data files and on utilities that enable administrators to load data into RPAS.

> **Note:** Comma-separated values (CSV) files are recommended to reduce the sizes of load files.

Batch Script Summary

The following directories are used by the batch scripts. These directories are subdirectories of the <CM_HOME> directory. The <CM_HOME> directory is defined by the implementer.

Table 7–1   Directories Used by Batch Scripts

Directory Name	Content of the Directory
bin	Batch scripts
config	Category Management template configuration
domain	Domains
input	Input files for building the domain
logs	Log files from running any of the batch scripts
temp	Temporary files used by the batch scripts

Batch Script Summary Table

Table 7–2 summarizes the available batch scripts, rule groups, and custom menu actions. The batch scripts are located in the <CM_HOME>/bin directory.

The following information is included in the table:

- Name of the batch operation
- Type (rule group, script, custom menu)
- Suggestion on how often to run the script

- List of other batch operations on which there is a dependency

Table 7–2   Batch Script Summary

Name	Type	Suggested Frequency	Dependencies
Batch_calc	Rule Group	Weekly	None
Batch_forecast	Rule Group	Weekly	None
Batch_wk_hbi	Rule Group	Weekly	None
Batch_wk_lbi	Rule Group	Weekly	Batch_wk_hbi
Processcdts.ksh	Script	As needed	None
AcceptXML	Custom Menu	As needed	None

There are two ways to check if a batch completed successfully:

- For rule groups, mace returns a non-zero error code if problems are encountered during execution.
- Scripts and custom menus write processing information to the batch log files. These are located by default at <CM_HOME>/logs and are grouped by date and script name. The logs contain detailed information on batch execution, including indications of errors, exceptions, or failures. If there are no errors, the batch completed successfully.

Batch Rule Groups

This section is concerned with the rule groups that form part of Category Management's batch processing. All of the rule groups discussed in this section are found in the Batch Rule Set of the Category Management configuration. For information about viewing the Category Management configuration in the RPAS Config Tools, see the *Oracle Retail Predictive Application Server Configuration Tools User Guide*.

Running a Rule Group

All of these batch rule groups are executed in the same way:

```
Mace -d <domain_path> -run -group <group_name> [-loglevel <log_level>]
```

- <domain_path> is the path to the domain, typically <CM_HOME>/domain/catman[/<local_domain>]. Most of the rule groups are intended to be run at the local domain level. Specifics are provided in the discussion of each rule group.
- <group_name> is the name of one of the rule groups discussed below.
- <log_level> is optionally one of the following: all, profile, debug, audit, information, warning, error, or none. These are given in the order of providing the most information to the least. Shell commands can be used to redirect this output to a log file.
- The -processes argument is not used by mace when evaluating rule groups.

The remainder of this section highlights each of the following rule groups:

- Batch_calc
- Batch_forecast
- Batch_wk_hbi
- Batch_wk_lbi

Batch_calc

Description: The batch_calc rule group is used to perform basic setup processing and maintenance.

Level: Global and Local Domains.

Dependencies: None.

Batch_forecast

Description: This rule group runs a simple forecast for both sales units and sales revenue. The forecast is used in Category Planning and Assortment Rationalization to evaluate category performance.

Level: Local Domains.

Dependencies: If you want the forecast to start from any other day than the current day (the default), set the environment variable RPAS_TODAY to the desired start date (in YYYYMMDD format).

Batch_wk_hbi

Description: This rule group should be run periodically to maintain current values in a pre-range mask for the Data Validation and Seeding workbook. This ensures that when the Seed option is taken for this workbook, only current values will be populated.

Level: Global Domain.

Dependencies: None.

Batch_wk_lbi

Description: This rule group updates working plan and category plan cost, sales, and profit measures with actuals data as it becomes available. The rule group uses a measure calculated in batch_wk_hbi to determine which values in the cost, sales, and profit measures should be updated.

Level: Local Domains.

Dependencies: Batch-wk_hbi should be run prior to Batch_wk_lbi.

Batch Scripts

This section contains detailed information on the Process Consumer Decision Trees batch script:

Process Consumer Decision Trees

Script

processscdts.ksh

Usage

```
processscdts.ksh -f <cdtfile> [-l <label>]
```

<cdtfile> is the name of the XML file that contains a consumer decision tree (CDT). The script expects the CDT file to be in the <domain>/cdt_interface/import directory.

<label> is an optional label that is stored in the domain for the given CDT.

Notes

This script is used to load CDT XML files into the domain. It is called by build.ksh, which performs the initial domain build and the Accept XML custom menu (see Accept XML). It parses the XML and translates the structure described in the file into measures that are used to create dynamic workbook hierarchies.

The script calls a java utility to perform the XML parsing and dynamic hierarchy measure construction. The java class files are located in $RPAS_HOME/applib/CatManUtility.jar. This jar file must be present in the correct location for the processscdts.ksh script to run. The script also ensures that the environment variable RPAS_JAVA_CLASSPATH contains the path to this jar.

Processed CDTs are stored in the <domain>/cdt_interface/processed/cdts directory. The script generates a large number of measure load files, named DHD_Name* and DHD_Label*, and loads them into the domain. The processed DHD_Name* and DHD_Label* measures are copies with other loaded measures to the <domain>/input/processed directory.

Processing logs for this script are written to the <CM_HOME>/logs/<date_dir>/<calling_script>/processscdts<unique id> directory. Here,

- <date_dir> is a directory with a name corresponding to the date the script was run, in the format YYYY-MM-DD.

- <calling_script> is the name of the script that calls the processscdts.ksh script, along with a <unique id>. Most often, this directory is called "build" or "acceptEditedCdts", after the scripts that most often call processscdts.ksh. If the script is called directly from the command line, this will be blank.

- <unique id> is a system generated string of numbers that is unique in this context.

Inside this folder, the log file is called processscdts.log. Additional folders are created for every invocation of the script.

When the domain is first built, a fixed number of versions are allotted for CDTs for each consumer segment. Processcdts.ksh loads each CDT into the first available slot for that category/trading area/consumer segment. If there are more CDTs for a particular category/trading area/consumer segment than there are available slots, processcdts.ksh will exit with an error message. New version slots must be created, via Dynamic Position Management. See the *Oracle Retail Predictive Application Server Configuration Tools User Guide* and the *Oracle Retail Predictive Application Server User Guide for the Fusion Client* for more information on Dynamic Position Management.

Custom Menus

This section contains detailed information on the Accept XML custom menu.

Accept XML

The Accept XML custom menu is available only on the CDT Editor workbook. The CDT Editor workbook allows a Fusion Client user to graphically create, copy, and edit consumer decision trees. Committing the workbook saves the CDT's structure to the domain. Using the Accept XML custom menu calls invokes a script, acceptEditedCdts.ksh, that does several things. The first is that it creates any needed additional positions, that is, extra slots or versions for a given category/trading area/consumer segment, via dynamic position management (DPM). The second thing it does is to call the processcdts.ksh script to add the dynamic hierarchy measures to the domain. See Process Consumer Decision Trees for details about processcdts.ksh, including prerequisites and logging.

Note that running the custom menu (and by extension acceptEditedCdts.ksh and processcdts.ksh) can be done at any time. However, the processing performed requires the scripts to lock arrays. This can cause other users to be locked out of accessing those same arrays for the duration of the processing. There is no mechanism in RPAS to notify the users why their applications are unresponsive. Care should be taken when running this custom menu during normal business hours.

Alternatively, the acceptEditedCdts.ksh script can be invoked from the command line at any time to achieve the same result. The usage is as follows:

Script

acceptEditedCdts.ksh

Usage

acceptEditedCdts.ksh

Notes

As noted above, this script calls processcdts.ksh. See Process Consumer Decision Trees for more information.

Before Running Category Management Batch Scripts for the First Time

Before running Category Management batch scripts for the first time, do the following:

1. Set the following variables:

   - RPAS_HOME

   - RPAS_JAVA_CLASSPATH

   - LD_LIBRARY_PATH

- LIBPATH

- PATH

2. Update the following variable settings in the file $CM_
   HOME/bin/environment.ksh to reflect current directory paths and environment:

   - CM_HOME

   - CM_DOMAINHOME

   - CM_MASTERDOMAIN

   - CM_CONFIGNAME

   - CM_CDTSTORE

   - CM_CONFIGHOME

   - CM_EXPORT

   - CM_INPUTHOME

   - CM_LOG_DIR

   - CM_TEMP

   - CM_BATCH

   - RECORDLOGLEVEL

   - RPAS_LOG_LEVEL

   - RPAS_TODAY

   The following syntax allows the script to set a default value for each variable when it is not defined, but leaves the value unchanged if the variable has been previously defined in, for example, the user's .profile:

   : ${variable:=value}

   The directory $CM_HOME/bin should exist and be added to the PATH variable.

