Oracle® Retail Regular Price Optimization

User Guide for the RPAS Classic Client

Release 13.3

January 2012

ORACLE®

Oracle Retail Regular Price Optimization User Guide for the RPAS Classic Client, Release 13.3

Primary Author: Barrett Gaines

Licensing Note: This media pack includes a Restricted Use license for Oracle Retail Predictive Application Server (RPAS) - Enterprise Engine to support Oracle® Retail Regular Price Optimization only.

Value-Added Reseller (VAR) Language

Oracle Retail VAR Applications

The following restrictions and provisions only apply to the programs referred to in this section and licensed to you. You acknowledge that the programs may contain third party software (VAR applications) licensed to Oracle. Depending upon your product and its version number, the VAR applications may include:

(i) the **MicroStrategy** Components developed and licensed by MicroStrategy Services Corporation (MicroStrategy) of McLean, Virginia to Oracle and imbedded in the MicroStrategy for Oracle Retail Data Warehouse and MicroStrategy for Oracle Retail Planning & Optimization applications.

(ii) the **Wavelink** component developed and licensed by Wavelink Corporation (Wavelink) of Kirkland, Washington, to Oracle and imbedded in Oracle Retail Mobile Store Inventory Management.

(iii) the software component known as **Access Via™** licensed by Access Via of Seattle, Washington, and imbedded in Oracle Retail Signs and Oracle Retail Labels and Tags.

(iv) the software component known as **Adobe Flex™** licensed by Adobe Systems Incorporated of San Jose, California, and imbedded in Oracle Retail Promotion Planning & Optimization application.

You acknowledge and confirm that Oracle grants you use of only the object code of the VAR Applications. Oracle will not deliver source code to the VAR Applications to you. Notwithstanding any other term or condition of the agreement and this ordering document, you shall not cause or permit alteration of any VAR Applications. For purposes of this section, "alteration" refers to all alterations, translations, upgrades, enhancements, customizations or modifications of all or any portion of the VAR Applications including all reconfigurations, reassembly or reverse assembly, re-engineering or reverse engineering and recompilations or reverse compilations of the VAR Applications or any derivatives of the VAR Applications. You acknowledge that it shall be a breach of the agreement to utilize the relationship, and/or confidential information of the VAR Applications for purposes of competitive discovery.

The VAR Applications contain trade secrets of Oracle and Oracle's licensors and Customer shall not attempt, cause, or permit the alteration, decompilation, reverse engineering, disassembly or other reduction of the VAR Applications to a human perceivable form. Oracle reserves the right to replace, with functional equivalent software, any of the VAR Applications in future releases of the applicable program.

Contents

4 Item Management Workbook

5 Price Analysis Workbook

List of Figures

List of Tables

Send Us Your Comments

Oracle Retail Regular Price Optimization User Guide for the RPAS Classic Client, Release 13.3

Oracle welcomes customers' comments and suggestions on the quality and usefulness of this document.

Your feedback is important, and helps us to best meet your needs as a user of our products. For example:

- Are the implementation steps correct and complete?
- Did you understand the context of the procedures?
- Did you find any errors in the information?
- Does the structure of the information help you with your tasks?
- Do you need different information or graphics? If so, where, and in what format?
- Are the examples correct? Do you need more examples?

If you find any errors or have any other suggestions for improvement, then please tell us your name, the name of the company who has licensed our products, the title and part number of the documentation and the chapter, section, and page number (if available).

> **Note:** Before sending us your comments, you might like to check that you have the latest version of the document and if any concerns are already addressed. To do this, access the Online Documentation available on the Oracle Technology Network Web site. It contains the most current Documentation Library plus all documents revised or released recently.

Send your comments to us using the electronic mail address: retail-doc_us@oracle.com

Please give your name, address, electronic mail address, and telephone number (optional).

If you need assistance with Oracle software, then please contact your support representative or Oracle Support Services.

If you require training or instruction in using Oracle software, then please contact your Oracle local office and inquire about our Oracle University offerings. A list of Oracle offices is available on our Web site at http://www.oracle.com.

Preface

The Oracle Retail Regular Price Optimization User Guide for the RPAS Classic Client describes the application's user interface and how to navigate through it.

Audience

This document is intended for the users and administrators of Oracle Retail Regular Price Optimization. This may include price managers and merchandise category managers.

Documentation Accessibility

Our goal is to make Oracle products, services, and supporting documentation accessible to all users, including users that are disabled. To that end, our documentation includes features that make information available to users of assistive technology. This documentation is available in HTML format, and contains markup to facilitate access by the disabled community. Accessibility standards will continue to evolve over time, and Oracle is actively engaged with other market-leading technology vendors to address technical obstacles so that our documentation can be accessible to all of our customers. For more information, visit the Oracle Accessibility Program Web site at http://www.oracle.com/accessibility/.

Accessibility of Code Examples in Documentation

Screen readers may not always correctly read the code examples in this document. The conventions for writing code require that closing braces should appear on an otherwise empty line; however, some screen readers may not always read a line of text that consists solely of a bracket or brace.

Accessibility of Links to External Web Sites in Documentation

This documentation may contain links to Web sites of other companies or organizations that Oracle does not own or control. Oracle neither evaluates nor makes any representations regarding the accessibility of these Web sites.

Access to Oracle Support

Oracle customers have access to electronic support through My Oracle Support. For information, visit http://www.oracle.com/support/contact.html or visit http://www.oracle.com/accessibility/support.html if you are hearing impaired.

Related Documents

For more information, see the following documents in the Oracle Retail Regular Price Optimization Release 13.3 documentation set:

- *Oracle Retail Regular Price Optimization Release Notes*
- *Oracle Retail Regular Price Optimization Installation Guide*
- *Oracle Retail Regular Price Optimization Implementation Guide*
- *Oracle Retail Regular Price Optimization User Guide for the RPAS Fusion Client*

Customer Support

To contact Oracle Customer Support, access My Oracle Support at the following URL:

https://support.oracle.com

When contacting Customer Support, please provide the following:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to re-create
- Exact error message received
- Screen shots of each step you take

Review Patch Documentation

When you install the application for the first time, you install either a base release (for example, 13.3) or a later patch release (for example, 13.3.1). 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

Getting Started

Oracle Retail Regular Price Optimization (RPO) assists retail price mangers in pricing hard-line and grocery items.

About Oracle Retail Regular Price Optimization

Oracle Retail Regular Price Optimization (RPO) assists retail price mangers in pricing hard-line and grocery items. It is suited for long lifecycle items with infrequent price changes. It recommends permanent prices based on initial estimates of an item's total sales volume over a planning period and on price-related sales of items and related items.

RPO includes grouping in its pricing analysis because it considers cross-item elasticities; that is, RPO considers how price changes for one item may affect the sales volume of other items. Users can input objective functions and pricing constraints that define the optimization problem. Once these inputs are defined, RPO recommends prices. Multiple scenarios can be created and evaluated side by side, and what–if analysis can be performed within the context of a pricing scenario. After analyzing the what-if results and recommended prices, the user can make a final decision to submit the recommended prices for the given set of merchandise items and locations.

Goals and Constraints

As part of the RPO planning process, the price manager is trying to achieve a category objective. The category objective is a strategic understanding of the category in the larger plan for the year. RPO can be used to support the category objective. A price manager can run different scenarios (such as maximizing gross margin versus maximizing revenue) to support the category objective. This initial strategy could be optimized in detail as part of the RPO process. RPO is also very cognizant of how prices affect consumers and supports extensive business constraints on item prices.

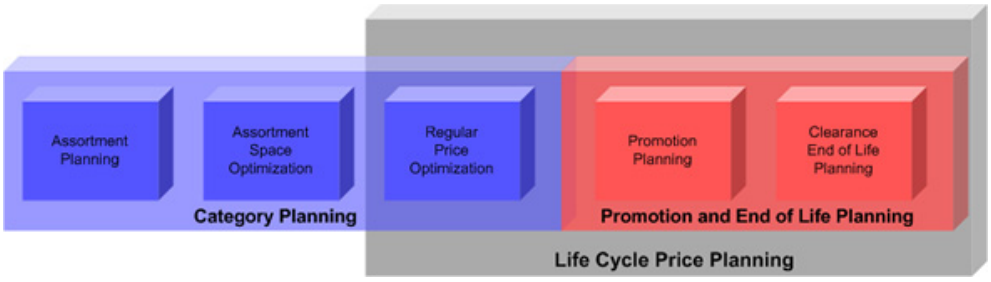
Another important component of the RPO planning process is to strategize against the competition. In this regard, RPO supports price constraints at the item level and also supports optimization goals to maximize the gains against the competition for the entire category.

RPO in the Overall Life Cycle of Price Planning

RPO fits at the intersection of category planning and price planning in hard-line and grocery implementation. It is a key step in the category planning process after the assortment for the current season has been planned. RPO optimizes the price of all the items towards the category objective.

RPO is also the first in a three-step lifecycle pricing process. It is possible to start with RPO and arrive at demand for the planning horizon by item/store/week. This demand can serve as the baseline demand for the promotion process. After the pricing plan is approved at the end of the RPO process, the demand estimate can be sent to a replenishment system or used as the baseline for the promotion planning process.

Figure 1–1 Life Cycle Price Planning Process



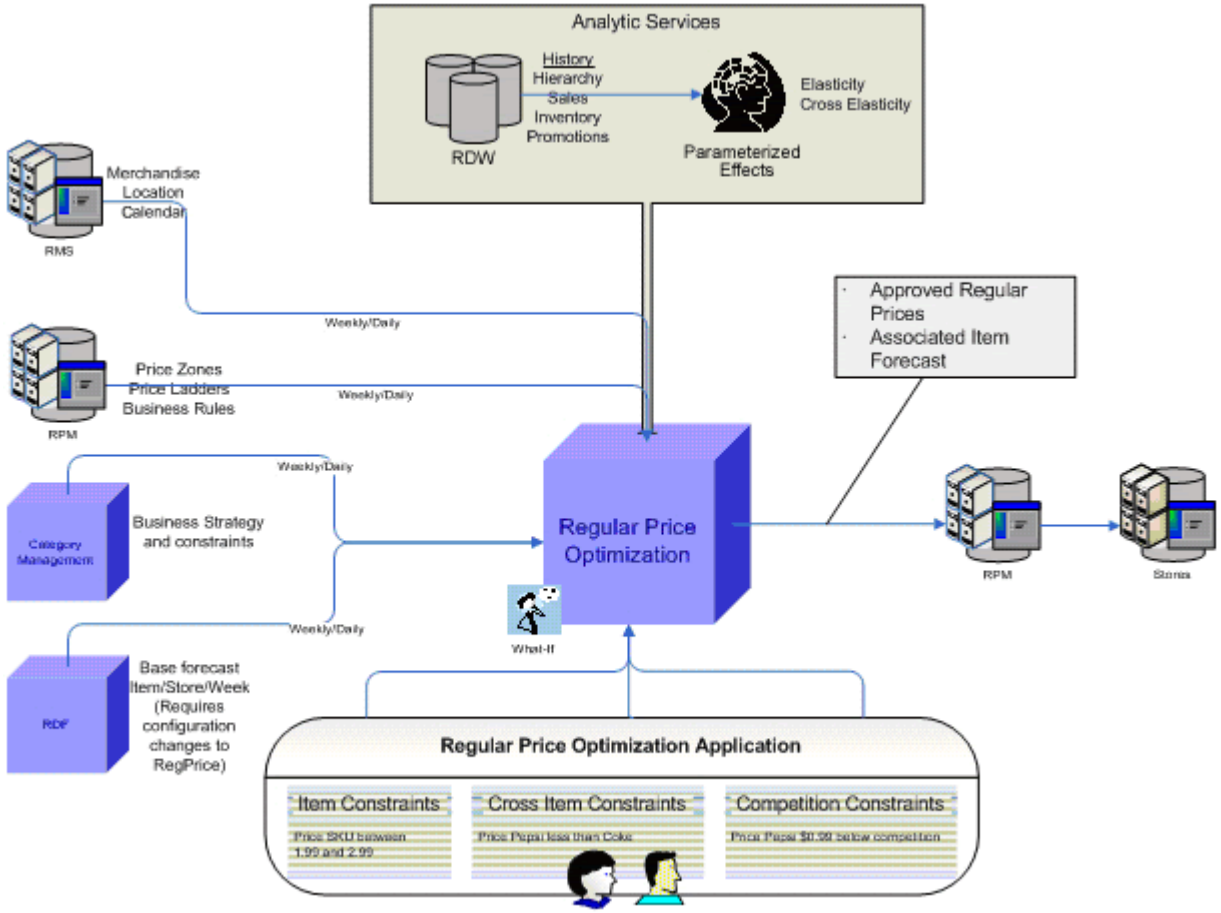
Application Workflow

The following steps describe the workflow of the RPO application:

1. Set the price ladders and general business priorities in the Business Administration Workbook.
2. Create a scenario by selecting the merchandise, location, and calendar components to be included in the optimization. Use the Scenario Management Workbook.
3. Map items, inter-items, and item groups in the Item Management Workbook.
4. Based on your business requirements, create constraints and pricing rules for each scenario in the Price Analysis Workbook.
5. Using the what-if analysis and price recommendations, perform a scenario comparison. Select a scenario and submit it for pricing using the Price Analysis Workbook.

Data Workflow

Figure 1–2 Regular Price Optimization Workflow Diagram



Users

RPO users may be category managers, price managers, planners, buyers, and merchandisers. In most organizations, price planning is managed by a price manager. The price manager consults the category manager for an overall goal. The price manager then creates a detailed scenario plan and makes a recommendation to the category manager for approval. The boundaries of each of their functions vary by organization; therefore, RPO is flexible to support different roles and functions associated with these roles.

The price planning approach is strategic and varies by organizational goal, competition, and category goals, especially in respect to chain or zone level pricing. RPO supports a flexible notion of this plan and allows the user to manage pricing at one, many, or all price zones.

2

Business Administration Workbook

The Business Administration workbook helps you to create price ladders, set optimization priorities, and manage batch processes. It has three tabs to help you achieve these tasks:

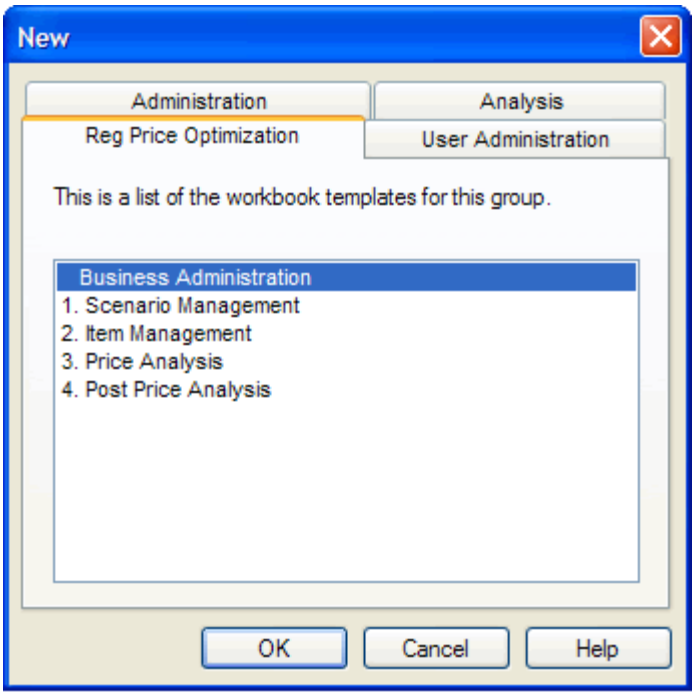
- Price Ladder Management Tab
- Default Constraint Priority Setting Tab
- Batch Management Tab

Building the Business Administration Workbook

To build the Business Administration workbook, perform the following steps:

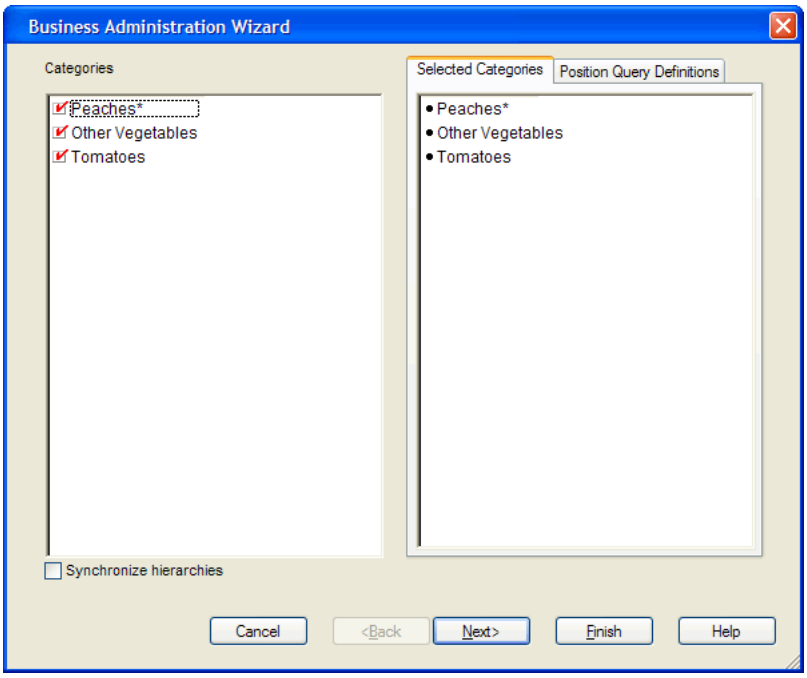
1. From the File menu, click **New**, or click the **New** toolbar button. The New window appears.
2. From the Reg Price Optimization tab, select the **Business Administration** workbook and click **OK**.

Figure 2–1 Building the Business Administration Workbook



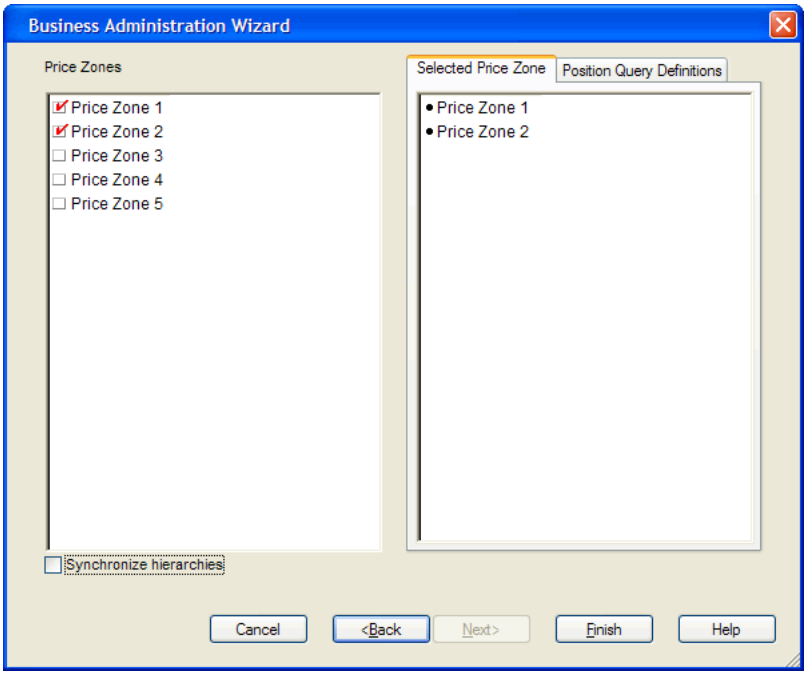
3. The Business Administration wizard opens. Select the categories you want to work with and click **Next**.

Figure 2–2 Business Administration Wizard: Select Categories



4. Select the price zones you want to work with and click **Finish**.

Figure 2–3 Business Administration Wizard: Select Price Zones



The Business Administration workbook is built.

Price Ladder Management Tab

This tab contains worksheets to help you create price ladders, set optimization priorities, and manage batch processes. There are three worksheets:

- Price Ladder Setting Worksheet
- Price Ladder Maintenance Worksheet
- Merchandise Price Ladder Assignment Worksheet

Price Ladder Setting Worksheet

Use this worksheet to edit the price ladders that were loaded during the batch process.

A price ladder is a collection of acceptable price points for an item. Price ladders are loaded to ensure appropriate recommended prices are provided based upon optimization results. RPO recommends only prices that are price points on the price ladder.

For example, if the optimization engine recommends a price of $11.93, but your price strategy is that all prices must end in .00 and price steps must occur every $2.00, then RPO recommends $12.00 instead of $11.93.

Using this worksheet, you can set the range of prices for the price ladder, the price steps (the required difference between consecutive price points), and the ending digits of the price points.

