Oracle® Retail Lifecycle Pricing Optimization Cloud Service

User Guide

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Oracle Retail Lifecycle Pricing Optimization Cloud Service User Guide, Release 26.2.301.0

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Preface

This guide describes the Oracle Retail Lifcycle Pricing Optimization user interface. It provides step-by-step instructions to complete most tasks that can be performed through the application.

Audience

This User Guide is intended for retailers and analysts.

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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

Lifecycle Pricing Optimization

Oracle Retail Lifecycle Pricing Optimization Cloud enables you to evolve price optimization into a lifecycle approach, recommending promotions, markdowns, regular pricing, and targeted offers that align with your planned business initiatives, such as time-bound marketing campaigns. You can optimize promotions and markdowns to achieve higher in-season sell-through and potentially increase revenue and/or gross margin throughout the product's lifecycle. This solution empowers retailers to improve profit margins and inventory sell-through, helping you meet forecast expectations through exception-based retailing and advanced machine learning models.

Key Features of LPO

- Automated pricing recommendations for regular, promotional, markdown, and targeted scenarios.
- Contextual insight into the estimated impact of promotions, offers, and markdowns, which includes the impacts on sales, margin, and inventory.
- Weekly updates based on new sales, inventory levels, competitor pricing, and other dynamic data points.
- Forecasts describing what will happen if the user take the system recommendations versus doing nothing based on the recent data.
- In-season performance assessment to adjust pricing strategy in real time.
- New item price estimation based on similar item behavior and historical data.
- Intelligent re-pricing for items affected by cost changes, competitor shifts, or business objectives.
- Location or zone-level granularity for pricing, with personalized targeting capabilities.
- Integration with Oracle Retail Planning and Execution systems to ensure alignment across merchandising decisions.

Types of Pricing Optimizations in LPO

LPO determines the optimal pricing and timing for regular, promotional, and markdown events, as well as targeted price recommendations. These recommendations enable retailers to maximize inventory productivity, optimize working capital, and drive customer engagement across channels. You can manage promotions and markdowns at the location or price zone level, while targeted recommendations address specific customers. By strategically controlling the timing and depth of these recommendations, you effectively manage inventory throughout the product lifecycle.

- **Regular Pricing Recommendation**
  - Regular price is the initial price for a new item or a regular price update at the location (for example, Region or Area) or price zone level.
  - Regular Pricing Recommendation in LPO ensures that the base price of an item is competitive, profitable, and aligned with market conditions by analyzing the cost

changes, competitor prices, and demand trends to determine the best price for new and existing items.

  * Regular Pricing Recommendation can be done in two ways - Forecast-based (using historical data to generate forecasts, along with pre-defined business rules) and non-forecast-based (using only business rules).
  * Forecast-Based: This method uses historical data to generate demand forecasts, which are then used to optimize pricing for revenue, margin, or volume. It enables strategic, data-driven decisions based on predicted customer behavior. Example: Raise the price of a top-selling item by $10 if demand is expected to remain high.
  * Rules Based (Non-Forecast Based): This method uses a rules-based engine that is triggered by pricing conditions, not forecasts. It relies on data such as current pricing, cost, competitive data, and so on, making it ideal for quick, operational pricing updates. Example: Automatically ensure and update Item A's price to remain like the competitor's price of Item A in the same zone.

- **Promotional Pricing Recommendation**
  - Promotion is a temporary reduction in the item's price to drive sales, based on forecast data and configurations.
  - Promotional pricing recommendations in LPO is optimized to drive sales while maintaining profitability by recommending discounts that maximize revenue and customer traffic without excessive margin loss.
  - Example: Offering a weekend discount on fresh produce to boost foot traffic or running a limited-time sale on jeans to clear seasonal inventory.
- **Markdown Pricing Recommendation**
  - Markdown is a permanent reduction in the item's price, typically for clearance or end-of-life management, based on forecast data and configurations.
  - Markdown pricing recommendations in LPO help retailers clear aging inventory efficiently by providing optimal markdown recommendations to minimize margin erosion while maximizing sell-through.
  - Example: Marking down winter coats at the end of the season to clear inventory or permanently reducing the price of a slow-moving snack brand.
- **Targeted Pricing Recommendation**
  - Targeted recommendation is personalized price or offer designed for a specific customer segment or individual, based on forecast data and configurations.
  - Targeted recommendations in LPO allow retailers to offer personalized discounts based on customer behavior and segmentation. LPO ensures that price adjustments maximize conversion without unnecessary discounting.
  - Example: Providing a special loyalty discount on organic vegetables for frequent buyers or offering an exclusive promotion on handbags for high-value customers.

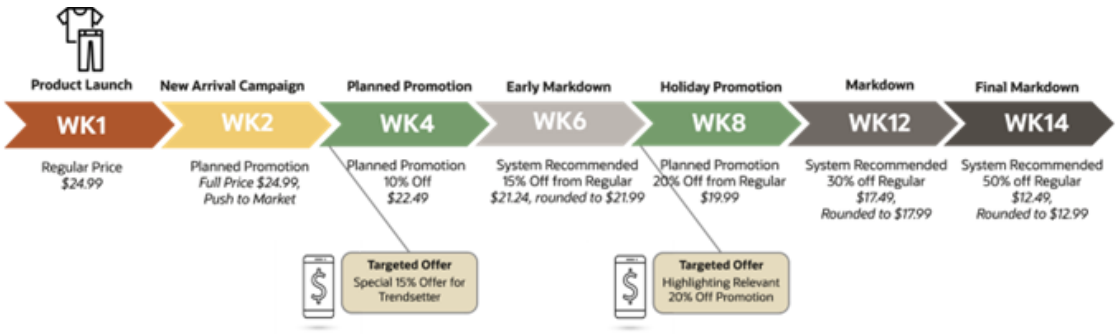
Business Values

- **Maximize Profit Across the Product Lifecycle**
  - LPO enables retailers to capture the highest possible gross margin by recommending optimal prices at every stage, from new item introduction to final clearance.
  - Example: For a seasonal item like a winter jacket, LPO can start with a high regular price, apply promotions during peak season, and intelligently trigger markdowns as demand wanes-maximizing margin across the season.

- **Improve Inventory Turnover**
  - By aligning pricing decisions with inventory levels and sales performance, LPO suggests markdowns and promotions based on real-time inventory status, ensuring timely sell-through and minimizing the need for heavy end-of-season discounts.
  - Example: If a particular size or color of a product is under-performing, LPO can recommend a localized markdown while keeping stronger-performing variants at full price.
- **Respond Quickly to Market Changes**
  - Weekly data refreshes and re-optimization allow businesses to adapt pricing strategies quickly.
  - Example: If a competitor introduces a lower-priced version of the same product mid-season, LPO can adjust pricing to remain competitive while preserving margins wherever possible
- **Enable Customer-Centric Pricing**
  - With Targeted Recommendations, LPO supports personalized pricing strategies based on customer segments or individual preferences. This improves offer relevance, drives engagement, and enhances loyalty, without eroding margins for the broader audience.
  - Example: Offer a special discounted price to loyal customers or high-value segments, while maintaining standard pricing for general consumers.
- **Operational Efficiency**
  - LPO automates complex pricing decisions using machine learning and optimization techniques, which reduces the manual effort of analyzing sales trends, setting promotions, and managing markdowns.
  - Example: A merchant managing hundreds of SKUs across multiple regions can rely on LPO to generate location-specific recommendations in a fraction of the time.

LPO Use Case Example

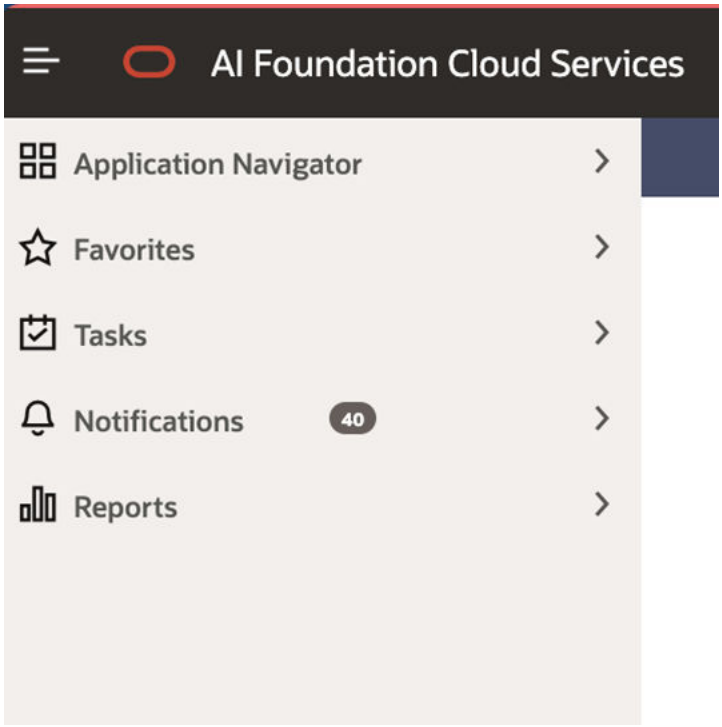
Figure 1-1 LPO Use Case Example



Overview of the User Interface

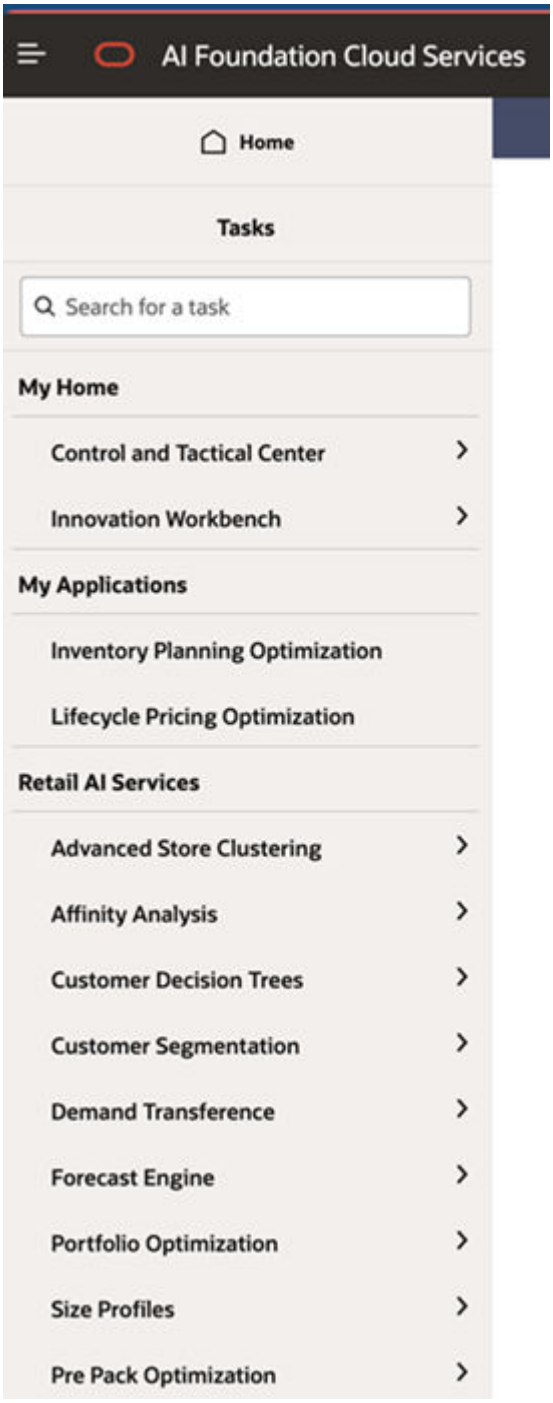
The LPO user interface, at a high level, consists of the following components in a JET UI.

Figure 1-2 AIF Home Menu



- **AIF Task Pane**
  - When you log in to the application and click **Tasks**, the Task Pane appears on the left side of the screen. From the Tasks Pane, you can navigate between AI Foundation (AIF) applications and their respective subtasks, such as Lifecycle Pricing Optimization.

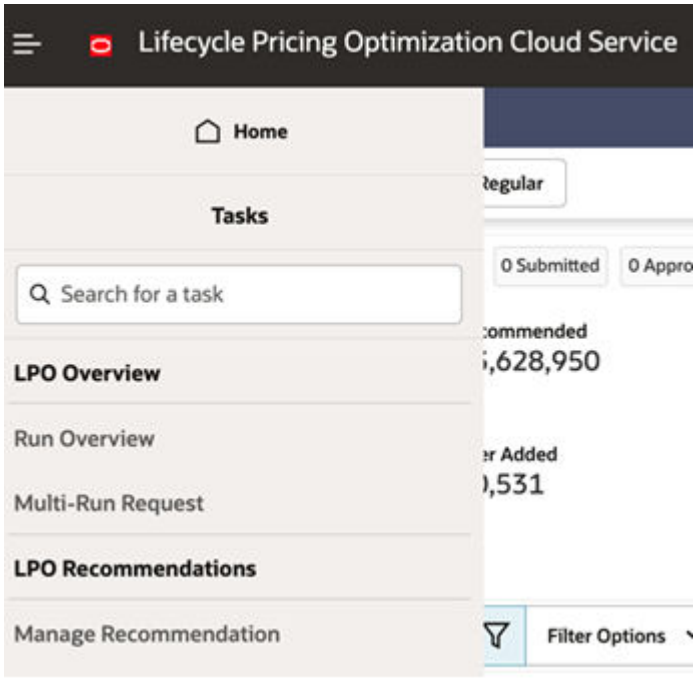
Figure 1-3 AIF Tasks



- **Lifecycle Pricing Optimization - Task Pane**
  - Clicking Lifecycle Pricing Optimization from the AIF Task Pane opens the LPO Task Pane, displaying the following links:
    * Run Overview - Manage runs and business rules, or view and edit results.
    * Multi-Run Request - Manage multi-run entries.
    * LPO Recommendations - Manage recommendations, view reports and metrics, and review, approve, or submit recommendations.

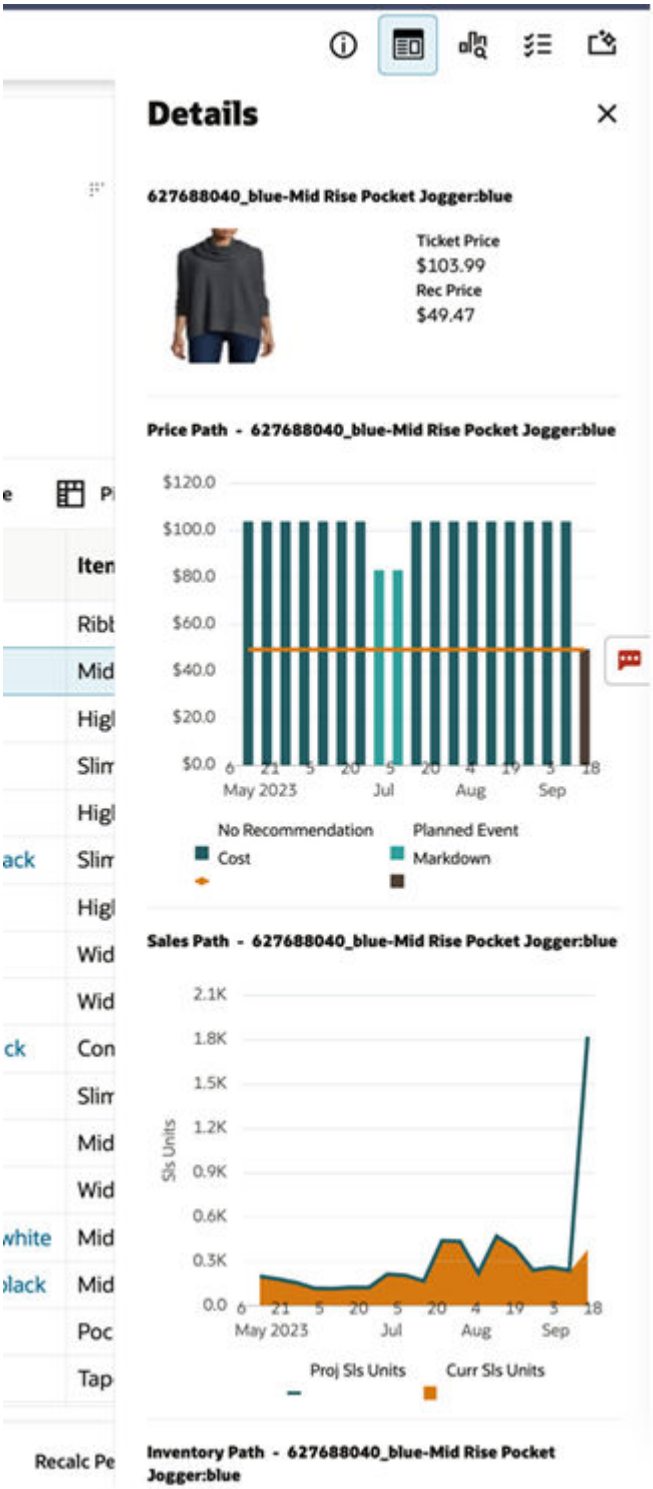
* Legacy Links - Opens LPO in older ADF screens.