   The values for RPAS_LOG_LEVEL and RECORDLOGLEVEL can be any one of the following: all, profile, debug, audit, information, warning, error, or none. These two variables are usually both set to warning or both set to error.

3. Make sure to include both $RPAS_HOME/bin and $CM_HOME/bin in the PATH variable.

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Internationalization

Internationalization is the process of creating software that can be translated more easily. Changes to the code are not specific to any particular market.

Oracle Retail applications have been internationalized to support multiple languages.

Translation

Translation is the process of interpreting and adapting text from one language into another. Although the code itself is not translated, components of the application that are translated include the following:

- Graphical user interface (GUI)
- Error messages

The following components are not translated:

- Documentation (online help, release notes, installation guide, user guide, operations guide)
- Batch programs and messages
- Log files
- Configuration tools
- Reports
- Demonstration data
- Training materials

The user interface has been translated into the following languages:

- Chinese (Simplified)
- Chinese (Traditional)
- Croatian
- Dutch
- French
- German
- Greek
- Hungarian
- Italian

- Japanese

- Korean

- Polish

- Portuguese (Brazilian)

- Russian

- Spanish

- Swedish

- Turkish

> **Note:** For information about adding languages for the first time or for translation information in general, see the *Oracle Retail Predictive Application Server Administration Guide for the Fusion Client*.

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Data

A broad and detailed data set is required to use the capabilities of Category Management to their fullest. Some of the data required is relatively easy to obtain, for example, information about sales, cost, space, and the like. Other is only available from a data aggregator such as Nielsen or IRI. Examples of this type of data include information on product and category performance for the market as a whole. Still other data might be sliced in a particular way to provide insight about a particular facet of a customer's buying behavior.

This chapter deals with the data that ideally must be supplied in order to obtain the most benefit from Category Management. Each row represents a measure in Category Management. Data to be loaded into these measures must be supplied at the proper intersection with the proper measure (or file) name.

Measure Name	Label	Description	Type	Base Intx
ARCpiIndxp	Consumer Segment Score	Assortment Rationalization	real	strc_sku_csd
ARDVCoreRp	Temporary Core	Assortment Rationalization Temporary	real	str_sku
ARDVCoreU	Temporary Core Units	Assortment Rationalization Temporary Units	int	str_sku
ARDVOptnRp	Temporary Optional	Assortment Rationalization Temporary	real	str_sku
ARDVOptnU	Temporary Optional Units	Assortment Rationalization Temporary Units	int	str_sku
ARFCFrtCstR	Freight Costs	Assortment Rationalization Forecast Retail	real	week_str_sku
ARFCMrkAlwR	Markdown Allowance	Assortment Rationalization Forecast Retail	real	week_str_sku
ARFCMrkR	Markdowns	Assortment Rationalization Forecast Retail	real	week_str_sku
ARFCNMTx	Net Margin Notes	Assortment Rationalization Forecast	string	week_str_sku
ARFaWgtp	Focus Area Weights	Focus Area Weights	real	scls_far
ARFpiIndxp	Focus Area Score	Assortment Rationalization	real	strc_sku_far_csd
ARIpiCarriedB	IPI Carried	Assortment Rationalization	boolean	str_sku
ARIpiCoreB	IPI Core	Assortment Rationalization	boolean	str_sku
ARIpiCoreRp	IPI Core Coverage	Assortment Rationalization	real	str_sku

Measure Name	Label	Description	Type	Base Intx
ARIpiCoreU	IPI Core Units	Assortment Rationalization Units	int	str_sku
ARIpiCorep	IPI Core Cutoff Index	Assortment Rationalization	real	strc_scls
ARIpiDiffStsS	IPI Rationalization - Compare to Latest Assortment	Assortment Rationalization	string	strc_sku
ARIpiDiffStsTx	IPI Rationalization - Compare to Last Year Assortment	Assortment Rationalization	string	strc_sku
ARIpiIndxp	IPI Score	Assortment Rationalization	real	str_sku
ARIpiMndtB	IPI Mandatory	Assortment Rationalization	boolean	str_sku
ARIpiOptnB	IPI Optional	Assortment Rationalization	boolean	str_sku
ARIpiOptnRp	IPI Optional Coverage	Assortment Rationalization	real	str_sku
ARIpiOptnU	IPI Optional Units	Assortment Rationalization Units	int	str_sku
ARIpiOptnp	IPI Optional Cutoff Index	Assortment Rationalization	real	strc_scls
ARLYCoreB	LY Core	Assortment Rationalization Last Year	boolean	week_str_sku
ARLYFrtCstR	Freight Costs	Assortment Rationalization Last Year Retail	real	week_str_sku
ARLYGMR	Gross Margin	Assortment Rationalization Last Year Retail	real	week_str_sku
ARLYMrkAlwR	Markdown Allowance	Assortment Rationalization Last Year Retail	real	week_str_sku
ARLYMrkR	Markdowns	Assortment Rationalization Last Year Retail	real	week_str_sku
ARLYNMR	Net Margin	Assortment Rationalization Last Year Retail	real	week_str_sku
ARLYNMTx	Net Margin Notes	Assortment Rationalization Last Year	string	week_str_sku
ARLYNMp	Net Margin percentage	Assortment Rationalization Last Year	real	week_str_sku
ARLYOptnB	LY Optional	Assortment Rationalization Last Year	boolean	week_str_sku
ARLYPmtTrTx	Payment Terms	Assortment Rationalization Last Year	string	week_str_sku
ARLYPrftR	Gross Profit	AR Historical Gross Profit	real	week_str_sku
ARLYPrftp	Gross Profit %	AR Historical Gross Profit %	real	week_str_sku
ARLYPrmSlsR	Promotional Sales	Assortment Rationalization Last Year Retail	real	week_str_sku
ARLYmktslsR	LY Market Sales Retail	N/A	real	week_tdar_sku_retd
ARLYmktslsU	LY Market Sales Units	N/A	int	week_tdar_sku_retd

Measure Name	Label	Description	Type	Base Intx
ARPiExcTx	Exclusivity Grouping	Exclusivity Grouping	string	week_far_csd_sgyd
ARPiExcw	Exclusivity Weightage	Assortment Rationalization IPI Weightage	real	week_far_csd_sgyd
ARPiGMTx	Gross Margin Grouping	Gross Margin Grouping	string	week_far_csd_sgyd
ARPiGMw	Gross Margin Weightage	Assortment Rationalization IPI Weightage	real	week_far_csd_sgyd
ARPiLoyTx	Loyalty Grouping	Loyalty Grouping	string	week_far_csd_sgyd
ARPiLoyw	Loyalty Weightage	Assortment Rationalization IPI - Score Card Metric - Weightage	real	week_far_csd_sgyd
ARPiPrfsqfwkTx	Profit / sq. ft / week Grouping	Profit / sq. ft / week Grouping	string	week_far_csd_sgyd
ARPiPrfsqfwkw	Profit / sq. ft / week Weightage	Assortment Rationalization IPI Weightage	real	week_far_csd_sgyd
ARPiPrftTx	Profit Grouping	Profit Grouping	string	week_far_csd_sgyd
ARPiPrftw	Profit Weightage	Assortment Rationalization IPI Weightage	real	week_far_csd_sgyd
ARPiSlsS	Sales Units Grouping	Sales Units Grouping	string	week_far_csd_sgyd
ARPiSlsTx	Sales Revenue Grouping	Sales Revenue Grouping	string	week_far_csd_sgyd
ARPiSlsV	Sales Unit Weight	Assortment Rationalization IPI Sales	real	week_far_csd_sgyd
ARPiSlssqftw	Sales / sq. ft Weightage	Assortment Rationalization IPI - Score Card Metric - Weightage	real	week_far_csd_sgyd
ARPiSlssqfwkTx	Sls / sq. ft / week Grouping	Sls / sq. ft / week Grouping	string	week_far_csd_sgyd
ARPiSlsw	Sales Weightage	Assortment Rationalization IPI Sales Weightage	real	week_far_csd_sgyd
ARPicExcTx	Exclusivity Grouping	Exclusivity Grouping	string	week_strc_scls_far_csd
ARPicExcw	Exclusivity Weightage	Assortment Rationalization PI @ category Weightage	real	week_strc_scls_far_csd
ARPicGMTx	Gross Margin Grouping	Gross Margin Grouping	string	week_strc_scls_far_csd
ARPicGMw	Gross Margin Weightage	Assortment Rationalization PI @ category Weightage	real	week_strc_scls_far_csd
ARPicInvTTx	Inventory Turns Grouping	Inventory Turns Grouping	string	week_strc_scls_far_csd
ARPicInvTw	Inventory Turns Weightage	Assortment Rationalization PI @ category - Score Card Metric - Weightage	real	week_strc_scls_far_csd
ARPicLoyTx	Loyalty Grouping	Loyalty Grouping	string	week_strc_scls_far_csd