Figure 2–4 Price Ladder Setting Worksheet

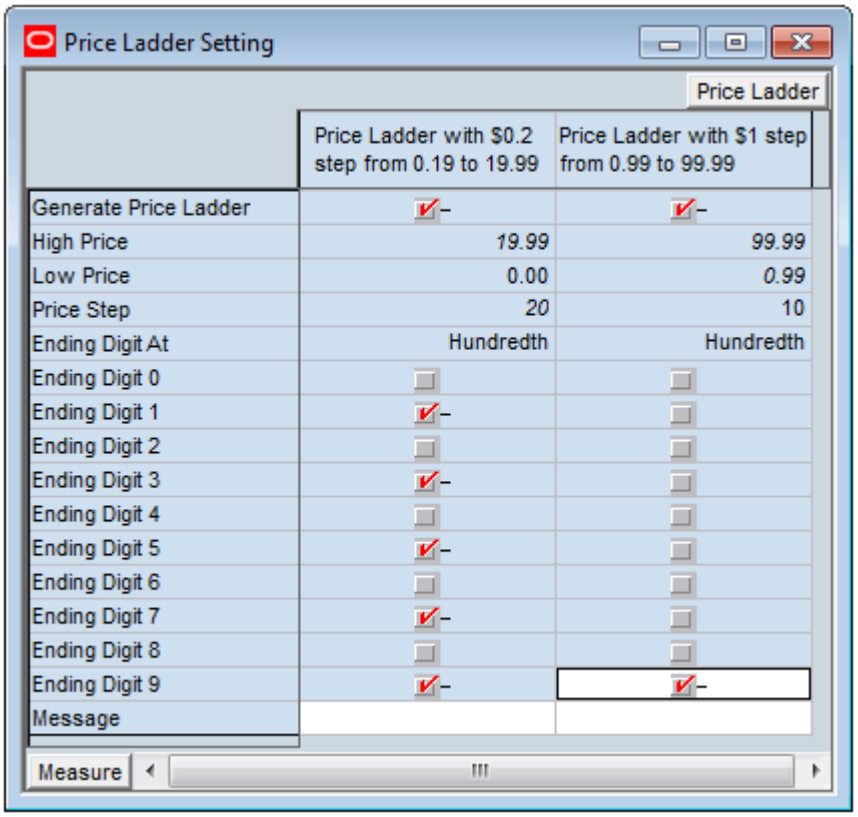


Table 2–1 lists the measures in this worksheet.

Table 2–1 Price Ladder Setting Worksheet Measures

Measure	Description
Generate Price Ladder	Select this boolean measure to generate the price ladder you have edited. After you have selected it, you must click the **Generate Price Ladder** option in the RegPrice custom menu (as described below).
High Price	The highest price on the price ladder. No item that uses this price ladder can have a price higher than this amount.
Low Price	The lowest price on the price ladder. No item that uses this price ladder can have a price lower than this amount.
Price Step	Use the picklist to set the price step value based on the Ending Digit At measure. The price step value is calculated by multiplying the selected value in the Price Step measure by the Ending Digit At measure. For example, if the Price Step measure is set to 10 and the Ending Digit At measure is set to Hundredth, then the price step value is 10 x 0.01 = 0.1.
Ending Digit At	Use this measure to specify what the selected ending digit means in the price ladder. Options are Ones, Tenth, or Hundredth. For example, if you select the ending digits 1, 3, and 5 and you select Hundredth in this measure, then the ending digits are 0.01, 0.03, and 0.05. If you selected Tenth in this measure, then the ending digits are 0.1, 0.3, and 0.5.
Ending Digit X	Use these measures to select the ending digits for the price points. For example, Figure 2–4 shows the first price ladder with five ending digits selected: 1, 3, 5, 7, and 9. Therefore, the price points in that price ladder can only end with 1, 3, 5, 7, or 9. Its price points could be $0.19, $0.21, $0.23, $0.25, $0.27, and so on.
Message	This is a read-only measure that displays the return message from the Price Ladder Generation call.

To edit and generate a price ladder, perform the following steps:

1. Enter the lowest price for the price ladder in the Low Price measure. This means that no item that uses this price ladder can have a price below this amount.
2. Enter the highest price for the price ladder in the High Price measure. This means that no item that uses this price ladder can have a price above this amount.
3. Set the Price Step and Ending Digit At measures for this price ladder. The price step is the required difference between consecutive price points. For instance, if you want the prices on the price ladder to be $1.00, $1.10, $1.20, $1.30, and so on, you would select 10 in the Price Step measure and Tenth in the Ending Digit At measure.
4. Using the Ending Digit measures, select the ending digits allowed for the price points. For instance, if you want all prices to end with 9, such as $14.49 and $14.99, then you would select only the Ending Digit 9 measure. If you want prices to end with only 1, 3, 5, 7, or 9, you would select those three measures, as shown in Figure 2–4.
5. After editing the price ladders, select the **Generate Price Ladder** measure for each of the price ladders you want to generate.

6. From the RegPrice menu, click **Generate Price Ladder**. This action generates the price points shown in the Price Ladder Maintenance Worksheet.

Figure 2–5 Generate Price Ladder

After you have edited and generated the price ladders, continue to the Price Ladder Maintenance Worksheet to review the price points and price ladders you created.

Price Ladder Maintenance Worksheet

Use this worksheet to review and edit the price ladders and price points you created in the Price Ladder Setting Worksheet.

To edit a specific price point, double-click it and enter a new price.

Figure 2–6 Price Ladder Maintenance Worksheet

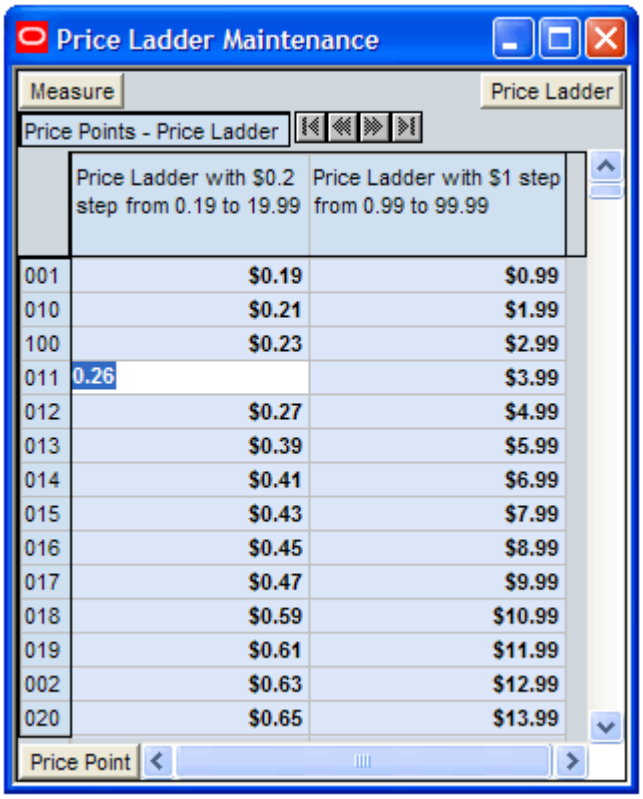


Table 2–2 lists the measures in this worksheet.

Table 2–2 Price Ladder Maintenance Worksheet Measures

Measure	Description
Price Points - Price Ladder	The price points on a given price ladder. Use this measure to edit the price points.

After you have reviewed and edited the price points, continue to the Merchandise Price Ladder Assignment Worksheet.

Merchandise Price Ladder Assignment Worksheet

Use this worksheet to to assign price ladders to a category and price zone.

Select a price ladder for each price zone. After you have assigned the price ladders, save and commit the workbook.

Figure 2–7 Merchandise Price Ladder Assignment

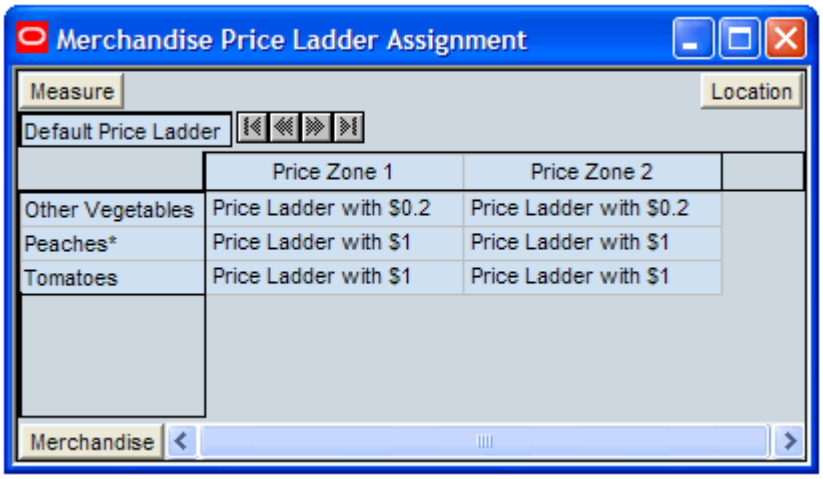


Table 2–3 lists the measures in this worksheet.

Table 2–3 Merchandise Price Ladder Assignment Worksheet Measures

Measure	Description
Default Price Ladder	The price ladder that will be used with a price zone by default.

Default Constraint Priority Setting Tab

This tab contains one worksheet: Default Priority Setting.

Default Priority Setting Worksheet

This worksheet displays all constraint types available in RPO. Constraints are rules that you define for RPO to obey when optimizing for prices. These constraints are created in the Price Analysis Workbook. For instance, you can create a competition constraint that all canned peaches items are priced cheaper than the competition's prices.

Before you create these specific constraints, however, you should define the default priorities for each constraint type in this worksheet. For instance, if your main sales objective is to have lower prices than the competition, you would set the Competition Priority measure to a high priority such as Priority 1 or Priority 2. However, if your main objective is to increase your gross margin, you would set the Margin Priority measure to a high priority.

If you set a constraint to have a priority 2 through 10, RPO attempts to obey that constraint, but if it cannot, it relaxes or bends the rules of the constraint until it finds a feasible solution. However, if you set a constraint to priority 1 and RPO cannot obey that constraint, it returns a message stating there is no feasible solution. If RPO must choose between obeying two constraint types that conflict, it obeys the constraint with the highest priority. Note that multiple constraint types can have the same priority.

The default priorities that you assign to the constraint types in this worksheet are for all scenarios and price zones. These priorities can be overridden for specific scenarios and price zones in the Priority Setting Tab of the Price Analysis Workbook.

After you have set the default priorities, continue to the Batch Management Tab.

Figure 2–8 Default Priority Setting Worksheet

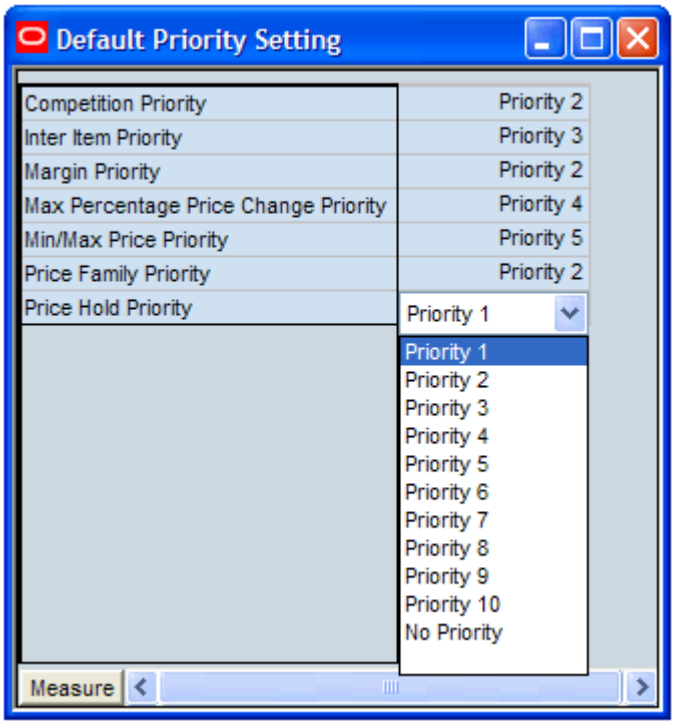


Table 2–4 lists the measures in this worksheet.

Table 2–4 Default Priority Setting Worksheet Measures

Measure	Description
Competition Priority	Use this measure to set the priority for maintaining the competition constraints that define the relationship between your items and the competitor items. These competition constraints are created in the Competition Constraints Tab of the Price Analysis Workbook.
Inter Item Priority	Use this measure to set the priority for maintaining the inter-item constraints that define the relationship between two items (for instance, the relationship between the prices of a brand name item and the same private label item). These inter-item constraints are created in the Inter–Item Constraints Tab of the Price Analysis Workbook.
Margin Priority	Use this measure to set the priority for maintaining the margin constraints. The margin constraints are created in the Global Goals and Constraints Tab of the Price Analysis Workbook.
Max Percentage Price Change Priority	Use this measure to set the priority for maintaining the maximum percentage price change constraint that defines how much or how little change is allowed between the original price and the recommended price. These constraints are created in the Global Goals and Constraints Tab of the Price Analysis Workbook.
Min/Max Price Priority	Use this measure to set the priority for maintaining the min/max price priority constraint. The minimum and maximum item price constraints are set in the Item Constraints Tab of the Price Analysis Workbook.
Price Family Priority	Use this measure to set the priority for maintaining a price family. A price family is a group of items that have the same price. Price families are created in the Select Constraint Items and Item Group Levels Worksheets in the Price Analysis Workbook.
Price Hold Priority	Use this measure to set the priority for maintaining a price hold on an item. Setting a price hold on an item means that you do not want RPO to change that item's price. Price holds are applied to items in the Item Constraints Tab of the Price Analysis Workbook.

Batch Management Tab

This tab contains one worksheet: Batch Job Setting.

Batch Job Setting Worksheet

Use this worksheet to select the scenarios that you want to run during the batch process. This is useful because it allows you to select only the scenarios that you want to work with to be run during batch rather than all scenarios.

After the scenarios are run during batch, the Last Run Date measure displays the date of the run.

Figure 2–9 Batch Job Setting Worksheet

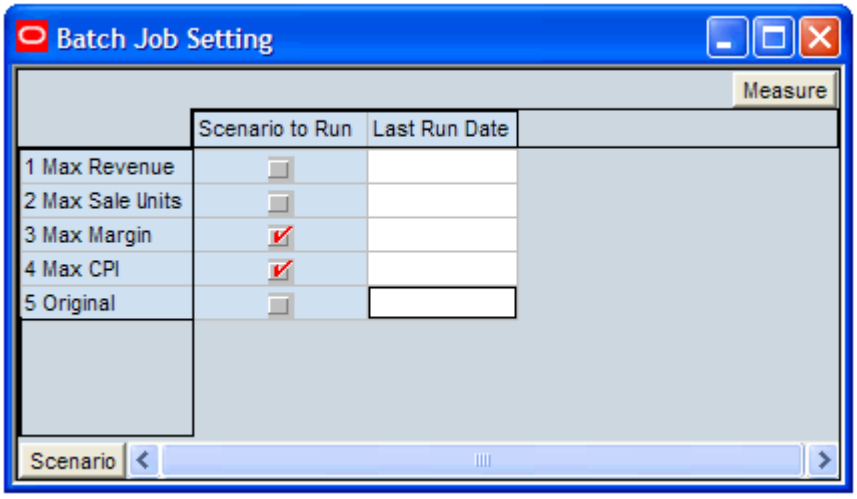


Table 2–5 lists the measures in this worksheet.

Table 2–5 Batch Job Setting Worksheet Measures

Measure	Description
Scenario to Run	Use this measure to select the scenarios that you want to run during batch.
Last Run Date	This is a read-only measure that displays the date of the last batch run.

After you have selected the scenarios that you want to run during batch, commit the workbook. Build the Scenario Management Workbook to define the items, locations, and time periods for the scenarios.

3

Scenario Management Workbook

This chapter describes the Scenario Management workbook. A scenario defines a group of items for particular price zones during a particular time period. After you define the scenarios in this workbook, you use the Price Analysis Workbook to define your optimization goals to find the optimized prices for the items in those scenarios. The Scenario Management workbook contains three tabs:

- Scenario - Calendar Assignment Tab
- Scenario - Item Assignment Tab
- Scenario - Location Assignment Tab

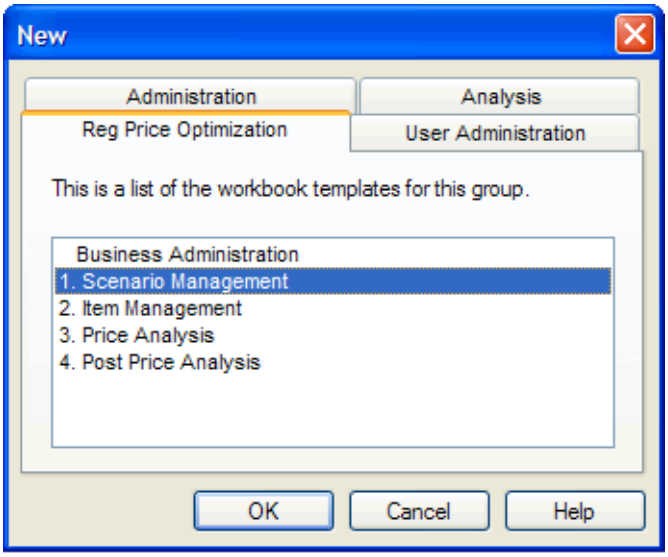
Building the Scenario Management Workbook

To build the Scenario Management workbook, perform the following steps:

> **Note:** To build the Scenario Management workbook, you must be in a local domain.

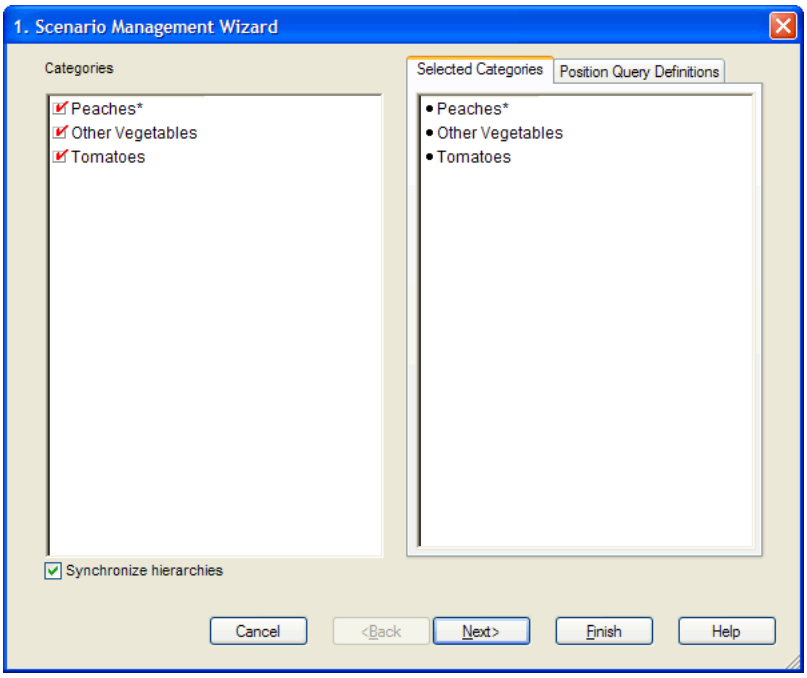
1. Select **New** from the File menu. The New window appears.
2. From the Reg Price Optimization tab, select **Scenario Management** and click **OK**.

Figure 3–1 Building the Scenario Management Workbook



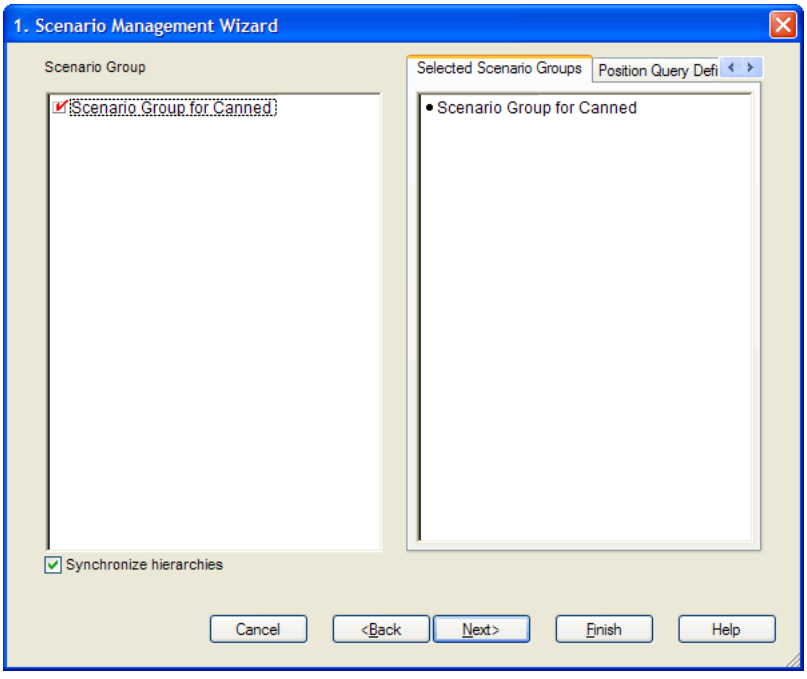
3. The Scenario Management wizard opens. Select the categories you want to work with and click **Next**.

Figure 3–2 Scenario Management Wizard: Select Categories



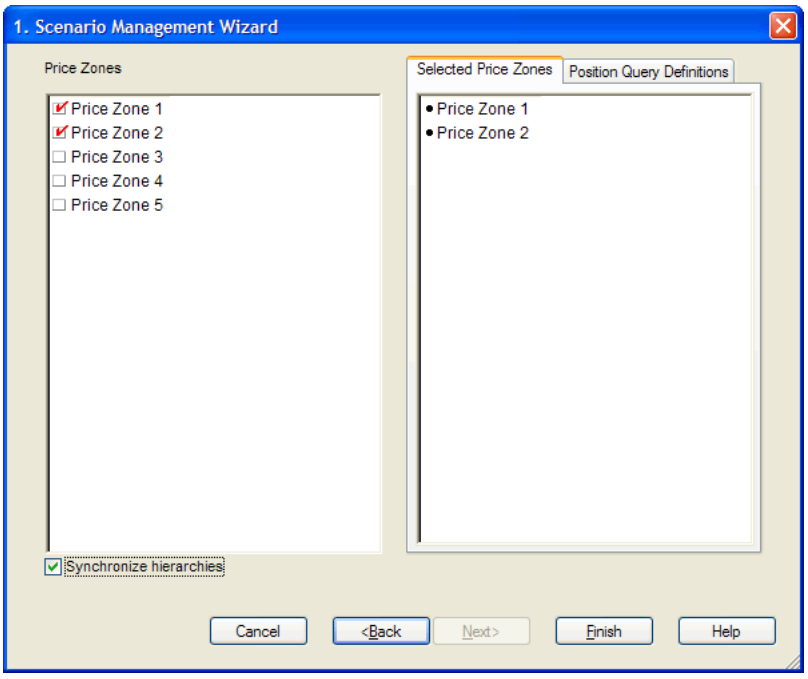
4. Select the groups you want to work with and click **Next**.