Figure 1-4 LPO Tasks



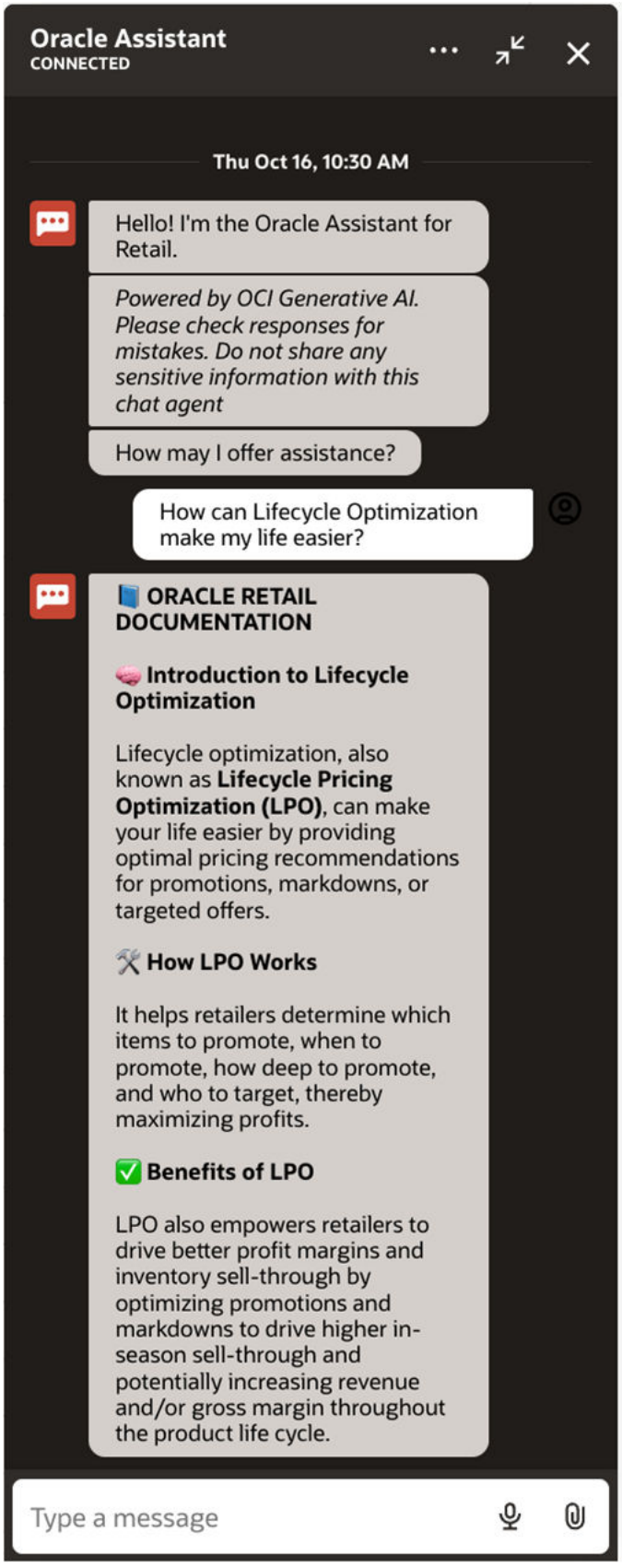
- **Contextual Panel**
  - This panel, located on the right side of the application, displays graphical insights that help you set up runs and interpret optimization results.

Figure 1-5 Contextual Panel



- **Oracle Digital Assistant (or Chatbot)**
  A floating icon appears in the bottom-right corner of the screen and can be moved anywhere on the screen. This functionality, called Artie, offers voice or chat-based assistance. Users can interact with the chatbot to ask questions (see Integration with Oracle Digital Assistant), and LPO responds with relevant answers.

Figure 1-6 Oracle Digital Assistant Connected



Administering Lifecycle Pricing Optimization

For information about the administration of LPO, see the *Oracle Retail AI Foundation Cloud Services Administration Guide*.

2

LPO Workflow and User Roles

This chapter provides an overview of the major components of the LPO workflow, highlighting the responsibilities and tasks associated with each user role, from configuring forecasts and business rules to managing recommendations and approvals.

LPO Workflow Components

This section describes the LPO workflow components.

Forecast Configurations

This prerequisite step for LPO's Promotion/Markdown and Regular Pricing Optimization (not applicable for Rules Based Regular Pricing Optimization) sets up demand forecasting, which is essential for LPO to review and estimate how price changes will impact sales. By training the model and generating demand parameters, you provide LPO with the data needed to make accurate, data-driven price recommendations. Approving and mapping the forecast links it to the LPO application for use in optimization.

For additional details on forecast configurations, see the Control and Tactical Center chapter in the *Oracle Retail AI Foundation Cloud Service Implementation Guide*.

Business Rules and Strategy

In LPO, a business strategy defines how prices are set based on a retailer's goals, such as maximizing margin, staying competitive, or driving volume. A default strategy applies broadly across items or locations and reflects the retailer's standard pricing logic. You can apply custom strategies selectively to address specific business needs, such as high-priority products, promotional events, or competitor activity. Both default and custom (override) strategies can include rules that guide price changes, such as margin thresholds, competitor gaps, or price point alignment.

For additional details on business rules and strategy, see the Control and Tactical Center chapter in the *Oracle Retail AI Foundation Cloud Service Implementation Guide*.

Manage Recommendations

The Manage Recommendations screen allows you to take final actions on pricing recommendations such as accept, reject, override, review, and approve. In production environments, this is often the most frequently accessed screen, serving as the launch pad to view results from batch runs, analyze forecasts, and decide whether to initiate new ad hoc runs.

For details, see Manage Recommendations.

LPO Run Types

In LPO, a run refers to a single execution of the optimization process, based on a defined set of business goals, strategies, and rules. The system uses input data such as historical sales,

forecasts, and inventory to generate pricing recommendations for a specific scope, such as a season, location, merchandise level, or period.

You can run optimizations for promotions, markdowns, or regular pricing, choosing either a batch run or a what-if run.

Batch Run

- Batch runs are scheduled processes that use the default business strategy to generate forecasts (when applicable) and create pricing recommendations.
- After a successful batch run for regular, the price recommendations are automatically approved and exported to downstream systems if they meet the auto-approval criteria set from ‘Manage System Configurations’. These criteria may include:
  - The new recommended price falls below a specified threshold.
  - The percentage change in price is below a defined limit.
  - The absolute difference between the old price and the new price is within a predefined amount.
- Regular price recommendations are exported to downstream systems only at defined intervals, subject to additional frequency rules set from ‘Manage System Configurations’ such as:
  - An item can only receive a new regular price recommendation after a minimum number of days since the last regular price change.
  - Price recommendations should occur on specific days of the week, such as weekdays with lower shopping frequency (for example, Tuesday).
  - New price recommendations are not made until a minimum number of days has passed since the end of the previous promotional price period.
  - A minimum lead time is required between regular price changes before a new recommendation can be executed.

What-If Run

What-if runs are user-initiated price optimizations that apply a custom strategy, allowing you to test alternate pricing approaches without affecting live data.

LPO Run Overview

The LPO Run Overview screen provides a centralized workspace where you can view, create, delete, and compare optimization runs. The screen displays key details such as run type, status, objective, pricing event, and calendar period. You can filter and search for specific runs, monitor progress, and access detailed results or diagnostics.

The Overview screen displays both batch runs and what-if runs, showing details such as run name, type, status, calendar period, and more. You can click on an existing run or initiate a new one, and each run opens in a dedicated tab labeled LPO: **<Run ID>(Promo/Mkdn)** or **LPO: <Run ID>(Reg)**, which serves as the workflow for defining pricing strategies and reviewing optimization results.

The workflow within a run is organized into the following stages:

- **Scope:** Define the scope of the run by selecting the relevant season, location or price zone, and department. You can also set pricing objectives (for example, increase revenue or margin) and specify budget constraints in this stage.

- **Business Rules:** View, modify, or apply business rules that guide the optimization engine, including promotions, markdowns, margin thresholds, competitive pricing rules, and more.
- **Results:** The Results screen displays the outcomes of an LPO run, including recommended prices and forecasted performance metrics. Here, you can compare current versus recommended prices, review the impact on revenue, margin, and units, and see visual indicators for these metrics. You can also review the optimization results and choose to accept, reject, or override pricing recommendations, as well as recalculate recommendations if inputs or constraints have changed.
- **Forecasting:** Use LPO forecasting to review sales forecasts, return forecasts, and exceptions for a successfully executed offer optimization run for Markdowns and Promotions. These screens let you examine how different forecast components (such as baseline and seasonality) affect the price recommendation for an item.

For more details, see LPO Run Overview.

LPO Run Optimization

LPO run optimization determines the best pricing strategies across various levels, such as location, product category, and time. You can configure optimization to apply pricing decisions at a price zone (a group of stores or online locations) or at a specific node in the location hierarchy, such as a region or store group. However, you cannot set up the same instance to generate recommendations simultaneously by both price zone and location node (for example, region).

Once optimization is completed, LPO generates price recommendations at a more detailed level, known as the recommendation level. This can include:

- **Location or Price Zone Level:** The specific stores, regions, or online locations where pricing applies.
- **Merchandise Level:** The product category or grouping (for example, department, brand, or style/color).
- **Calendar Level:** The period for which pricing recommendations are valid.
- **Customer Segment Level (for Targeted Offers):** Specific customer groups that receive personalized pricing or promotions.

For example, if you sell women's apparel in university-based stores, you can group these locations into a single price zone and optimize pricing accordingly. Typically, you set up optimization runs at higher levels, such as Region or Price Zone, Department, and Week, while LPO generates recommendations at more granular levels, such as Style/Color, Location, or Customer Segment.

Example of Optimization in Action:

Imagine a retailer is optimizing prices for a grocery chain:

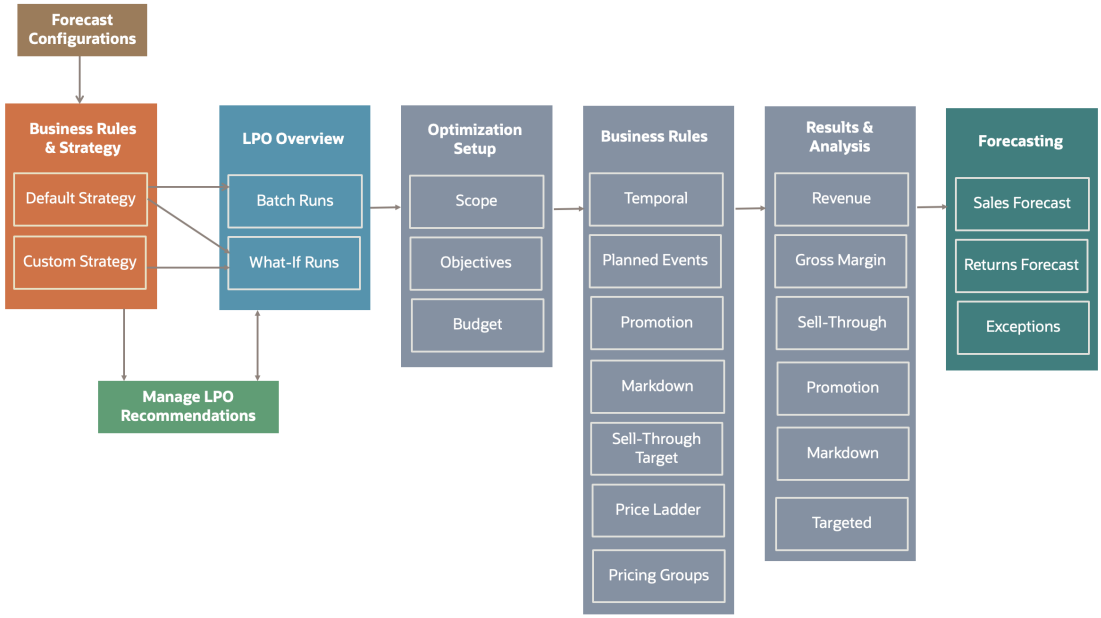
- **Optimization Setup Level:** The retailer configures the run for the Dairy department across a price zone (for example, all urban stores) for a specific week.
- **Inventory and Data Roll-Up:** LPO considers inventory, demand, and pricing rules at the chosen levels.
- **Price Recommendations:** LPO generates recommendations for specific products (for example., different brands of milk), at each price zone, for a specific week, and even for different customer segments (if targeted offers apply).

Promotion and Markdown Optimization Workflow

A typical LPO Workflow is as follows:

- The buyer begins with a business strategy (for example, maximize revenue) and aims to determine when to offer a promotion, the appropriate discount depth, which items to include, and similar decisions related to markdowns, while considering business rules and inventory constraints.
- Business rules are provided via interfaces and can be associated with a specific strategy (for example, a Christmas Sales strategy). A default strategy, DEFAULT_SET, is always available.
- The application evaluates various price combinations for each item, factoring in the potential gains from offering a promotion or markdown. If customer-specific promotions (for example, Targeted Offers) are enabled, these are also considered. The system identifies the most effective pricing scenario that meets the defined optimization objective.
- On a scheduled basis (typically weekly), batch runs are created and populated using business rules defined in the DEFAULT_SET strategy.
- Once optimization is complete, item-level recommendations are moved to the Ready for Review status. By default, all batch run recommendations appear in the Manage Recommendations screen.
- A pricing analyst can review these recommendations, evaluating them at the item level. The analyst may choose to accept, reject, or override any recommendation.
- Once the analyst completes the review, the item recommendations transition to Reviewed status. These reviewed items are then routed to the buyer for final action.
- If the buyer agrees with the recommendations, they can Submit or Approve them. Both actions send the price recommendations to:
  - The export interface, and
  - A web service, which forwards them to a price execution system (for example, RPCS) with the respective Submitted or Approved status.
- If a new set of recommendations is required, a what-if run can be initiated. This may involve modifying business rules or selecting a different strategy.
- Once the what-if run is optimized and the results are satisfactory, the run can be finalized. Finalizing a what-if run replaces the batch run recommendations with those from the finalized run.