Measure Name	Label	Description	Type	Base Intx
ARPicLoyw	Loyalty Weightage	Assortment Rationalization PI @ category - Score Card Metric - Weightage	real	week_strc_scls_far_csd
ARPicPrfsqfwkTx	Profit / sq. ft / week Grouping	Profit / sq. ft / week Grouping	string	week_strc_scls_far_csd
ARPicPrfsqfwkw	Profit / sq. ft / week Weightage	Assortment Rationalization PI @ category Weightage	real	week_strc_scls_far_csd
ARPicPrftTx	Profit Grouping	Profit Grouping	string	week_strc_scls_far_csd
ARPicPrftw	Profit Weightage	Assortment Rationalization PI @ category Weightage	real	week_strc_scls_far_csd
ARPicSlsS	Sales Units Grouping	Sales Units Grouping	string	week_strc_scls_far_csd
ARPicSlsTx	Sales Revenue Grouping	Sales Revenue Grouping	string	week_strc_scls_far_csd
ARPicSlsV	Sales Unit Weight	Assortment Rationalization PI @ category Sales	real	week_strc_scls_far_csd
ARPicSlssqftw	Sales / sq. ft Weightage	Assortment Rationalization PI @ category - Score Card Metric - Weightage	real	week_strc_scls_far_csd
ARPicSlssqfwkTx	Sls / sq. ft / week Grouping	Sls / sq. ft / week Grouping	string	week_strc_scls_far_csd
ARPicSlsw	Sales Weightage	Assortment Rationalization PI @ category Sales Weightage	real	week_strc_scls_far_csd
ARPicWgtp	Focus Area Weights	Focus Area Weights IPI @ category	real	week_strc_scls_far_csd
ARPicmapTx	map	Assortment Rationalization PI @ category	string	week_strc_scls_far_csd
ARWPApprB	Approve	Assortment Rationalization Working Plan	boolean	week_str_sku
ARWPApprDt	Approval Date	Assortment Rationalization Working Plan	date	week_str_sku
ARWPApprS	Approved By	Assortment Rationalization Working Plan	string	week_str_sku
ARWPCDTLblTx	CDT Label	CDT version label	string	tdar_clss_csvd
ARWPCDTLblV	CDT Label	CDT version label	string	qrtr_tdar_clss_csvd
ARWPCDTPreRngB	Upload CDT	Pre-range flag to indicate which versions of CDT are valid for trading area, class period.	boolean	qrtr_tdar_clss_csvd
ARWPCDTSlotV	Empty Slot Flag	Measure used to keep track of occupied slots on each consumer segment version hierarchy	boolean	tdar_clss_CSVD
ARWPCDTverB	Accept XML	Flag to indicate the XML is ready to be consumed	boolean	tdar_clss_csvd
ARWPCDTxmlTx	CDT XML	CDT version as XML string	string	tdar_clss_csvd
ARWPCoreB	Core	Assortment Rationalization Working Plan	boolean	strc_sku

Measure Name	Label	Description	Type	Base Intx
ARWPCoreR	Temp Recalc Coverage	Temp Measure to get around Rpas limitation.	real	strc_sku
ARWPCoreRp	Actual Core Coverage	Actual Coverage from current core selection.	real	str_sku
ARWPCoreU	Min Core Unit Constraint	Minimum number of core units targeted at a product dimension level.	int	strc_sku
ARWPCoreV	Pre-Rationalization - Total Core Units	Temp Measure to get around Rpas limitation.	int	str_sku
ARWPCorep	Min Tgt Core Coverage Constraint	Minimum sales coverage percentage targeted at a product dimension level.	real	strc_sku
ARWPDaySplyU	Days of Supply	N/A	int	week_tdar_clss_mvrd
ARWPDiffStsS	Pre-Rationalization - Compare to Latest Assortment.	Assortment Rationalization Working Plan	string	strc_sku
ARWPDiffStsTx	Pre - Rationalization - Compare to Last Year Assortment	Assortment Rationalization Working Plan	string	strc_sku
ARWPElgbltyB	Item Eligibility	This measure indicates if an item is eligible to be sold at a location.	boolean	strc_sku
ARWPGMROIp	Gross Margin Return on Investment	N/A	real	week_tdar_clss_mvrd
ARWPGMROSp	Gross Margin Return on Space	N/A	real	week_tdar_clss_mvrd
ARWPGMp	Gross Margin percentage	N/A	real	week_tdar_clss_mvrd
ARWPGrowthp	Growth	N/A	real	week_tdar_clss_mvrd
ARWPInfoV	Success Indicator Value	Assortment Rationalization Working Plan Success Indicator	int	strc_sku
ARWPInvDR	Inventory Dollars	N/A	real	week_tdar_clss_mvrd
ARWPInvTU	Inventory Turns	N/A	int	week_tdar_clss_mvrd
ARWPKyTkAwyTxL0	Assortment Rationalization - Key Take Aways	Assortment Rationalization - Key Take Aways	string	qrtr_tdar_clss
ARWPKyTkAwyTxL1	Key Take Away - Getting Started	Assortment Rationalization Working Plan Level Identifier	string	qrtr_tdar_clss
ARWPKyTkAwyTxL2	Key Take Away - Market Coverage Evaluation	Key Take Away - Market Coverage Evaluation	string	qrtr_tdar_clss
ARWPKyTkAwyTxL3	Key Take Away - Performance Analysis	Key Take Away - Performance Analysis	string	qrtr_tdar_clss
ARWPKyTkAwyTxL4	Key Take Away - Consumer Assessment	Key Take Away - Consumer Assessment	string	qrtr_tdar_clss

Measure Name	Label	Description	Type	Base Intx
ARWPKyTkAwyTxL5	Key Take Away - Market Assessment	Key Take Away - Market Assessment	string	qrtr_tdar_clss
ARWPKyTkAwyTxL6	Key Take Away - PreRationalization Analysis	Key Take Away - PreRationalization Analysis	string	qrtr_tdar_clss
ARWPKyTkAwyTxL7	Key Take Away - Develop IPIs	Key Take Away - Develop IPIs	string	qrtr_tdar_clss
ARWPKyTkAwyTxL8	Key Take Away - Assortment Finalization	Key Take Away - Assortment Finalization	string	qrtr_tdar_clss
ARWPKyTkAwyTxL9	Key Take Away - Like Item Definition	Key Take Away - Like Item Definition	string	qrtr_tdar_clss
ARWPLoyp	Loyalty	N/A	real	week_tdar_clss_mvrd
ARWPMaxU	Max Core Units Constraint	Maximum number of core units targeted at a product dimension level.	int	strc_sku
ARWPMaxV	Max Core + Optional Units Constraint	Maximum number of core + optional units targeted at a product dimension level.	int	strc_sku
ARWPMinU	Min Assortment	Minimum number of options to carry in assortment	int	strc_sku
ARWPMinV	Min Value	Assortment Rationalization Working Plan	int	strc_sku
ARWPMndtB	Mandatory Item	Boolean measure to indicate mandatory items.	boolean	strc_sku
ARWPOptnB	Optional	Assortment Rationalization Working Plan	boolean	strc_sku
ARWPOptnR	Temp Recalc Coverage	Temp Measure to get around Rpas limitation.	real	strc_sku
ARWPOptnRp	Actual Optional Coverage	Actual Coverage from current core + optional selection.	real	str_sku
ARWPOptnU	Min Core + Optional Units Constraint	Minimum number of core + optional units targeted at a product dimension level.	int	strc_sku
ARWPOptnV	Pre-Rationalization - Total Optional Units	Temp Measure to get around Rpas limitation.	int	str_sku
ARWPOptnp	Min Core + Optional Coverage Constraint	Minimum sales coverage percentage targeted at a product dimension level.	real	strc_sku
ARWPPenp	Penetration	N/A	real	week_tdar_clss_mvrd
ARWPPfrep	Purchase Frequency	N/A	real	week_tdar_clss_mvrd
ARWPPrfsqfwkR	Gross Profit per Square Foot per Week	N/A	real	week_tdar_clss_mvrd
ARWPPrftR	Gross Profit	N/A	real	week_tdar_clss_mvrd
ARWPPrvtGMp	Gross Margin	Private Label Gross Margin	real	week_tdar_clss_mvrd
ARWPPrvtPGPp	Percent of Gross Profit	N/A	real	week_tdar_clss_mvrd

