Oracle® Retail Category Management

Implementation Guide

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Oracle® Retail Category Management Implementation Guide, Release 13.4.0.2

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Contents

4 Data Flow

5 Script Integration

6 Configuration Considerations

List of Figures

List of Tables

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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 13.4.0.2 documentation set:

- *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 or additional patches, read the documentation for all releases that have occurred since the base release before you begin installation. Documentation for patch 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

2

Implementation Considerations

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

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 Predictive Application Server User Guide for the 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. 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 needs to be determined. 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.

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 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 Fusion Client*.

Internationalization

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

3

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 fusion client) and Category Management must be installed before setting up and configuring Category Management.

For information on installing RPAS server and fusion 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 Fusion Client Installation

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

- 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 Guide for the Fusion Client* 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, Trading Area Group

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.
Trading Area Group	Trading Area Group

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 1,1,All Trading
Areas
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 1,1,All Trading Areas
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 1,1,All Trading Areas
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 1,1,All Trading
Areas
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 1,1,All Trading
Areas
```

Category Management-Specific Hierarchy Files

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

- Focus Area Attributes 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
```

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 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 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 the Fusion Client* 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

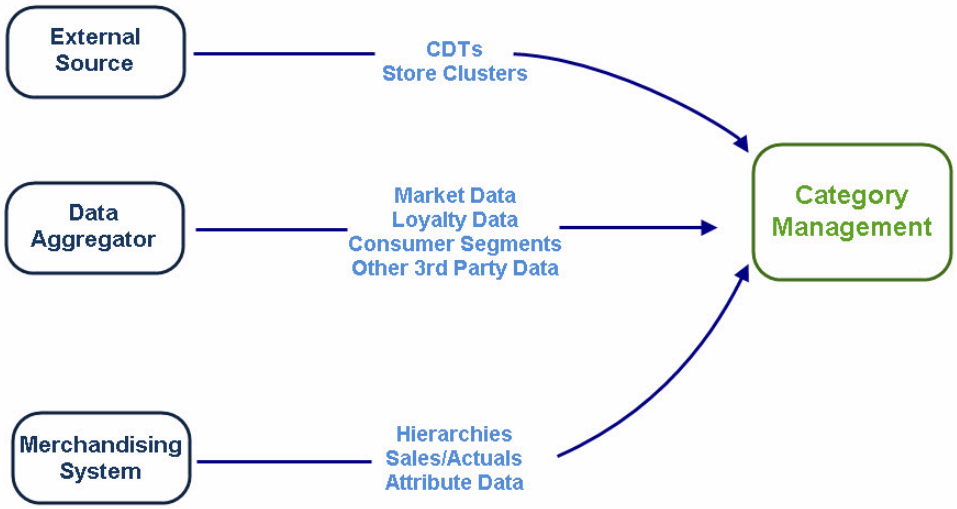
Data Flow

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 Symphony 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 Guid for the Fusion Client* 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 the Fusion Client* 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.

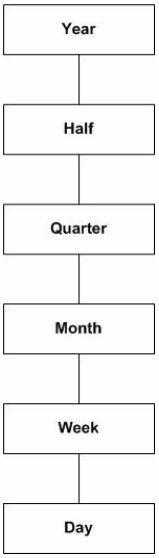
Hierarchies are limited to the determination of hierarchy aspects that pertain directly to dimensions, attributes, facts, and escalation. Due to RPAS limitations on intersection, distinct hierarchies must exist for the construction of all intersections to support all facts. No more than one dimension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

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.

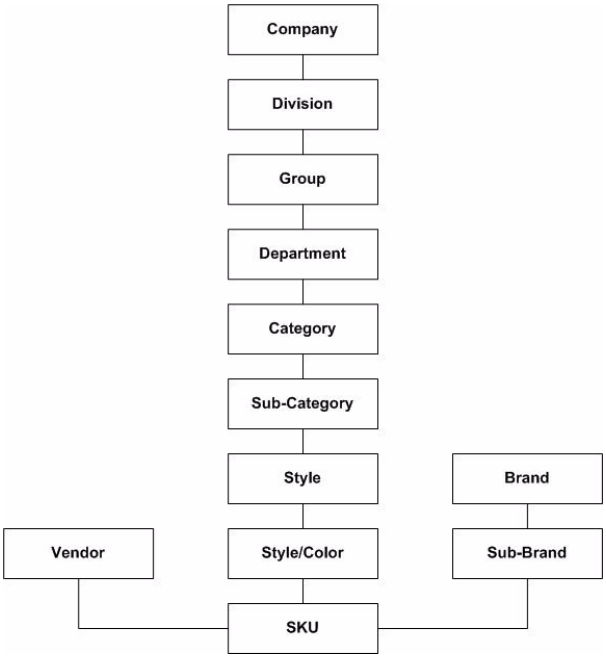
Category Management has many measures with a time component. Most "actuals" data (such as sales, cost, margins, and markdowns) is stored at the week level. Many calculations (such as market share and market growth) and index-type information (loyalty, penetration, and buyer conversion) are used at the 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.