Figure 3–3 Scenario Management Wizard: Select Group



5. Select the price zones you want to work with and click **Finish**.

Figure 3–4 Scenario Management Wizard: Select Price Zone



The Scenario Management workbook is built.

Scenario - Calendar Assignment Tab

This tab includes one worksheet: Scenario Setting.

Scenario Setting Worksheet

Use this worksheet to set the time periods and enter descriptions for the scenarios that were loaded in the load process. These descriptions appear in the Price Analysis workbook wizard (Figure 5–2). Entering a useful description here will help you select the scenarios in the Price Analysis Workbook.

Figure 3–5 Scenario Setting Worksheet

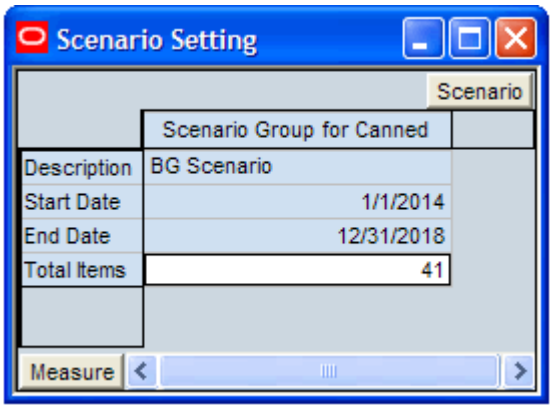


Table 3–1 lists the measures in this worksheet.

Table 3–1 Scenario Setting Worksheet Measures

Measure	Description
Description	Use this measure to enter a short, useful description of the scenario. This description appears in the Price Analysis wizard (Figure 5–2).
Start Date	The first day of the planning period.
End Date	The last day of the planning period.
Total Items	The number of items in the scenario. This is a read-only measure used for reference only.

After you have defined the time period and description for each scenario, continue to the Scenario - Item Assignment Tab to assign items to the scenario.

Scenario - Item Assignment Tab

This tab has one worksheet: Select Items.

Select Items Worksheet

Use this worksheet to assign items to the scenario. When this scenario is selected in the Price Analysis Workbook, the items selected here will be analyzed for price optimization.

Figure 3–6 Select Items Worksheet

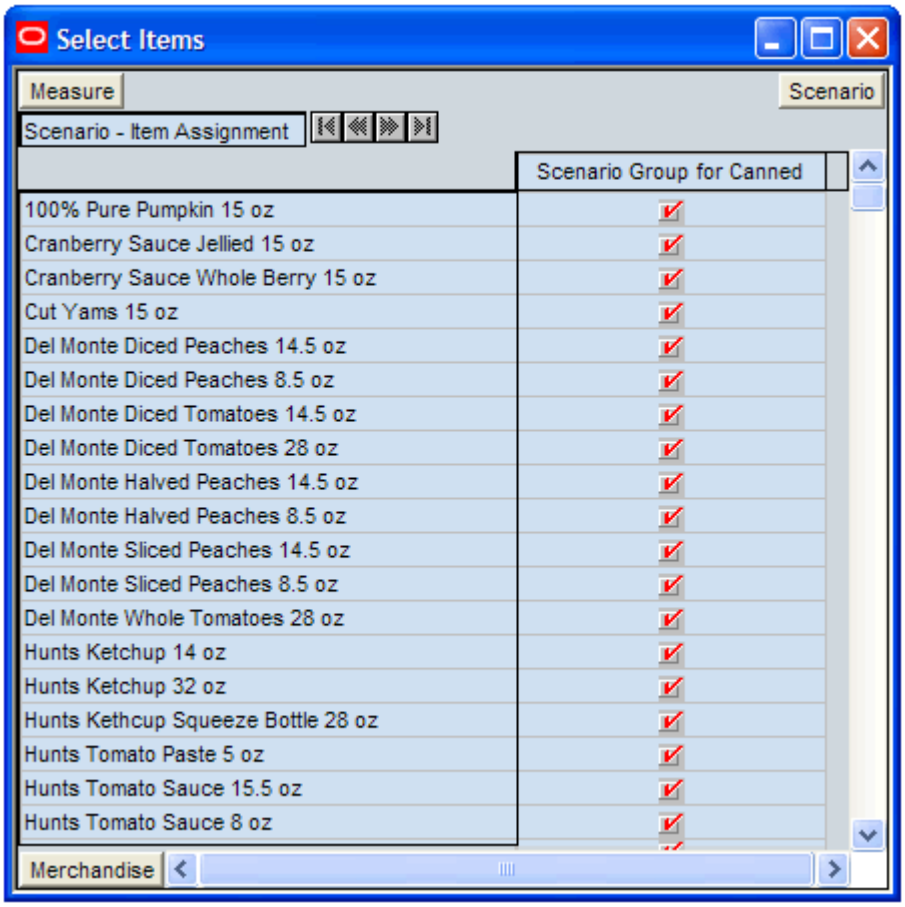


Table 3–2 lists the measures in this worksheet.

Table 3–2 Select Items Worksheet Measures

Measure	Description
Scenario - Item Assignment	Use this measure to select items to belong in the scenario.

After you have selected the items for the scenario, continue to the Scenario - Location Assignment Tab to assign price zones to the scenario.

Scenario - Location Assignment Tab

This tab has one worksheet: Select Locations.

Select Locations

Use this worksheet to assign price zones to the scenario. When this scenario is selected in the Price Analysis Workbook, the price zones selected here will be analyzed for price optimization.

Figure 3–7 Select Locations Worksheet

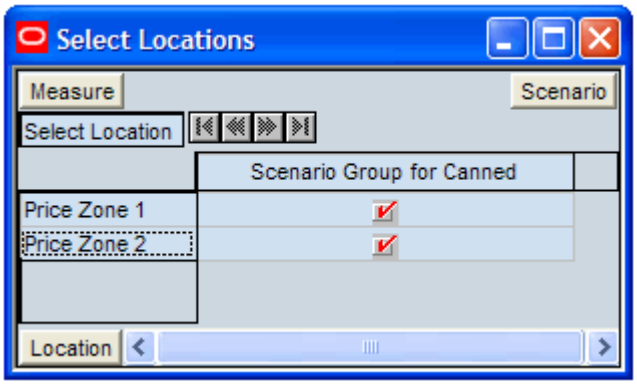


Table 3–3 lists the measures in this worksheet.

Table 3–3 Select Locations Worksheet Measures

Measure	Description
Select Location	Use this measure to select price zones to belong to the scenario.

After you have defined the time period, items, and price zones for the scenario, commit this workbook. Or, you can save the workbook and work with it later. Then, build the Item Management Workbook to define the relationships among items and create item groups.

4

Item Management Workbook

The Item Management workbook is used to define relationships among items and to create item groups. These relationships and groups are key to creating constraints in the Price Analysis Workbook. This workbook contains three tabs:

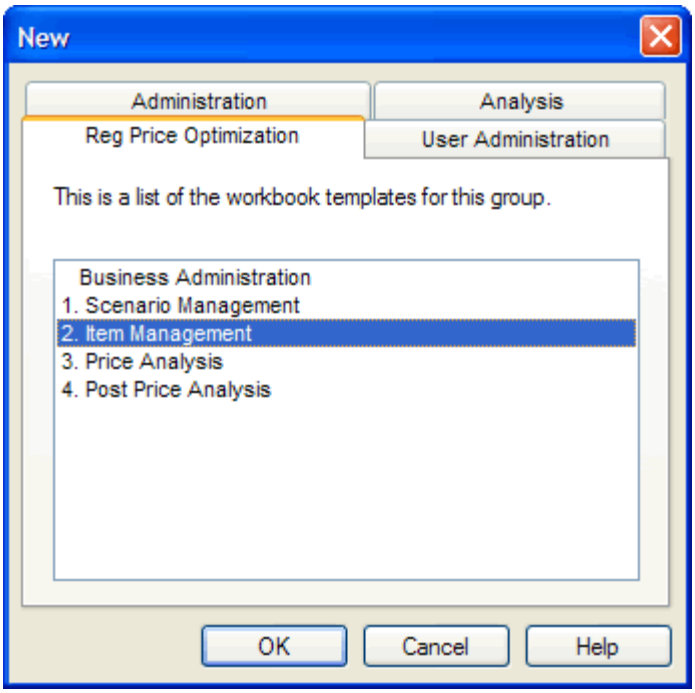
- Item Comparison Linkage Tab
- Like Item Tab
- Item Group Tab

Building the Item Management Workbook

To build the Item Management workbook, perform the following steps:

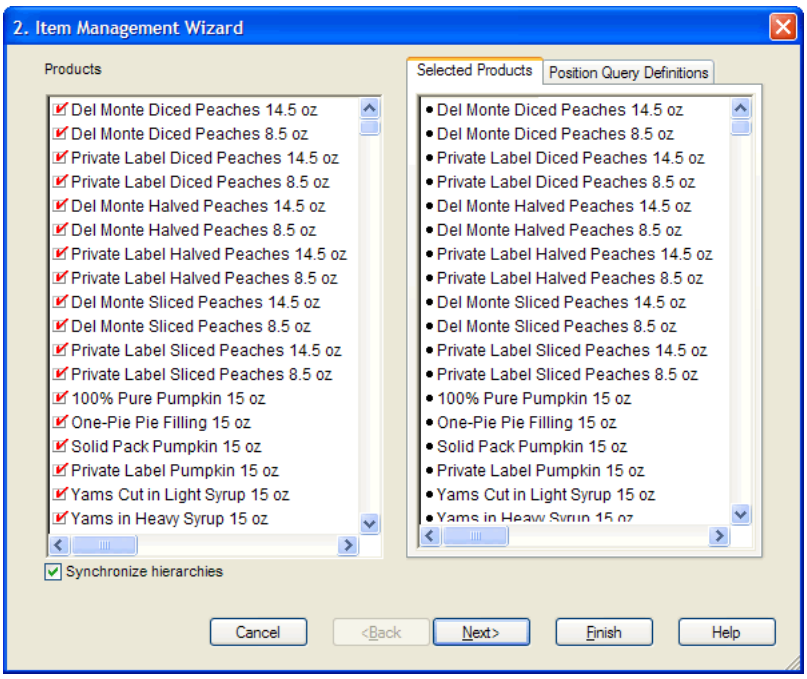
1. Select **New** from the File menu, or click the **New** toolbar button. The New window appears.
2. From the Reg Price Optimization tab, select the **Item Management** workbook, and click **OK**.

Figure 4–1 Building the Item Management Workbook



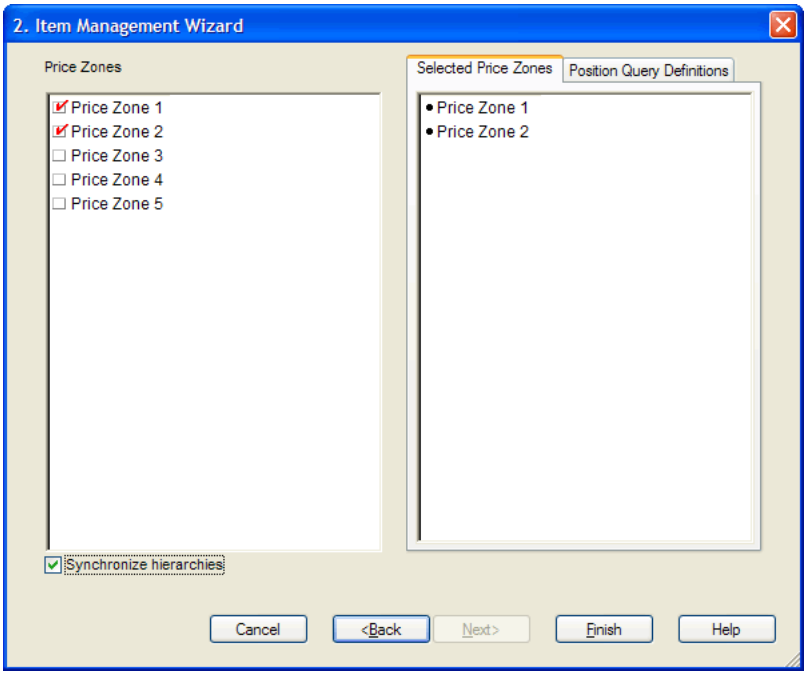
3. The Item Management wizard opens. Select the items that you want to include in the workbook. These items should include both the new items and the like items that you want to associate the new items with. Click **Next**.

Figure 4–2 Item Management Wizard: Select Items



4. Select the price zones that you want to work with and click **Finish**.

Figure 4–3 Item Management Wizard: Select Price Zones



The Item Management workbook is built.

Item Comparison Linkage Tab

This tab contains one worksheet: Item Linkage.

Item Linkage Worksheet

Use this worksheet to link items that have a relationship with other items. After items are linked, you can create constraints and rules in the Price Analysis Workbook based on those links. For instance, if you link 8.5 oz. Diced Peaches to 8.5 oz. Sliced Peaches in this worksheet (as shown in Figure 4–4), you can create a rule in the Price Analysis workbook that specifies that these two items should always have the same price.

To link an item to another, select the boolean measure at the intersection of the item in the Merchandise hierarchy and an item in the RHS (Right Hand Side) Merchandise hierarchy. After you have finished linking items, continue to the Like Item Tab.

Note: The items in the RHS Merchandise hierarchy only represent the items in the Merchandise hierarchy, they are not the true items. Therefore, linking Item A in the Merchandise hierarchy and Item B in the RHS hierarchy does not automatically link Item B in the Merchandise hierarchy and Item A in the RHS hierarchy.

Figure 4–4 Item Linkage Worksheet

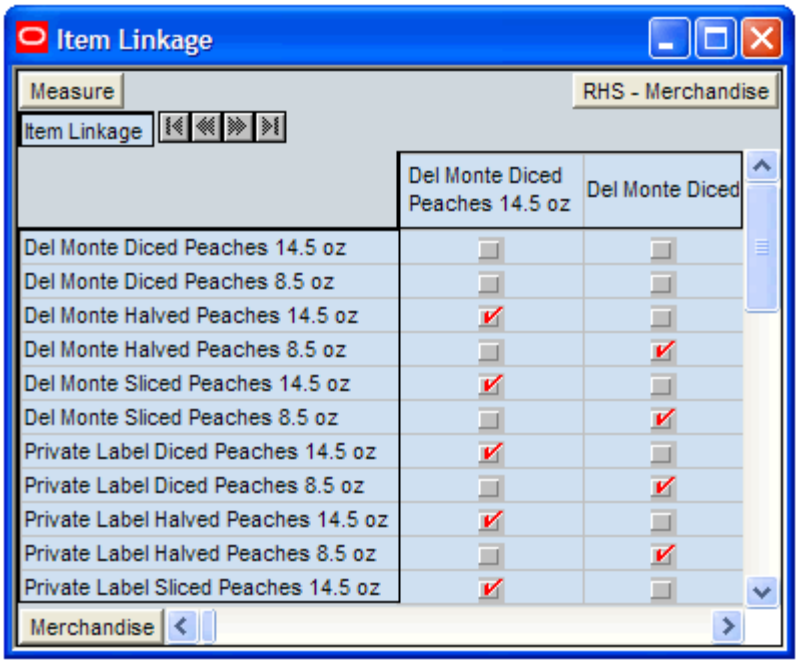


Table 4–1 lists the measures in this worksheet.

Table 4–1 Item Linkage Worksheet Measure

Measure	Description
Item Linkage	Use this measure to link items in the Merchandise hierarchy to items in the RHS Merchandise hierarchy.

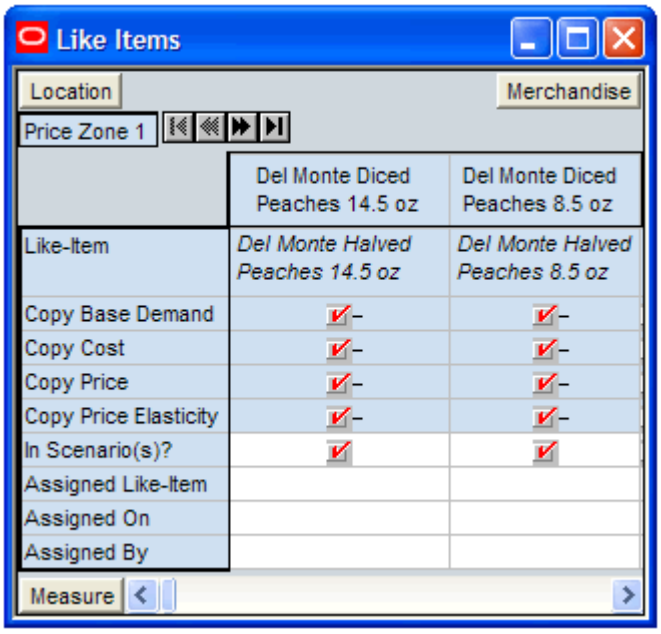
Like Item Tab

This tab contains one worksheet: Like Items.

Like Items Worksheet

Use this worksheet to assign like items to new items and to specify the like item's parameters to apply to the new item. You can apply the like item's cost, price, base demand, demand group, or price elasticity to the new item. This is useful if you have a new item with no sales history that is expected to perform in the same way as an existing item.

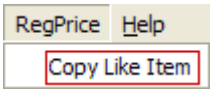
Figure 4–5 Like Items Worksheet



To assign like items:

1. Locate the item that needs a like item in the Merchandise hierarchy. In the intersection of that item and the Like-Item measure, double-click the cell.
2. The Select Item window appears. Select the item to use as the like item. Click **OK**.
3. Select the attributes of the like item that you want to use. You can choose one or more of the following options: Copy Base Demand, Copy Cost, Copy Price, and Copy Price Elasticity. (For the descriptions of these options, see Table 4–2.)
4. After you have mapped all the like items and like price zones to the new items, select the **Copy Like Item** option from the RegPrice custom menu.

Figure 4–6 Copy Like Item



5. From the File menu, select **Commit Now**.

Table 4–2 lists the measures in this worksheet.

Table 4–2 Like-Items Worksheet Measures

Measure	Description
Like-Item	Use this measure to select the like item you want to associate with the new item.
Copy Base Demand	Use this measure to copy the like item's forecast to the new item.
Copy Cost	Use this measure to copy the like item's cost to the new item.
Copy Price	Use this measure to copy the like item's price to the new item.
Copy Price Elasticity	Use this measure to copy the like item's price elasticity for the new item. The price elasticity is calculated in APC-RPO. **Note**: When copying elasticities for new items, only cross-item elasticities for items that are included in the workbook are copied.
In Scenario(s)?	This is a read-only measure that displays whether the item is in a scenario. Items are assigned to scenarios in the Select Items Worksheet in the Scenario Management Workbook.
Assigned Like-Item	This is a read-only measure that displays the like item that was assigned to the item.
Assigned On	This is a read-only measure that displays the date that the like item was assigned to the item.
Assigned By	This is a read-only measure that displays the user who assigned the like item to the item.

After you have assigned like items and like price zones to the new items, continue to the Item Group Tab.

Item Group Tab

This tab contains one worksheet: Item Group.

Item Group Worksheet

Use this worksheet to select the items you want to assign to the item groups that were loaded in the batch load. By assigning items to an item group, you can treat a group of items similarly by applying a constraint to the item group in the Price Analysis Workbook. This is easier and faster than applying constraints to each item individually.

For instance, you can assign all canned peach items to Item Group 01. Then, in the Price Analysis workbook, you can create a constraint that applies to the entire group.

Note: All items within item groups must exist in the same domain.

Figure 4–7 Item Group Worksheet

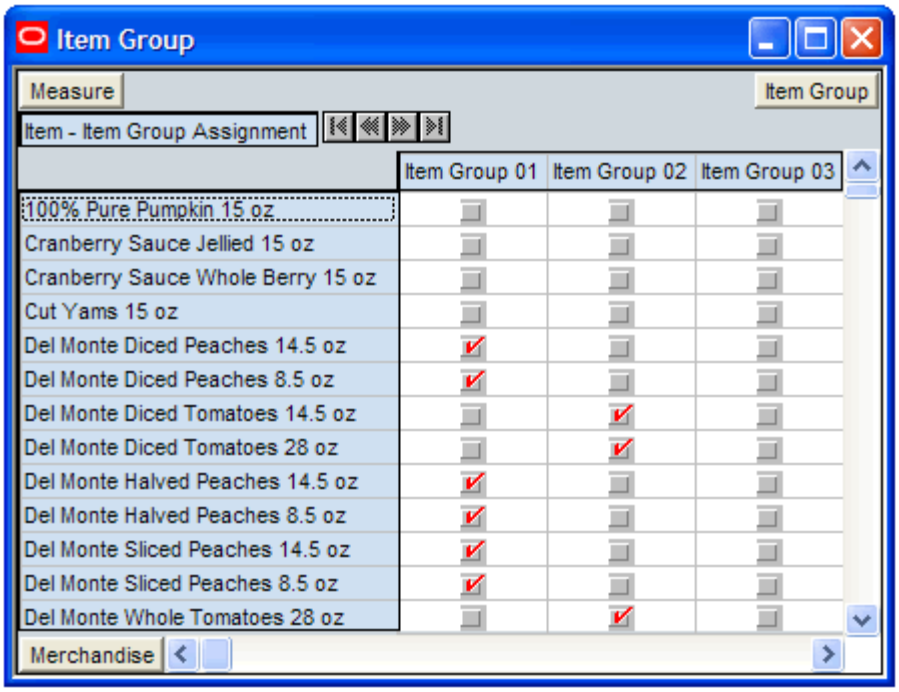


Table 4–3 lists the measures in this worksheet.