Figure 2-1 Markdown Promotion Optimization Workflow

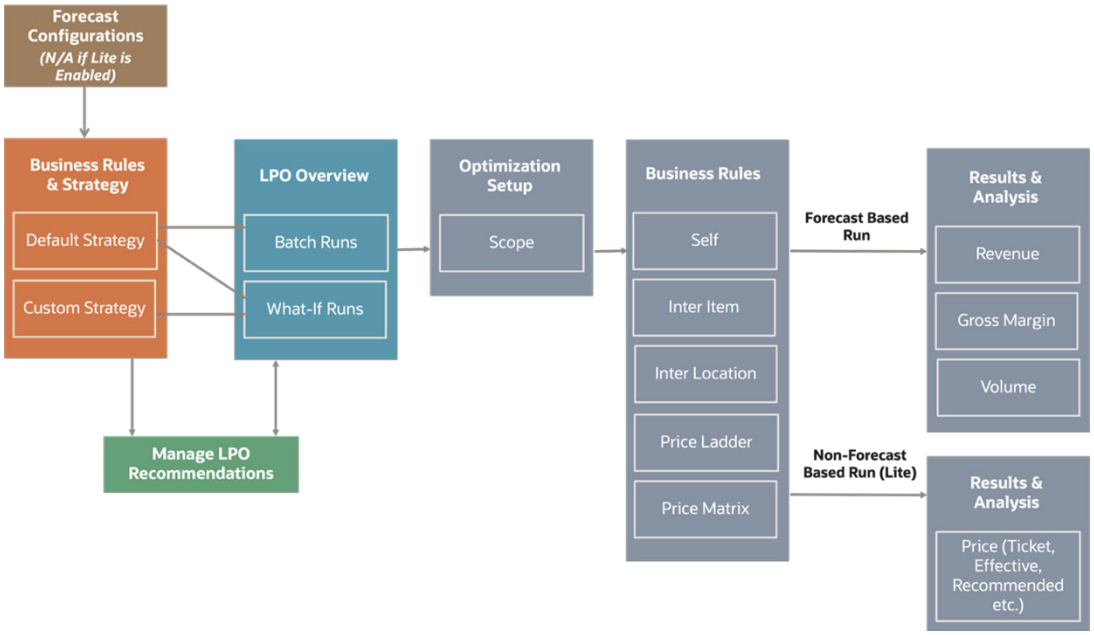


Regular Pricing Optimization Workflow

Similarly, Regular Pricing Optimization runs follow the same optimization flow as promotion and markdown, from defining business objectives and applying business rules to reviewing and approving recommendations.

- It is not required that regular price recommendations and promotion/markdown recommendations use the same run setup or recommendation levels.
- For instance, promotion/markdown recommendations may be defined at the style-color or price zone level, while regular price recommendations can be configured at the style or channel level, either as part of the location hierarchy or mapped to separate price zones.

Figure 2-2 Regular Optimization Workflow



Users and Roles

LPO supports a comprehensive security model combining both data-level and role-based access controls. This ensures that users access only the data and features relevant to their role and assigned responsibilities.

Data-Level Security

Data access is filtered so users only see merchandise and locations as assigned. For example: An employee named Tom may be restricted to U.S. locations.

Role-Based Security

Role-based access governs what actions you can perform within the application interface, ensuring you only see and interact only with features relevant to your responsibilities.

User Roles

When creating a new user in LPO, you may assign one or more of the following roles.

Table 2-1 User Login Roles

Role	Equivalent IDCS Role(s)	Description
Pricing Analyst	PRICING_ANALYST_JOB or PRICING_ANALYST_JOB_PREPROD	Main business user responsible for day-to-day LPO activities and price recommendations.
Pricing Manager (Analytical Super User)	PRICING_MANAGER_JOB or PRICING_MANAGER_JOB_PREPROD	Manages analytical configurations, testing, and model diagnostics.

Table 2-1 (Cont.) User Login Roles

Role	Equivalent IDCS Role(s)	Description
Pricing Administrator	ADMINISTRATOR_JOB or ADMINISTRATOR_JOB_PREPROD	Responsible for general system setup and configuration tasks.
Buyer	BUYER_JOB or BUYER_JOB_PREPROD	Owns departments, submits/approves/rejects recommendations, and oversees integration with RPM/CE.
Targeted Offer User	TARGETED_OFFER_JOB or TARGETED_OFFER_JOB_PREPROD	Works through targeted price recommendations.
Regular Price User	REGULAR_PRICE_JOB or REGULAR_PRICE_JOB_PREPROD	Dedicated to working with regular price recommendations.

Note

Users also require additional platform service roles such as `PLATFORM_SERVICES_ADMINISTRATOR` or their `PREPROD` equivalents to access platform features (for example: saving preferences, saving Query Builder queries, export table data to Excel, and so on).

- PLATFORM_SERVICES_ADMINISTRATOR and PLATFORM_SERVICES_ADMINISTRATOR_ABSTRACT (OR)
- PLATFORM_SERVICES_ADMINISTRATOR_ABSTRACT_PREPROD and PLATFORM_SERVICES_ADMINISTRATOR_PREPROD.

Privileges and Actions

Table 2-2 Privileges on LPO Runs and Recommendations

Privilege	Description
Create new LPO run	Set up and execute optimizations. All steps on the main train can be carried out, including creating a new run using the copy run functionality.
Modify the name and description of an existing LPO run	Open an existing run and modify the name and description of that run.
Modify the general strategy of an existing LPO run	Ability to modify the general strategy for that run. Not applicable for regular LPO runs.
View existing LPO run	Open an existing run and visit any step in the main train. The user can view data and search/aggregate/filter but cannot change anything.
Optimize a LPO run	Optimize a new or modified run or a failed run.
Review or Undo Review LPO recommendations	Review recommendations. Reviewed recommendations can be submitted or approved.
Submit or Undo Submit LPO recommendations	Submit recommendations for flat files or RPCS web service. When integrated with RPCS, it sends recommendations in Submitted status.

Table 2-2 (Cont.) Privileges on LPO Runs and Recommendations

Privilege	Description
Approve or Undo Approve LPO recommendations	Approve recommendations for flat files or RPCS web service. When integrated with RPCS, it sends recommendations in Approved status.
Modify LPO recommendations	Ability to accept, reject, override, or add promotion, markdown or regular price recommendations.
Modify Targeted recommendations	Ability to accept, reject, or override targeted recommendations for that run.
Delete saved runs	Delete run setup information and results from the database.

Table 2-3 Privileges Based on Data Access and User Role

Privilege	Data Access	Pricing Analyst	Pricing Manager	Pricing Admin	Buyer	Targeted Offer User
Create new LPO run*	All runs		X			
View existing LPO run	All runs		X			
Modify run name/ description*	Runs created by user		X			
Modify strategy (promo/ markdown)	Runs created / batch runs		X			
Optimize or re-optimize LPO run	Runs created by user		X			
Optimize all technical failures	All runs with failures			X	X	
Delete saved LPO run*	Runs created / all runs		X / X			
Modify promo/ markdown recommend ations	Runs created / batch	X	X		X	
Recalculate recommend ations	Runs created / batch	X				
Review recommend ations	Runs created / batch	X			X	
Submit recommend ations	All runs				X	
Approve recommend ations*	All runs				X	

Table 2-3 (Cont.) Privileges Based on Data Access and User Role

Privilege	Data Access	Pricing Analyst	Pricing Manager	Pricing Admin	Buyer	Targeted Offer User
Modify targeted recommendations	Runs created / batch					X

*Regular price recommendations require the **Regular Price User** role in addition to above.

Table 2-4 Privileges Based Run & Recommendation Status

Role	Restriction	Applies To	When
Users	Cannot modify run	Run	When run is running
Users	Cannot optimize runs	Run	When run is running or autorun
Users	Cannot delete saved runs	Run	When run is running
Administrator	Cannot delete saved runs	Run	When recommendations are approved or submitted
Users	Cannot optimize batch runs	Batch run	Any status
Users	Cannot modify recommendations	Recommendation	When reviewed, submitted, or approved
Users	Cannot modify recommendations	Recommendation	When pending calculation or changes
Users	Cannot recalculate recommendations	Recommendation	When reviewed, submitted, or approved

3

LPO Run Overview

The Run Overview serves as the dashboard for all LPO runs. In this tab, you can view a list of all existing runs, along with details describing each run. The list includes runs created by other users, which you can open in read-only mode. From this dashboard, you can create, copy, open, delete, compare, debug/playback, or finalize runs, as well as view recommendations and status.

Run Overview Dashboard

The Run Overview dashboard has two tabs, Markdown/Promotion and Regular, which you can select based on the runs you want to manage. Each tab contains three components: Tiles, Table of Runs, and Contextual Panel.

Figure 3-1 Run Overview - Markdown/Promotion

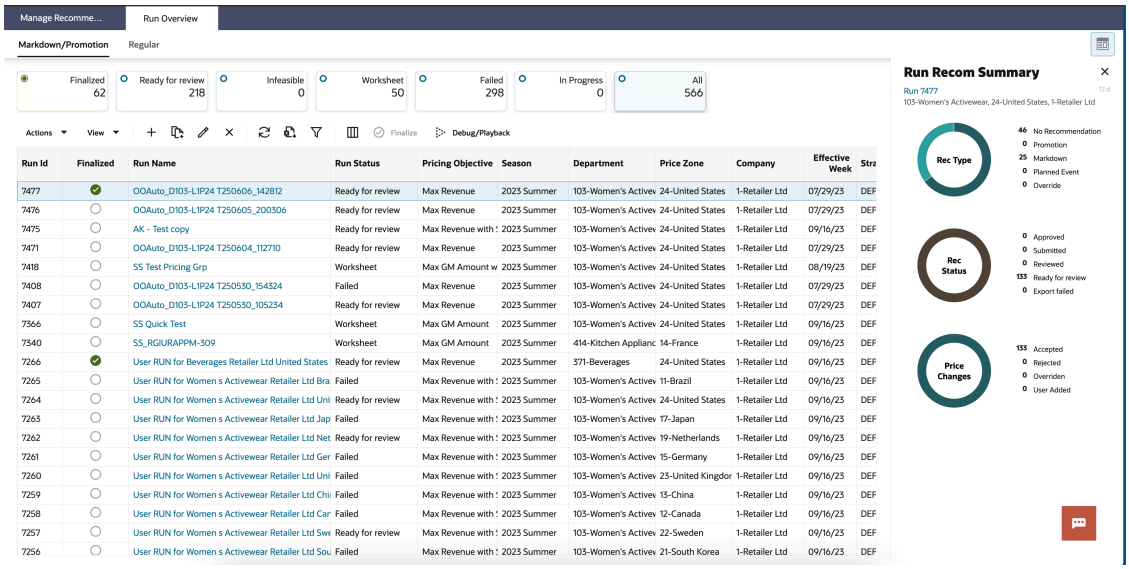
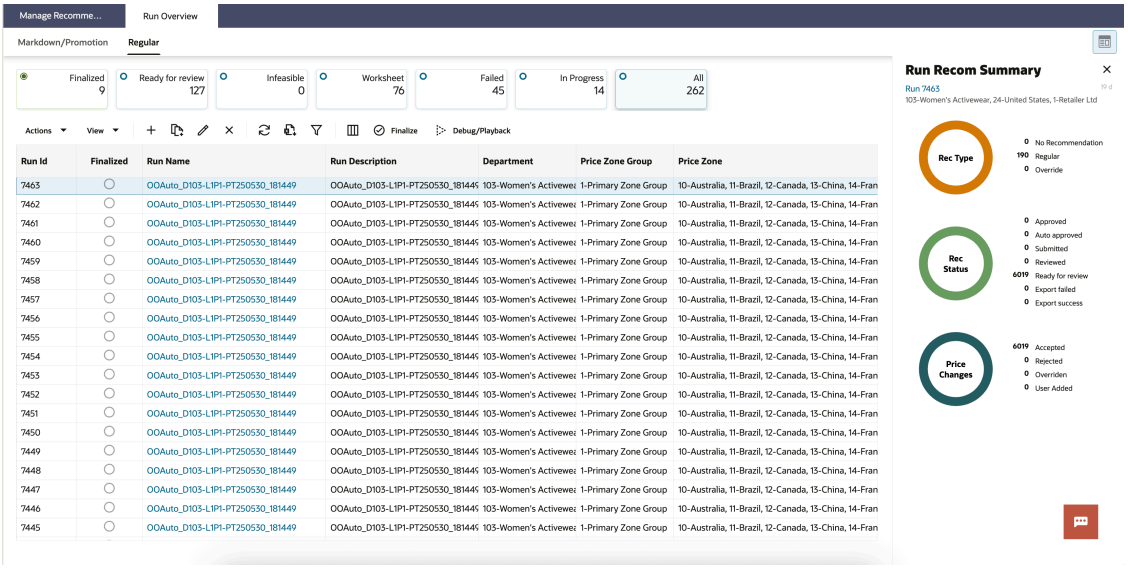


Figure 3-2 Run Overview - Regular



Status Tiles

The Status Tiles provides quick access to the number of runs by status - Finalized, Ready for Review, Infeasible, Worksheet, Failed, In Progress, and All. By default, the Finalized tile is selected, showing the list of finalized runs. Clicking a specific tile filters the Table of Runs to display only the runs with the selected status. For example, if you click the **Ready for Review** tile, the table will show only the runs that are in Ready for Review status.

Figure 3-3 Run Overview - Status Tiles

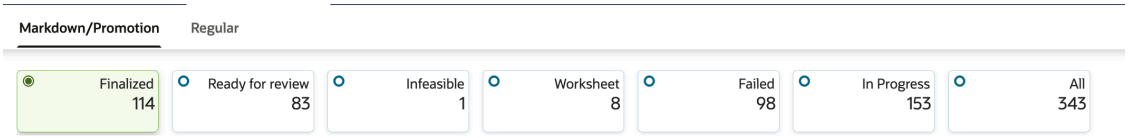


Table of Runs

This tab provides relevant information on all the runs in a tabular format where you can perform operations such as create, copy, delete, compare, and finalize runs in this table. See Appendix: Promotion and Markdown - Pricing Optimization Rules and Appendix: Regular - Pricing Optimization Rules for further information.

Figure 3-4 Run Overview - Table of Runs

- For each run with a successfully completed optimization, certain KPIs such as Revenue, Gross Margin, and Sell-Through are shown in absolute numbers as well as by % gain. Note that each run can be in its own currency.
- When the run is in Ready for Review status, clicking the run name in the overview screen automatically takes you to the Results stage. Otherwise, if the run is Worksheet status, the Results stage is disabled.
- The table of runs also provides the information about the batch runs. Batch runs are prefixed with "Batch" in the run name, and the run status will say "Auto Run" when created.
  - You cannot individually optimize batch runs, as they are scheduled for optimization as part of the batch process.
  - If you want to execute batch optimizations on demand, you can use the Oracle Retail Process Orchestration and Monitoring Cloud Service (POM) UI to submit an ad hoc batch job for optimization. Batch runs then execute at the frequency specified by the batch process.
  - The system extracts the latest sales data, updates relevant inputs, and sends the run for optimization.
  - If the batch run completes successfully, LPO displays the results and finalizes the run. Click the Refresh button to update the table and run statuses.

Table 3-1 Run Overview - Run Status

Status	Description
Worksheet	The user is setting up the run, which has not yet been sent for optimization.
Running	The run has been sent for execution, and the process of collecting data and optimization is currently running. When the user selects re-calculate, the run enters running status as well, but here it will be recalculating all the metrics based on the user price overrides (no re-optimization).
Ready for Review	The optimization process is complete, and the run status and item recommendations are ready for review.
Submitted	The run submitted and queued for optimization.
Auto Run	This status indicates that the run is a batch run and will be executed as part of batch process.
Failed	Run execution was aborted due to technical or data errors.

Table 3-1 (Cont.) Run Overview - Run Status

Status	Description
Infeasible	Optimization could not find any solution due to the various business rules set for the run and thus it produces a current ticket or regular prices as the recommendations.

Contextual Panel

When a user selects a row or runs in the table, the contextual panel in the right-hand side shows the pie charts for the Recommendation Type, Recommendation Status Summary and Price Change Summary along with their respective counts.