Measure Name	Label	Description	Type	Base Intx
ARWPPrvtSlsR	Sales	Private Label Sales	real	week_tdar_clss_mvrd
ARWPPrvtSlsU	Sales Units	Private Label Sales Units	int	week_tdar_clss_mvrd
ARWPRlvlp	Retention Level	N/A	real	week_tdar_clss_mvrd
ARWPRolS	Assigned Role - Industry Model A	Assortment Rationalization Working Plan Role	string	week_tdar_scls
ARWPRolTx	Assigned Role - Industry Model B	Assortment Rationalization Working Plan Role	string	week_tdar_scls
ARWPSeedAsrtB	Seed Assortment from LY	Assortment Rationalization Working Plan	boolean	strc_sku
ARWPSlsR	Category Dollars	N/A	real	week_tdar_clss_mvrd
ARWPSlsU	Category Units	N/A	real	week_tdar_clss_mvrd
ARWPSlscDptp	Percent Share of Department	N/A	real	week_tdar_clss_mvrd
ARWPSlscTdarp	Percent Share of Trading Area	N/A	real	week_tdar_clss_mvrd
ARWPSlssqfwkR	Sales per Square Foot per Week	N/A	real	week_tdar_clss_mvrd
ARWPSrvLvlp	Service Levels	N/A	real	week_tdar_clss_mvrd
ARWPStrtgyTx	Current Plan Strategy	Assortment Rationalization Working Plan Strategy	string	week_tdar_clss_mvrd
ARWPbrkpntScV	Contribution Analysis Breakpoints	Contribution Analysis Breakpoints	real	scls_PCTD
ARWPbrkpntScp	Fragmentation Analysis Breakpoints	Fragmentation Analysis Breakpoints	real	scls_PCTD
ARWPbrkpntV	Contribution Analysis Breakpoints	Assortment Rationalization Working Plan BreakPoint	real	clss_pctd
ARWPbrkpntp	Fragmentation Analysis Breakpoints	Assortment Rationalization Working Plan BreakPoint	real	clss_pctd
ARWPcumsalesCgR	Cumulative Quantity @ Category	Assortment Rationalization Working Plan Market Coverage Evaluation for Category Retail	real	strc_sku
ARWPcumsalesCgV	Cumulative Market Quantity @ Category	Assortment Rationalization Working Plan Market Coverage Evaluation for Category	real	tdar_sku
ARWPcumsalesScR	Cumulative Quantity @ Sub-Category	Cumulative Sales	real	strc_sku
ARWPcumsalesScV	Cumulative Market Quantity @ Sub-Category	Cumulative Market Sales	real	tdar_sku
ARWPmapS	Key Metric (Market Data Analysis)	The market data measure used to do fragmentation and contribution analysis	string	Scalar

Measure Name	Label	Description	Type	Base Intx
ARWPmapTx	Key Metric (Retailer Data Analysis)	The retailer data measure used to do fragmentation and contribution analysis	string	Scalar
ARWPmktslsuvLy	Market Sales units var LY	N/A	real	week_tdar_sku_retd
ARWPmktslsvLy	Market Sales var LY	N/A	real	week_tdar_sku_retd
ARWPmrktsalesR	Market Sales Retail	Assortment Rationalization Working Plan Market Coverage Evaluation Retail	real	tdar_sku
ARWPprftPrdctR	Avg. Profit per Item	Average Profit per UPC in this segment.	real	tdar_sku
ARWPprftPrdctV	Profit Productivity Index	Profit $ per UPC of the segment / Profit $ per UPC of Category.	int	tdar_sku
ARWPprftPrdctp	Segment % Share of Category Profit	Fraction of category level profit that can be attributed to this segment.	real	tdar_sku
ARWPskuPrdctp	Segment % Share of Category Items	Fraction of category level UPCs that can be attributed to this segment.	real	tdar_sku
ARWPslsPrdctR	Avg. Sales per Item	Average Sales per UPC in this segment.	real	tdar_sku
ARWPslsPrdctV	Sales Productivity Index	Sales $ per UPC of the segment / Sales $ per UPC of Category.	int	tdar_sku
ARWPslsPrdctp	Segment % Share of Category Sales	Fraction of category level sales that can be attributed to this segment.	real	tdar_sku
ARWPslscontCgR	Sales	Assortment Rationalization Working Plan Market Coverage Evaluation for Category Retail	real	strc_clss_PCTD
ARWPslscontCgV	Market Sales	Assortment Rationalization Working Plan Market Coverage Evaluation for Category	real	tdar_clss_PCTD
ARWPslscontR	Sales	Assortment Rationalization Working Plan Market Coverage Evaluation Retail	real	strc_sku_pctd
ARWPslscontScR	Sales	Assortment Rationalization Working Plan Market Coverage Evaluation for Subcategory Retail	real	strc_scls_PCTD
ARWPslscontScV	Market Sales	Market Sales	real	tdar_scls_PCTD
ARWPslscontV	Market Sales	Assortment Rationalization Working Plan Market Coverage Evaluation	real	tdar_sku_pctd
ARWPslsfragCgR	Quantity	Assortment Rationalization Working Plan Market Coverage Evaluation for Category Retail	real	strc_clss_PCTD

Measure Name	Label	Description	Type	Base Intx
ARWPslsfragCgV	Market Sales	Assortment Rationalization Working Plan Market Coverage Evaluation for Category	real	tdar_clss_PCTD
ARWPslsfragR	Quantity	Assortment Rationalization Working Plan Market Coverage Evaluation Retail	real	strc_sku_pctd
ARWPslsfragScR	Quantity	Sales Revenue realized for the breakpoint.	real	strc_scls_PCTD
ARWPslsfragScV	Market Sales	Market Sales Revenue realized for the breakpoint.	real	tdar_scls_PCTD
ARWPslsfragV	Market Sales	Assortment Rationalization Working Plan Market Coverage Evaluation	real	tdar_sku_pctd
ARWPupccontCgR	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation for Category Retail	int	strc_clss_PCTD
ARWPupccontCgV	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation for Category	int	tdar_clss_PCTD
ARWPupccontScR	# Items	Number of UPCs required to reach the breakpoint.	int	strc_scls_PCTD
ARWPupccontScV	# Items	Number of UPCs required to reach the breakpoint.	int	tdar_scls_PCTD
ARWPupccontU	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation Units	int	strc_sku_pctd
ARWPupccontV	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation	int	tdar_sku_pctd
ARWPupcfragCgR	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation for Category Retail	int	strc_clss_PCTD
ARWPupcfragCgV	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation for Category	int	tdar_clss_PCTD
ARWPupcfragScR	# Items	Number of UPCs required to reach the breakpoint.	int	strc_scls_PCTD
ARWPupcfragScV	# Items	Number of UPCs required to reach the breakpoint.	int	tdar_scls_PCTD
ARWPupcfragU	# Items	Assortment Rationalization Working Plan Market Coverage Evaluation Units	int	strc_sku_pctd
ARWPupcfragV	# Items	UPCs	int	tdar_sku_pctd
ARWPupcrankCgU	Rank @ Category	Assortment Rationalization Working Plan Market Coverage Evaluation for Category Units	int	strc_sku

Measure Name	Label	Description	Type	Base Intx
ARWPupcrankCgV	Rank (Market) @ Category	Rank of UPC	int	tdar_sku
ARWPupcrankScU	Rank @ Sub-Category	Rank of UPC	int	strc_sku
ARWPupcrankScV	Rank (Market) @ Sub-Category	Assortment Rationalization Working Plan Market Coverage Evaluation for Category	int	tdar_sku
ARWpoDiffStsTx	Override	Assortment Rationalization	string	week_str_sku
CMAtLkB	Attribute Likeitem Mask	Category Management Attribute Likeitem Mask	boolean	sku
CMAtLkS	Attribute Likeitem	Category Management Attribute Likeitem	string	sku
CMFCSlsR	Forecast Sales Retail	Category Management Forecast Sales Retail	real	week_str_sku
CMFCSlsU	Forecast Sales Units	Category Management Forecast Sales Units	int	week_str_sku
CMLYLagTx	Last Year Map - Week	N/A	string	week
CMLYSlsR	LY Sales Retail	Category Management Last Year Sales Retail	real	week_str_sku
CMLYSlsU	LY Sales Units	Category Management Last Year Sales Units	int	week_str_sku
CMMktGrowthRp	Market Growth	Market Growth loaded from market data	real	qrtr_tdar_clss
CMMktGrowthV	Market Share	Market Share loaded from market data	real	qrtr_tdar_clss
CMMktGrowthp	Market Growth	Percentage increase or decrease in sales volume from prior year.	real	week_tdar_sku_retd
CMMktHsLkB	Market History Likeitem Mask	Market History Likeitem Mask	boolean	tdar_sku_retd
CMMktHsLkPd1S	Market History Likeitem Product	Market History Likeitem Product	string	tdar_sku
CMMktHsLkPd1p	Market History Likeitem Product1 percentage	Market History Likeitem Product1 percentage	real	tdar_sku
CMMktHsLkPd2S	Market History Likeitem Product2	Market History Likeitem Product2	string	tdar_sku
CMMktHsLkPd2p	Market History Likeitem Product2 percentage	Market History Likeitem Product2 percentage	real	tdar_sku
CMMktHsLkPd3S	Market History Likeitem Product3	Market History Likeitem Product3	string	tdar_sku
CMMktHsLkPd3p	Market History Likeitem Product3 percentage	Market History Likeitem Product3 percentage	real	tdar_sku