Table 4–3 Item Group Worksheet Measures

Measure	Description
Item - Item Group Assignment	Use this measure to assign items to an item group.

After you have assigned items to an item group, save and commit the workbook. Next, build the Price Analysis Workbook.

5

Price Analysis Workbook

The Price Analysis workbook is used to optimize prices for the scenarios you have created in the Business Administration Workbook, Scenario Management Workbook, and Item Management Workbook. Using this workbook, you can specify pricing constraints, optimize prices, override recommendations, specify business goals, and analyze the effect of price changes on decision variables such as gross margin and revenue.

The tabs contained within the Price Analysis workbook are outlined below.

- Global Goals and Constraints Tab
- Priority Setting Tab
- Item Constraints Tab
- Inter–Item Constraints Tab
- Competition Constraints Tab
- Optimization Dashboard Tab
- Recommendations and What–If Tab
- Miscellaneous Tab

The basic workflow of this workbook is described below.

1. Choose the business goals you want to optimize in the Global Goals and Constraints Tab.
2. Set the general and competition constraint priorities for the scenario you are analyzing in the Priority Setting Tab.
3. Enter specific constraints in the Item Constraints Tab, Inter–Item Constraints Tab, and Competition Constraints Tab.
4. Review the optimization results in the Optimization Dashboard Tab.
5. Make adjustments and create what-if simulations in the Recommendations and What–If Tab. Select and approve the scenario to use.

Building the Price Analysis Workbook

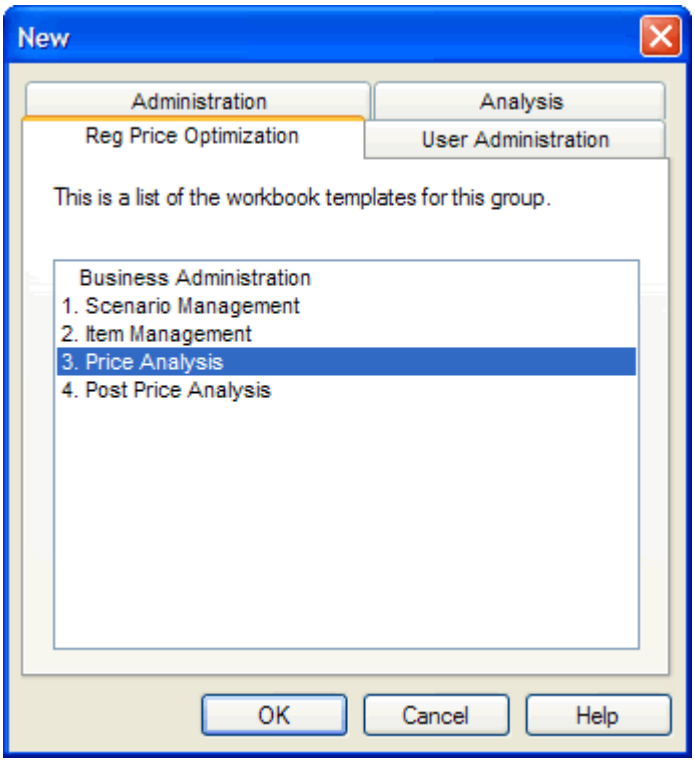
In order to build the Price Analysis workbook, you must use the Price Analysis wizard. To use the wizard:

Notes:

- The Price Analysis workbook cannot be build in the master domain.
- You must have a scenario created to build a Price Analysis workbook.

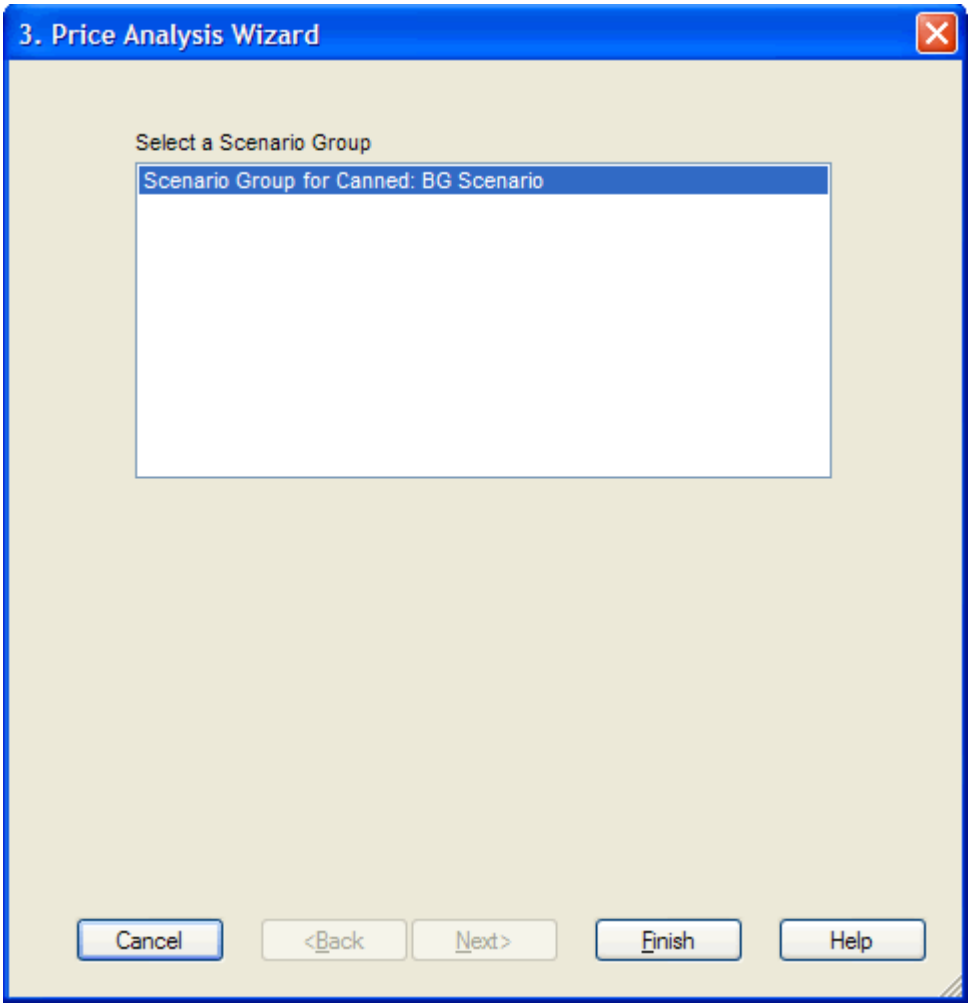
1. Select **New** from the File menu, or click the **New** toolbar button. The New window appears.
2. From the Reg Price Optimization tab, select **Price Analysis** and click **OK.** to open the Price Analysis wizard.

Figure 5–1 Building a Price Analysis Workbook



3. The Price Analysis wizard opens. Select the scenario group you want to optimize. All scenarios belonging to a particular scenario group are included in the workbook. The scenarios contain the item, location, and calendar information that you specified for it in the Scenario Management Workbook. Click **Finish**.

Figure 5–2 Price Analysis Wizard: Select Scenario Group



The Price Analysis workbook is built.

Global Goals and Constraints Tab

This tab contains one worksheet: Global Goals and Constraints.

Global Goals and Constraints Worksheet

Use this worksheet to choose the parameters you want to optimize for the scenario. For instance, if you want to optimize the Max CPI (Competitive Price Index) scenario to return the most revenue while maintaining at least 75% of the original CPI and 80% of the original volume, you would select Revenue as the Goal for Full Optimization and set the CPI and volume constraints.

After selecting the optimization goal and entering constraints, continue to the Priority Setting Tab.

Figure 5–3 Global Goals and Constraints Worksheet

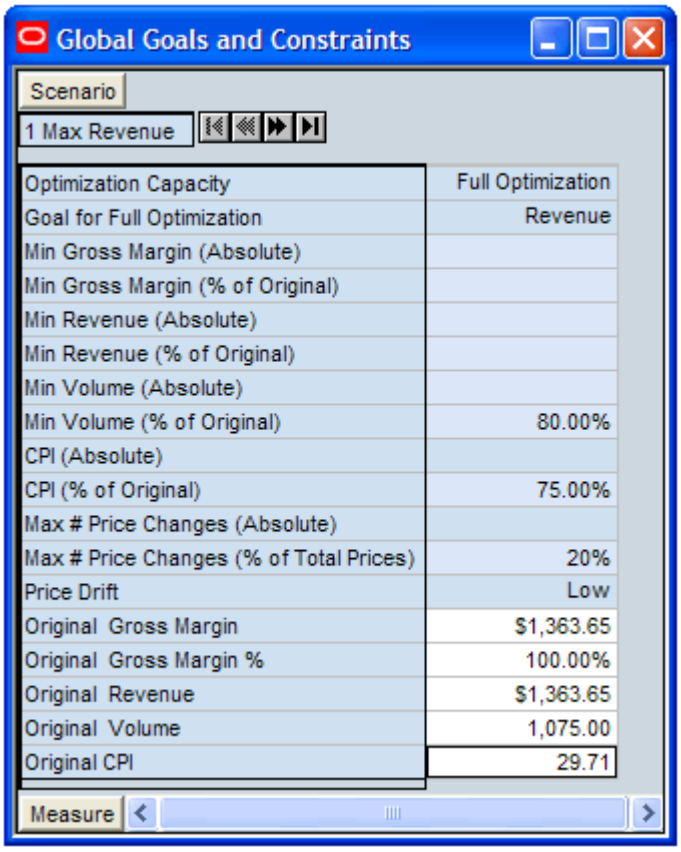


Table 5–1 lists the measures in this worksheet.

Table 5–1 Global Goals and Constraints Worksheet Measures

Measure	Description
Optimization Capacity	Options are Full Optimization, Price Simulation, and Rule Management.

Table 5–1 (Cont.) Global Goals and Constraints Worksheet Measures

Measure	Description
Goal for Full Optimization	When Full Optimization is chosen for the Optimization Capacity measure, use this measure to select the goal. Options are Gross Margin, Revenue, Volume, and CPI (Competitive Price Index). If you choose Price Simulation or Rule Management as the Optimization Capacity, you do not have to set this measure.
Min Gross Margin (Absolute)	Stores the entry for the minimum gross margin dollars that you want RPO to achieve. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Min Gross Margin (% of Original)	Stores the entry for the minimum gross margin that you want RPO to achieve. The minimum percentage is expressed to the base of 100%, where 100% is calculated using the current price. If a 10% improvement is desired, the user should enter 110%. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Min Revenue (Absolute)	Stores the entry for the minimum revenue that you want RPO to achieve. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Min Revenue (% of Original)	Stores the entry for the minimum revenue that you want RPO to achieve. The minimum percentage is expressed to the base of 100%, where 100% is calculated using the current price. If a 10% improvement is desired, enter 110%. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Min Volume (Absolute)	Stores the entry for the minimum volume that you want RPO to achieve. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Min Volume (% of Original)	Stores the entry for the minimum volume that you want RPO to achieve. The minimum percentage is expressed to the base of 100%, where 100% is calculated using the current price. If a 10% improvement is desired, the user should enter 110%. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
CPI (Absolute)	CPI (Competitive Price Index) represents the revenue that would be generated by a pricing scenario's pricing to the average pricing of competitor items. CPI is expressed as a dollar amount difference between your revenue and the revenue based on your competitor's price. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
CPI (% of Original)	CPI (Competitive Price Index) represents the ratio of revenue that would be generated by a pricing scenario's pricing to the average pricing of competitor items. CPI is expressed to the base of 100%, where 100% represents the current ratio. For example, for a 10% improvement against a competitor, enter 110%. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Max # of Price Changes (Absolute)	Stores the entry for the maximum number of price change recommendations that RPO is allowed to make. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.

Table 5–1 (Cont.) Global Goals and Constraints Worksheet Measures

Measure	Description
Max # of Price Changes (% of Total Prices)	Stores the entry for the maximum number of price change recommendations that RPO is allowed to make. This value is treated as a percent and should never be greater than 100. If this measure is empty for a certain intersection, the cell has the NA value but is not displayed in the user interface.
Price Drift	Use this measure to control how much the recommended price moves away from the original price. Low allows a small variation from the original price, while Unrestricted allows a very large variation.
Original Gross Margin	This is a read-only measure that displays the gross margin based on the current prices.
Original Gross Margin %	This is a read-only measure that displays the gross margin expressed as a percentage ratio of (revenue - cost)/revenue, based on the current prices.
Original Revenue	This is a read-only measure that displays the revenue based on the current prices.
Original Volume	This is a read-only measure that displays the volume based on the current prices.
Original CPI	This is a read-only measure that displays the current Competitor Price Index (CPI).

Priority Setting Tab

The Priority Settings tab allows you to set priority levels for business rules and competitor price constraints for each scenario and price zone level. These priority levels override the global priorities you set for all scenarios and price zones in the Business Administration Workbook. For more information about how priority levels work, see the Default Priority Setting Worksheet section.

There are two worksheets contained within this tab:

- General Priority Worksheet
- Competition Priority Worksheet

General Priority Worksheet

This worksheet allows you to set specific priority levels for each scenario. These priority levels can differ and will override the priority levels you set for all scenarios in the Business Administration Workbook, which are represented by the read-only default measures in this worksheet.

> **Note:** Constraints set to Priority 1 must be met. If RPO is unable to satisfy any Priority 1 constraints, the optimization run returns with an "Infeasible" result, meaning that no satisfactory solution can be found.

After you have set the general priority levels for each scenario, continue to the Competition Priority Worksheet.

Figure 5–4 General Priority Worksheet

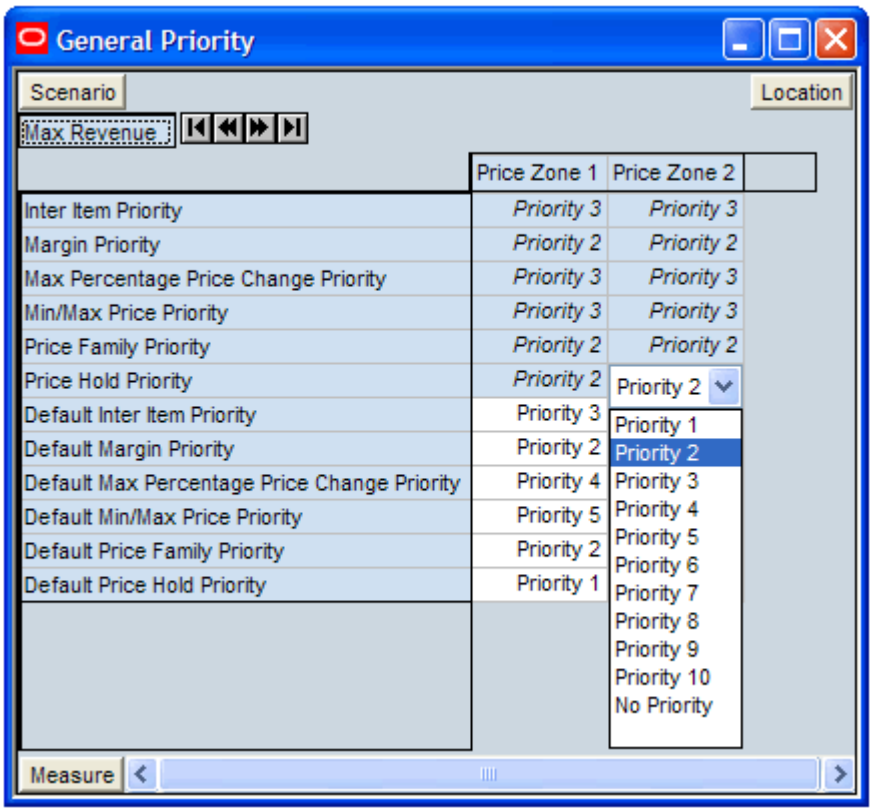


Table 5–2 lists the measures in this worksheet.

Table 5–2 General Priority Worksheet Measures

Measure	Description
Inter Item Priority	Use this measure to set the priority for the inter-item constraint. Inter-item constraints define the relationship between two items. For instance, the relationship between the prices of a brand name item and the same private label item.
Margin Priority	Use this measure to set the priority for the margin constraint.
Max Percentage Price Change Priority	Use this measure to set the priority for the max percentage price change. The maximum percentage price change constraint defines how much or how little change is allowed between the original price and the recommended price.
Max/Min Price Priority	Use this measure to set the priority for the max/min price constraint.
Price Family Priority	Use this measure to set the priority for the price family constraint. A price family is a group of items that have the same price.
Price Hold Priority	Use this measure to set the priority for the price hold. Setting a price hold on an item means that you do not want RPO to change that item's price.
Default Inter Item Rule Priority	The default priority setting for the inter-item constraint. This was set up in the Default Priority Setting Worksheet.
Default Margin Rule Priority	The default priority setting for the margin constraint. This was set up in the Default Priority Setting Worksheet.
Default Max Percentage Price Change Priority	The default priority setting for the max percentage price change constraint. This was set up in the Default Priority Setting Worksheet.
Default Max/Min Price Priority	The default priority setting for the max/min price constraint. This was set up in the Default Priority Setting Worksheet.
Default Price Family Priority	The default priority setting for the price family constraint. This was set up in the Default Priority Setting Worksheet.
Default Price Hold Priority	The default priority setting for the price hold constraint. This was set up in the Default Priority Setting Worksheet.

Competition Priority Worksheet

The Competition Priority worksheet allows you to specify which competitor takes priority in the price optimization. Note that you can give the same priority to more than one competitor.

Use the Competition Priority measure to set priorities for specific competitors or competitor metrics. As a reference, the default measures display the general priority that you set in the Default Priority Setting Worksheet in the Business Administration Workbook.

> **Note:** Constraints set to Priority 1 must be met. If RPO is unable to satisfy any Priority 1 constraints, the optimization run returns with an "Infeasible" result, meaning that no satisfactory solution can be found.

Figure 5–5 Competition Priority Worksheet

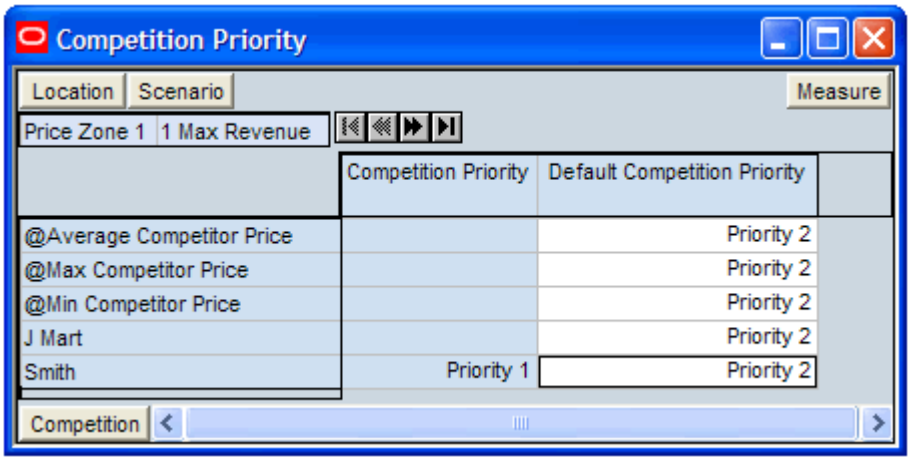


Table 5–3 lists the measures in this worksheet.

Table 5–3 Competition Priority Worksheet Measures

Measure	Description
Competition Priority	Allows you to specify which competitor takes priority in the price optimization.
Default Competition Priority	This read-only measure displays the priority level you set for all competitors in general in the Default Priority Setting Worksheet.

After you have set the priority levels for the competition metrics, continue to the Item Constraints Tab to set up the business rules for price optimization.

Item Constraints Tab

This tab is used to create item constraints for items and item groups. This tab contains two worksheets:

- Item Group Level Worksheet
- Item Level Worksheet

Item Group Level Worksheet

Use this worksheet to create constraints for item groups. For instance, if you had an item group of all 8.5 oz. canned peaches, you could create a constraint that defines a minimum price of $1.00. This constraint would be applied to every item in that item group. You can create more specific constraints by specifying classes, sub categories, or brands, or even classes, subcategories, and brands within an existing item group.

Figure 5–6 Item Group Level Worksheet

Table 5–4 lists the measures in this worksheet.