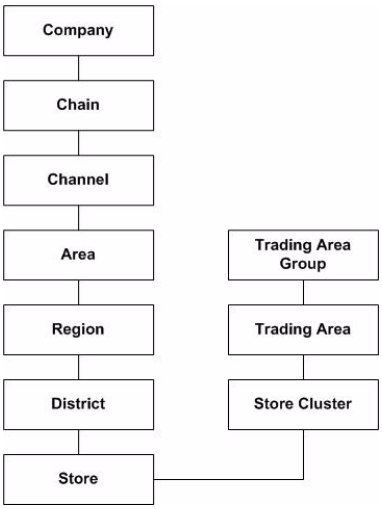
The product hierarchy is also the base on which dynamic hierarchies are built. These dynamic hierarchies are created based on a consumer decision tree (CDT). They form an additional alternate hierarchy based on SKU. The dynamic hierarchies are based on product attributes (see Product Attributes (ATTR) 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	DISTR
DISTR	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 the Fusion Client* 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
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 Scripts

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

Process Consumer Decision Trees

Script

processcdts.ksh

Usage

```
processcdts.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 processcdts.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>/processcdts<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 processcdts.ksh script, along with a <unique id>. Most often, this directory is called "build" or "acceptEditedCdts", after the scripts that most often call processcdts.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 processcdts.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 (only for Solaris Operating Systems)

- LIBPATH (only for AIX)
- SHLIB_PATH (only for HP-UX)
- 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. Also, add the full directory path containing the Batch Script Architecture scripts to the PATH variable. For more information, see the *Oracle Retail Batch Script Architecture Implementation Guide*.

8

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*.

9

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 Symphony 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.

File Name	Measure Name	Label	Description	Type	Base Intx
arwpbrktmpp.csv.ovr	ARWPbrktmpp	Fragmentation Analysis Breakpoints Loaded	Assortment Rationalization Working Plan Market Coverage Evaluation	real	pctd
cmhslagtx.csv.rpl	CmHSLagTx	Last Year Map - Qrtr	Category Management	string	qrtr
cmllylagtx.csv.rpl	CmLlyLagTx	Last-Last year Map - Week	Category Management last-last year	string	week
cmlylagtx.csv.rpl	CmLyLagTx	Last Year Map - Week	Category Management Last Year	string	week
cmmktgrowthrp.csv.ovr	CMMktGrowthRp	Market Growth	Market Growth loaded from market data	real	qrtr/clss/ tdar
cmmktgrowthv.csv.ovr	CMMktGrowthV	Market Share	Market Share loaded from market data	real	qrtr/clss/ tdar
cmmktprmslsar.csv.ovr	CMMktPrmSlsAr	Plan Market Avg Promo Price	Plan Market Avg Promo Price	real	qrtr/scls/ tdar
cmmktslsar.csv.ovr	CMMktSlsAr	Plan Market Avg Base Price	Plan Market Avg Base Price	real	qrtr/scls/ tdar

File Name	Measure Name	Label	Description	Type	Base Intx
mktslsr.csv.ovr	CMMktSlsR	Market Sales Retail	Sales Revenue for the Item by retailer. Obtained from third party. The data will be obtained quarterly.	real	week/sku /tdar/ret d
mktslsu.csv.ovr	CMMktSlsU	Market Sales Units	Category Management Sales Units	int	week/sku /tdar/ret d
strclst_lbl.csv.ovr	CMRSEStrClstlL	Store Cluster Label	Category Management	string	clss/str
strclst_name.csv.ovr	CMRSEStrClstTx	Store Cluster Name	Category Management	string	clss/str
cmspccuftr.csv.ovr	CMSpcCuFtR	Total Cubic Feet	Total Cubic Feet	real	week/sku /str