Measure Name	Label	Description	Type	Base Intx
CMMktHsLkPdp	Market History Likeitem Product Adjustment Ratio	Market History Likeitem Product Adjustment Ratio	real	tdar_sku
CMMktSlsR	Market Sales Revenue	Sales Revenue for the Item by retailer. Obtained from third party. The data will be obtained quarterly.	real	week_tdar_sku_retd
CMMktSlsRp	Market Share	Percentage of Market that is covered by the retailer in this segment.	real	week_tdar_sku_retd
CMMktSlsU	Market Sales Units	N/A	int	week_tdar_sku_retd
CMMktSlsp	Market Share Index	Index of the Retailer's Market Share in this Segment compared to Retailer's Market Share for all products in the category.	real	week_tdar_sku_retd
CMWPAttrValTx	Attribute Value	Attribute Value	string	sku_ATN
CMWPBrdthU	# of Categories in Basket	# of Categories in Basket by consumer segment	real	qrtr_tdar_csd
CMWPBrdthV	# of Categories in Basket Index	# of Categories in Basket Index by consumer segment	int	qrtr_tdar_csd
CMWPByrV	Buyer Conversion Rate	Indicates the percentage of Buyers who shop the sub-category as compared to all Shoppers who shop the Store	real	qrtr_str_scls_retd
CMWPByrp	% Buyers	% of buyers that purchase the category in each retail segment/channel	real	tdar_sku_rsgd
CMWPCsegTx	Consumer Segment Status	Status of cosumer segment. Primary, Secondary etc.	string	week_strc_csd
CMWPCsegp	Consumer Segment Distribution	The percentage of consumers who belong to this consumer segment for this store cluster	real	week_strc_csd
CMWPDlrp	% Dollars	% of Buyers dollars that are spent in each retail segment/ channel	real	tdar_sku_rsgd
CMWPExcV	Exclusivity Index	The percent of consumers purchasing a particular brand: size, type, flavor, etc. that fulfill 100% of their category needs exclusively with that brand ("exclusivity") divided by the average exclusivity for all brands in the category.	real	qrtr_strc_sku_csd
CMWPGMp	Gross Margin	Gross Margin as a percentage of Profit to Sales Revenue	real	week_str_sku
CMWPHSTrnAllpRp	Diff (Retail Spend % - Market Spend %)	Diff (Market % Spend - Retailer % Spend)	real	qrtr_tdar_cprd
CMWPHSTrnAllpp	Retailer Spend %	The share of turnover that this profile gets for retailer	real	qrtr_tdar_cprd

Measure Name	Label	Description	Type	Base Intx
CMWPHSTrnp	Market Trading Area Spend %	The share of turnover that the retailer gets from the given consumer demographic	real	week_tdar_cprd
CMWPHsLkB	Retail History Likeitem Mask	Retail History Likeitem Mask	boolean	str_sku
CMWPHsLkPd1S	Retail History Likeitem Product	Retail History Likeitem Product	string	strc_sku
CMWPHsLkPd1p	Retail History Likeitem Product1 percentage	Retail History Likeitem Product1 percentage	real	strc_sku
CMWPHsLkPd2S	Retail History Likeitem Product2	Retail History Likeitem Product2	string	strc_sku
CMWPHsLkPd2p	Retail History Likeitem Product2 percentage	Retail History Likeitem Product2 percentage	real	strc_sku
CMWPHsLkPd3S	Retail History Likeitem Product3	Retail History Likeitem Product3	string	strc_sku
CMWPHsLkPd3p	Retail History Likeitem Product3 percentage	Retail History Likeitem Product3 percentage	real	strc_sku
CMWPHsLkPdp	Retail History Likeitem Product Adjustment Ratio	Retail History Likeitem Product Adjustment Ratio	real	strc_sku
CMWPItmDCgR	Average Household Spend	Category Management Working Plan for Category Retail	real	qrtr_tdar_clss
CMWPItmDR	Item $ per Item Buyer	For a specific market/region, the amount of dollar spent by an average consumer that bought this item	real	tdar_sku
CMWPItmDScR	Item $ per Item Buyer @ Sub-Category	Category Management Working Plan for Subcategory Retail	real	qrtr_tdar_scls
CMWPItmDSkuR	Item $ per Item Buyer @ SKU	Category Management Working Plan for SKU Retail	real	qrtr_tdar_sku
CMWPItmDStcoR	Item $ per Item Buyer @ Style/Color	Category Management Working Plan for Style/Color Retail	real	qrtr_tdar_stco
CMWPItmDStylR	Item $ per Item Buyer @ Style	Category Management Working Plan for Style Retail	real	qrtr_tdar_styl
CMWPItmDU	Avg. Basket Value Index	This measure is used for average basket value index of various consumer segments	int	qrtr_tdar_csd
CMWPItmDV	Avg. Basket Value	This measure is used for average basket value of various consumer segments	real	qrtr_tdar_csd
CMWPItmDlDlrCgp	% Item $ on Deal @ Category	Category Management Working Plan for Category	real	qrtr_tdar_clss
CMWPItmDlDlrScp	% Item $ on Deal @ Sub-Category	Category Management Working Plan for Subcategory	real	qrtr_tdar_scls

Measure Name	Label	Description	Type	Base Intx
CMWPItmDlDlrSkup	% Item $ on Deal @ SKU	Category Management Working Plan for SKU	real	qrtr_tdar_sku
CMWPItmDlDlrStcop	% Item $ on Deal @ Style/Color	Category Management Working Plan for Style/Color	real	qrtr_tdar_stco
CMWPItmDlDlrStylp	% Item $ on Deal @ Style	Category Management Working Plan for Style	real	qrtr_tdar_styl
CMWPItmDlDlrp	% Item $ on Deal	Category Management Working Plan	real	tdar_sku
CMWPItmDw	Loyalty (% of Buyer Spend at retailer)	Loyalty (% of Buyer Spend at retailer) by retailer	real	qrtr_tdar_retd
CMWPItmPntCgp	Item Penetration @ Category	For a specific market/region	real	qrtr_tdar_clss
CMWPItmPntScp	Item Penetration @ Sub-category	For a specific market/region	real	qrtr_tdar_scls
CMWPItmPntSkup	Item Penetration @ SKU	For a specific market/region	real	qrtr_tdar_sku
CMWPItmPntStcop	Item Penetration @ Style/Color	For a specific market/region	real	qrtr_tdar_stco
CMWPItmPntStylp	Item Penetration @ Style	For a specific market/region	real	qrtr_tdar_styl
CMWPItmPntV	Penetration (% buying at retailer)	This measure is used to show the penetration by retailers	real	qrtr_tdar_retd
CMWPItmPntp	Item Penetration	For a specific market/region, the percent of households who purchsed a product group at least once within a give time frame. Sometimes called consumption index	real	qrtr_tdar_sku
CMWPItmTrpCgR	# Trips per Buyer	Category Management Working Plan for Category Retail	real	qrtr_tdar_clss
CMWPItmTrpDCgR	Item $ per Item Trip @ Category	Category Management Working Plan for Category Retail	real	qrtr_tdar_clss
CMWPItmTrpDR	Item $ per Item Trip	N/A	real	tdar_sku
CMWPItmTrpDScR	Item $ per Item Trip @ Sub-Category	Category Management Working Plan for Subcategory Retail	real	qrtr_tdar_scls
CMWPItmTrpDSkuR	Item $ per Item Trip @ SKU	Category Management Working Plan for SKU Retail	real	qrtr_tdar_sku
CMWPItmTrpDStcoR	Item $ per Item Trip @ Style/Color	Category Management Working Plan for Style/Color Retail	real	qrtr_tdar_stco
CMWPItmTrpDStylR	Item $ per Item Trip @ Style	Category Management Working Plan for Style Retail	real	qrtr_tdar_styl
CMWPItmTrpDU	Spend Index (Buyer Spend Compared to Average Spend)	Spend Index (Buyer Spend Compared to Average Spend) by retailer	int	qrtr_tdar_retd
CMWPItmTrpR	Item Trips per Item Buyer	N/A	real	tdar_sku