Table 5–4 Item Group Level Worksheet Measures

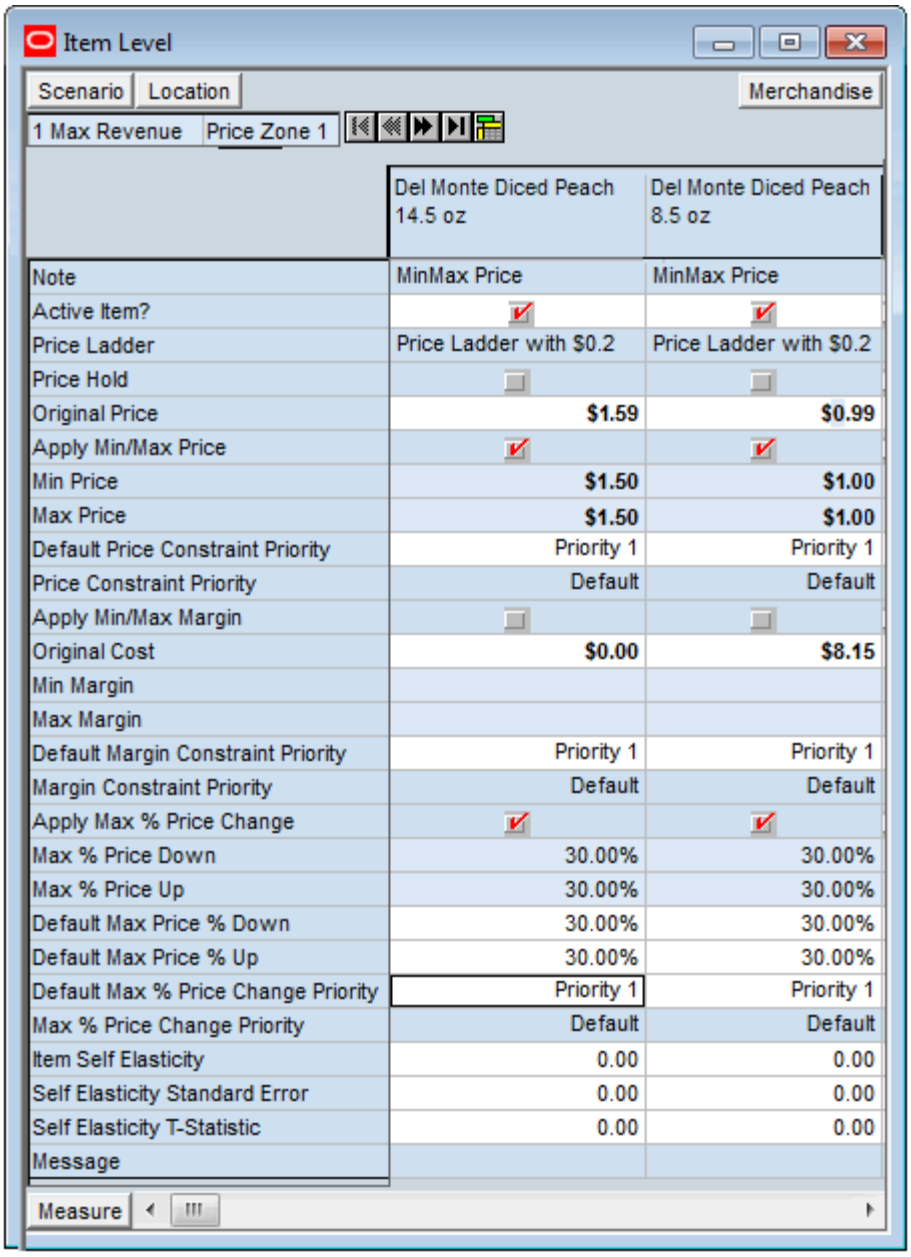
Measure	Description
Note	Use this measure to create a description of the constraint.
Price Hold	Select this option if you do not want the price to change.
Item	Select a specific item to apply the constraint to.
Class	Select a specific product class to apply the constraint to.
Sub Category	Select a specific product sub category to apply the constraint to.
Brand	Use this measure to select a specific brand to apply the constraint to.
Selected Item Group	Use this measure to select an item group to apply the constraint to. If you edited the label of the item group in the Item Group Label Override Worksheet, the edited label appears in this measure.
Treat as Price Family	Select this option to treat the item group as a price family. If this measure is selected, all specified will have the same price.
Apply Min/Max Price	Select this option to apply minimum and maximum price constraints. If selected, you must enter values for the minimum and maximum price.
Min Price	Use this measure to set the minimum price allowed for an item.
Max Price	Use this measure to set the maximum price allowed for an item.
Treat Min/Max Price as %	Select this option if the minimum and maximum prices should be treated as a percentage rather than an absolute value.
Default Price Constraint Level	This read-only measure displays the default priority level you set for the price constraint in the Default Constraint Priority Setting Tab.
Price Constraint Priority	Use this measure to override the default priority level for the price constraint. The default priority level is displayed in the Default Price Constraint Level measure.
Apply Min/Max Margin	Select this option to apply the margin constraints to be applied.
Min Margin	Use this measure to set the minimum margin allowed for an item.
Max Margin	Use this measure to set the maximum margin allowed for an item.
Default Margin Constraint Level	This read-only measure displays the default priority level that you set for the margin constraint in the Default Constraint Priority Setting Tab.
Margin Constraint Priority	Use this measure to override the default priority level for the margin constraint. The default priority level is displayed in the Default Margin Constraint Level measure.
Apply Max % Price Change	Select this option to allow the price constraints to be applied.
Max % Price Down	The maximum percentage that the price can be decreased.
Max % Price Up	The maximum percentage that the price can be increased.
Default Max % Price Change Level	This read-only measure displays the default priority level that you set for the maximum percentage price change constraint in the Default Constraint Priority Setting Tab.
Max % Price Change Priority	Use this measure to override the default priority level for the price change constraint. The default priority level is displayed in the Default Max % Price Change Level measure.
Message	After RPO has run the optimization, this measure displays any rule relaxations or violations that occurred for the constraint.

Item Level Worksheet

After you have created constraints for item groups, use this worksheet to create constraints for items that do not belong to item groups. Or, you can create exceptions for items that do belong to item groups by creating specific constraints for those items.

For instance, you can create an individual item constraint for the 8.5oz diced peaches item that belongs to Item Group 01. Even though Item Group 01 has an item group constraint (as shown in Figure 5–6), the constraint you create for the item in this worksheet overrides that item group constraint.

Figure 5–7 Item Level Worksheet



	Del Monte Diced Peach 14.5 oz	Del Monte Diced Peach 8.5 oz
Note	MinMax Price	MinMax Price
Active Item?	☑	☑
Price Ladder	Price Ladder with $0.2	Price Ladder with $0.2
Price Hold	☐	☐
Original Price	**$1.59**	**$0.99**
Apply Min/Max Price	☑	☑
Min Price	**$1.50**	**$1.00**
Max Price	**$1.50**	**$1.00**
Default Price Constraint Priority	Priority 1	Priority 1
Price Constraint Priority	Default	Default
Apply Min/Max Margin	☐	☐
Original Cost	**$0.00**	**$8.15**
Min Margin		
Max Margin		
Default Margin Constraint Priority	Priority 1	Priority 1
Margin Constraint Priority	Default	Default
Apply Max % Price Change	☑	☑
Max % Price Down	30.00%	30.00%
Max % Price Up	30.00%	30.00%
Default Max Price % Down	30.00%	30.00%
Default Max Price % Up	30.00%	30.00%
Default Max % Price Change Priority	Priority 1	Priority 1
Max % Price Change Priority	Default	Default
Item Self Elasticity	0.00	0.00
Self Elasticity Standard Error	0.00	0.00
Self Elasticity T-Statistic	0.00	0.00
Message		

Table 5–5 lists the measures in this worksheet.

Table 5–5 Item Level Worksheet Measures

Measure	Description
Note	Use this measure to create a description of the constraint.
Active Item?	A read-only measure that displays whether an item is being considered for optimization.
Price Ladder	Use this measure to select a price ladder. All items should be assigned a price ladder.
Price Hold	Select this option if you do not want the price to change.
Original Price	This read-only measure displays the original price of the item.
Apply Min/Max Price	Select this option to apply minimum and maximum price constraints. If selected, you must enter values for the minimum and maximum price.
Min Price	Use this measure to set the minimum price allowed for an item.
Max Price	Use this measure to set the maximum price allowed for an item.
Default Price Constraint Level	This read-only measure displays the default priority level you set for the price constraint in the Default Constraint Priority Setting Tab.
Price Constraint Priority	Use this measure to override the default priority level for the price constraint. The default priority level is displayed in the Default Price Constraint Level measure.
Apply Min/Max Margin	Select this option to apply the margin constraints to be applied.
Original Cost	This read-only measure displays the original cost of the item.
Min Margin	Use this measure to set the minimum margin allowed for an item.
Max Margin	Use this measure to set the maximum margin allowed for an item.
Default Margin Constraint Level	This read-only measure displays the default priority level that you set for the margin constraint in the Default Constraint Priority Setting Tab.
Margin Constraint Priority	Use this measure to override the default priority level for the margin constraint. The default priority level is displayed in the Default Margin Constraint Level measure.
Apply Max % Price Change	Select this option to allow the price constraints to be applied.
Max % Price Down	Use this measure to set the maximum percentage that the price can be decreased.
Max % Price Up	Use this measure to set the maximum percentage that the price can be increased.
Default Max Price % Down	The data in this measure is imported from the APC-RPO application. It defines the maximum price decrease in the history.
Default Max Price % Up	The data in this measure is imported from the APC-RPO application. It defines the maximum price increase in the history.
Default Max % Price Change Level	This read-only measure displays the default priority level that you set for the maximum percentage price change constraint in the Default Constraint Priority Setting Tab.
Max % Price Change Priority	Use this measure to override the default priority level for the price change constraint. The default priority level is displayed in the Default Max % Price Change Level measure.

Table 5–5 (Cont.) Item Level Worksheet Measures

Measure	Description
Item Self Elasticity	This measure displays the item's self elasticity in the given location.
Self Elasticity Standard Error	The data in this measure is imported from the APC-RPO application. It displays the standard error information while calculating the self price elasticity for the given item/price zone in APC-RPO.
Self Elasticity T-Statistic	The data in this measure is imported from the APC-RPO application. It displays the T-statistic information while calculating the self price elasticity for the given item/price zone in APC-RPO.
Message	After RPO has run the optimization, this measure displays any rule relaxations or violations that occurred for the constraint.

After you have created constraints for individual items as well as item groups, continue to the Inter–Item Constraints Tab.

Inter–Item Constraints Tab

This tab provides three worksheets that are used to create inter-item constraints.

- Item Linkage Override Worksheet
- Select Constraint Items and Item Group Levels Worksheets

Item Linkage Override Worksheet

Use this worksheet to override the item links you created in the Item Linkage Worksheet in the Item Management Workbook. The item links you created previously were for all scenarios. In this worksheet, however, you can create item links for specific scenario, location, and inter-item constraint combinations. For instance, if you want to create an inter-item constraint that defines a relationship between halved peaches and sliced peaches for a specific scenario, you can link those items here.

For more information about item links in general, see the Item Linkage Worksheet section.

Figure 5–8 Item Link Group Overrides Worksheet

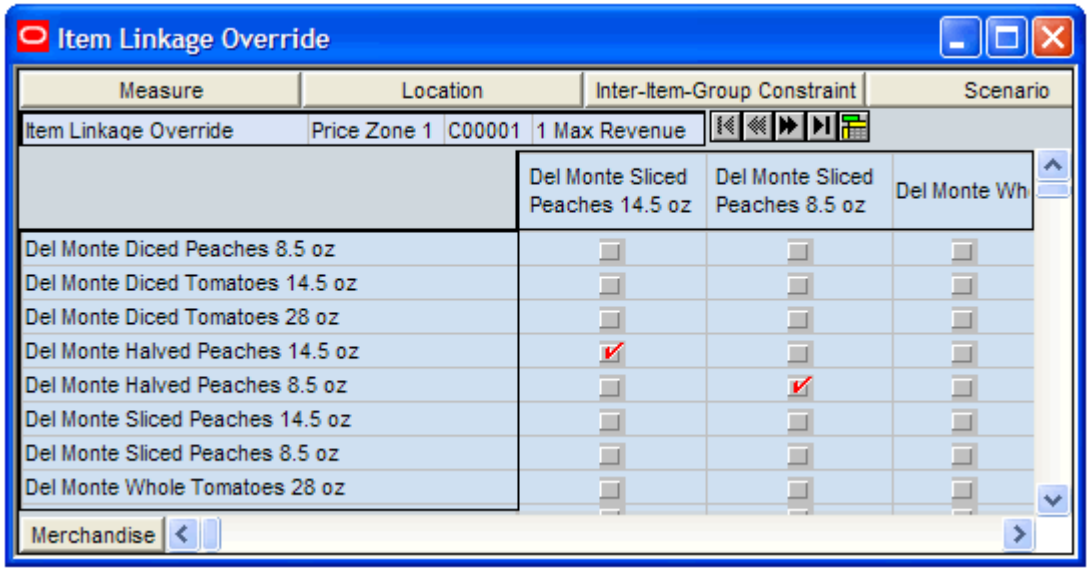


Table 5–6 lists the measures in this worksheet.

Table 5–6 Item Link Group Overrides Worksheet Measures

Measure	Description
Item Linkage Override	Use this measure to override item links at the scenario/location/inter-item constraint level. These links override the default item links you made at the all scenario level in the Item Linkage Worksheet.

Select Constraint Items and Item Group Levels Worksheets

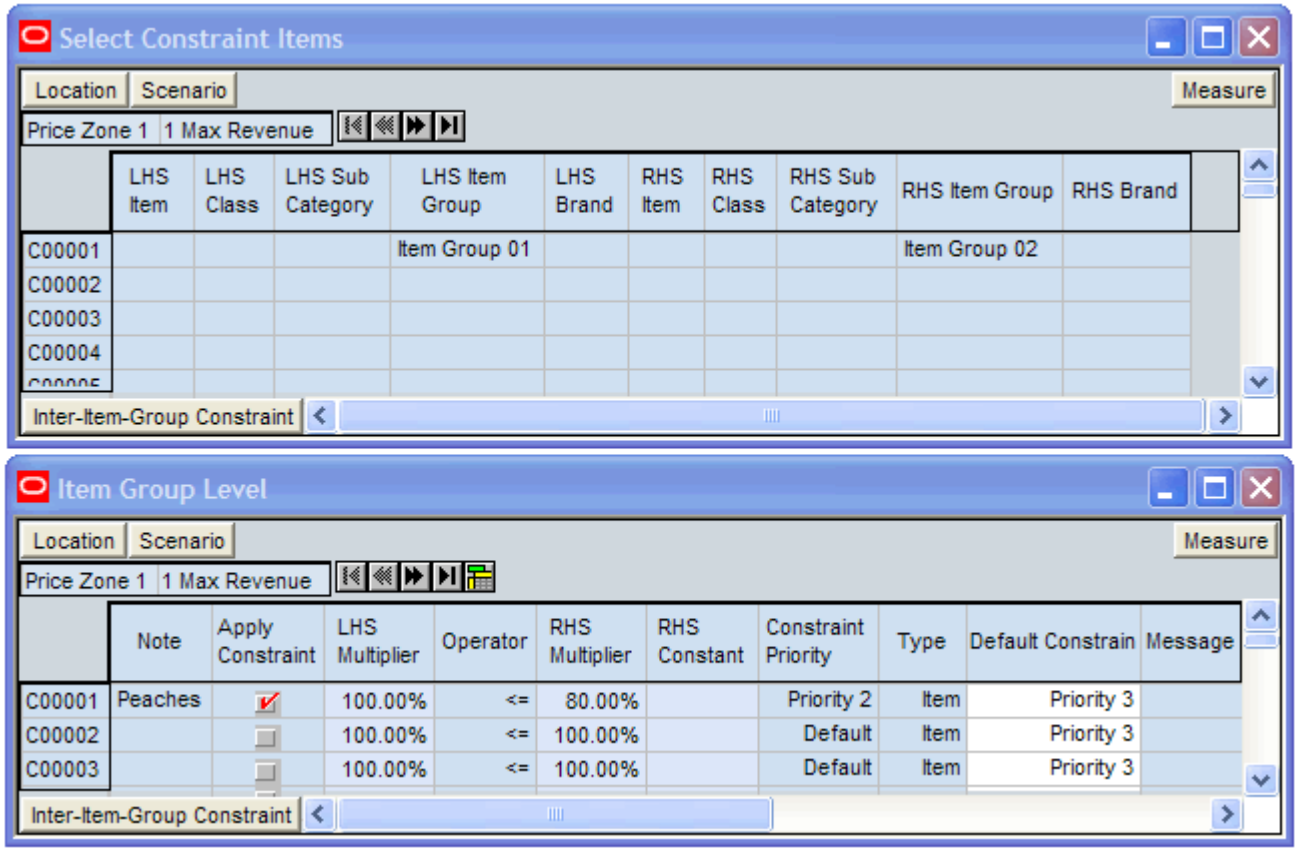
> **Note:** The Select Constraint Items and Item Group Level worksheets are shown together so that you can see how they are related.

Use the Select Constraint Items and Item Group Level worksheets to create inter-item constraints. An inter-item constraint describes a relationship among items. For instance, you could create an inter-item constraint that specifies 8.5 oz. canned peaches items be less expensive than the 14.5 oz. canned peaches items.

For the inter-item constraint to work properly, specific 8.5 oz. items need to be linked to specific 14.5 oz. items. Even though you want the 8.5 oz. items to be less expensive than the 14.5 oz. items, you may not want the most expensive 8.5 oz. item (such as name brand peaches) to be less expensive than the cheapest 14.5 oz. peaches (such as store brand peaches). Therefore, you should link the name brand 8.5 oz. peaches to the name brand 14.5 oz. peaches and do the same for the store brand 14.5 oz. peaches using the Item Linkage Override Worksheet. That way, when you create the constraint that states 8.5 oz. peaches should be less expensive than 14.5 oz. peaches, RPO will use the inter-item linkages to ensure that the correct items are compared.

In this example, using the Select Constraint Items view, you would specify Item Group 01 (8.5 oz. peaches) in the LHS (Left Hand Side) Item Group measure and Item Group 02 (14.5oz. peaches) in the RHS (Right Hand Side) Item Group measure. In Figure 5–9, these item groups were specified in the C00001 constraint.

Figure 5–9 Select Constraint Items and Item Group Level Worksheets



Then, in the Item Group Level view, in the same C00001 constraint, you would specify how much less expensive the 8.5 oz. peaches should be. In Figure 5–9, it is specified that all 8.5 oz. canned peach items have prices that are less than 80% of the 14.5 oz. canned peach item prices.

You can specify specific items, class, sub categories, item groups, brands, or a combination of those as the LHS or RHS component. You can enter multiple constraints that have the same item as the LHS or RHS component.

To create inter-item constraints, perform the following steps:

1. In the Select Constraint Items worksheet, select the LHS component or components for one of the constraints. You can select an item, class, sub category, item group, brand, or combination of those components.
2. Select the RHS component or components.
3. In the Item Group Level worksheet, enter a description for the same constraint in steps 1 and 2.
4. Using the LHS Multiplier, Operator, RHS Multiplier, and RHS Constant measures, create the constraint rule:
   - LHS Multiplier: Use this measure to specify the percentage of the LHS item price to be used in the constraint equation.
   - Operator: Use this measure to specify one of the following operators: less than or equal to, equal, or greater than or equal.
   - RHS Multiplier: Use this measure to specify the percentage of the RHS item price to be used in the constraint equation.
   - RHS Constant: Use this measure to add or subtract an amount from the right hand side of the equation. For instance, if the constraint equation specifies

     ```
     LHS 100% = RHS 100% , RHS Constant -$0.20
     ```

     then LHS item would be $0.20 less than the RHS item.
5. In the Constraint Priority measure, enter the priority level for the constraint. Use the Default Constraint Level measure as a reference. For more information about constraints, see the Default Priority Setting Worksheet section.
6. In the Type measure, enter the aspect of the constraint items you are comparing. Options are Item (the item as a whole), UOM (the item's unit of measure), and EUOM (item's equivalent unit of measure).
7. If you want to apply the constraint to the optimization, select the check box in the Apply Constraint measure. Otherwise, the constraint can be saved in this worksheet for later use.

Table 5–7 lists the measures in the Select Item Constraints worksheet.

Table 5–7 Select Item Constraints Worksheet Measures

Measure	Description
LHS Item	Use this measure to specify the item used on the left hand side of the equation. This measure can be used in combination with any other LHS measure.
LHS Class	Use this measure to specify the class used on the left hand side of the equation. This measure can be used in combination with any other LHS measure.

Table 5–7 (Cont.) Select Item Constraints Worksheet Measures

Measure	Description
LHS Sub Category	Use this measure to specify the sub category used on the left hand side of the equation. This measure can be used in combination with any other LHS measure.
LHS Item Group	Use this measure to specify the item group used on the left hand side of the equation. This measure can be used in combination with any other LHS measure.
LHS Brand	Use this measure to specify the brand used on the left hand side of the equation. This measure can be used in combination with any other LHS measure.
RHS Item	Use this measure to specify the item used on the right hand side of the equation. This measure can be used in combination with any other RHS measure.
RHS Class	Use this measure to specify the class used on the right hand side of the equation. This measure can be used in combination with any other RHS measure.
RHS Sub Category	Use this measure to specify the sub category used on the right hand side of the equation. This measure can be used in combination with any other RHS measure.
RHS Item Group	Use this measure to specify the item group used on the right hand side of the equation. This measure can be used in combination with any other RHS measure.
RHS Brand	Use this measure to specify the brand used on the right hand side of the equation. This measure can be used in combination with any other RHS measure.

Table 5–8 lists the measures in the Item Group Level worksheet.