Figure 3-5 Run Overview - Promotion/Markdown - Run Recommendation Summary

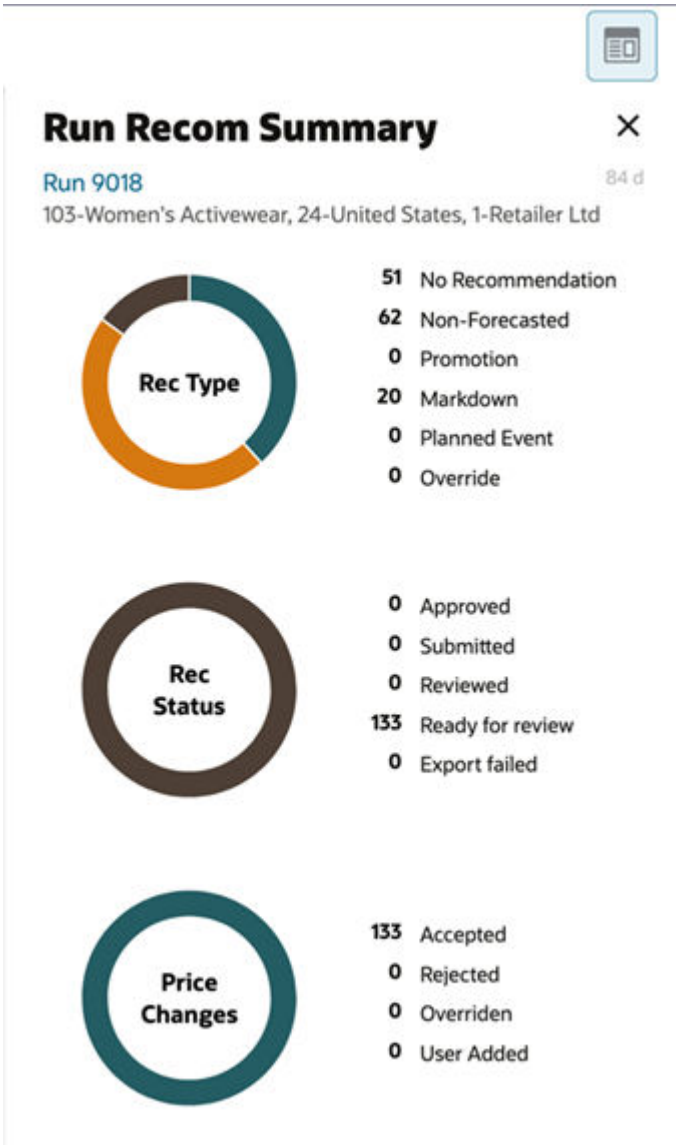
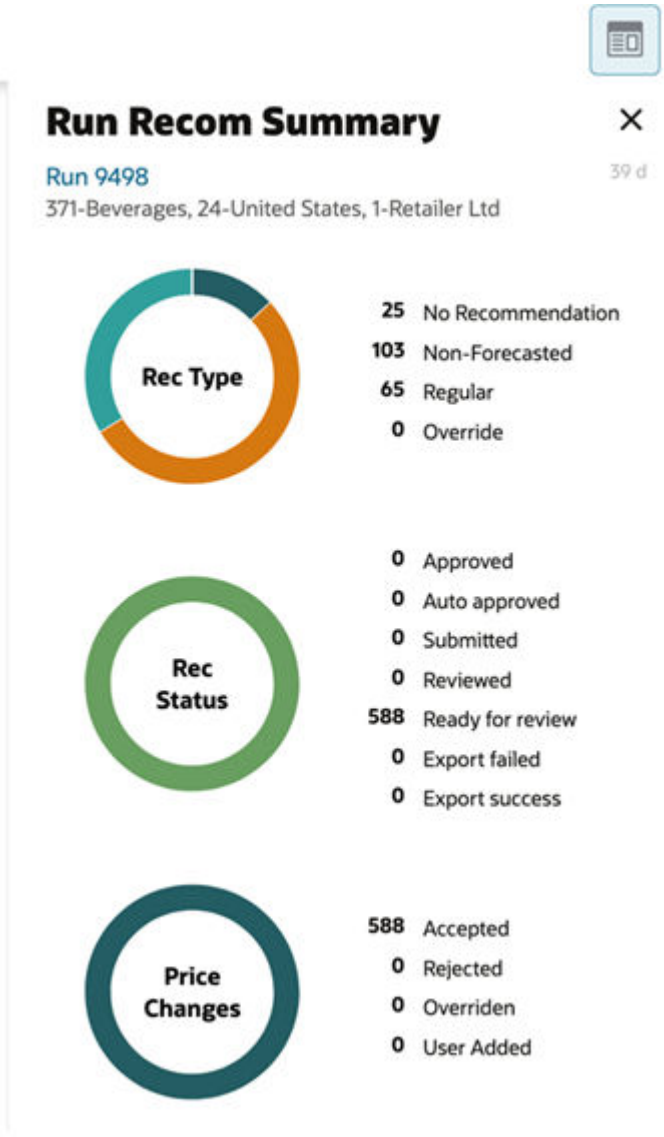


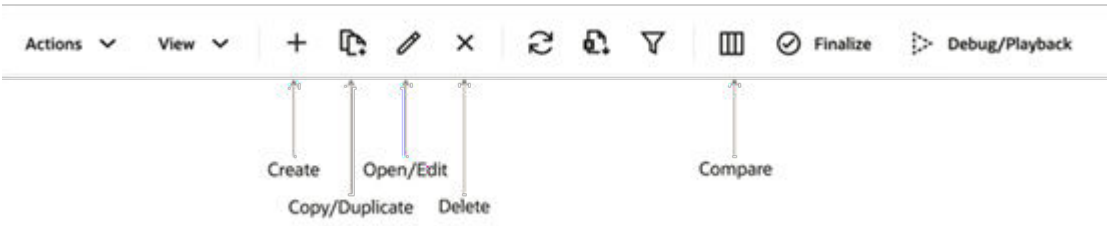
Figure 3-6 Run Overview - Regular - Run Recommendation Summary



Run Overview Actions

This section describes the run overview actions.

Figure 3-7 Run Overview - Actions



Create a Run

A Pricing Manager (Analytical Super User) or Regular Pricing Manager can create a new run by clicking the **Create** icon. This opens the Run Overview tab, where you can configure a new optimization run. In this screen, you define the scope, select the appropriate strategy, and set up business rules for promotion, markdown, or regular price optimization.

Copy/Duplicate a Run

To duplicate an existing run, select the desired run from the list on the Overview screen and click the **Duplicate** icon. You will be prompted to either continue with the existing effective week or select a new one from the drop-down list. The Scope stage in the Run tab will open, with all fields pre-populated using the inputs and data from the source run. Any existing results are not included.

The duplicated run appears in the list with a new Run ID and a Run Name prefixed with "Copy Of." All business rules from the source run are also copied. However, data elements such as demand data, price, cost, and inventory are not copied, as they are refreshed during optimization.

Open/Edit Run

The Run Overview tab is used for both viewing and editing runs, providing access to the Scope, Strategy or Rules Summary, and Results screens. To edit or view an existing run, select it from the displayed list and click the **Edit** icon. You can open any run for viewing; however, you can only edit runs that you created and for which you have the appropriate roles (such as Pricing Manager (Analytical Super User) or Regular Pricing Manager), and only if the run status is not Running, Reviewed, or Submitted. All other runs open in read-only mode.

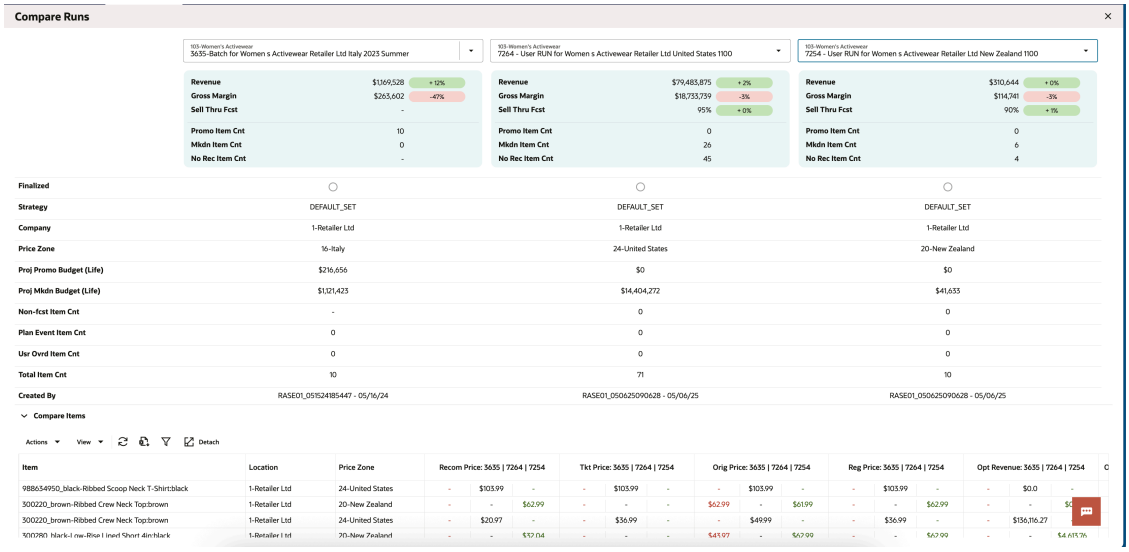
Delete a Run

You can delete runs based on their status and your permissions. To delete an existing run, select it from the displayed list and click the **Delete** icon. A user with Administrator permissions can delete any run except those with a status of Running. You can delete runs that you have created, provided they are not Running. You cannot delete runs created by another user or runs with an Auto Run status. You can select and delete multiple runs at once.

Compare Runs

You can select one to three runs that share the same Merchandise Level and are in Ready for Review status, then click the **Compare** icon to initiate a comparison. The system evaluates the selected runs based on revenue, gross margin, volume, and other key metrics to help you identify the most favorable outcome. This feature is also useful for comparing different what-if strategies and selecting the best-performing option.

Figure 3-8 Run Overview - Compare Runs



Finalize Runs

After optimizing a run, you can send its recommendations for further action by selecting the run and clicking the **Finalize** button, provided the results are satisfactory. When you finalize a run, the recommendations from the what-if run replace those from the corresponding batch run in the Manage Recommendations screen.

If there is a conflict, meaning the new run to be finalized has the same scope as an existing finalized run, an alert appears, asking you to un-finalize the existing run first. Exercise caution when un-finalizing a run, as any approved recommendations will be removed from the export integration views.

Debug/Playback

You can select a run and click the **Debug/Playback** button to download a zip file containing relevant data for debugging a what-if run. These files help you troubleshoot discrepancies between environments (for example, Stage versus Prod) or when submitting a Service Request (SR), making it easier to identify and resolve issues quickly.

The Run Tab

Clicking the **Create** icon or selecting a run to edit or view it opens the Run tab that serves as the central workspace where the user creates a run and defines business goals and rules by selecting the appropriate strategy from the available list. This tab supports workflows for promotion, markdown, or regular price optimization, and is titled either **LPO: <Run ID> (Promo/Mkdn)** or **LPO: <Run ID> (Reg)** respectively.

The Run tab consists of three primary screens:

- **Scope**: Select the season, location (such as region or price zone), merchandise level (such as department), effective week, and strategy. For regular pricing optimization, you have similar options, including season, location, price zone group, merchandise, and effective week.
- **Rules Summary**: View or modify the applicable business rules.

- **Results**: View the outcome of an optimized run and choose to override, accept, reject, or revisit earlier steps to make changes.

Figure 3-9 Run Tab - Promotion/Markdown

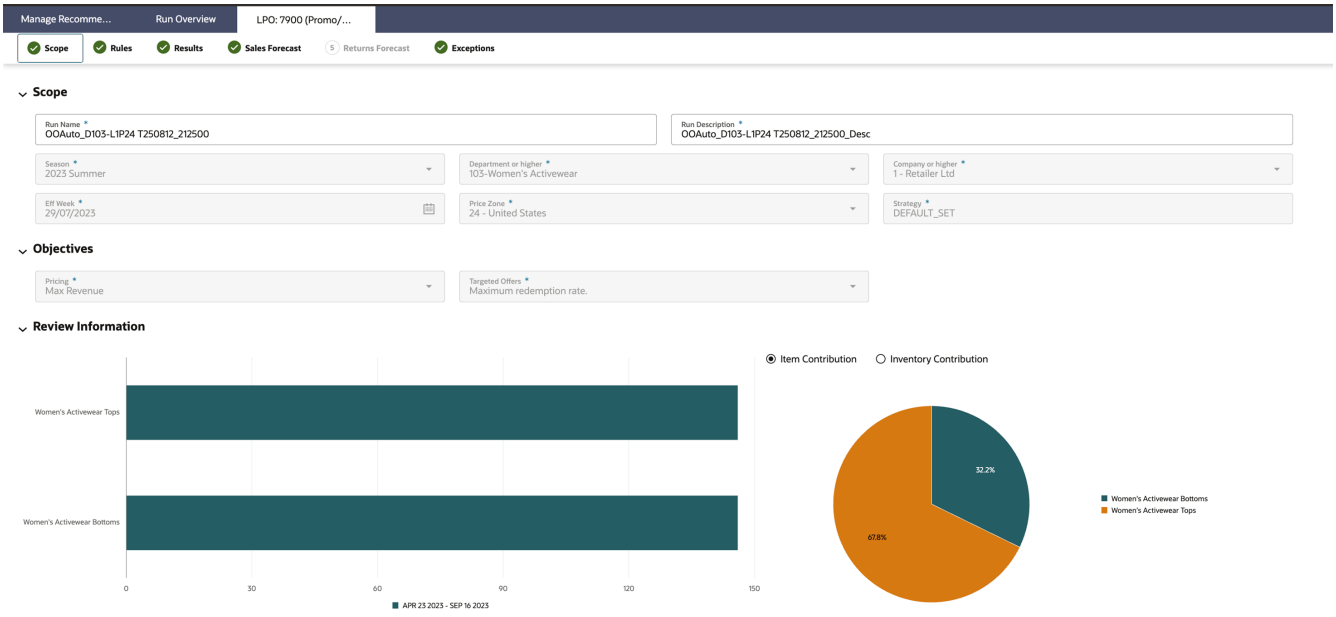
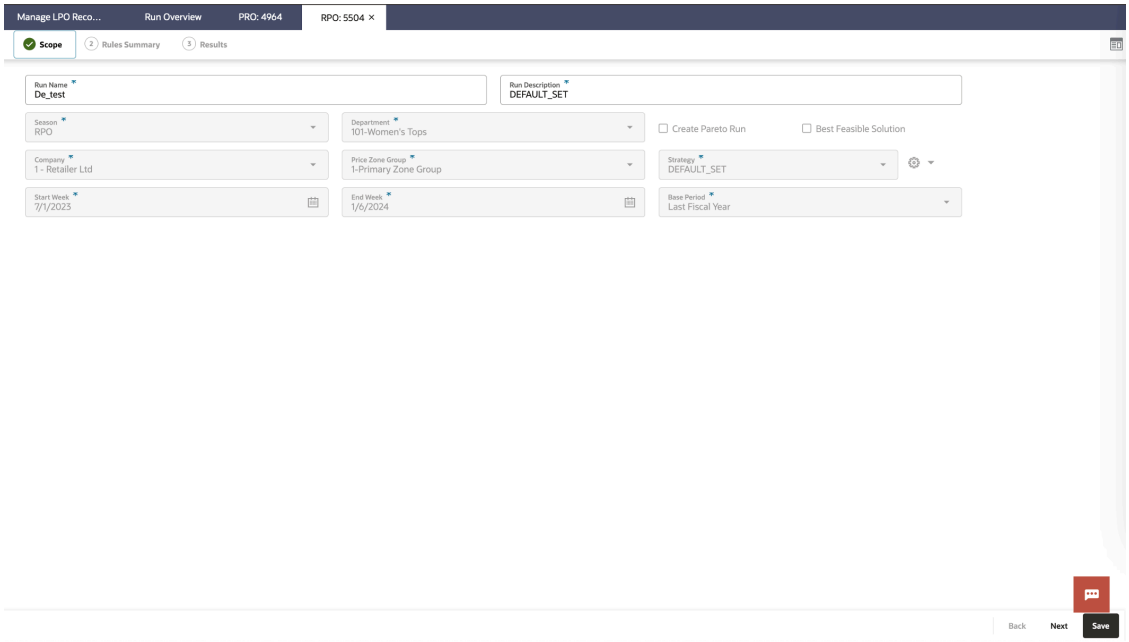


Figure 3-10 Run Tab - Regular



4

LPO Rules and Strategies

Pricing rules and strategies in LPO form the foundation for generating optimized price recommendations. Strategies combine multiple rules that support business objectives, such as maximizing margin, staying competitive, or clearing inventory.