Measure Name	Label	Description	Type	Base Intx
CMWPItmTrpScR	Item Trips per Item Buyer @ Sub-Category	Category Management Working Plan for Subcategory Retail	real	qrtr_tdar_scls
CMWPItmTrpSkuR	Item Trips per Item Buyer @ SKU	Category Management Working Plan for SKU Retail	real	qrtr_tdar_sku
CMWPItmTrpStcoR	Item Trips per Item Buyer @ Style/Color	Category Management Working Plan for Style/Color Retail	real	qrtr_tdar_stco
CMWPItmTrpStylR	Item Trips per Item Buyer @ Style	Category Management Working Plan for Style Retail	real	qrtr_tdar_styl
CMWPItmTrpV	Shopping Frequency Index	This measure is used for shopping frequency index of various consumer segments	int	qrtr_tdar_csd
CMWPItmTrpp	Shopping Frequency	This measure is used for shopping frequency of various consumer segments	real	qrtr_tdar_csd
CMWPLoyV	Loyalty Index	The share of annual category requirements the consumer satisfies with a single brand: size, type, flavor, etc. ("loyalty") divided by the average loyalty of all brands within the category	real	qrtr_strc_upc_csd
CMWPOprtTx	Opportunity	Measure used to record opportunity for consumer segment	string	qrtr_tdar_csd
CMWPPrftR	Profit	Category Management Working Plan Retail	real	week_str_sku
CMWPSeedU	Seed Source	Seed Source. Last Year or Adjusted Last Year.	string	week_str_sku
CMWPSgTrnAllpp	Market Spend %	The share of turnover that this profile gets for market	real	qrtr_tdar_cprd
CMWPSgTrnp	Retail Trading Area Spend %	The share of turnover that the segment gets from the given consumer demographic	real	week_tdar_cprd
CMWPSgbyrAllpp	Market HH %	Percentage of market household belonging to this profile	real	qrtr_tdar_cprd
CMWPSgbyrp	Retailer Trading Area HH %	N/A	real	qrtr_tdar_sku_cprd
CMWPShprAllpRp	Diff (Retailer HH % - Market HH %)	Diff (Market % HH - Retailer % HH)	real	qrtr_tdar_cprd
CMWPShprAllpp	Retailer HH %	Percentage of Retailer shopper households that belong to this profile	real	qrtr_tdar_cprd
CMWPShprU	Total Shoppers Index	Total Shoppers Index by consumer segment	int	qrtr_tdar_csd
CMWPShprp	Market Trading Area HH %	N/A	real	qrtr_tdar_cprd
CMWPSlsR	Sales Revenue	Category Management Working Plan Sales Retail	real	qrtr_tdar_scls

Measure Name	Label	Description	Type	Base Intx
CMWPSlsU	Sales Units	Category Management Working Plan Sales Units	int	week_str_sku
CMWPSwtV	Switching Index	The cumulative percent of users buying another brand: size, type, flavor, etc. divided into the average cumulative percent of users buying other brands: sizes, types, flavors, etc.	real	qrtr_strc_sku_csd
CMWPTSIR	Value Share	Value Share by retailer	real	qrtr_tdar_retd
CMWPTSIV	Top Shopper Index	N/A	real	qrtr_str_scls_retd
CMWPWrtV	Consumer Worth Index	The total amount of category purchases by the consumer who purchases a particular brand: size, type, flavor, etc. ("consumer worth") divided by the average category spending for all brands.	real	qrtr_strc_sku_csd
CMWPsByrp	% Buyers (Str)	% of buyers that purchase the category in each retail segment/channel (store level)	real	str_sku_rsgd
CMWPsDlrp	% Dollars (Str)	% of Buyers dollars that are spent in each retail segment/channel (store level)	real	str_sku_rsgd
CMWPsExcV	Exclusivity Index (Str)	The percent of consumers purchasing a particular brand: size	real	qrtr_str_sku_csd
CMWPsHSTrnp	% of Retailer Turnover (Str)	The share of turnover that the retailer gets from the given consumer demographic (store level)	real	qrtr_str_cprd
CMWPsItmDCgR	Item $ per Item Buyer @ Category (Str)	Category Management Working Plan (Store Level) for Category Retail	real	qrtr_str_clss
CMWPsItmDR	Item $ per Item Buyer (Str)	For a specific store	real	str_sku
CMWPsItmDScR	Item $ per Item Buyer @ Sub-Category (Str)	Category Management Working Plan (Store Level) for Subcategory Retail	real	qrtr_str_scls
CMWPsItmDSkuR	Item $ per Item Buyer @ SKU (Str)	Category Management Working Plan (Store Level) for SKU Retail	real	qrtr_str_sku
CMWPsItmDStcoR	Item $ per Item Buyer @ Style/Color (Str)	Category Management Working Plan (Store Level) for Style/Color Retail	real	qrtr_str_stco
CMWPsItmDStylR	Item $ per Item Buyer @ Style (Str)	Category Management Working Plan (Store Level) for Style Retail	real	qrtr_str_styl
CMWPsItmDlDlrCgp	% Item $ on Deal @ Category (Str)	Category Management Working Plan (Store Level) for Category	real	qrtr_str_clss

Measure Name	Label	Description	Type	Base Intx
CMWPsItmDlDlrScp	% Item $ on Deal @ Sub-Category (Str)	Category Management Working Plan (Store Level) for Subcategory	real	qrtr_str_scls
CMWPsItmDlDlrSkup	% Item $ on Deal @ SKU (Str)	Category Management Working Plan (Store Level) for SKU	real	qrtr_str_sku
CMWPsItmDlDlrStcop	% Item $ on Deal @ Style/Color (Str)	Category Management Working Plan (Store Level) for Style/Color	real	qrtr_str_stco
CMWPsItmDlDlrStylp	% Item $ on Deal @ Style (Str)	Category Management Working Plan (Store Level) for Style	real	qrtr_str_styl
CMWPsItmDlDlrp	% Item $ on Deal (Str)	Category Management Working Plan (Store Level)	real	str_sku
CMWPsItmPntCgp	Item Penetration @ Category (Str)	For a specific store	real	qrtr_str_clss
CMWPsItmPntScp	Item Penetration @ Sub-Category (Str)	For a specific store	real	qrtr_str_scls
CMWPsItmPntSkup	Item Penetration @ SKU (Str)	For a specific store	real	qrtr_str_sku
CMWPsItmPntStcop	Item Penetration @ Style/Color (Str)	For a specific store	real	qrtr_str_stco
CMWPsItmPntStylp	Item Penetration @ Style (Str)	For a specific store	real	qrtr_str_styl
CMWPsItmPntp	Item Penetration (Str)	For a specific store	real	qrtr_str_sku
CMWPsItmTrpCgR	Item Trips per Item Buyer @ Category (Str)	Category Management Working Plan (Store Level) for Category Retail	real	qrtr_str_clss
CMWPsItmTrpDCgR	Item $ per Item Trip @ Category (Str)	Category Management Working Plan (Store Level) for Category Retail	real	qrtr_str_clss
CMWPsItmTrpDR	Item $ per Item Trip (Str)	Category Management Working Plan Retail (Store Level)	real	str_sku
CMWPsItmTrpDScR	Item $ per Item Trip @ Sub-Category (Str)	Category Management Working Plan (Store Level) for Subcategory Retail	real	qrtr_str_scls
CMWPsItmTrpDSkuR	Item $ per Item Trip @ SKU (Str)	Category Management Working Plan (Store Level) for SKU Retail	real	qrtr_str_sku
CMWPsItmTrpDStcoR	Item $ per Item Trip @ Style/Color (Str)	Category Management Working Plan (Store Level) for Style/Color Retail	real	qrtr_str_stco
CMWPsItmTrpDStylR	Item $ per Item Trip @ Style (Str)	Category Management Working Plan (Store Level) for Style Retail	real	qrtr_str_styl
CMWPsItmTrpR	Item Trips per Item Buyer (Str)	Category Management Working Plan Retail (Store Level)	real	str_sku