cmspceqslsr.csv.ovr	CMSpcEqSlsR	Equivalent Sales Retail	Factor applied sales to account for varying item size.	real	week/sku /str
cmspcfcngr.csv.ovr	CMSpcFcngR	# of Facings	# of Facings	real	week/sku /str
cmspcshlfspr.csv.ovr	CMSpcShlfSpR	Total Shelf Capacity	Total Shelf Capacity	real	week/sku /str
costac.csv.ovr	CMTYCstAc	Cost Price	Category Management This Year (Actuals)	real	week/sku /str
prcr.csv.ovr	CMTYPrcR	TY Price Retail	Category Management This Year (Actuals) Retail	real	week/sku /str
slsr.csv.ovr	CMTYSlsR	TY Sales Retail	Category Management This Year (Actuals) Sales Retail	real	week/sku /str
slsu.csv.ovr	CMTYSlsU	TY Sales Units	Category Management This Year (Actuals) Sales Units	int	week/sku /str
cmwpattrvalb.csv.ovr	CMWPAttrValB	Attribute Value	Category Management Working Plan	Boolean	sku/atv
cmwpattrvaltx.csv.ovr	CMWPAttrValTx	Attribute Value	Attribute Value	string	sku/atn
cmwpbrdthu.csv.ovr	CMWPBrdthU	# of Categories in Basket	# of Categories in Basket by consumer segment	real	qrtr/tdar /csd
cmwpbyrcsdv.csv.ovr	CMWPByrCsdV	Buyer Conversion Rate	Buyer Conversion Rate by subclass. consumer segment and retailer.	real	qrtr/scls/ tdar/retd /csd

File Name	Measure Name	Label	Description	Type	Base Intx
cmwpbyrv.csv.ovr	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/scls/ str/retd
sgmnt_dstr.csv.ovr	CMWPCsegp	Consumer Segment Distribution	The percentage of consumers who belong to this consumer segment for this store cluster.	real	week/strc /cdtd
sgmnt_stts.csv.ovr	CMWPCsegTx	Consumer Segment Status	Status of consumer segment. Primary, Secondary, and so on.	string	week/strc /csd
cmwpcstr.csv.ovr	CMWPCstR	Cost Retail	Category Management Working Plan Retail	real	week/sku /str
cmwphstrnallpp.csv.ovr	CMWPHSTrnAllpp	Retailer Trading Area Spend %	The share of turnover that this profile gets for the retailer.	real	qrtr/tdar /cprd
cmwpitmdv.csv.ovr	CMWPItmDV	Avg. Basket Value	This measure is used for the average basket value of various consumer segments.	real	qrtr/tdar /csd
cmwpitmdw.csv.ovr	CMWPItmDw	Loyalty (% of Buyer Spend at Retailer)	Loyalty (% of Buyer Spend at Retailer) by Retailer	real	qrtr/tdar /retd
cmwpitmpntv.csv.ovr	CMWPItmPntV	Penetration (% Buying at Retailer)	This measure is used to show the penetration by retailers.	real	qrtr_tdar_ retd
cmwpitmtrpdu.csv.ovr	CMWPItmTrpDU	Spend Index (Buyer Spend Compared to Average Spend)	Spend Index (Buyer Spend Compared to Average Spend) by retailer	int	qrtr/tdar /retd
cmwpitmtrpp.csv.ovr	CMWPItmTrpp	Shopping Frequency	This measure is used for shopping frequency of various consumer segments.	real	qrtr/tdar /csd
cmwppfrecgcsdp.csv.ovr	CMWPPfreCgCsdp	Purchase Frequency	Consumer Purchase Frequency for Category percentage	real	qrtr/clss/ tdar/csd
cmwpprmslscsdr.csv.ovr	CMWPPrmSlsCsdR	Promotional Sales	Category Management Working Plan Retail	real	week/sku /str/csd
cmwpprmslsr.csv.ovr	CMWPPrmSlsR	Promotional Sales Retail	Category Management Working Plan Retail	real	week/sku /str
cmwpprmslsu.csv.ovr	CMWPPrmSlsU	Promotional Sales Units	Category Management Working Plan Units	int	week/sku /str

File Name	Measure Name	Label	Description	Type	Base Intx
cmwpprvtb.csv.ovr	CMWPPrvtB	Private Label Item	Category Management Working Plan	Boolean	sku