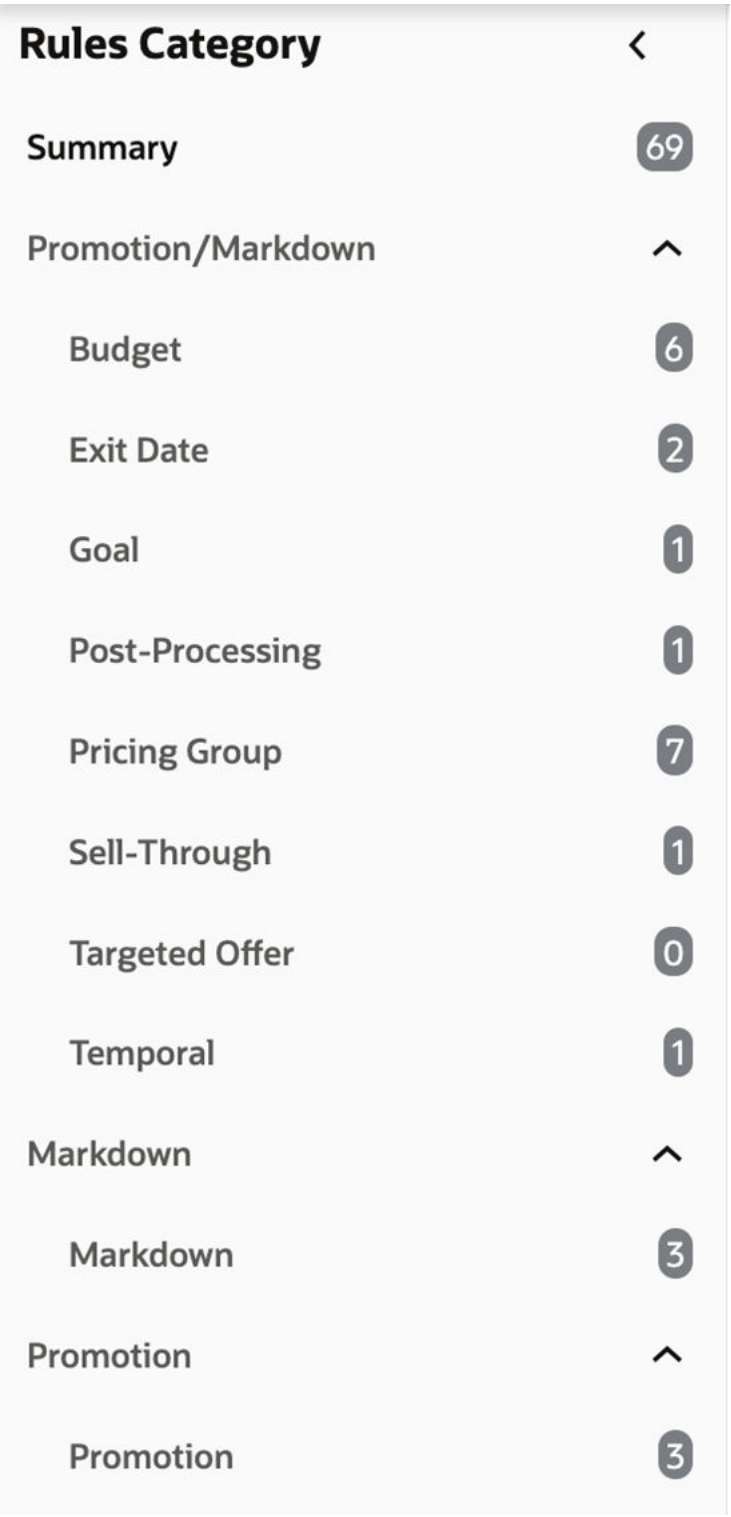
Each rule sets specific conditions or constraints, including minimum margin thresholds, price change limits, or competitive price alignment. You can configure, review, and manage these rules to ensure that recommendations align with your pricing goals. LPO applies these strategies during optimization runs to drive consistent, data-driven pricing decisions.

You create rules and strategies for LPO from the Control and Tactical Center in the Oracle Retail AI Foundation Cloud Service. For further details, see the "Control and Tactical Center" chapter in the *Oracle Retail AI Foundation Cloud Service Implementation Guide*.

Pricing Optimization Rules in LPO

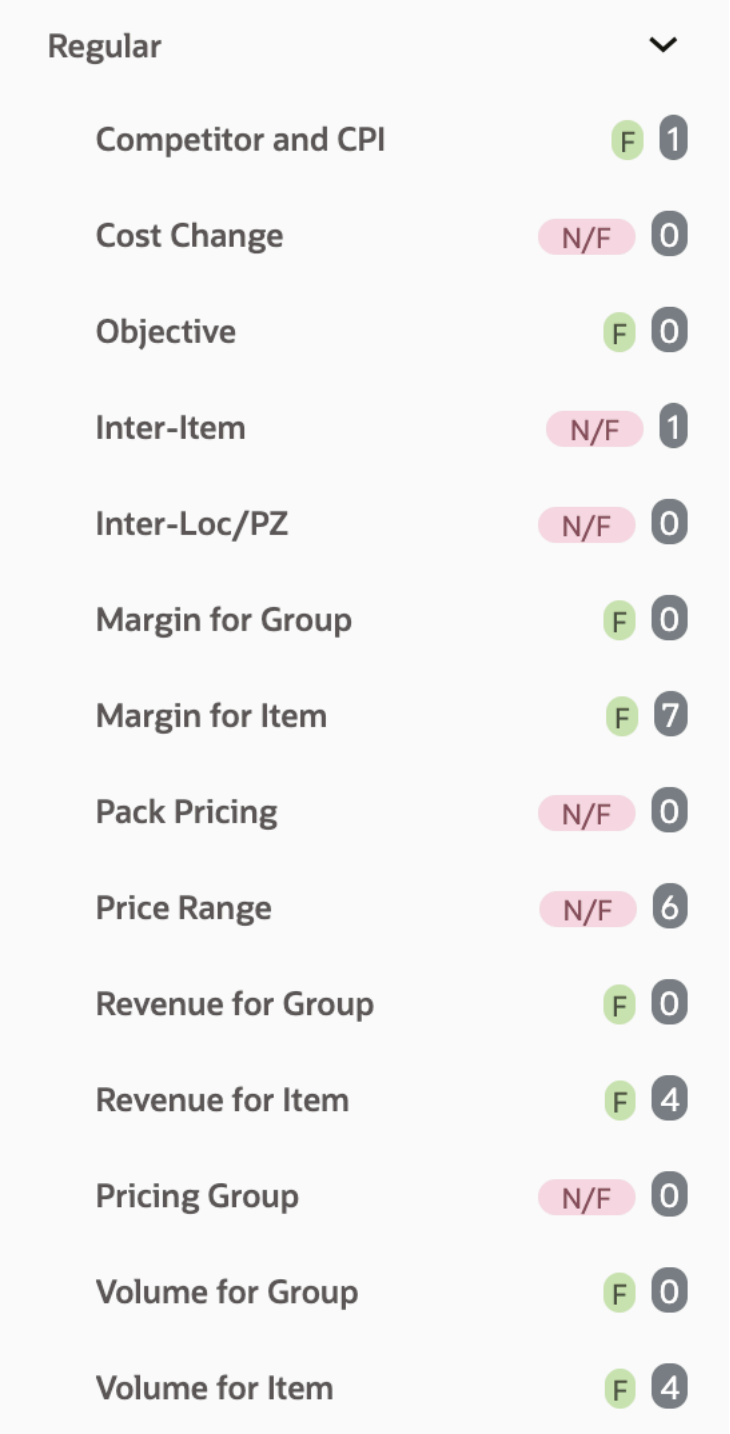
Pricing rules are the building blocks of price recommendations. They define specific conditions that must be met when determining a price, ensuring compliance with business objectives such as margin protection, competitive positioning, or price consistency. You can find the full list of rules in the `RSE_APPL_RULE_PROPERTY` table.

Figure 4-1 Control and Tactical Center - Markdown and Promotion Rule Categories



Regular Pricing rules are classified as Forecast-based (F) and Non-Forecast-based (N/F). Regular Pricing uses both F and N/F rules, whereas Rules Based Regular Pricing uses only N/F rules. If a strategy includes both F and N/F rules and you use it for a Rules Based Regular Pricing run, the Forecast rule(s) will be ignored.

Figure 4-2 Control and Tactical Center - Regular Rule Categories - Forecast (F) or Non/Forecast (NF)

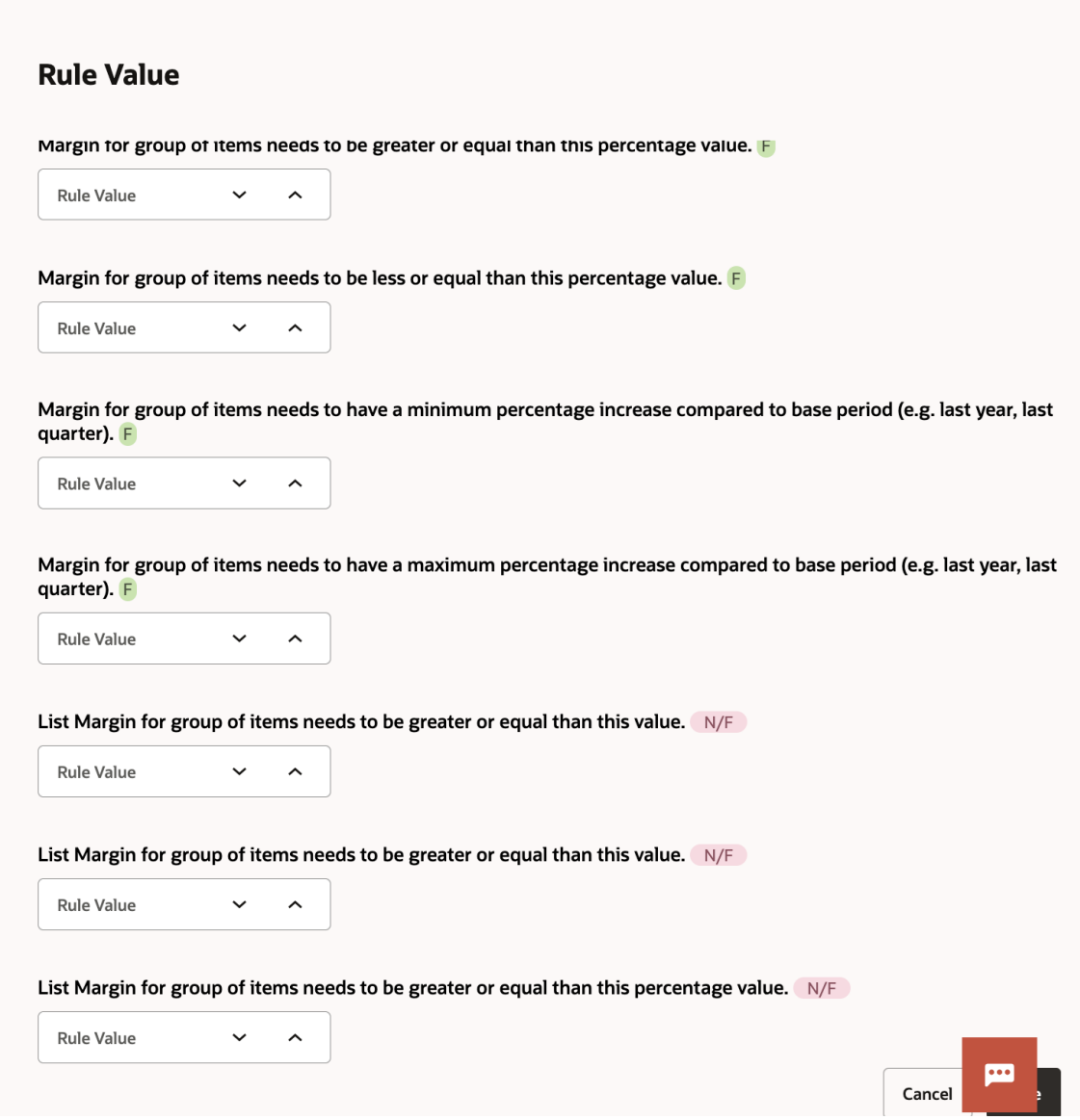


To list only the Non-Forecast based rules, set RSE_CONFIG.PRO_LPO_REGULAR_LITE_ENABLED_FLG to Y.

For the complete list of Promotion Markdown rules and strategies, see Appendix: Promotion and Markdown - Pricing Optimization Rules. For Regular Pricing rules and strategies, see Appendix: Regular - Pricing Optimization Rules.

LPO pricing rules are built using rule criteria and rule values. For Regular Pricing, each rule value is labeled as either F (Forecast-based) or N/F (Non-Forecast-based) to indicate its type.

Figure 4-3 Control and Tactical Center - Regular Rule Values - Forecast (F) or Non/ Forecast (NF)



Rule Criteria

Rule criteria define the scope and conditions under which a rule will apply, specifying where and how the rule should be enforced. Examples of criteria include Merchandise, Price Zone, Season, and Pricing Groups, ensuring alignment with your business objectives.

Not all rule categories and subcategories support the same criteria types; supported criteria depend on the rule type and configuration. For instance, Promo/Markdown rules support criteria such as Merchandise, Price Zone, and Price Zone Group, while Inter-Item and Inter-Location rules require criteria for two sets of items or locations, respectively.

To display Price Zones while creating business rule criteria, ensure that RSE_CONFIG.PRO_RULES_STRATEGY_LOC_SCOPE_LVL is set to PriceZoneGroup.

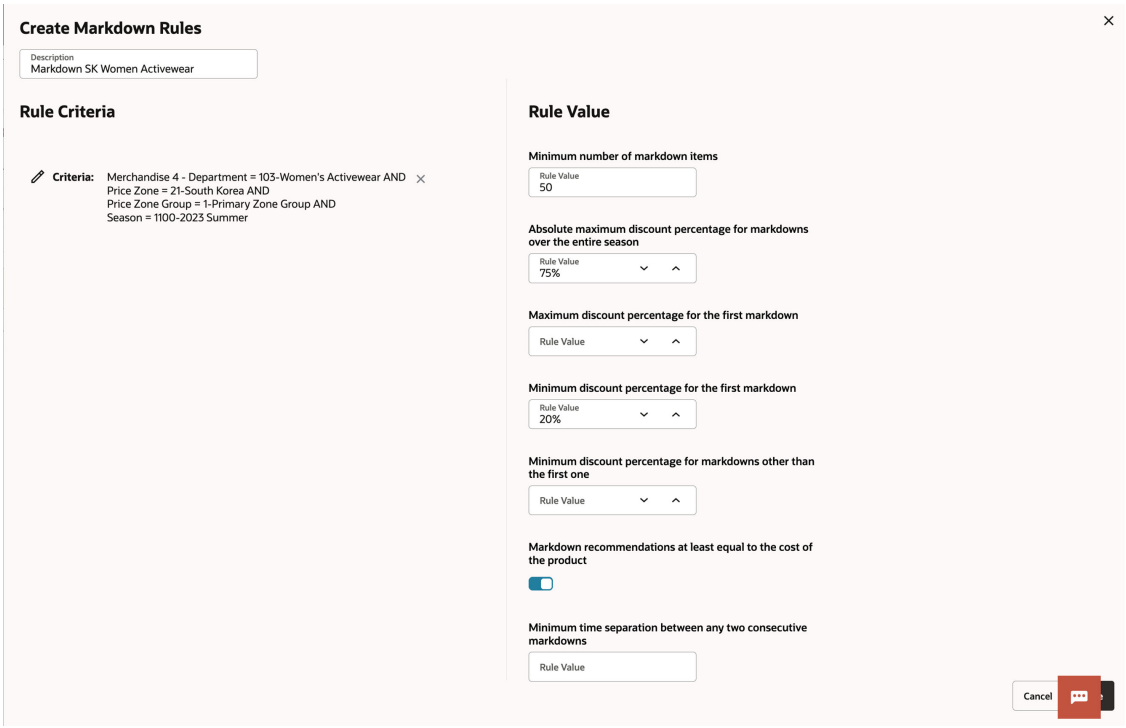
Rule Value

A Rule value defines the target or threshold for the rule. It sets the specific action or limit that the rule will enforce.