Measure Name	Label	Description	Type	Base Intx
CMWPsItmTrpScR	Item Trips per Item Buyer @ Sub-Category (Str)	Category Management Working Plan (Store Level) for Subcategory Retail	real	qrtr_str_scls
CMWPsItmTrpSkuR	Item Trips per Item Buyer @ SKU (Str)	Category Management Working Plan (Store Level) for SKU Retail	real	qrtr_str_sku
CMWPsItmTrpStcoR	Item Trips per Item Buyer @ Style/Color (Str)	Category Management Working Plan (Store Level) for Style/Color Retail	real	qrtr_str_stco
CMWPsItmTrpStylR	Item Trips per Item Buyer @ Style (Str)	Category Management Working Plan (Store Level) for Style Retail	real	qrtr_str_styl
CMWPsLoyV	Loyalty Index (Str)	The share of annual category requirements the consumer satisfies with a single brand: size	real	qrtr_str_sku_csd
CMWPsSgTrnp	% of Segment Turnover (Str)	The share of turnover that the segment gets from the given consumer demographic at store level	real	qrtr_str_cprd
CMWPsSgbyrp	% of Segment Buyer (Str)	% of Segment Buyer at store level	real	qrtr_str_sku_cprd
CMWPsShprp	% of Retail Shoppers (Str)	% of Retail Shoppers at store level	real	qrtr_str_cprd
CMWPsSwtV	Switching Index (Str)	The cumulative percent of users buying another brand: size	real	qrtr_str_sku_csd
CMWPsWrtV	Consumer Worth Index (Str)	The total amount of category purchases by the consumer who purchases a particular brand: size	real	qrtr_str_sku_csd
CPCpGMp	CP Gross Margin Percentage	Category Planning	real	week_tdar_clss
CPCpInvTU	CP Inventory Turns	Category Planning - Score Card Metric - Units	int	week_tdar_clss
CPCpRolTx	Approved Override Role - Industry Model B	Approved Override Role - Industry Model B	string	week_tdar_clss
CPCpSlssqfwkR	CP Sales per sq. ft per week	Category Planning - Score Card Metric - Retail	real	week_tdar_clss
CPCpStrtgyTx	Strategy	N/A	string	week_tdar_scls
CPCpTctcTx	Current Plan Tactic	N/A	string	week_tdar_scls_lnum_tctd
CPLYRolTx	LY Assigned Role - Industry Model B	LY Assigned Role - Industry Model B	string	week_tdar_clss
CPTYRolTx	LY Recommended Role - Industry Role B	LY Recommended Role - Industry Role B	string	week_tdar_clss
ARIpiIndxScp	IPI percentage	Assortment Rationalization	real	str_scls

Measure Name	Label	Description	Type	Base Intx
ARLYCstR	Historical Cost	Assortment Rationalization Last Year Retail	real	week_str_sku
ARPiInvTw	Inventory Turns Weightage	Assortment Rationalization IPI - Score Card Metric - Weightage	real	week_far_csd_sgyd
CEWPApprDt	Approval Date	CDT Editor Working Plan	date	tdar_clss_csvd
CEWPApprS	Approval Comments	CDT Editor Working Plan	string	tdar_clss_csvd
CEWPApprTx	Approved By	CDT Editor Working Plan	string	tdar_clss_csvd
CEWPCDTSlotB	DPM Enabled Flag	CDT Editor Working Plan	boolean	tdar_clss_csvd
CMFCGMp	Forecast Gross Margin percentage	Category Management Forecast	real	week_str_sku
CMFCPrftR	Forecast Profit Retail	Category Management Forecast Retail	real	week_str_sku
CMLLYPrmSlsAr	LY Market Average Promotional Price	LY Market Average Promotional Price	real	qrtr_tdar_scls
CMLLYSlsAr	LY Market Average Price	LY Market Average Price	real	qrtr_tdar_scls
CMLYPrmSlsAr	LY Promotional Sales	LY Promotional Sales	real	week_str_sku
CMLYSlsAr	LY Avg. Price	LY Avg. Price	real	week_str_sku
CMMktPrmSlsAr	Market Average Promotion Price	Market Average Promotion Price	real	qrtr_tdar_scls
CMMktSlsAr	Market Average Price	Market Average Price	real	qrtr_tdar_scls
CMSpcCuFtR	Total Cubic Feet	Total Cubic Feet	real	week_str_sku
CMSpcFcngR	# of Facings	# of Facings	real	week_str_sku
CMSpcPrftRp	Profit per Cubic Feet	Profit per Cubic Feet	real	week_str_sku
CMSpcShlfSpR	Total Shelf Space	Total Shelf Space	real	week_str_sku
CMSpcSlsRp	Sales Dollars per Cubic Feet	Sales Dollars per Cubic Feet	real	week_str_sku
CMSpcSlsUp	Sales Units per Cubic Feet	Sales Units per Cubic Feet	real	week_str_sku
CMWPByrCgp	% Buyers @ Category	% of buyers that purchase the category in each retail segment/channel	real	qrtr_tdar_clss_rsgd
CMWPByrCgV	Category Buyer Conversion	Buyer Conversion by Category	real	qrtr_tdar_clss_retd
CMWPByrCsdV	Buyer Conversion Rate	Buyer Conversion Rate by subclass. consumer segment and retailer.	real	qrtr_tdar_scls_retd_csd
CMWPByrScp	% Buyers @ Sub-category	% Buyers @ Sub-category	real	qrtr_tdar_scls_rsgd
CMWPDlrCgp	% Dollars @ Category	% of Buyers dollars that are spent in each retail segment/ channel	real	qrtr_tdar_clss_rsgd

Measure Name	Label	Description	Type	Base Intx
CMWPDlrScp	% Dollars @ Sub-category	% of Buyers dollars that are spent in each retail segment/ channel	real	qrtr_tdar_scls_rsgd
CMWPGrowthp	Wp Sales Growth	Wp Sales Growth	real	qrtr_tdar_clss
CPWPInvTU	Inventory Turns	Inventory Turns	int	qrtr_tdar_clss
CMWPPfreCgCsdp	Purchase Frequency	Consumer Purchase Frequency for Category percentage	real	qrtr_tdar_clss_csd
CMWPPrftCsdR	Profit	Category Management Working Plan Retail	real	week_str_sku_csd
CMWPPrmSlsAr	Promotional Sales Avg. Price	Promotional Sales Avg. Price	real	week_str_sku
CMWPPrmSlsCsdR	Promotional Sales	Category Management Working Plan Retail	real	week_str_sku_csd
CMWPPrmSlsR	Promotional Sales Retail	Category Management Working Plan Retail	real	week_str_sku
CMWPPrmSlsRp	Promotion Price index to Market	Category Management Working Plan	real	qrtr_tdar_scls
CMWPSlsAr	Average Price	Average Price	real	week_str_sku
CMWPSlsCsdR	Sales	Category Management Working Plan Sales Retail	real	week_str_sku_csd
CMWPSlsCsdU	Sales Units	Category Management Working Plan Sales Units	int	week_str_sku_csd
CMWPSlsRp	Price Index to Market	Category Management Working Plan Sales	real	qrtr_tdar_scls
CMWPSlssqfwkR	Sls / sq. ft / week Retail	Category Management Working Plan - Score Card Metric - Retail	real	week_str_sku
CMWPTctcS	Assign Tactic	Assign Tactic	string	week_tdar_scls_tctd
CMWPTctcTx	Assigned Tactics	Assigned Tactics	string	tdar_scls_lnum_tctd
CMWPsByrCgp	% Buyers @ Category (Str)	% of buyers that purchase the category in each retail segment/channel as store level	real	qrtr_str_clss_rsgd
CMWPsByrScp	% Buyers @ Sub-category (Str)	% of buyers that purchase the Sub-category in each retail segment/channel at store level	real	qrtr_str_scls_rsgd
CMWPsByrSkup	% Buyers @ SKU (Str)	% of buyers that purchase the SKU in each retail segment/channel at store level	real	qrtr_str_sku_rsgd
CMWPsByrStcop	% Buyers @ Style/Color (Str)	% of buyers that purchase the Style/Color in each retail segment/channel at store level	real	qrtr_str_stco_rsgd
CMWPsByrStylp	% Buyers @ Style (Str)	% of buyers that purchase the Style in each retail segment/channel at store level	real	qrtr_str_styl_rsgd

Measure Name	Label	Description	Type	Base Intx
CMWPsDlrCgp	% Dollars @ Category (Str)	% of Buyers dollars that are spent in each retail segment/channel at store level	real	qrtr_str_clss_rsgd
CMWPsDlrScp	% Dollars @ Sub-category (Str)	% of Buyers dollars that are spent in each retail segment/channel at store level	real	qrtr_str_scls_rsgd
CMWPsDlrSkup	% Dollars @ SKU (Str)	% of Buyers dollars that are spent in each retail segment/channel at store level	real	qrtr_str_sku_rsgd
CMWPsDlrStcop	% Dollars @ Style/Color (Str)	% of Buyers dollars that are spent in each retail segment/channel at store level	real	qrtr_str_stco_rsgd
CMWPsDlrStylp	% Dollars @ Style (Str)	% of Buyers dollars that are spent in each retail segment/channel at store level	real	qrtr_str_styl_rsgd
CPCpDaySplyvLy	CP Days of Supply var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpGMROIvLy	CP Gross Margin Return on Investment var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpInvDvLy	CP Inventory Dollars var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpInvTvLy	CP Inventory Turns var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpPenvLy	CP Consumer Penetration var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpPfrep	CP Consumer Purchase Frequency	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpPfrevLy	Target Purchase Frequency var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpRlvlvLy	CP Consumer Retention Level var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpRolS	Approved Override Role - Industry Model A	Approved Override Role - Industry Model A	string	week_tdar_clss
CPCpSlsuvLy	CP Category Units var LY	Category Planning Sales	real	week_tdar_clss
CPCpSlsvLy	CP Category Dollars var LY	Category Planning Sales	real	week_tdar_clss
CPCpSrvLvlvLy	CP Service Levels var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPFCRolS	Current Recommended Role - Industry Model A	Current Recommended Role - Industry Model A	string	week_tdar_clss
CPFCRolTx	Current Recommended Role - Industry Model B	Current Recommended Role - Industry Model B	string	week_tdar_clss
CPLYDaySplyU	LY Inventory Days of Supply	Category Planning Last Year - Score Card Metric - Units	int	qrtr_tdar_clss