cmwpsbyrcgp.csv.ovr	CMWPsByrCgp	% Buyers @ Category (Str)	% of buyers that purchase the category in each retail segment/channel at store level	real	qrtr/clss/ str/rsgd
cmwpsbyrscp.csv.ovr	CMWPsByrScp	% Buyers @ Sub-category (Str)	% of buyers that purchase the Sub-category in each retail segment/channel at store level	real	qrtr/scls/ str/rsgd
cmwpsbyrskup.csv.ovr	CMWPsByrSkup	% Buyers @ SKU (Str)	% of buyers that purchase the SKU in each retail segment/channel at store level	real	qrtr/sku/ str/rsgd
cmwpsbyrstcop.csv.ovr	CMWPsByrStcop	% Buyers @ Style/Color (Str)	% of buyers that purchase the Style/Color in each retail segment/channel at store level	real	qrtr/stco /str/rsgd
cmwpsbyrstylp.csv.ovr	CMWPsByrStylp	% Buyers @ Style (Str)	% of buyers that purchase the Style in each retail segment/channel at store level	real	qrtr/styl/ str/rsgd
cmwpsdlrcgp.csv.ovr	CMWPsDlrCgp	% Dollars @ Category (Str)	% of Buyers dollars that are spent in each retail segment/ channel at store level	real	qrtr/clss/ str/rsgd
cmwpsdlrscp.csv.ovr	CMWPsDlrScp	% Dollars @ Sub-category (Str)	% of Buyers dollars that are spent in each retail segment/ channel at store level	real	qrtr/scls/ str/rsgd
cmwpsdlrskup.csv.ovr	CMWPsDlrSkup	% Dollars @ SKU (Str)	% of Buyers dollars that are spent in each retail segment/ channel at store level	real	qrtr/sku/ str/rsgd
cmwpsdlrstcop.csv.ovr	CMWPsDlrStcop	% Dollars @ Style/Color (Str)	% of Buyers dollars that are spent in each retail segment/ channel at store level	real	qrtr/stco /str/rsgd
cmwpsdlrstylp.csv.ovr	CMWPsDlrStylp	% Dollars @ Style (Str)	% of Buyers dollars that are spent in each retail segment/ channel at store level	real	qrtr/styl/ str/rsgd

File Name	Measure Name	Label	Description	Type	Base Intx
cmwpsexcv.csv.ovr	CMWPsExcV	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/sku/ str/csd
cmwpsgbyrallpp.csv.ovr	CMWPSgbyrAllpp	Market Trading Area HH %	Percentage of market household belonging to this profile	real	qrtr/tdar /cprd
cmwpsgtrnallpp.csv.ovr	CMWPSgTrnAllpp	Market Trading Area Spend %	The share of turnover that this profile gets for the market	real	qrtr/tdar /cprd
cmwpshprallpp.csv.ovr	CMWPShprAllpp	Retailer Trading Area HH %	Percentage of Retailer shopper households that belong to this profile	real	qrtr/tdar /cprd
cmwpshpru.csv.ovr	CMWPShprU	Total Shoppers Index	Total Shoppers Index by consumer segment	int	qrtr/tdar /csd
cmwpsitmdcgr.csv.ovr	CMWPsItmDCgR	Item Revenue per Buyer	Category Management Working Plan (Store Level) for Category Retail	real	qrtr/clss/ str
cmwpsitmdldlrcgp.csv.ovr	CMWPsItmDlDlrCgp	% Item Spend on Promotion	Category Management Working Plan (Store Level) for Category	real	qrtr/clss/ str
cmwpsitmdldlrscp.csv.ovr	CMWPsItmDlDlrScp	% Item Spend on Promotion	Category Management Working Plan (Store Level) for Subcategory	real	qrtr/scls/ str
cmwpsitmdldlrskup.csv.ovr	CMWPsItmDlDlrSkup	% Item Spend on Promotion	Category Management Working Plan (Store Level) for SKU	real	qrtr/sku/ str
cmwpsitmdldlrstcop.csv.ovr	CMWPsItmDlDlrStcop	% Item Spend on Promotion	Category Management Working Plan (Store Level) for Style/Color	real	qrtr/stco /str
cmwpsitmdldlrstylp.csv.ovr	CMWPsItmDlDlrStylp	% Item Spend on Promotion	Category Management Working Plan (Store Level) for Style	real	qrtr/styl/ str

File Name	Measure Name	Label	Description	Type	Base Intx