Table 5–8 Item Group Level Worksheet Measures

Measure	Description
Note	Use this measure to enter a description of the constraint.
Apply Constraint	Select this option to apply the inter-item constraint to the optimization.
LHS Multiplier	Use this measure to specify the percentage of the LHS item price to be used in the constraint equation.
Operator	Use this measure to specify the operator that relates the LHS to the RHS.
RHS Multiplier	Use this measure to specify the percentage of the RHS item price to be used in the constraint equation.
RHS Constant	Use this measure to specify the amount to add or subtract from the RHS price.
Constraint Priority	Use this measure to specify the priority level for the constraint.
Type	Use this measure to specify the constraint type. This field determines how relationships are handled between items. Relationships can be defined according to item, UOM, or EUOM. **Item**: Item to related item (Brand X pen to Brand Y pen) **UOM**: Unit of measures (24-pack to 6-pack) **EUOM**: Equivalent units (24.6 oz. to 32.8 oz.)
Message	After RPO has run the optimization, this measure displays any rule relaxations or violations that occurred for the constraint.

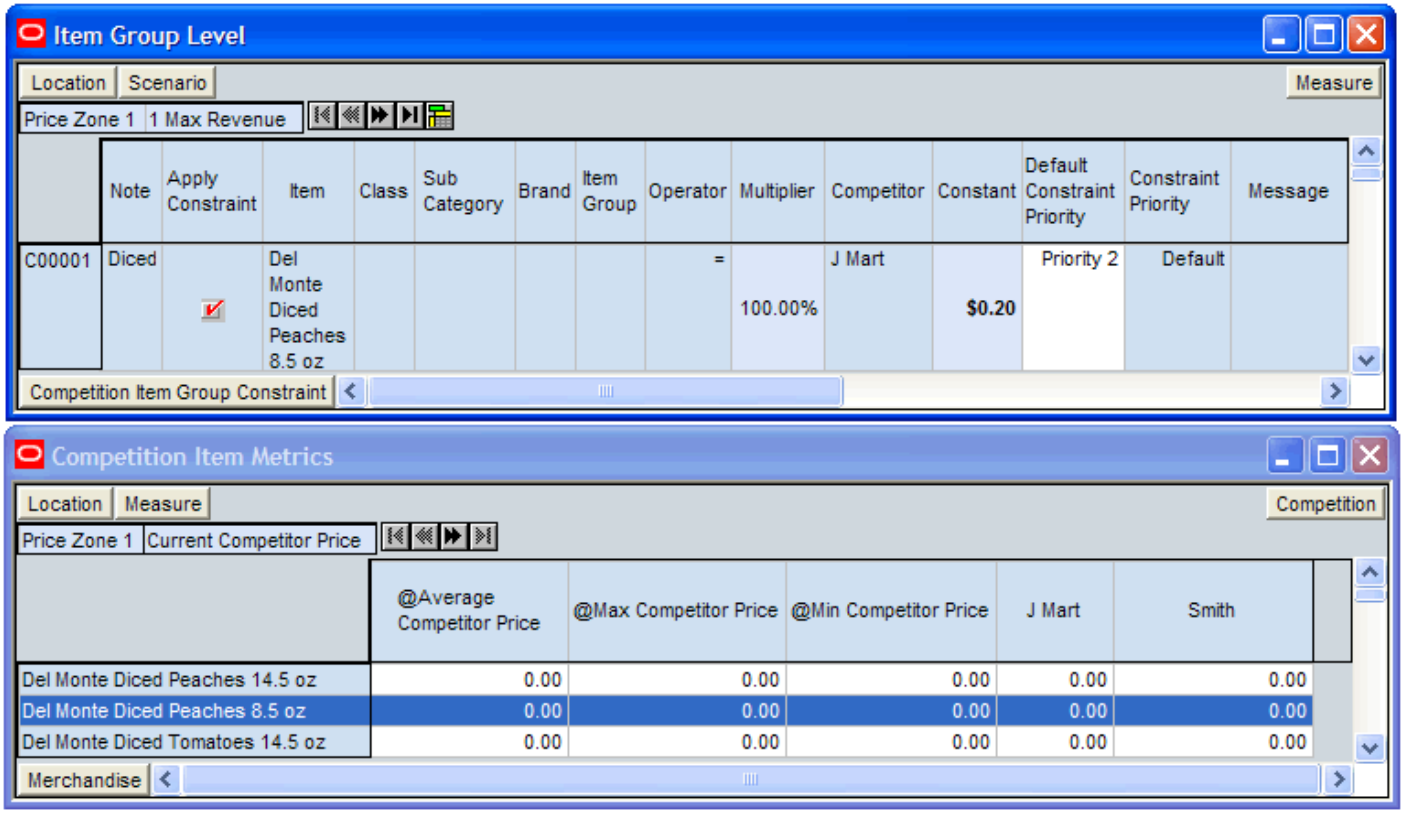
Competition Constraints Tab

This tab provides two worksheets to create competition constraints: Item Group Level and Competition Item Metrics.

Item Group Level and Competition Item Metrics Worksheets

Use the Item Group Level and Competition Item Metrics worksheets to create competition constraints at the item group level. Competition constraints describe a relationship among your items and the competitor items. For instance, you could create a competition constraint that specifies that your canned peach item is priced less expensive than a competitor's.

Figure 5–10 Item Group Level and Competition Item Metrics Worksheets



Before creating competitor constraints, review the Competition Item Metrics worksheet to see the competitor prices and metrics. Then, use the Item Group Level worksheet to create constraints around those competitor prices and metrics.

To create competitor constraints, perform the following steps in the Item Group Level worksheet:

1. In the Note measure, enter a short description of the constraint.
2. Select the item component or components for the constraint equation. You can select an item, class, sub category, item group, brand, or combination of these components.
3. In the Operator measure, select the operator for the equation. The options are less than or equal to, equal, and greater than or equal.
4. In the Competitor measure, select the competitor or competitor metric that you want to compare the item to.
5. In the Multiplier measure, specify the percentage of the competitor's item price to be used in the constraint equation.
6. In the Constant measure, enter the amount to add or subtract from the competitor side of the equation. For instance, if the constraint equation specifies

   ```
   Item 100% = Competitor A 100% , Constant $0.20
   ```

   then the competitor item would be at least $0.20 more than your item item.
7. In the Constraint Priority measure, enter the priority level for the constraint. Use the Default Constraint Level measure as a reference. For more information about constraints, see the Default Priority Setting Worksheet section.
8. If you want to apply the constraint to the optimization, select the check box in the Apply Constraint measure. Otherwise, the constraint can be saved in this worksheet for later use.

Table 5–9 lists the measures in the Item Group Level worksheet.

Table 5–9 Item Group Level Worksheet Measures

Measure	Description
Note	Use this measure to enter a description of the constraint.
Apply Constraint	Select this option to apply the competition constraint to the optimization.
Item	Use this measure to specify your item to be used in the constraint equation. This measure can be used in combination with any product measure.
Class	Use this measure to specify the class to be used in the constraint equation. This measure can be used in combination with any product measure.
Sub Category	Use this measure to specify the sub category to be used in the constraint equation. This measure can be used in combination with any product measure.
Brand	Use this measure to specify the brand to be used in the constraint equation. This measure can be used in combination with any product measure.
Item Group	Use this measure to specify the item group to be used in the constraint equation. This measure can be used in combination with any product measure.

Table 5–9 (Cont.) Item Group Level Worksheet Measures

Measure	Description
Operator	Use this measure to specify the operator that relates the LHS with the RHS merchandise.
Multiplier	Use this measure to specify the percentage of the competitor item price or metric to be used in the constraint equation.
RHS Constant	Use this measure to specify the amount to add or subtract from the competitor price or metric.
Default Constraint Level	This read-only measure displays the priority level you set for all competition constraints in the Default Priority Setting Worksheet.
Constraint Priority	Use this measure to override the default priority level for the competition constraint. The default priority level is displayed in the Default Constraint Level measure.
Message	After RPO has run the optimization, this measure displays any rule relaxations or violations that occurred for the constraint.

Table 5–10 lists the measures in the Competition Item Metrics worksheet.

Table 5–10 Competition Item Metrics Worksheet Measures

Measure	Description
Current Competitor Price	The current price of the competitor item at a particular location. This is a read-only measure. This data is loaded during the batch load process.

After you have set the competition constraints, continue to the Optimization Dashboard Tab to run the optimization of scenarios and review the results.

Optimization Dashboard Tab

Use the worksheets in this tab to select the scenarios to optimize, copy scenario selections, and view the optimization and validation status of the optimization run.

This tab contains five worksheets:

- Select Scenario Worksheet
- Select Price Zones Worksheet
- Copy Scenario Selection Worksheet
- Optimization/Validation Status Worksheet
- Item Constraints Diagnostics Worksheet

Select Scenario Worksheet

Use this worksheet to select the scenario you want to optimize.

Figure 5–11 Select Scenario Worksheet

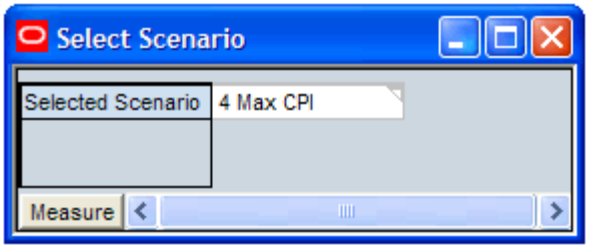


Table 5–11 Select Scenario Worksheet Measure

Measure	Description
Selected Scenario	Use this measure to select the scenario to optimize.

After you have selected the scenario, click **Calculate**. Then, continue to the Select Price Zones Worksheet.

Select Price Zones Worksheet

Use this worksheet to select the price zones of the scenario selected in the Select Scenario Worksheet that you want to optimize.

Figure 5–12 Select Price Zones Worksheet

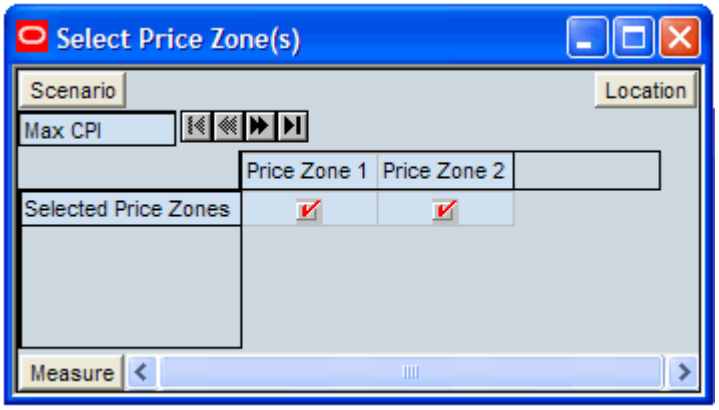


Table 5–12 Select Price Zones Worksheet Measure

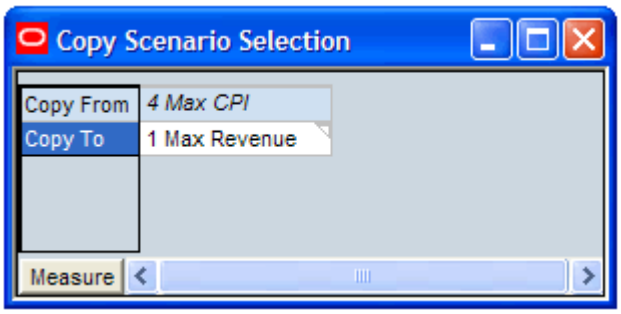
Measure	Description
Selected Price Zones	Use this measure to select the price zones of the scenario selected in the Select Scenario worksheet.

After you have selected the price zones, continue to the Copy Scenario Selection Worksheet.

Copy Scenario Selection Worksheet

If you want to create a scenario that is similar to one you have already created, you can use this worksheet to copy the constraints of one scenario to another.

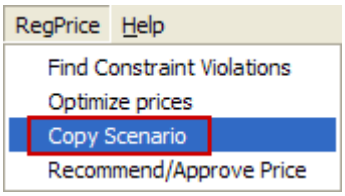
Figure 5–13 Copy Scenario Selection Worksheet



To copy a scenario selection, perform the following steps:

1. In the Copy From measure, select the scenario that has the constraints you want to copy to another scenario.
2. In the Copy To measure, select the scenario to receive the copied constraints.
3. From the RegPrice menu, click **Copy Scenario**.

Figure 5–14 Copy Scenario Option



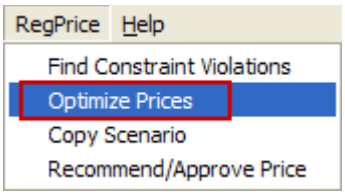
After you have copied the scenario selections, you can return to the previous tabs in the Price Analysis workbook to customize the new scenario.

When finished copying scenarios, continue to the Optimization/Validation Status Worksheet.

Optimization/Validation Status Worksheet

After you have selected the scenario and price zones you want to optimize, click the **Optimize Prices** option in the RegPrice menu (Figure 5–15). RPO will run the optimization on the selected scenario/price zone combinations.

Figure 5–15 Optimize Prices Option



Then, use the Optimization/Validation Status worksheet to review the results. The optimization measures display the optimization results. The validation measures describe the what-if scenarios you created in the Price Entry Worksheet.

Figure 5–16 Optimization/Validation Status Worksheet

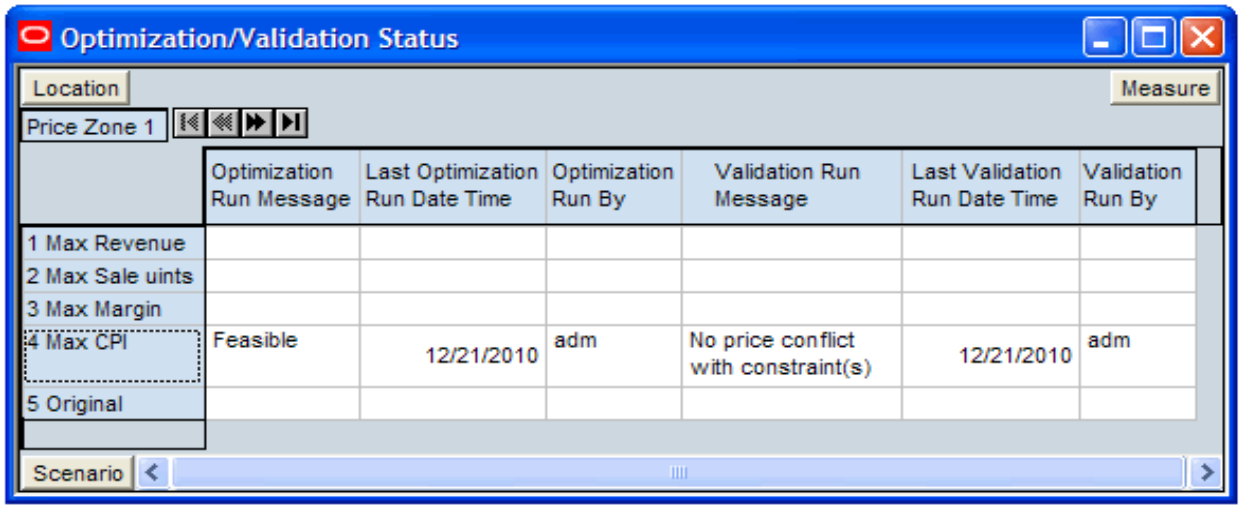


Table 5–13 Optimization/Validation Status Worksheet Measures

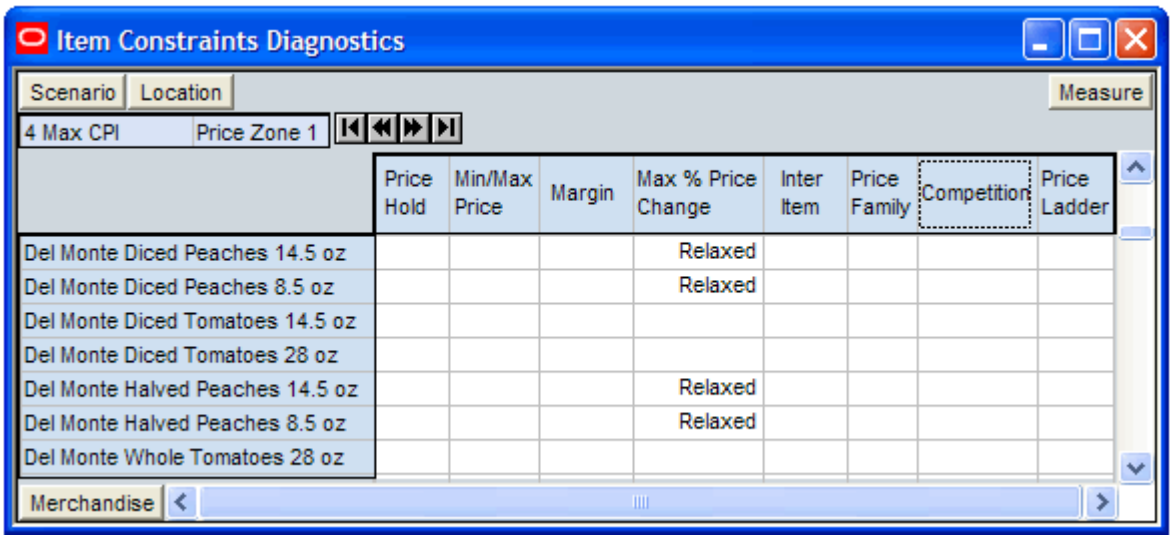
Measure(s)	Description
Optimization Run Message	This measure displays the results of the optimization run. The results are messages such as Feasible, Range infeasibility, and so on.
Last Optimization Run Date Time	This measure displays the last date that the optimization was run.
Optimization Run By	This measure displays the user who ran the last optimization.
Validation Run Message	This measure displays the results of the validation run.
Last Validation Run Date Time	This measure displays the last date that the validation was run.
Validation Run By	This measure displays the user who ran the last validation.

After you have reviewed the results of the optimization or validation, continue to the Item Constraints Diagnostics Worksheet to see if any constraints were relaxed to attain the optimization.

Item Constraints Diagnostics Worksheet

Use this read-only worksheet to review the constraints that were relaxed or violated for items in the scenario/location combination.

Figure 5–17 Item Constraints Diagnostics Worksheet



If a constraint was relaxed or violated for an item, as shown in Figure 5–17, return to that constraint tab to see more details about the relaxation or violation.

For example, many of the items in Item Group 01 were relaxed. This item group had a minimum/maximum price constraint applied to it. In Figure 5–18, the Message measure for this constraint shows that the price range was the aspect of the constraint that was relaxed to achieve the Max CPI (Competitive Price Index) optimization.

Figure 5–18 Relaxed Constraints Example

To see the optimization results at a high level, continue to the Recommendations and What–If Tab.

Recommendations and What–If Tab

This tab is used to analyze price recommendations beside the what-if price overrides. These metrics include gross margin dollars, volume, revenue, and CPI (Competitive Price Index). The workbook also includes the percent change from the original and recommended prices and the total number of price changes made in each case.

The Recommendations and What-if tab contain five worksheets:

- Global Metrics Worksheet
- Detail Metrics Worksheet
- Price Entry Worksheet
- Recommend and Approve Scenario Worksheet
- Future Plan Metrics Worksheet

Global Metrics Worksheet

Use this worksheet to review the results of the optimization at the price zone level. This worksheet displays data about the original, recommended, and user (what-if) simulations. After reviewing this worksheet, continue to the Detail Metrics Worksheet.

Figure 5–19 Global Metrics Worksheet

Global Metrics

Location | Price Zone 1 | Scenario

	1 Max Revenue	2 Max Sale uints	3 Max Margin	4 Max CPI	5 Original
Original Volume	520.00	520.00	520.00	520.00	520.00
Recommended Volume				584.55	
User Volume				584.55	
% Change (Rec vs Orig) Volume				12.41%	
% Change (User vs Orig) Volume				12.41%	
% Change (Orig vs Rec) Volume				-11.04%	
% Change (User vs Rec) Volume					
Original Revenue	617.80	617.80	617.80	617.80	617.80
Recommended Revenue				704.52	
User Revenue				704.52	
% Change (Rec vs Orig) Revenue				14.04%	
% Change (User vs Orig) Revenue				14.04%	
% Change (Orig vs Rec) Revenue				-12.31%	
% Change (User vs Rec) Revenue					
Original GM Amount	617.80	617.80	617.80	617.80	617.80
Recommended GM Amount				704.52	
User GM Amount				704.52	
% Change (Rec vs Orig) GM Amount				14.04%	
% Change (User vs Orig) GM Amount				14.04%	
% Change (Orig vs Rec) GM Amount				-12.31%	
% Change (User vs Rec) GM Amount					
Original GM %	100.00	100.00	100.00	100.00	100.00
Recommended GM %				100.00	
User GM %				100.00	
% Change (Rec vs Orig) GM %					
% Change (User vs Orig) GM %					
% Change (Orig vs Rec) GM %					
% Change (User vs Rec) GM %					
Original CPI					
Recommended CPI					
User CPI					
% Change (Rec vs Orig) CPI					
% Change (User vs Orig) CPI					
% Change (Orig vs Rec) CPI					
% Change (User vs Rec) CPI					
Recommended # Price Changes				41	
User # Price Changes				41	

Measure

Table 5–14 Global Metrics Worksheet Measures

Measure	Description
Original Volume	The original volume loaded in the batch load.
Recommended Volume	The volume that the optimization recommends.
User Volume	The volume that the what-if simulation recommends.
% Change (Rec vs Orig) Volume	The percent of change between the recommended and original volume.
% Change (User vs Orig) Volume	The percent of change between the what-if and recommended volume.
% Change (Orig vs Rec) Volume	The percent of change between the original and recommended volume.
% Change (User vs Rec) Volume	The percent of change between the what-if and recommended volume.
Original Revenue	The original revenue loaded in the batch load.
Recommended Revenue	The revenue that the optimization recommends.
User Revenue	The revenue that the what-if simulation recommends.
% Change (Rec vs Orig) Revenue	The percent of change between the recommended and original revenue.
% Change (User vs Orig) Revenue	The percent of change between the what-if and recommended revenue.
% Change (Orig vs Rec) Revenue	The percent of change between the original and recommended revenue.
% Change (User vs Rec) Revenue	The percent of change between the what-if and recommended revenue.
Original GM Amount	The original gross margin loaded in the batch load.
Recommended GM Amount	The gross margin that the optimization recommends.
User GM Amount	The gross margin that the what-if simulation recommends.
% Change (Rec vs Orig) GM Amount	The percent of change between the recommended and original gross margin.
% Change (User vs Orig) GM Amount	The percent of change between the what-if and recommended gross margin.
% Change (Orig vs Rec) GM Amount	The percent of change between the original and recommended gross margin.
% Change (User vs Rec) GM Amount	The percent of change between the what-if and recommended gross margin.
Original GM %	The original gross margin percentage loaded in the batch load.
Recommended GM %	The gross margin percentage that the optimization recommends.
User GM %	The gross margin percentage that the what-if simulation recommends.
% Change (Rec vs Orig) GM %	The percent of change between the recommended and original gross margin percentage.
% Change (User vs Orig) GM %	The percent of change between the what-if and recommended gross margin percentage.