Measure Name	Label	Description	Type	Base Intx
CPLYGMROIp	LY Inventory Gross Margin Return on Investment	Category Planning Last Year - Score Card Metric -	real	qrtr_tdar_clss
CPLYGMp	LY Gross Margin	Category Planning Last Year	real	week_str_sku
CPLYInvDR	LY Inventory Dollars	Category Planning Last Year - Score Card Metric - Retail	real	qrtr_tdar_clss
CPLYLoyp	LY Consumer Loyalty	Category Planning Last Year - Score Card Metric -	real	qrtr_tdar_clss
CPLYPenp	LY Consumer Penetration	Category Planning Last Year - Score Card Metric -	real	qrtr_tdar_clss
CPLYPfrep	LY Purchase Frequency	Category Planning Last Year - Score Card Metric -	real	qrtr_tdar_clss
CPLYPrftR	LY Gross Profit	Category Planning Last Year Retail	real	week_str_sku
CPLYRolS	LY Assigned Role - Industry Model A	LY Assigned Role - Industry Model A	string	week_tdar_clss
CPLYSrvLvlp	LY Inventory Service Levels	Category Planning Last Year - Score Card Metric -	real	qrtr_tdar_clss
CPLYStrtgyTx	LY Strategy	Category Planning Last Year Strategy	string	qrtr_tdar_scls_csd
CPMktBskAvgU	# Baskets with Category	# Baskets with Category	int	qrtr_tdar_clss_csd
CPMktBskAvgV	# Baskets with Category Rank	# Baskets with Category Rank	int	qrtr_tdar_clss_csd
CPMktGrowthU	Market Share Rank	Market Share Rank	int	qrtr_tdar_clss
CPMktHSTrnR	Annual Spend	Annual Spend	real	qrtr_tdar_clss_csd
CPMktHSTrnV	Annual Spend Rank	Annual Spend Rank	int	qrtr_tdar_clss_csd
CPMktInvTurnR	Market Inventory Turn	Market Inventory Turn	real	qrtr_tdar_clss
CPMktInvTurnU	Market Inventory Turn Rank	Market Inventory Turn Rank	int	qrtr_tdar_clss
CPMktSlsScR	Market Sales	Category Planning Sales for Subcategory Retail	real	qrtr_tdar_scls_csd
CPMktSlsScRp	Market Share	Category Planning Sales for Subcategory	real	qrtr_tdar_scls_csd
CPMktTxnSzR	Transaction Size with Category	Transaction Size with Category	real	qrtr_tdar_clss_csd
CPMktTxnSzV	Transaction Size with Category Rank	Transaction Size with Category Rank	int	qrtr_tdar_clss_csd
CPTYRolS	LY Recommended Role - Industry Model A	LY Recommended Role - Industry Model A	string	week_tdar_clss
CPWPApprB	Approve	Category Planning Working Plan	boolean	qrtr_tdar_clss
CPWPApprDt	Approval Date	Category Planning Working Plan	date	qrtr_tdar_clss

Measure Name	Label	Description	Type	Base Intx
CPWPApprS	Approver	Category Planning Working Plan	string	qrtr_tdar_clss
CPWPApprTx	Approval Comments	Category Planning Working Plan	string	qrtr_tdar_clss
CPWPDaySplyU	Wp CP Inventory Days of Supply	Wp CP Inventory Days of Supply	int	qrtr_tdar_clss
CPWPGMROIp	Inventory Gross Margin Return on Investment	Inventory Gross Margin Return on Investment	real	qrtr_tdar_clss
CPWPGMV	Gross Margin Contribution	Gross Margin Contribution	real	week_str_sku
CPWPGrowthp	Retailer share of growth	Retailer share of growth	real	qrtr_tdar_clss
CPWPInvDR	Inventory Dollars	Inventory Dollars	real	qrtr_tdar_clss
CPWPKyTkAwyTxL1	Key Take Away - Define Retail Strategy	Key Take Away - Define Retail Strategy	string	qrtr_tdar_clss
CPWPKyTkAwyTxL2	Key Take Away - Analyze Category Role	Key Take Away - Analyze Category Role	string	qrtr_tdar_clss
CPWPKyTkAwyTxL3	Key Take Away - Assign Category Role	Key Take Away - Assign Category Role	string	qrtr_tdar_clss
CPWPKyTkAwyTxL4	Key Take Away - Access Categories	Key Take Away - Access Categories	string	qrtr_tdar_clss
CPWPKyTkAwyTxL5	Key Take Away - Assign Category Strategies	Key Take Away - Assign Category Strategies	string	qrtr_tdar_clss
CPWPKyTkAwyTxL6	Key Take Away - Assign Category Tactic	Key Take Away - Assign Category Tactic	string	qrtr_tdar_clss
CPWPKyTkAwyTxL7	Key Take Away - Analyze Category Scorecard	Key Take Away - Analyze Category Scorecard	string	qrtr_tdar_clss
CPWPLoyp	Target Loyalty	Target Loyalty	real	qrtr_tdar_clss
CPWPPfreScp	Consumer Purchase Frequency for Sub-Category percentage	Category Planning Working Plan - Score Card Metric - for Subcategory	real	qrtr_tdar_scls_csd
CPWPPfrep	Target Purchase Frequency	Target Purchase Frequency	real	qrtr_tdar_clss
CPWPRlvlp	Retention Level	Retention Level	real	qrtr_tdar_clss
CPWPRolS	Plan Override Role - Industry Model A	Plan Override Role - Industry Model A	string	week_tdar_clss
CPWPRolTx	Plan Override Role - Industry Model B	Plan Override Role - Industry Model B	string	week_tdar_clss
CPWPSeedU	Seed Source	Seed Source. Last Year or Adjusted Last Year.	string	week_str_sku
CPWPSlsRp	Retailer Growth	Retailer Growth	real	qrtr_tdar_clss

Measure Name	Label	Description	Type	Base Intx
CPWPSlsScCsdR	Sales for Sub-Category Retail	Category Planning Working Plan Sales for Subcategory Retail	real	qrtr_tdar_scls_csd
CPWPSlsV	% Sales	% Sales	real	week_str_sku
CPWPSrvLvlp	Inventory Service Levels	Inventory Service Levels	real	qrtr_tdar_clss
CPWPStrtgyS	Strategy	Category Planning Working Plan Strategy	string	qrtr_tdar_scls_csd
CPWPStrtgyTx	Consumer Segment Strategy	Category Planning Working Plan Strategy	string	qrtr_tdar_scls_csd_sgyd
CMWPSlscDptp	WP Sls contrib Dept Retail	Category Management Working Plan - Score Card Metric -	real	week_str_sku
ARWPCDTverTx	Current CDT Version	N/A	string	tdar_clss_csd
ARWPCDTverV	Temp. CDT slot position.	Assortment Rationalization Working Plan	string	qrtr_tdar_clss_csvd
CMWPSizeR	Size in Sq Ft	Size in Sq Ft	real	sku
CMWPSlscTdarp	WP Sls contrib Trading Area	Category Management Working Plan - Score Card Metric -	real	qrtr_tdar_clss
CPLYSlscTdarp	LY Sales Contribution of Trading Area	Category Planning Last Year - Score Card Metric -	real	qrtr_tdar_clss
CPCpSlscTdarvLy	CP Sales Contribution of Trading Area var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPCpGrowthvLy	CP Growth var LY	Category Planning - Score Card Metric -	real	qrtr_tdar_clss
CPLYGrowthp	LY Sales Growth	Category Planning Last Year - Score Card Metric -	real	week_tdar_clss
CPLYSlssqfwkR	LY Sales per Square Foot per Week	Category Planning Last Year - Score Card Metric - Retail	real	week_tdar_clss
CPCpSlssqfwkvLy	CP Sales per sq. ft per week var LY	Category Planning - Score Card Metric -	real	week_tdar_clss
CMWpPrvtSlsR	Private Label Sales Retail	N/A	real	week_str_sku
CMWpPrvtSlsU	Private Label Sales Units	N/A	int	week_str_sku