cmwpsitmdscr.csv.ovr	CMWPsItmDScr	Item Revenue per Buyer	Category Management Working Plan (Store Level) for Subcategory Retail	real	qrtr/scls/str
cmwpsitmdskur.csv.ovr	CMWPsItmDSkur	Item Revenue per Buyer	Category Management Working Plan (Store Level) for SKU Retail	real	qrtr/sku/str
cmwpsitmdstcor.csv.ovr	CMWPsItmDStcoR	Item Revenue per Buyer	Category Management Working Plan (Store Level) for Style/Color Retail	real	qrtr/stco/str
cmwpsitmdstylr.csv.ovr	CMWPsItmDStylR	Item Revenue per Buyer	Category Management Working Plan (Store Level) for Style Retail	real	qrtr/styl/str
cmwpsitmpntcgp.csv.ovr	CMWPsItmPntCgp	Item Penetration	For a specific store, the percent of households who purchased a product group at least once within a given time frame. Sometimes called consumption index.	real	qrtr/clss/str
cmwpsitmpntscp.csv.ovr	CMWPsItmPntScp	Item Penetration @ Sub-Category (Str)	For a specific store, the percent of households who purchased a product group at least once within a given time frame. Sometimes called consumption index.	real	qrtr/scls/str
cmwpsitmpntskup.csv.ovr	CMWPsItmPntSkup	Item Penetration @ SKU (Str)	For a specific store, the percent of households who purchased a product group at least once within a given time frame. Sometimes called consumption index.	real	qrtr/sku/str
cmwpsitmpntstcop.csv.ovr	CMWPsItmPntStcop	Item Penetration @ Style/Color (Str)	For a specific store, the percent of households who purchased a product group at least once within a given time frame. Sometimes called consumption index.	real	qrtr/stco/str

File Name	Measure Name	Label	Description	Type	Base Intx
cmwpsitmpntstylp.csv.ovr	CMWPsItmPntStylp	Item Penetration @ Style (Str)	For a specific store, the percent of households who purchased a product group at least once within a given time frame. Sometimes called consumption index.	real	qrtr/styl/str
cmwpsitmtrpcgr.csv.ovr	CMWPsItmTrpCgR	Item Trips per Buyer	Category Management Working Plan (Store Level) for Category Retail	real	qrtr/clss/str
cmwpsitmtrpdcgr.csv.ovr	CMWPsItmTrpDCgR	Item Spend per Item per Trip	Category Management Working Plan (Store Level) for Category Retail	real	qrtr/clss/str
cmwpsitmtrpdscr.csv.ovr	CMWPsItmTrpDScR	Item Spend per Item per Trip	Category Management Working Plan (Store Level) for Subcategory Retail	real	qrtr/scls/str
cmwpsitmtrpdskur.csv.ovr	CMWPsItmTrpDSkuR	Item Spend per Item per Trip	Category Management Working Plan (Store Level) for SKU Retail	real	qrtr/sku/str
cmwpsitmtrpdstcor.csv.ovr	CMWPsItmTrpDStcoR	Item Spend per Item per Trip	Category Management Working Plan (Store Level) for Style/Color Retail	real	qrtr/stco/str
cmwpsitmtrpdstylr.csv.ovr	CMWPsItmTrpDStylR	Item Spend per Item per Trip	Category Management Working Plan (Store Level) for Style Retail	real	qrtr/styl/str
cmwpsitmtrpscr.csv.ovr	CMWPsItmTrpScR	Item Trips per Item Buyer @ Sub-Category (Str)	Category Management Working Plan (Store Level) for Subcategory Retail	real	qrtr/scls/str
cmwpsitmtrpskur.csv.ovr	CMWPsItmTrpSkuR	Item Trips per Item Buyer @ SKU (Str)	Category Management Working Plan (Store Level) for SKU Retail	real	qrtr/sku/str
cmwpsitmtrpstcor.csv.ovr	CMWPsItmTrpStcoR	Item Trips per Item Buyer @ Style/Color (Str)	Category Management Working Plan (Store Level) for Style/Color Retail	real	qrtr/stco/str