Example rule values:

- Margin - Minimum margin of 30%
- Budget - Maximum budget of $50,00,000
- Exit Date - 30/09/2023
- Promotion Range - Between 15% to 40% for first promotion and 10% to 25% for subsequent promotions

Figure 4-4 Rule Criteria and Value - Markdown and Promotion



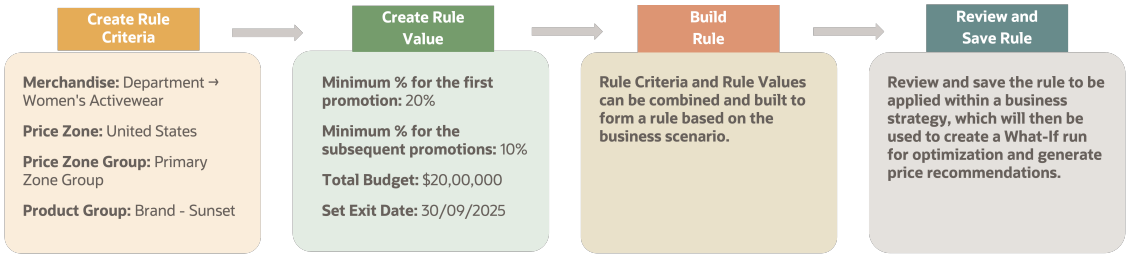
Example - Creating a Pricing Optimization Rule For LPO

For example, a retailer may want to apply the following criteria and values to boost sell-through while maintaining profitability during the season:

- Apply a minimum 20% discount for the first promotion and 10% for any subsequent promotions
- Within a budget of $2,000,000
- Targeting the Women's Activewear brand Sunset in the United States zone

- Valid through 30/09/2023

Figure 4-5 Steps to Create a Pricing Optimization Rule



Pricing Strategy in LPO

A pricing strategy is a set of one or more rules applied at the merchandise and location level to achieve a specific business objective. LPO enables retailers to define and apply tailored pricing strategies, ensuring that all relevant rules work together to generate price recommendations that align with overall business goals.

For example, a regular pricing strategy may combine:

- A competitor match rule (ensuring prices align with key competitors).
- A margin floor rule (preventing price reductions that affect profitability).
- A rounding rule (ensuring customer-friendly pricing).

A markdown strategy may include:

- A markdown phase rule (defining phased markdowns over time).
- A minimum price threshold rule (preventing markdowns below a certain value).
- A sell-through target rule (adjusting markdown depth based on inventory movement).

Types of Strategy

Default Strategy

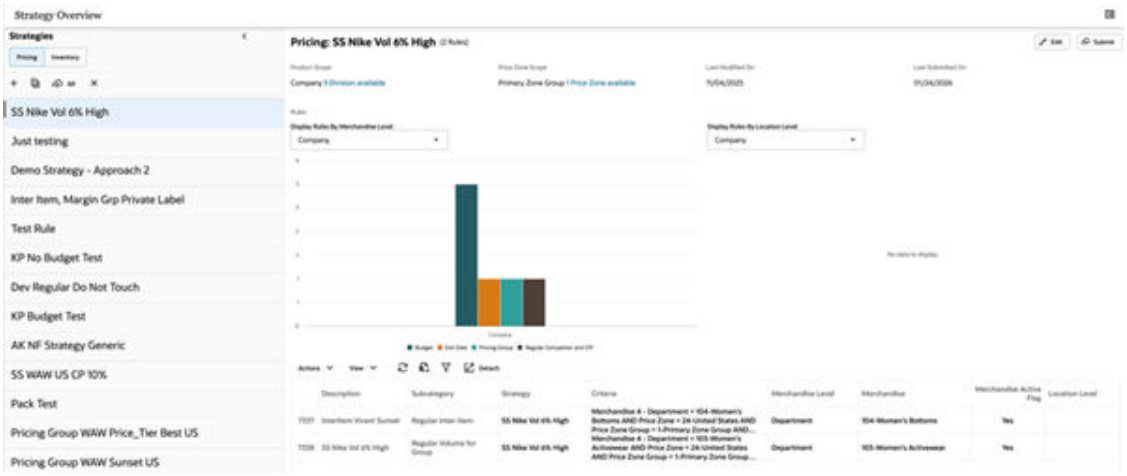
The default strategy is a baseline pricing framework created during the initial setup and applied automatically in batch runs.

What-If Strategy

A What-If Strategy is created when you want to test different pricing scenarios. It allows you to compare outcomes against the default strategy to identify the best option before applying any changes. After running a what-if scenario, you can analyze its results alongside the default strategy to decide whether to implement the adjustments.

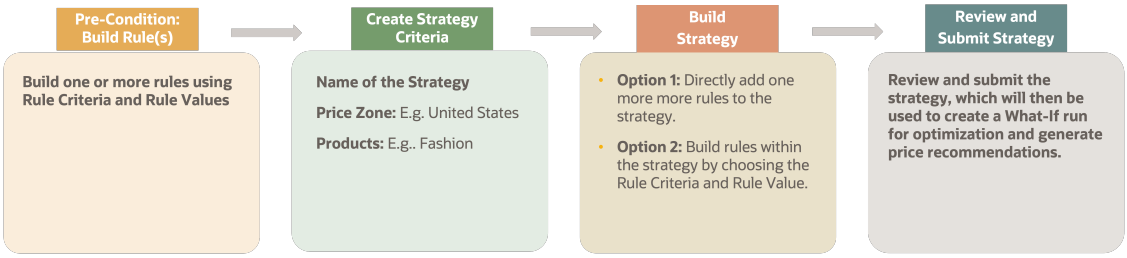
Example: A retailer creates a what-if strategy to test a 20% promotion on summer wear and evaluates its impact on revenue, margin, and volume.

Figure 4-6 Pricing Strategy Overview



Example - Creating a Pricing Strategy in LPO

Figure 4-7 Creating a Pricing Strategy



Escalation Path for Conflicting Rules

When Promotion, Markdown, or Regular rules are configured across multiple hierarchy levels such as Season, Product hierarchy, Location, Price Zone, and Price Zone Group, more than one rule may be applicable to the same item. For example, a Product Group–level Exit Date conflicting with a Price Zone–specific Exit Date. LPO resolves this situation using escalation path. LPO evaluates and ranks rules based on escalation path, and selects the rule that is the closest match to the item.

In any strategy set, the user can define rules at any merchandise and location levels. Rules will be applied to the merchandise and location that are closest to it. The term "Closest" can be defined as follows: for a given product level, move up the location hierarchy first to find any applicable rule. For example, the user defines Min First Markdown as 10% at Women's Activewear department-All locations level and 20% for Women Activewear Top-All locations. Then, merchandise in Women Activewear Top receives the 20% Min First Markdown rule, and all other merchandise receives the 10% Min First Markdown rule for all locations.

Figure 4-8 Rule Escalation Path (for each Rule + Item)

The system evaluates all applicable rules, assigns a priority based on hierarchy and specificity, and selects the highest-ranked rule as the final outcome.

Example

Item Details

- Season: Summer 2026
- Product: Style-Color
- Location: Chain
- Price Zone: United States
- Price Zone Group: Primary

Matching Rules

Rule	Product Level	Price Zone	PZ Group	Value
1001	Style-Color	United States	Primary	40%
1002	Sub Class	United States	Primary	35%
1003	Department	ALL	ALL	30%

Evaluation

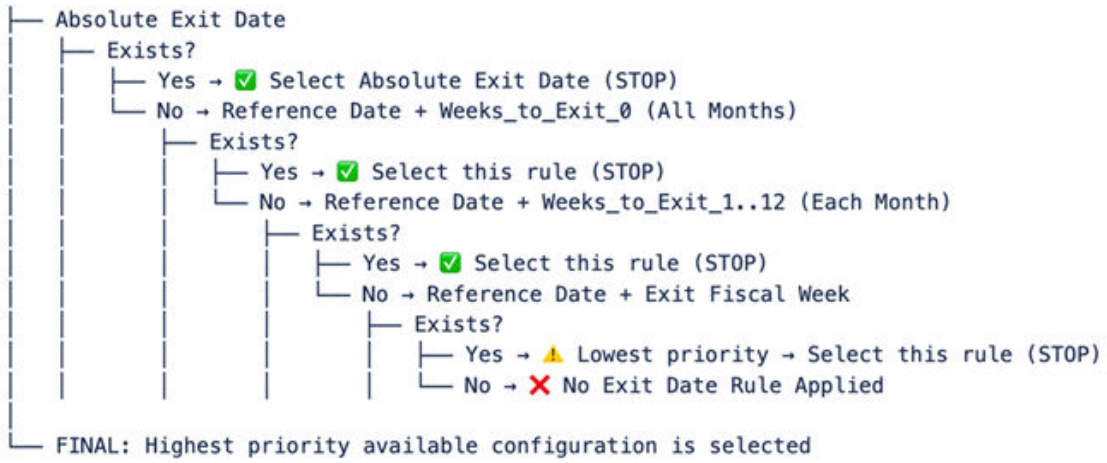
- Rule 1001 matches at the most specific Product level (Style-Color)
- Rule 1002 and 1003 are broader matches (fallback)

Outcome - Rule 1001 is selected because it is the most specific match across all dimensions.

Exit Date Rules

While rule selection follows the standard escalation path, Exit Date determination uses an additional priority-based ranking when multiple rules match at the same hierarchy level.

Figure 4-9 Exit Date Ranking (for each Rule + Item)



These configurations are ranked and ordered, and the highest-priority configuration is selected.

Key Principle: Exit dates are not compared across rules. The system selects the configuration with the highest priority based on this order.

Regular Pricing - Hard and Soft Constraints

Apart from the standard rule escalation path (Season -> Rule Set Name -> Product Hierarchy -> Location Hierarchy -> Price Zone -> Price Zone Group), Regular Pricing Rules such as Margin, Revenue, Volume, Cost Pricing etc. have additional hard and soft (priority) constraints to determine exactly which rule should be applied when multiple rules exist at the same level.

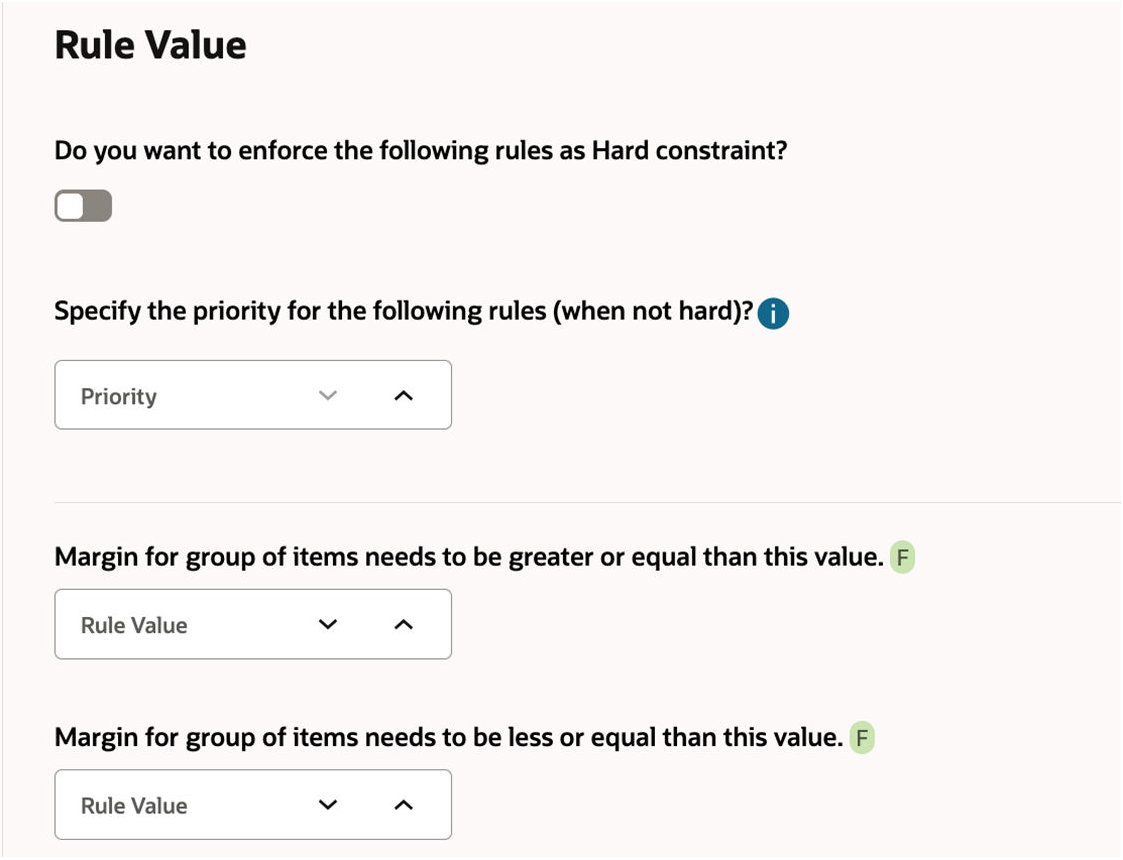
Hard Rules: These are strict, non-negotiable rules that LPO must always enforce. If a price recommendation violates a hard constraint, LPO will reject or adjust the recommendation to ensure compliance.

Example:A minimum margin rule (ensuring at least a 10% profit margin) must always be met, even if it conflicts with a competitor price match.

Soft Rules: These are flexible guidelines that LPO tries to satisfy but can be overridden if necessary to meet other critical objectives.

Example:A competitor match rule may suggest lowering the price to align with a competitor, but if it conflicts with a hard margin constraint, LPO will prioritize profitability over competitor alignment.

Figure 4-10 Regular Rules - Hard Constraint and Priority



How LPO Enforces Hard and Soft Rules

LPO always enforces hard constraints, ensuring that mandatory rules such as legal price limits or minimum margins are never violated. The system also evaluates all soft constraints and strives to satisfy them wherever possible, particularly when they align with high-priority rules. During optimization, LPO aims to minimize rule violations and deliver the best feasible solution within the defined rule framework.

Priorities

When multiple soft rules apply, LPO uses a priority system (ranging from 1 to 100, with 100 being the highest) to determine which rule takes precedence. Higher-priority rules are enforced first, and lower-priority rules are adjusted as needed.

You can configure rule priorities in LPO based on your business objectives to ensure the most important rules guide pricing decisions.

Example: A retailer may set margin protection as a higher priority than competitor pricing, meaning that even if a competitor lowers their price, the retailer will not match it if it results in an unprofitable margin.

How Rule Change Affects Runs

When a run is created, LPO captures the current submitted rules at that moment and uses them to generate all recommendations. Editing a rule after a run has been created has no effect on that run's results. Any recalculation or re-optimization will use the rule values from the original run creation time, not the edited values.

Best practice: Submit all necessary rule changes first, then launch a new scenario to ensure the updated rules are fully applied.

5

Promotion/Markdown - What-If Run

This chapter describes the Promotion/Markdown functionality.

What-If Run - Introduction

A what-if run allows you to simulate and analyze the impact of different pricing strategies or business rule changes without affecting live production data. You can use what-if runs to evaluate potential outcomes and make informed decisions before finalizing an actual optimization run.

To create a what-if run for Promotion or Markdown:

- Before creating the run, make sure to complete any required forecast configuration steps to ensure accurate demand estimation and valid optimization results.
- Ensure the Promotion/Markdown tab is selected on the Run Overview page.
- Click the Create icon in the Run Overview table to open the Run Overview tab, where you can define the scope, select the applicable strategy, and configure business rules tailored to your scenario.

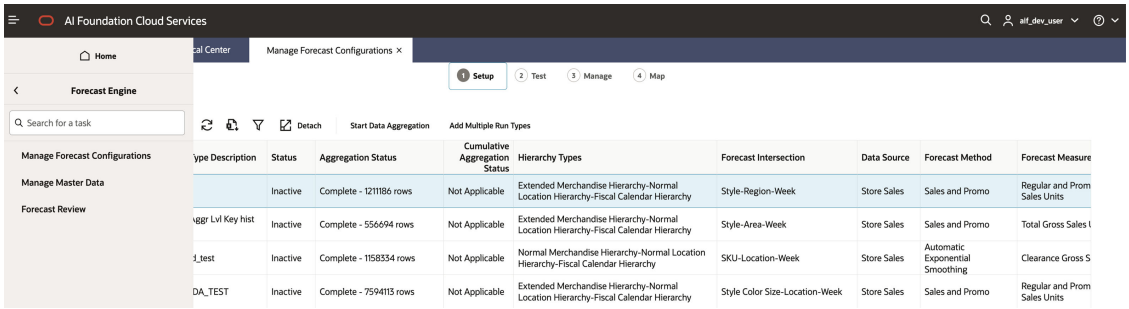
Prerequisite - Forecast Configuration

Forecast Configuration is a prerequisite before setting up a Lifecycle Price Optimization (LPO) run. The forecasting process analyzes historical and other data sources using machine learning algorithms to develop predictive models that provide the necessary forecasting inputs for the LPO Optimization Algorithm.