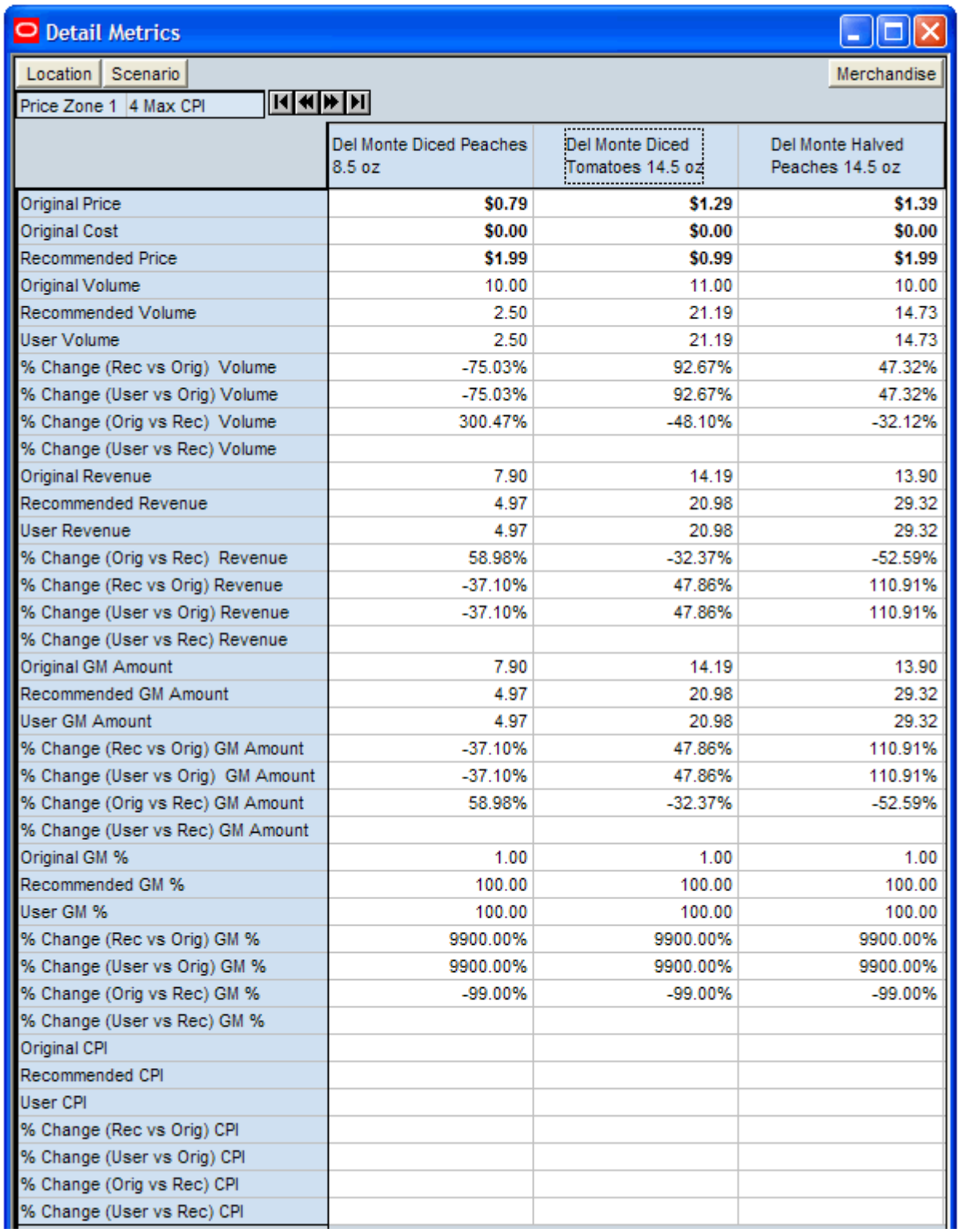
Table 5–14 (Cont.) Global Metrics Worksheet Measures

Measure	Description
% Change (Orig vs Rec) GM %	The percent of change between the original and recommended gross margin percentage.
% Change (User vs Rec) GM %	The percent of change between the what-if and recommended gross margin percentage.
Original GM %	The original gross margin percentage loaded in the batch load.
Recommended GM %	The gross margin percentage that the optimization recommends.
User GM %	The gross margin percentage that the what-if simulation recommends.
% Change (Rec vs Orig) GM %	The percent of change between the recommended and original gross margin percentage.
% Change (User vs Orig) GM %	The percent of change between the what-if and recommended gross margin percentage.
% Change (Orig vs Rec) GM %	The percent of change between the original and recommended gross margin percentage.
% Change (User vs Rec) GM %	The percent of change between the what-if and recommended gross margin percentage.
Original CPI	The original Competitor Price Index loaded in the batch load.
Recommended CPI	The Competitor Price Index that the optimization recommends.
User CPI	The Competitive Price Index that the what-if simulation recommends.
% Change (Rec vs Orig) CPI	The percent of change between the recommended and original Competitive Price Index.
% Change (User vs Orig) CPI	The percent of change between the what-if and recommended Competitive Price Index.
% Change (Orig vs Rec) CPI	The percent of change between the original and recommended Competitive Price Index.
% Change (User vs Rec) CPI	The percent of change between the what-if and recommended Competitive Price Index.
User # Price Changes	The number of price changes that the what-if simulation changed.

Detail Metrics Worksheet

Use this worksheet to review the results of the optimization for each item. This worksheet displays data about the original, recommended, and user (what-if) simulations. After reviewing this worksheet, continue to the Price Entry Worksheet.

Figure 5–20 Detail Metrics Worksheet



	Del Monte Diced Peaches 8.5 oz	Del Monte Diced Tomatoes 14.5 oz	Del Monte Halved Peaches 14.5 oz
Original Price	**$0.79**	**$1.29**	**$1.39**
Original Cost	**$0.00**	**$0.00**	**$0.00**
Recommended Price	**$1.99**	**$0.99**	**$1.99**
Original Volume	10.00	11.00	10.00
Recommended Volume	2.50	21.19	14.73
User Volume	2.50	21.19	14.73
% Change (Rec vs Orig) Volume	-75.03%	92.67%	47.32%
% Change (User vs Orig) Volume	-75.03%	92.67%	47.32%
% Change (Orig vs Rec) Volume	300.47%	-48.10%	-32.12%
% Change (User vs Rec) Volume			
Original Revenue	7.90	14.19	13.90
Recommended Revenue	4.97	20.98	29.32
User Revenue	4.97	20.98	29.32
% Change (Orig vs Rec) Revenue	58.98%	-32.37%	-52.59%
% Change (Rec vs Orig) Revenue	-37.10%	47.86%	110.91%
% Change (User vs Orig) Revenue	-37.10%	47.86%	110.91%
% Change (User vs Rec) Revenue			
Original GM Amount	7.90	14.19	13.90
Recommended GM Amount	4.97	20.98	29.32
User GM Amount	4.97	20.98	29.32
% Change (Rec vs Orig) GM Amount	-37.10%	47.86%	110.91%
% Change (User vs Orig) GM Amount	-37.10%	47.86%	110.91%
% Change (Orig vs Rec) GM Amount	58.98%	-32.37%	-52.59%
% Change (User vs Rec) GM Amount			
Original GM %	1.00	1.00	1.00
Recommended GM %	100.00	100.00	100.00
User GM %	100.00	100.00	100.00
% Change (Rec vs Orig) GM %	9900.00%	9900.00%	9900.00%
% Change (User vs Orig) GM %	9900.00%	9900.00%	9900.00%
% Change (Orig vs Rec) GM %	-99.00%	-99.00%	-99.00%
% Change (User vs Rec) GM %			
Original CPI			
Recommended CPI			
User CPI			
% Change (Rec vs Orig) CPI			
% Change (User vs Orig) CPI			
% Change (Orig vs Rec) CPI			
% Change (User vs Rec) CPI			

Table 5–15 Detail Metrics Worksheet Measures

Measure	Description
Original Price	The original price of the item loaded in the batch load.
Original Cost	The original cost of the item loaded in the batch load.
Original Volume	The original volume of the item loaded in the batch load.
Recommended Volume	The volume that the optimization recommends.
User Volume	The volume that the what-if simulation recommends.
% Change (Rec vs Orig) Volume	The percent of change between the recommended and original volume.
% Change (User vs Orig) Volume	The percent of change between the what-if and recommended volume.
% Change (Orig vs Rec) Volume	The percent of change between the original and recommended volume.
% Change (User vs Rec) Volume	The percent of change between the what-if and recommended volume.
Original Revenue	The original revenue loaded in the batch load.
Recommended Revenue	The revenue that the optimization recommends.
User Revenue	The revenue that the what-if simulation recommends.
% Change (Rec vs Orig) Revenue	The percent of change between the recommended and original revenue.
% Change (User vs Orig) Revenue	The percent of change between the what-if and recommended revenue.
% Change (Orig vs Rec) Revenue	The percent of change between the original and recommended revenue.
% Change (User vs Rec) Revenue	The percent of change between the what-if and recommended revenue.
Original GM Amount	The original gross margin loaded in the batch load.
Recommended GM Amount	The gross margin that the optimization recommends.
User GM Amount	The gross margin that the what-if simulation recommends.
% Change (Rec vs Orig) GM Amount	The percent of change between the recommended and original gross margin.
% Change (User vs Orig) GM Amount	The percent of change between the what-if and recommended gross margin.
% Change (Orig vs Rec) GM Amount	The percent of change between the original and recommended gross margin.
% Change (User vs Rec) GM Amount	The percent of change between the what-if and recommended gross margin.
Original GM %	The original gross margin percentage loaded in the batch load.
Recommended GM %	The gross margin percentage that the optimization recommends.
User GM %	The gross margin percentage that the what-if simulation recommends.
% Change (Rec vs Orig) GM %	The percent of change between the recommended and original gross margin percentage.

Table 5–15 (Cont.) Detail Metrics Worksheet Measures

Measure	Description
% Change (User vs Orig) GM %	The percent of change between the what-if and recommended gross margin percentage.
% Change (Orig vs Rec) GM %	The percent of change between the original and recommended gross margin percentage.
% Change (User vs Rec) GM %	The percent of change between the what-if and recommended gross margin percentage.
Original GM %	The original gross margin percentage loaded in the batch load.
Recommended GM %	The gross margin percentage that the optimization recommends.
User GM %	The gross margin percentage that the what-if simulation recommends.
% Change (Rec vs Orig) GM %	The percent of change between the recommended and original gross margin percentage.
% Change (User vs Orig) GM %	The percent of change between the what-if and recommended gross margin percentage.
% Change (Orig vs Rec) GM %	The percent of change between the original and recommended gross margin percentage.
% Change (User vs Rec) GM %	The percent of change between the what-if and recommended gross margin percentage.
Original CPI	The original Competitive Price Index loaded in the batch load.
Recommended CPI	The Competitive Price Index that the optimization recommends.
User CPI	The Competitive Price Index that the what-if simulation recommends.
% Change (Rec vs Orig) CPI	The percent of change between the recommended and original Competitive Price Index.
% Change (User vs Orig) CPI	The percent of change between the what-if and recommended Competitive Price Index.
% Change (Orig vs Rec) CPI	The percent of change between the original and recommended Competitive Price Index.
% Change (User vs Rec) CPI	The percent of change between the what-if and recommended Competitive Price Index.

Price Entry Worksheet

Use this worksheet to perform what-if simulations by overriding recommended prices.

Figure 5–21 Price Entry Worksheet

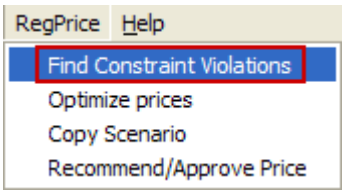
Table 5–16 Price Entry Worksheet Measures

Measures	Description
Original Price	A read-only measure that displays the original price of the item.
Recommended Price	A read-only measure that displays the item price recommended by the optimization.
User Price	Use this measure to enter a new price for the item. The value in this field is the recommended value unless you change it.

To create a what-if simulation, perform the following steps:

1. In the User Price measure, enter new prices for items.
2. Click **Calculate**. The optimization metrics such as user volume and revenue are calculated.
3. In the RegPrice menu, click **Find Constraint Violations**. This compares the user prices to the constraints.

Figure 5–22 Find Constraint Violations Option



Return to the Optimization/Validation Status Worksheet and review the validation measures to see if the what-if simulation is valid. Then, return to the Global Metrics Worksheet and Detail Metrics Worksheet and review the user measures to see the results of the what-if simulation. If you like the results, continue to the Recommend and Approve Scenario Worksheet.

Recommend and Approve Scenario Worksheet

If you like the results of the optimization or your what-if simulation, use this view to recommended and approve a scenario. If you do not have the required permissions to recommend or approve scenarios, contact your administrator.

Notes:

- It is possible for a user to have permission to recommend a price but not to approve it. However, if a user has permission to approve a price, that user automatically has permission to recommend as well.
- For a user to be able to recommend or approve scenarios in this view, that user must have permission. Permission is granted by enabling that user in the Recommend Price and Approve Price measures in the Measure Analysis workbook. This must be performed in a local domain.

Figure 5–23 Recommend and Approve Scenario Worksheet

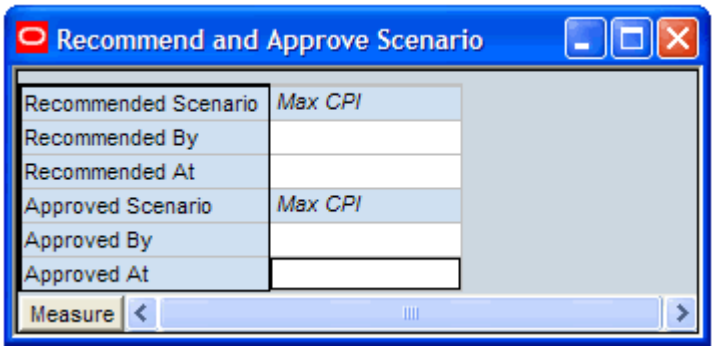


Table 5–17 Recommend and Approve Scenario Worksheet Measures

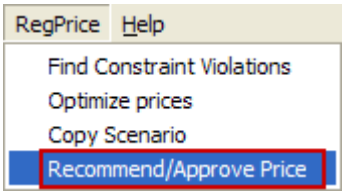
Measures	Description
Recommended Scenario	Use this measure to select the scenario you want to recommend.
Recommended By	Displays the user name of the person who last recommended a scenario.
Recommended At	Displays the date of the last recommendation.
Approved Scenario	Use this measure to approve the recommended scenario.
Recommended By	Displays the user name of the person who last approved a scenario.
Recommended At	Displays the date of the last approval.

To approve and recommend a scenario, perform the following steps:

1. In the Recommended Scenario measure, select the scenario to recommend.
2. If you have approval rights, use the Approved Scenario measure to approve the same scenario that you recommended. If you do not have approval rights, another user will review your recommendation and choose a scenario to approve.

3. In the RegPrice menu, select the **Recommend/Approve Price** option.

Figure 5–24 Recommend/Approve Price Option



The read-only measures are populated with the recommended and approved information. After you have recommended and approved the scenarios, continue to the Future Plan Metrics Worksheet to review the future plan metrics.

Future Plan Metrics Worksheet

Use this worksheet to review the future plan metrics.

Figure 5–25 Future Plan Metrics Worksheet

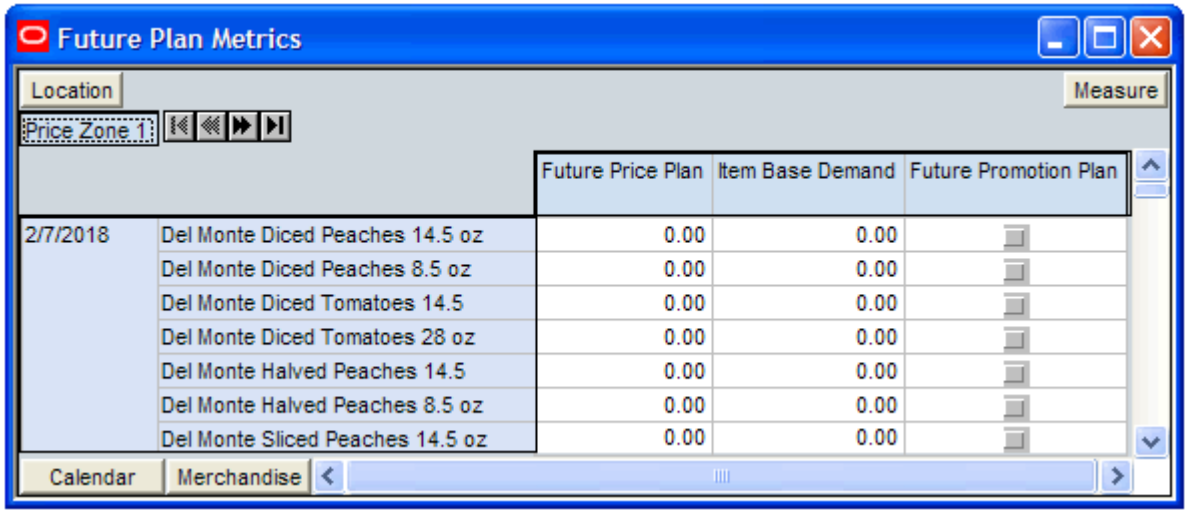


Table 5–18 Future Plan Metrics Worksheet Measures

Measure	Description
Future Price Plan	The future price that is loaded from an execution system, such as Retail Price Management.
Item Base Demand	The forecast generated by RPO. It is the number of units that RPO projects will be sold, independent of price. This forecast is based upon historical data.
Future Promotion Plan	This measure indicates if the item is on promotion for the week.

Miscellaneous Tab

This tab is used to maintain cross-item elasticities, price ladders, and item group mapping.

Cross-Item Elasticities Worksheet

Use this worksheet to review the cross-item elasticities.

Self elasticity is the relationship between an item's price and its volume. For instance, if the self elasticity of an item is a negative number, then a drop in the item's price yields an increase in the item's volume.

Cross-item elasticity, on the other hand, is the relationship between one item's price and another item's volume. For example, if the price of the 8.5 oz. sliced peaches item decreases, the demand of the 14.5 oz. sliced peaches may decrease because the 8.5 oz. price is more attractive and consumers rather buy the 8.5 oz. item rather than the 14.5 oz. item. This type of cross elasticity is known as cannibalization and is represented by a positive number in the Cross-Item Elasticities view.

The other type of cross elasticity is the halo effect. This occurs when a price drop in one item increases the volume of another. For instance, if the price of hot dogs decreases and its volume increases, the volume of hot dog buns also increases.

Figure 5–26 Cross-Item Elasticities Worksheet

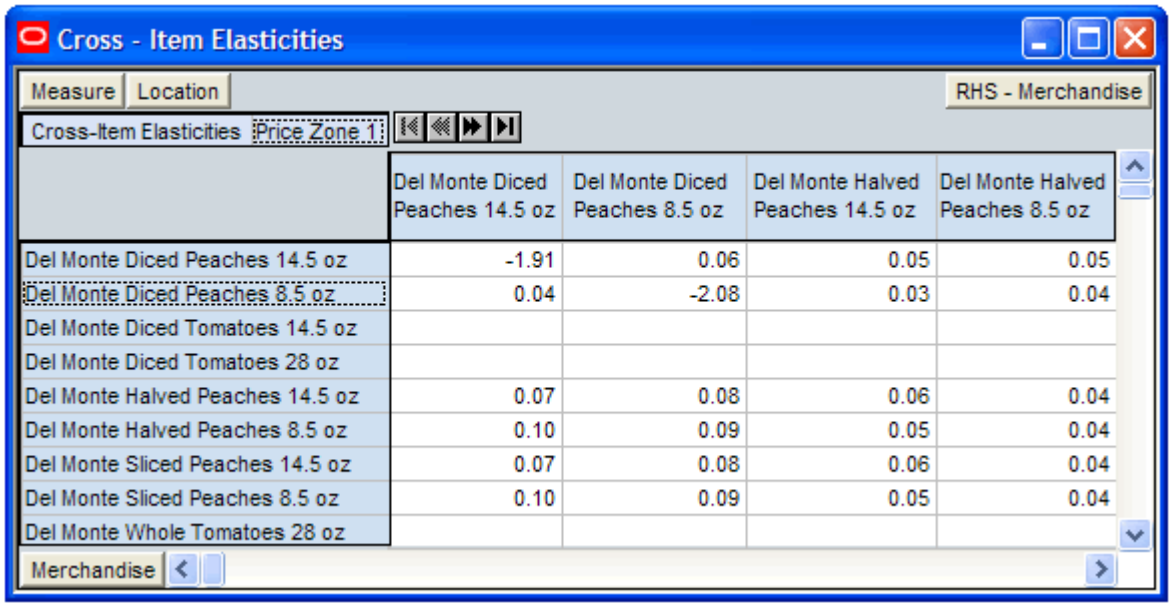


Table 5–19 Cross-Item Elasticities Worksheet Measure

Measure	Description
Cross Item Elasticities	Displays the cross-item elasticities for all items.