cmwpsitmtrpstylr.csv.ovr	CMWPsItmTrpStylR	Item Trips per Item Buyer @ Style (Str)	Category Management Working Plan (Store Level) for Style Retail	real	qrtr/styl/str

File Name	Measure Name	Label	Description	Type	Base Intx
cmwpsloyv.csv.ovr	CMWPsLoyV	Loyalty Index	The share of annual category requirements the consumer satisfies with a single brand: size, type, flavor, and so on, (loyalty) divided by the average loyalty of all brands within the category.	real	qrtr/sku/str/csd
cmwpslscsdr.csv.ovr	CMWPSlsCsdR	Plan Sales Retail	Category Management Working Plan Sales Retail	real	week/sku/str/csd
cmwpslscsdu.csv.ovr	CMWPSlsCsdU	Plan Sales Units	Plan Sales Units split by Consumer Segment	int	week/sku/str/csd
cmwpsswtv.csv.ovr	CMWPsSwtV	Switching Index	The cumulative percent of users buying another brand: size, type, flavor, and so on, divided into the average cumulative percent of users buying other brands: sizes, types, flavors, and so on.	real	qrtr/sku/str/csd
cmwpswrtv.csv.ovr	CMWPsWrtV	Consumer Worth Index	The total amount of category purchases by the consumer who purchases a particular brand: size, type, flavor, and so on (consumer worth) divided by the average category spending for all brands.	real	qrtr/sku/str/csd
cmwptctctx.csv.ovr	CMWPTctcTx	Assigned Tactics	Assigned Tactics	string	scls/tdar/lnum/tctd
cmwptsiv.csv.ovr	CMWPTSIv	Top Shopper Index	Category Management Working Plan	real	qrtr/scls/str/retd
cpmktbskavgu.csv.ovr	CPMktBskAvgU	# Baskets with Category	# Baskets with Category	int	qrtr/clss/tdar/csd
cpmkthstrnr.csv.ovr	CPMktHSTrnR	Annual Spend Index	Annual Spend Index	real	qrtr/clss/tdar/csd
cpmktinvturnr.csv.ovr	CPMktInvTurnR	Market Inventory Turn	Market Inventory Turn	real	qrtr/clss/tdar
cpmktslsscr.csv.ovr	CPMktSlsScR	Market Sales Retail	Category Planning Sales for Subcategory Retail	real	qrtr/scls/tdar/csd

File Name	Measure Name	Label	Description	Type	Base Intx
cpmkttxnszr.csv.ovr	CPMktTxnSzR	Transaction Size with Category	Transaction Size with Category	real	qrtr/clss/ tdar/csd
eopr.csv.ovr	CPWPEOPR	Plan End of Period Inventory Retail	Plan End of Period Inventory Retail	real	week/sku /str
eopu.csv.ovr	CPWPEOPU	Plan End of Period Inventory Units	Plan End of Period Inventory Units	int	week/sku /str
cpwpgmroip.csv.ovr	CPWPGMROIp	Plan GPROI	Plan Gross Profit Return on Investment	real	qrtr/clss/ tdar
cpwpgmrosp.csv.ovr	CPWPGMROSp	Plan GPROS	Plan Gross Profit Return on Space	real	qrtr/clss/ tdar
cpwpinvdr.csv.ovr	CPWPInvDR	Plan Average Inventory Retail	Plan Average Inventory Retail	real	qrtr/clss/ tdar
cpwpinvtu.csv.ovr	CPWPInvTU	Plan Inventory Retail Turns	Plan Inventory Retail Turns	real	qrtr/clss/ tdar
cpwployp.csv.ovr	CPWPLoyp	Plan Consumer Loyalty	Plan Consumer Loyalty	real	qrtr/clss/ tdar
cpwppfrep.csv.ovr	CPWPPfrep	Retailer Purchase Frequency	Retailer Purchase Frequency	real	qrtr/clss/ tdar
cpwppfrescp.csv.ovr	CPWPPfreScp	Consumer Purchase Frequency for Sub-Category percentage	Category Planning Working Plan - Score Card Metric - for Subcategory	real	qrtr/scls/ tdar/csd
cpwprlvlp.csv.ovr	CPWPRlvlp	Plan Consumer Retention Level	Plan Consumer Retention Level	real	qrtr/clss/ tdar
cpwpsrvlvlp.csv.ovr	CPWPSrvLvlp	Plan Inventory Service Level	Plan Inventory Service Level	real	qrtr/clss/ tdar