The Optimization Algorithm then uses these forecasting inputs, along with scope, objectives, budgets, and business rules defined in the LPO Run UI, as well as optimization parameters from AIF and the data warehouse. The algorithm efficiently analyzes feasible price paths and generates price recommendations. You can review these recommendations in the LPO Manage Recommendation screen and export them to price execution systems such as Oracle Retail Price Management (ORPM) or Customer Engagement (CE).

You can set up the Forecast Configuration from the Forecast Engine in the AIF Tasks Menu.

Figure 5-1 AIF - Forecast Configuration



For further details, see the Lifecycle Processing Optimization chapter and Control and Tactical Center chapter in the *Oracle Retail AI Foundation Cloud Service Implementation Guide*.

Promotion/Markdown - Scope

The Scope stage defines the parameters for optimization, allowing the pricing analyst to select a season, merchandise (for example, Department), location (for example, Region or price zone), effective week, and strategy for the run. This stage is organized into three key sections: Scope, Objectives and Budget, and Review Information.

Click the **Save** button to apply updates to the Name, Description, and any changes made within the Objectives and Budget section. After saving, the Review Information panel is populated, providing insights into inventory and item count contributions based on the defined product processing level.

You can proceed to the next stage only after saving the run. When ready to optimize, click **Optimize** or **Re-Optimize** in the footer. If you do not adjust the rules in the next stage (Rules Summary), the system will use the business rules tied to the selected strategy by default.

Figure 5-2 Promo/Mkdn Run - Scope

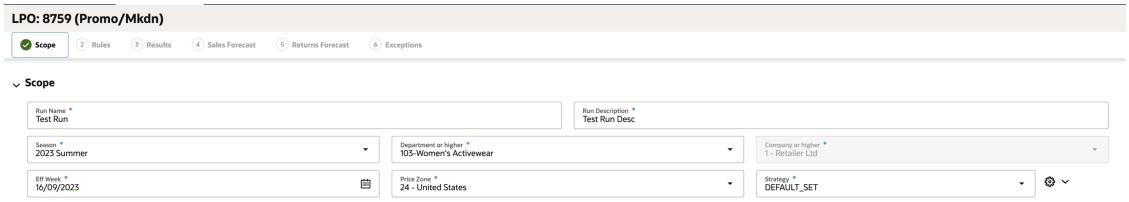


Table 5-1 Promo/Mkdn Run - Scope

Field	Description
Run Name	The name identifying the run. The name must be 80 characters or less and use alphanumeric characters only. It is case sensitive.
Run Description	A brief description of the run. The value must be 200 characters or less and use alphanumeric characters only.
Season	You can choose from the drop-down list of seasons available for the run.
Department or Higher	You can choose from the drop-down list of merchandise available for the run.
Company or Higher	You can choose from the drop-down list of locations available for the run, based on PRO_LOC_HIER_PROCESSING_LVL.
Effective Week	You can choose from the drop-down list of effective weeks available for the run. Effective weeks in the past compared to the last pull of sales data (whenever the batch process was successfully executed) are not displayed.
Price Zone	You can choose from the drop-down list of available price zones for the run. Available set of price zones will be decided based on the forecast run type mapped to the Lifecycle Pricing - Promotion/Markdown application or Lifecycle Pricing - Regular application, respectively.

Table 5-1 (Cont.) Promo/Mkdn Run - Scope

Field	Description
Strategy	You can choose from the drop-down list of strategies available. You can define the set of business rules and associate the set with a strategy (for example, Christmas Specials). By default, there is always a strategy named DEFAULT_SET. In case of regular pricing optimization runs, you have the option to create a new strategy by clicking the **+** icon.

Scope - Multi-Run Request

You can submit multiple what-if runs to test new strategies or explore different business rule scenarios. To do this, select a configuration above the run setup level, which generates multiple runs that appear in the Multi-Run Request screen. These runs are queued for execution in the daily batch and will later be listed in the Run Overview table. From the Multi-Run Request screen, you can review or delete any pending requests before they are processed. The screen also includes filter tiles that help you narrow down the Request Summary table based on request status.

Figure 5-3 Promo/Mkdn Run - Multi-Run Request Defining the Scope (For Example, Women's Clothing Group)

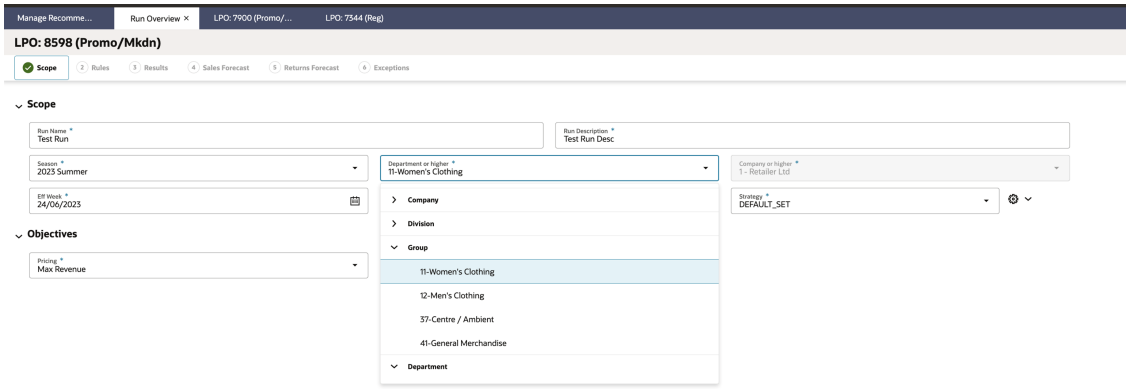


Figure 5-4 Promo/Mkdn Run - Multi-Run Request Confirmation Message

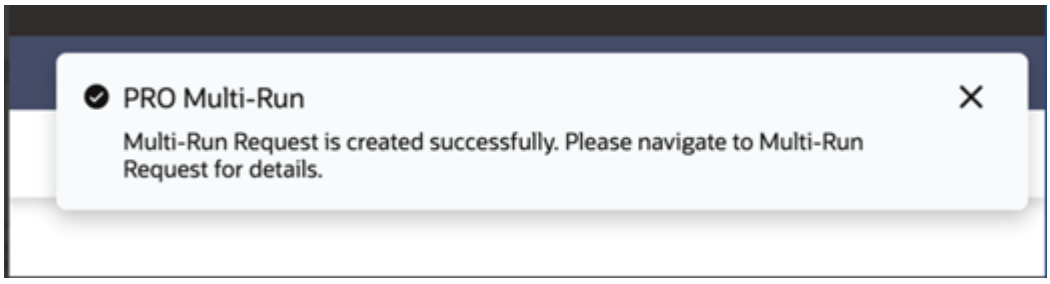
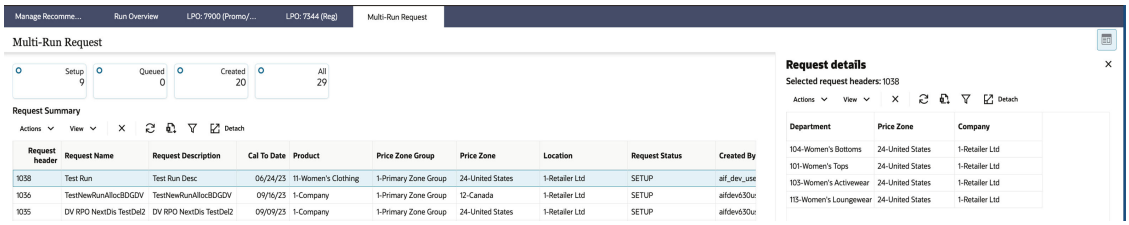


Figure 5-5 Promo/Mkdn Run - Multi-Run Request for Four Departments Under Women's Clothing Group



Scope - Objectives

This section allows you to define objectives for both pricing and targeted offers optimization.

For Promotion/Markdown, you can choose from four objectives:

- Maximize Revenue
- Maximize Gross Margin Amount
- Maximize Revenue with Salvage
- Maximize Gross Margin Amount with Salvage

For Targeted Offers, the only supported objective is to maximize the redemption rate.

Be sure to save any changes made in this section by using the Save option under the Action menu.

Figure 5-6 Promo/Mkdn Run - Scope - Objectives

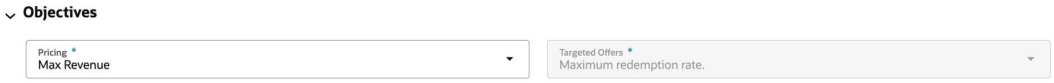


Table 5-2 Promo/Mkdn Run - Objectives

Field	Description
Pricing Objective	You can choose between Max Revenue, Max GM Amount, Max Revenue with Salvage, and Max GM Amount with Salvage from the drop-down list of values. You can set the default pricing objective using the strategy interface.
Targeted Offers Objective	Supports only Maximize Redemption Rate.

Scope - Review Information

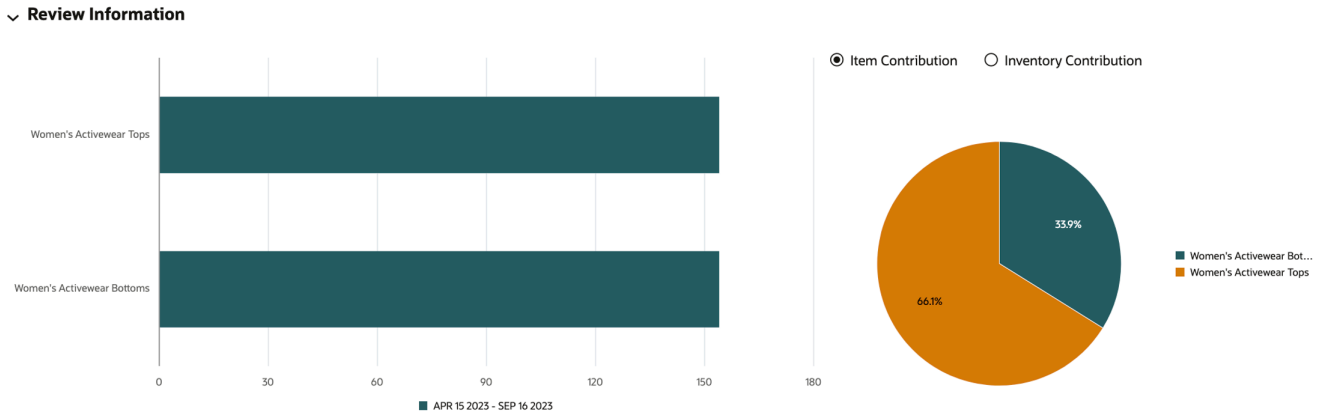
This section provides key details, including:

- The start and end dates of the run's product processing level (configured by PRO_PROD_HIER_PROCESSING_LVL, for example, Class) for a season's start and end date.

- Pie charts showing item counts and unsold inventory units by the product hierarchy processing level (for example, Class).

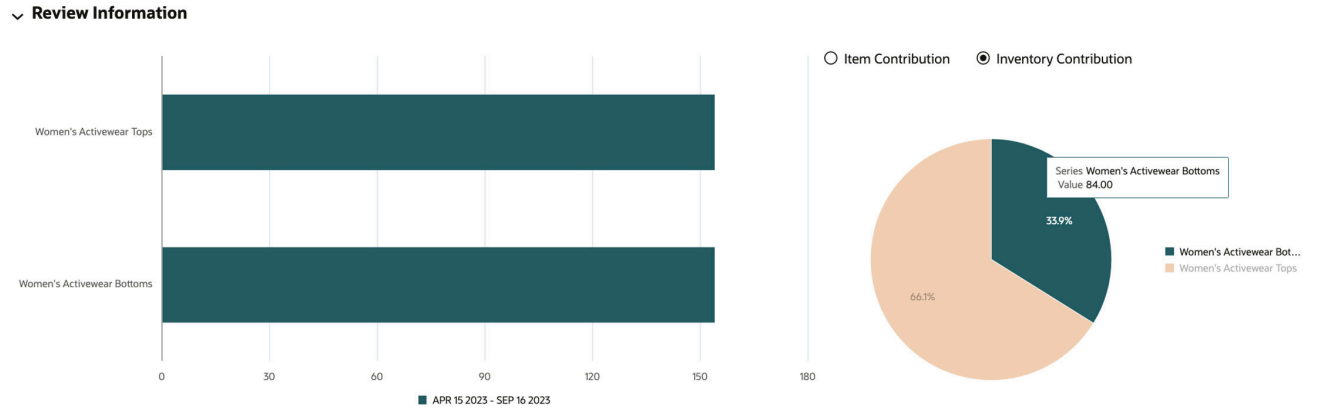
You can toggle between the Item Contribution pie chart and the Inventory Contribution pie chart. For example, if the run's processing level is Class, the Item Contribution chart shows the number of items in each class, while the Inventory Contribution chart displays unsold inventory units by class. Unsold inventory is the sum of all configured inventory components (such as on order, allocated, warehouse, in transit, and so on).

Figure 5-7 Promo/Mkdn Run - Review Information



When you hover over a component in the chart, the corresponding legend item is highlighted. Likewise, hovering over a legend item highlights the respective component in the chart. For example, in the illustration below, the Women's Activewear Bottoms segment is highlighted.

Figure 5-8 Promo/Mkdn Run - Review Information Highlight Chart Component



Promotion/Markdown - Rules

Business rules represent the constraints applied to a pricing optimization problem. You can deliver business rules through interfaces and associate them with a strategy (for example, "Christmas Strategy"). By default, a **DEFAULT_SET** strategy is always available and is used to

populate the Strategy screens. The Strategy stage is organized into seven tabs: Temporal, Planned Events, Promotion, Markdown, Sell-Through Target, Price Ladder, and Pricing Groups.

Each screen is generally divided into two panels:

- **Summary (left, with a General Strategy button)**
  - The Summary panel displays a summary of all rules specified at different merchandise levels. When you save or optimize the run, the system uses default values to populate rules at the run's product processing level (for example, Class). This panel is read-only and cannot be edited.
  - By clicking the General Strategy button, you can open a pop-up window where you specify a constraint at the run level. This applies the rule to all locations and all product processing levels (such as all classes) in the run. All product processing levels inherit the values defined in the General Strategy section.
  - When the system sends the rules to optimization, lower merchandise-level rules override higher merchandise-level rules. For example, if a department-level rule sets the minimum discount percent at 10%, all items in all classes use this criterion. If you then add a style-level rule with a 20% minimum, items in that style will have the 20% rule, while all others remain at 10%.
- **Contextual Area (right, expands when you click the icon)**
  - The contextual area displays a pie chart that shows the percentage of rules specified at different merchandise levels.