Price Ladder Worksheet

This worksheet is similar to the Price Ladder Maintenance Worksheet in the Business Administration Workbook. It is provided in the Price Analysis workbook for your convenience.

For more information about this worksheet, see the Price Ladder Maintenance Worksheet section.

Figure 5–27 Price Ladder Worksheet

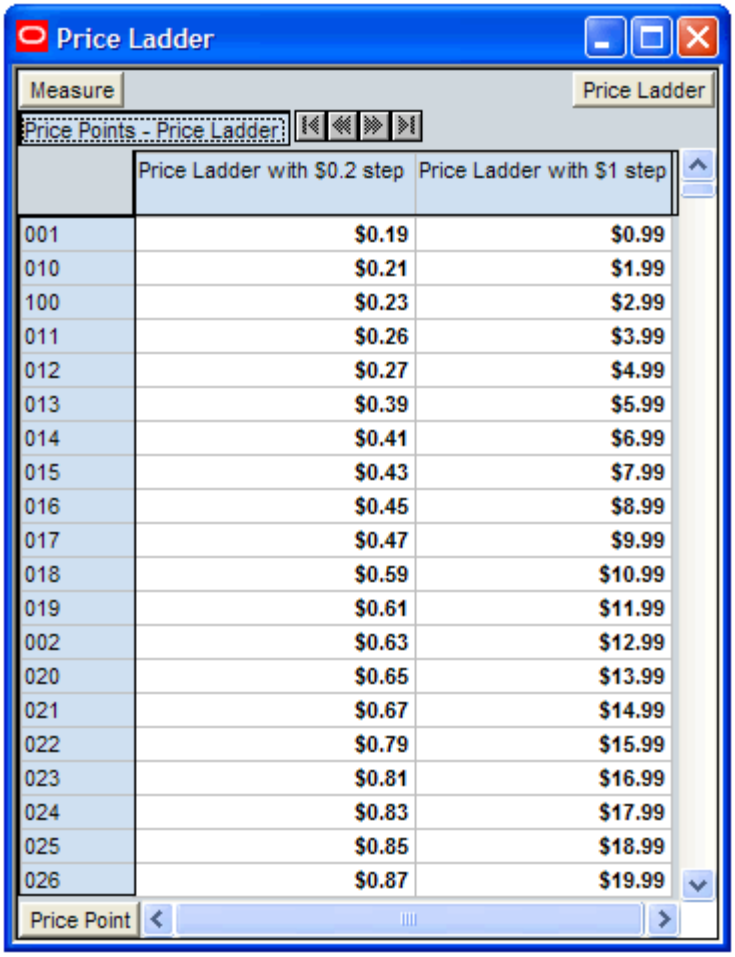


Table 5–20 Price Ladder Worksheet Measures

Measure	Description
Price Points - Price Ladder	The price points on a given price ladder. Use this measure to edit the price points.

Item - Item Group Assignment Worksheet

This worksheet is similar to the Item Group Worksheet in the Item Management Workbook. It is provided in the Price Analysis workbook for your convenience.

For more information about this worksheet, see the Item Group Worksheet section.

Figure 5–28 Item - Item Group Assignment Worksheet

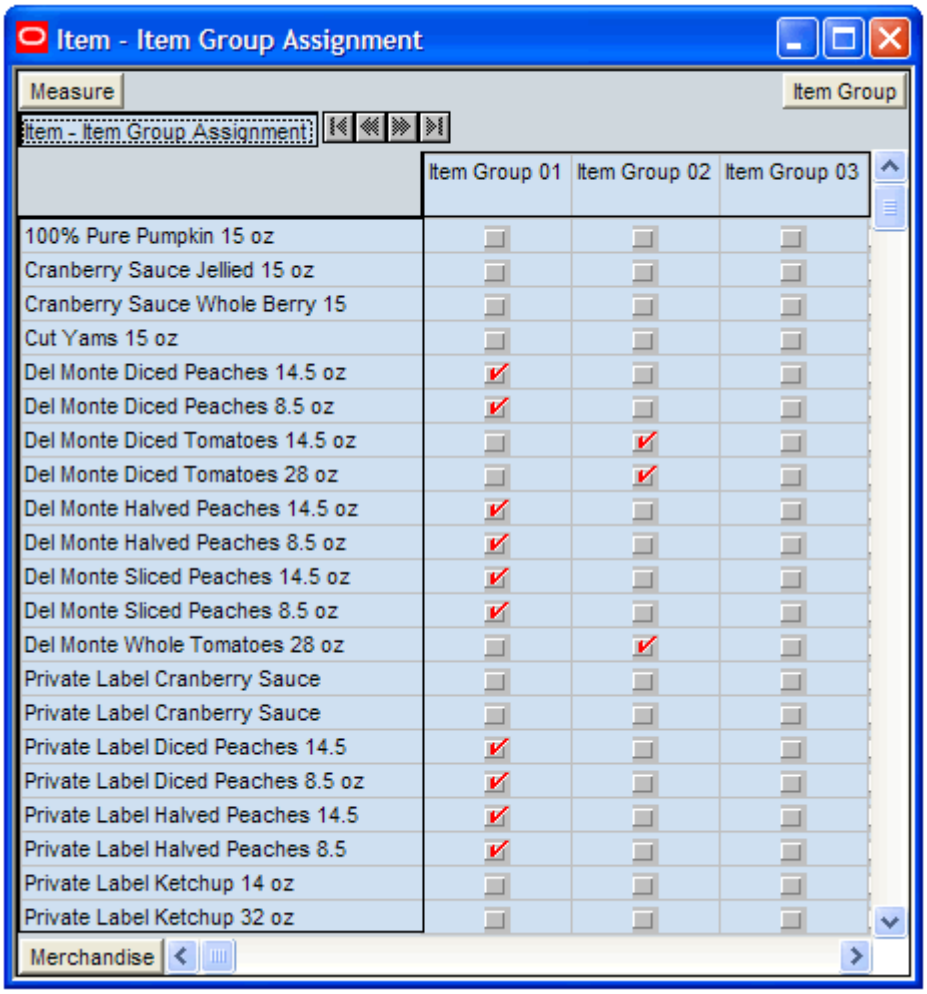


Table 5–21 Item - Item Group Assignment Worksheet Measure

Measure	Description
Item - Item Group Assignment	Use this measure to assign items to an item group.

Item Self Elasticity Information Worksheet

This worksheet displays the item self elasticity information that is imported from APC-RPO.

Figure 5–29 Item Self Elasticity Information Worksheet

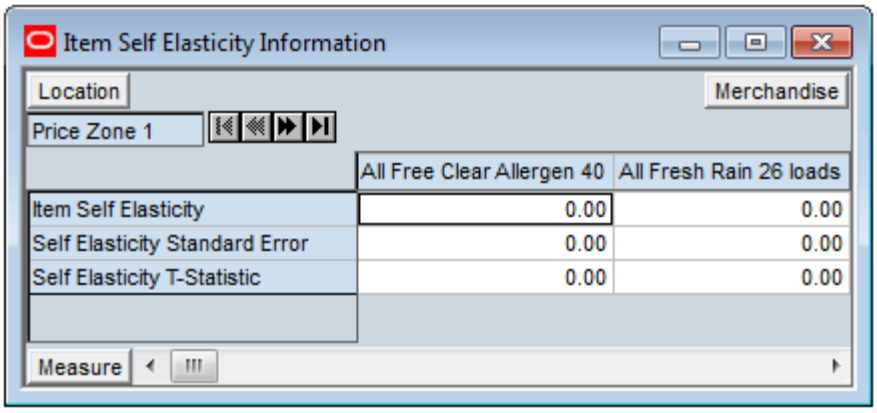


Table 5–22 Item Self Elasticity Information Worksheet

Measure	Description
Item Self Elasticity	This measure displays the item's self elasticity in the given location.
Self Elasticity Standard Error	The data in this measure is imported from the APC-RPO application. It displays the standard error information while calculating the self price elasticity for the given item/price zone in APC-RPO.
Self Elasticity T-Statistic	The data in this measure is imported from the APC-RPO application. It displays the T-statistic information while calculating the self price elasticity for the given item/price zone in APC-RPO.

Item Group Label Override Worksheet

This worksheet allows you to change the item group label.

Figure 5–30 Item Group Label Override Worksheet

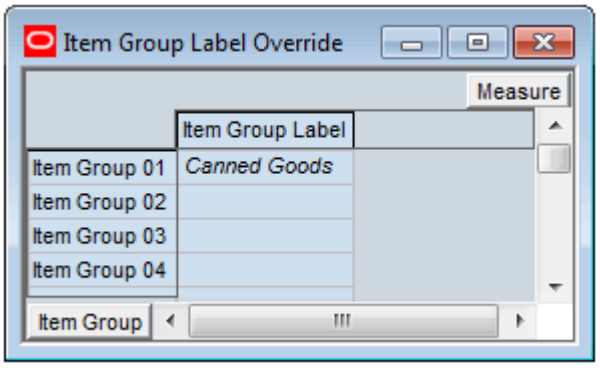


Table 5–23 Item Group Label Override Worksheet

Measure	Description
Item Group Label	Use this measure to enter the new item group label. This label is used for the given item group in this scenario. This label appears in Selected Item Group measure of the Item Group Level Worksheet.

6

Post Price Analysis Workbook

The Post Price Analysis allows you to review the time-phased historical data for your items. This workbook contains one tab:

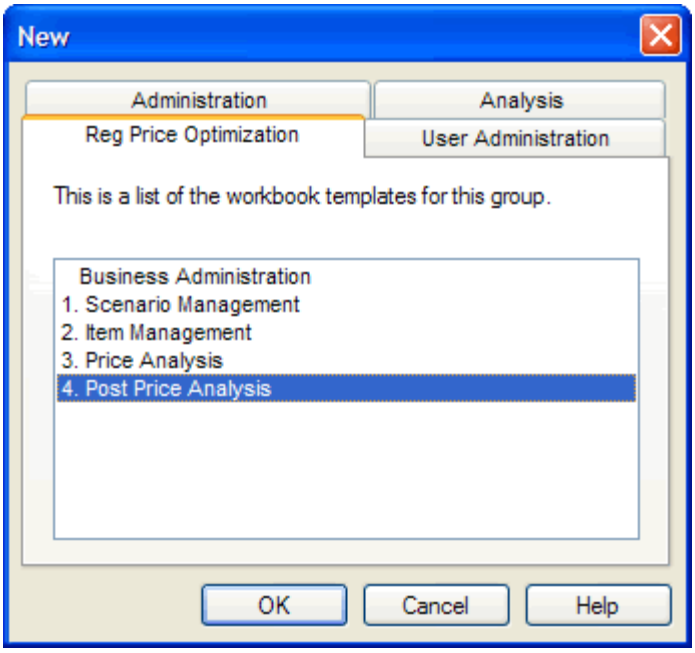
- Post Price Analysis Tab

Building the Post Price Analysis Workbook

To build the Post Price Analysis workbook, perform the following steps:

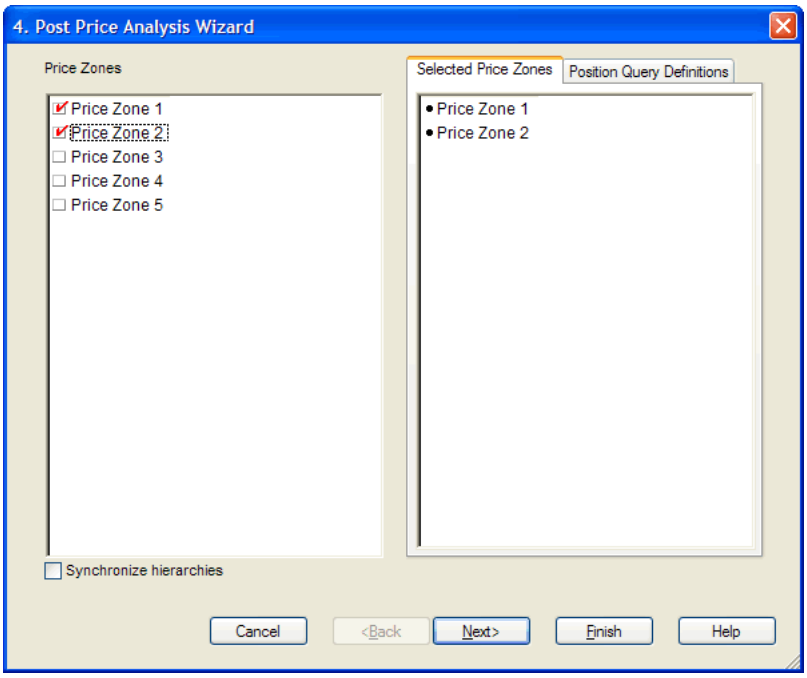
1. Select **New** from the File menu, or click the **New** toolbar button. The New window appears.
2. From the Reg Price Optimization tab, select the **Post Price Analysis** workbook, and click **OK**.

Figure 6–1 Building the Post Price Analysis Workbook



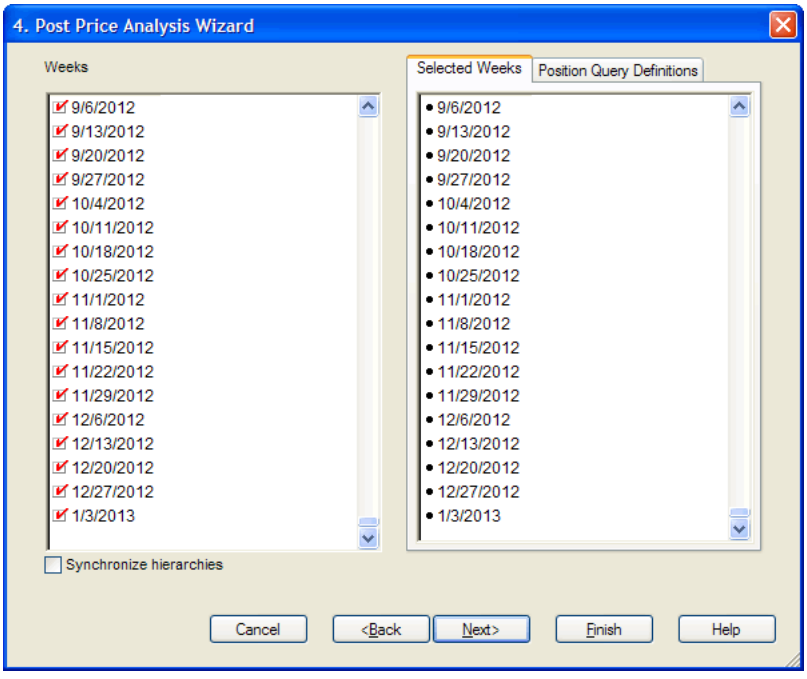
3. The Post Price Analysis wizard opens. Select the price zones you want to review. Click **Next**.

Figure 6–2 Post Price Analysis Wizard: Select Price Zones



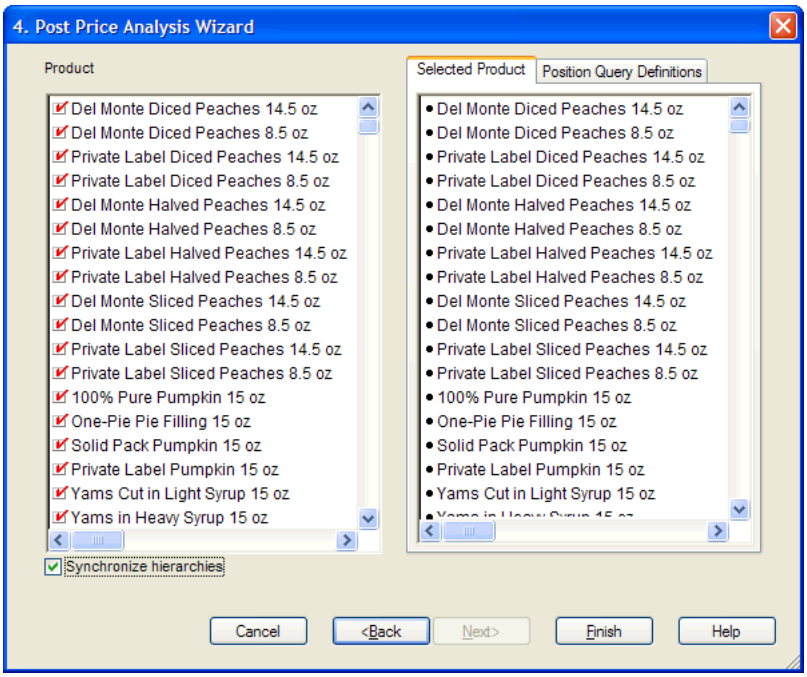
4. Select the weeks that you want to review. Click **Next**.

Figure 6–3 Post Price Analysis Wizard: Select Weeks



5. Select the products that you want to review. Click **Finish**.

Figure 6–4 Post Price Analysis Wizard: Select Products



The Post Price Analysis workbook is built.

Post Price Analysis Tab

This tab contains one worksheet: Post Price Analysis.

Post Price Analysis Worksheet

Use this worksheet to review the time-phased historical data about your items. The following data is provided:

- The Approved measures represent what you approved in the Price Analysis Workbook.
- The Actual measures represent the actual item metrics. For instance, RPO may have recommended a price (the Recommended measure), which was overwritten by the user (the Approved measure). However, the actual price, the price the item sold for in the store, may have been different from both the recommended and approved prices.
- The Recommended measures represent what RPO recommended.

Figure 6–5 Post Price Analysis Worksheet

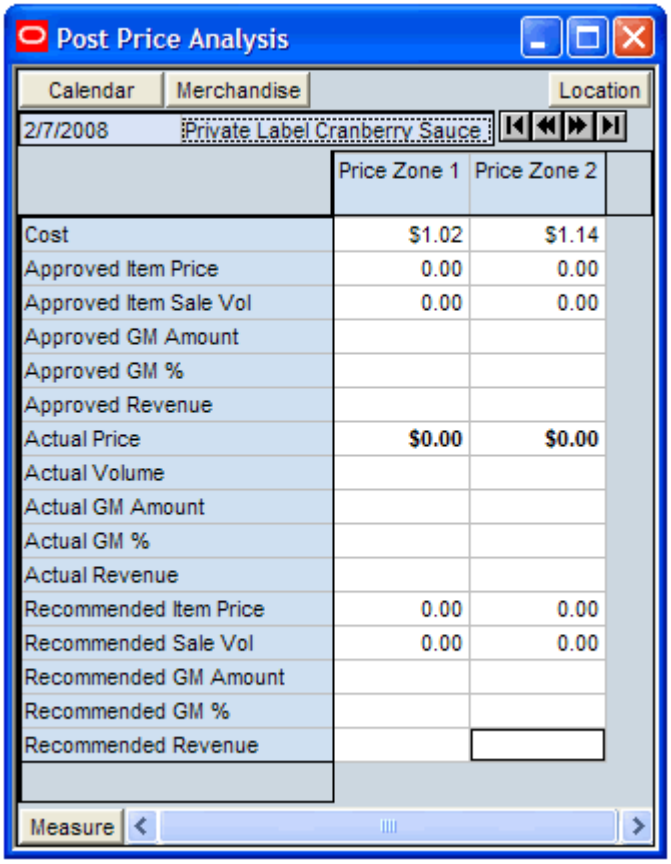


Table 6–1 lists the measures in this worksheet.

Table 6–1 Post Price Analysis Worksheet Measures

Measure	Description
Cost	The cost of the item.
Approved Item Price	The price of the item you approved.

Table 6–1 (Cont.) Post Price Analysis Worksheet Measures

Measure	Description
Approve Item Sale Vol	The volume of the item based on the approved price.
Approved GM Amount	The gross margin amount based on the approved price.
Approved GM%	The gross margin percentage based on the approved price.
Approved Revenue	The revenue based on the approved price.
Actual Price	The actual price of the item.
Actual Volume	The actual volume of the item.
Actual GM Amount	The actual gross margin amount.
Actual GM%	The actual gross margin percentage.
Actual Revenue	The actual revenue.
Recommended Item Price	The price of the item that RPO recommended.
Recommended Item Sale Vol	The volume of the item that RPO recommended.
Recommended GM Amount	The gross margin amount that RPO recommended.
Recommended GM%	The gross margin percentage that RPO recommended.
Recommended Revenue	The revenue that RPO recommended.

Glossary

competition

Competition refers to the competitor's pricing for a given item. Competition is definable by item.

item

An item in Regular Price Optimization is merchandise that is being optimized. Items are located on the same level within the product hierarchy where the demand and cross-item elasticities are produced.

item link groups

Item link groups are definitions that link one item to another. They are primarily used for inter–item constraints.

item group

Item groups are logical groupings of items within a demand group.

planning scope

Identifies the begin and end dates for the planning season and price zones for which planning is being performed.

price zone

Price zones are store clusters that have been created to support different pricing groups by merchandise division. Pricing zones are established so that all stores within the pricing zones have the same price for any single item.

scenario

A configuration of constraints and objectives. In RPO, a user can create many scenarios for a given demand group and compare these scenarios side by side in terms of the decision variables to choose a set of prices that best achieve the objectives.