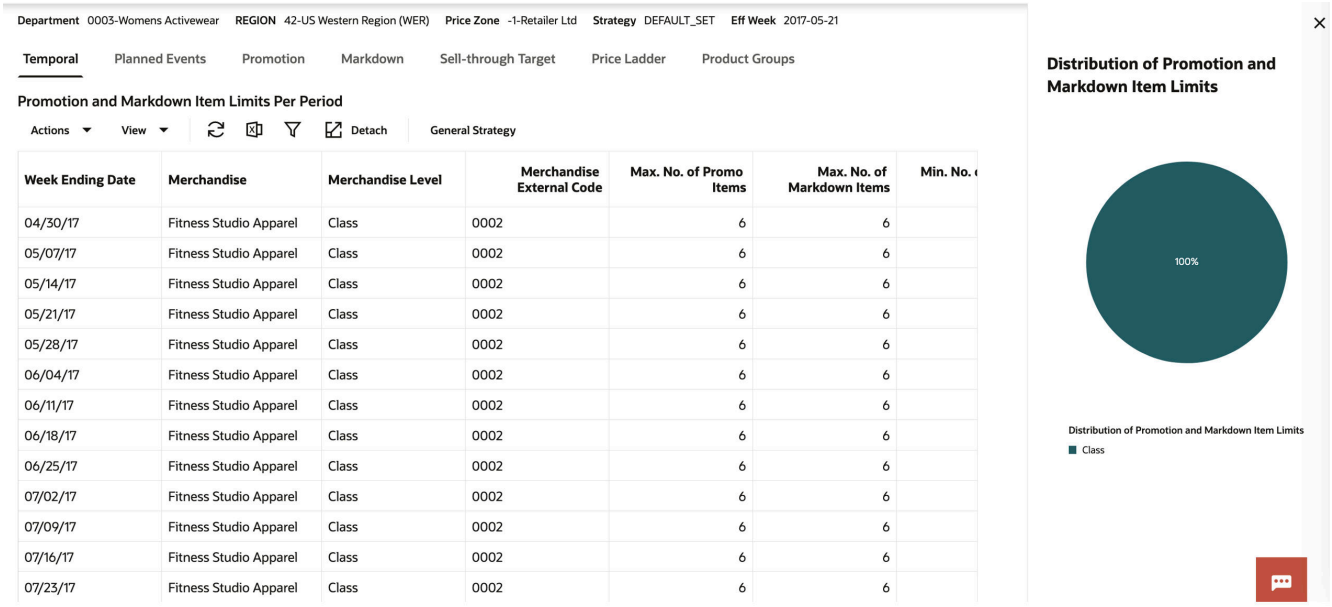
Rules - Temporal

The following figures illustrate how to specify business rules related to the temporal aspects of the pricing problem.

Promotion and markdown eligibility for periods is defined in the **PRO_SEASON_PERIOD_STG** interface, and the run is populated as follows:

- Default values at the run merchandise processing level (for example, class) are populated based on the interface.
- The interface allows you to specify the general promotion, markdown, and ineligible periods at the run's product processing level or higher. For each period, you can define the type of pricing change allowed through this interface. When period eligibility is sent to optimization, any 'no-touch' constraints are applied in addition to the period eligibility set by the interface.
- You can modify no-touch periods at the beginning and end of life for all classes directly in the UI by clicking the General Strategy button in the table toolbar, as shown in the second figure below.

Figure 5-9 Promo/Mkdn Run - Rules - Temporal Strategy - Summary and Contextual Area



In the following table, the default value is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.

Table 5-3 Promo/Mkdn Run - Rules - Temporal Rules

Field	Editable?	Description
Week Ending Date	No	The week ending date for the period.
Merchandise	No	Description of the merchandise.
Merchandise Level	No	The merchandise level to which the rule applies (for example, from PRO_PROD_HIER_PROCESSING_LVL such as class, subclass, or style/color).
Max No. of Promo Items	No	This field indicates the maximum number of items that can be promoted during the period. The default is the number of items at that merchandise level and name. If a period is marked as Promotion Allowed, this field is active and 'Max No. of Markdown Items' is set to 0. If a period is marked as ineligible, this field is disabled and set to 0.

Table 5-3 (Cont.) Promo/Mkdn Run - Rules - Temporal Rules

Field	Editable?	Description
Max No. of Markdown Items	No	This field indicates the maximum number of items that can be marked down during the period. The default is the number of items at that merchandise level and name. If a period is marked as Markdown Allowed, this field is active and 'Max No. of Promo Items' is set to 0. If a period is marked as ineligible, this field is disabled and set to 0.
Min No. of Promotion Items	Yes	Allows you to specify the minimum number of items to be promoted during the period. The default value is 0. If the period is marked as Markdown Allowed or Ineligible, this field is disabled and set to 0.
Min No. of Markdown Items	Yes	Allows you to specify the minimum number of items to be marked down during the period. The default value is 0. If the period is marked as Promotion Allowed or Ineligible, this field is disabled and set to 0.

Figure 5-10 Promo/Mkdn Run - Rules - Temporal General Strategy

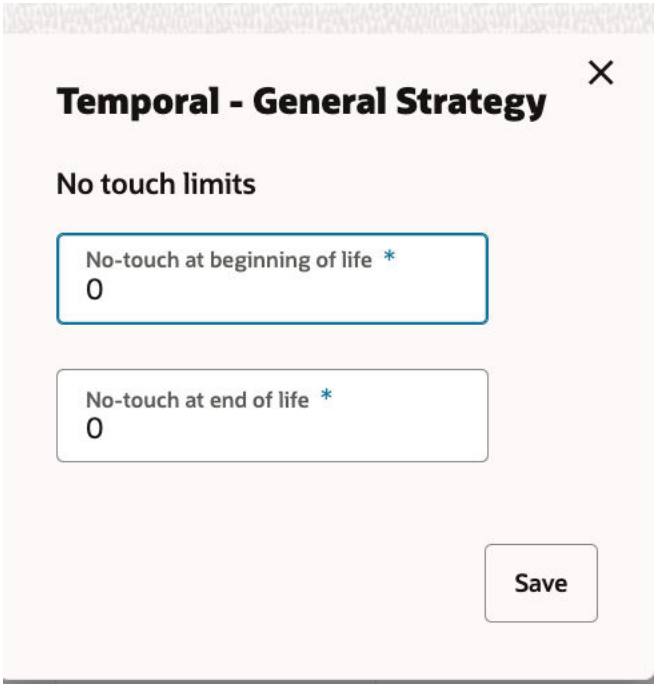


Table 5-4 Promo/Mkdn Run - Rules - Temporal Rules

Field	Default Value	Description
No Touch After Landing	0 Weeks	Applied at the item level for all locations. This indicates that the price of an item cannot be changed from the initial full price until 0 weeks have passed after the item starts selling (also referred to as the model start date).
No Touch at End of Life	0 Weeks	Applied at the item level for all locations. This indicates that the price of an item cannot be changed during the last 0 weeks before the exit date.

Rules - Planned Events

The screen shown in the following figure provides a detailed view of promotional activities, including their start and end dates, discount percentages, and event types. It also outlines the merchandise and location details, along with pricing zone information, ensuring effective organization and tracking of promotional strategies.

Figure 5-11 Promo/Mkdn Run - Rules - Planned Events

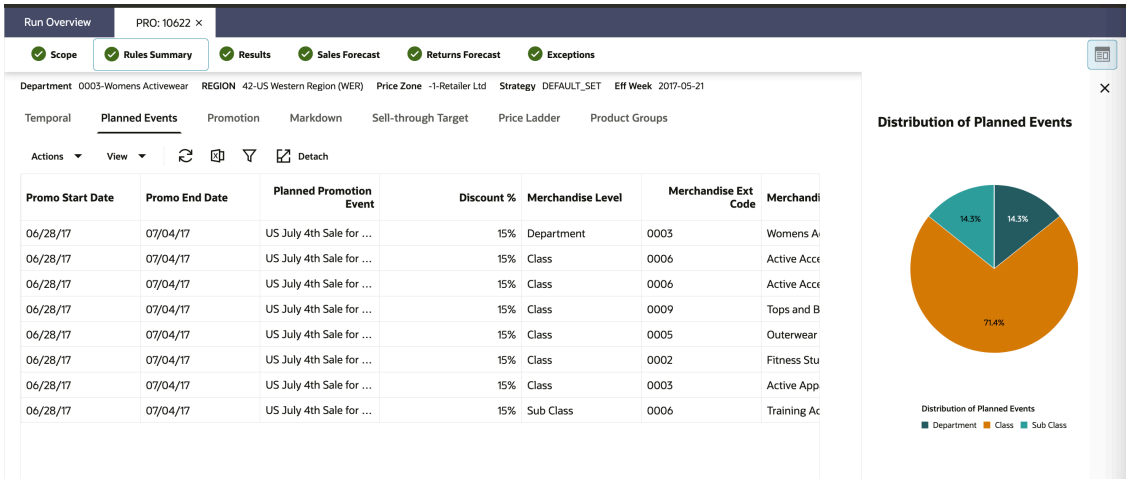


Table 5-5 Promo/Mkdn Run - Rules - Planned Events

Field	Description
Promo Start Date	Indicates the start date of the promotional event.
Promo End Date	Specifies the end date of the promotional event.
Planned Promotion Event	Describes the name of the planned promotional activity.
Discount %	Represents the percentage of discount applied during the event.
Merchandise Level	Defines the hierarchical level of merchandise included in the promotion.
Merchandise Ext Code	A unique code identifying specific merchandise associated with the event.

Table 5-5 (Cont.) Promo/Mkdn Run - Rules - Planned Events

Field	Description
Merchandise	Displays the name of the merchandise involved.
Location Level	Indicates the hierarchical level of the location (for example, region, area).
Location Ext Code	A unique code for identifying locations.
Location	Specifies the detailed name or description of the location.
Price Zone Ext Code	A unique code for the pricing zone involved in the promotional event.
Price Zone Name	Provides the name of the pricing zone.
Apply Planned Promotions?	Yes/No to decide if the planned promotions have to be applied.
Year Independent ID	Promotional event ID independent of the year.

Rules - Promotion

In this screen, shown in the following figures, you can specify the rules associated with promotions, specifically the reactive promotions (and not the planned promotions) that do not exceed more than one week.

The default values that are populated for this run, such as General Strategy, are based on the DEFAULT_SET strategy or selected strategy in the Scope stage.

The contextual area shows the percentage of rules specified by the merchandise-level, that is, percentage specified at Class-level versus Subclass versus Style/Color level.

Figure 5-12 Promo/Mkdn Run - Rules - Promotion Strategy - Summary Contextual Area

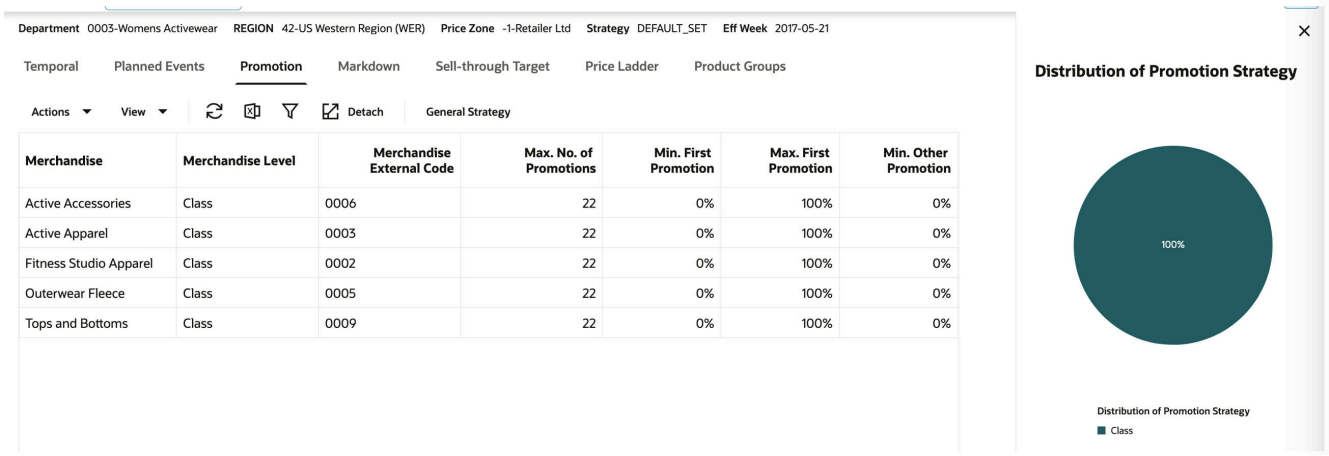


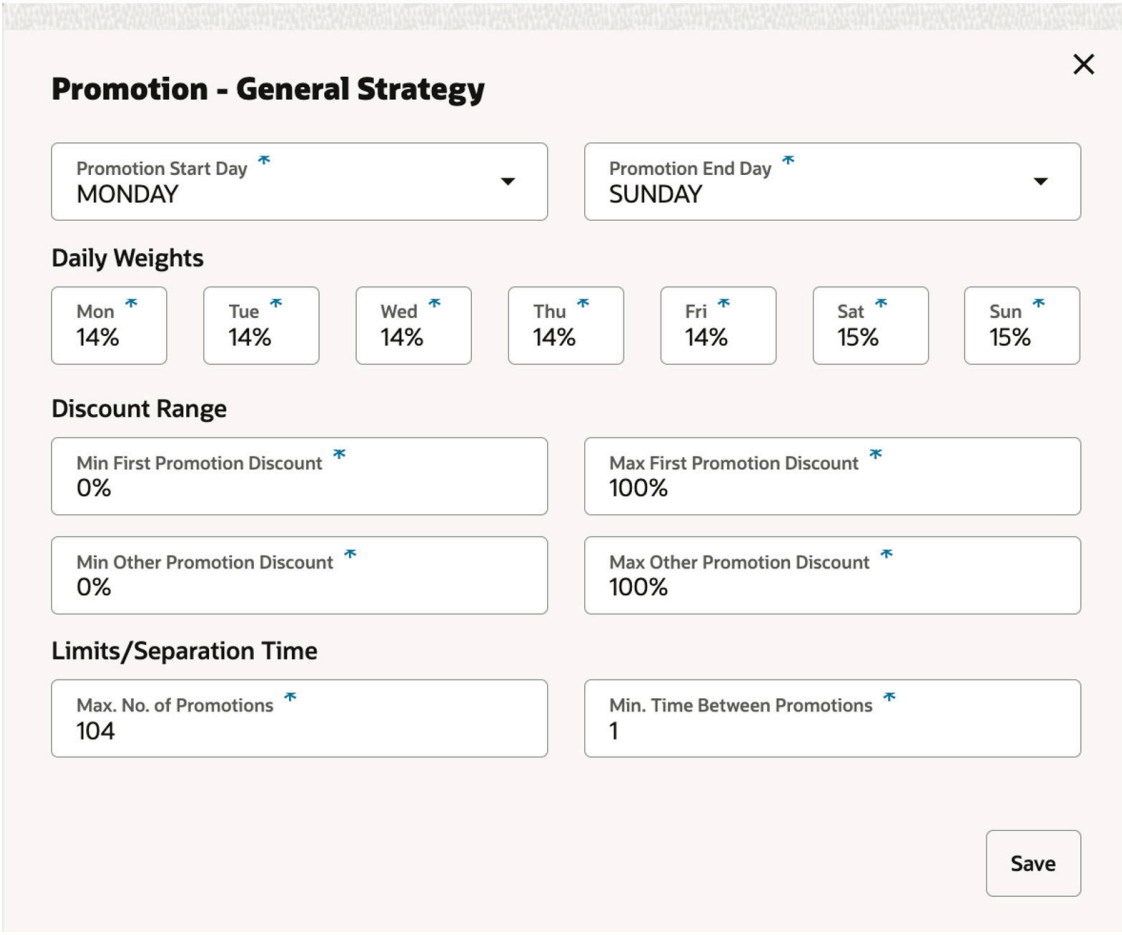
Table 5-6 Promo/Mkdn Run - Rules - Promotion Strategy

Field	Description
Merchandise	Description of the merchandise.

Table 5-6 (Cont.) Promo/Mkdn Run - Rules - Promotion Strategy

Field	Description
Merchandise External Code	The merchandise's external code that can be identified by the retailer.
Merchandise Level	Merchandise level of the rule. This can be from PRO_PROD_HIER_PROCESSING_LVL (for example, Class) to Subclass, or Style/Color.
Min First Promotion Discount	The minimum discount that is allowed for the first promotion in the season. The default value (for example, 0%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Min Other Promotion Discount	The minimum discount that is allowed for the subsequent promotions (except the first) in the season. The default value (for example, 0%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Min Time Between Promotions	The minimum time (in periods or weeks) between consecutive promotions in the season. If there are four months in the promotion season, and the min time is four weeks, then roughly one promotion week is available per month. The default value (for example, one week) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.

Figure 5-13 Promo/Mkdn Run - Rules - Promotion - General Strategy



The fields available are described in the following table.

Table 5-7 Promo/Mkdn Run - Rules -Promotion Strategy

Field	Description
Merchandise	Description of the merchandise.
Merchandise External Code	The merchandise's external code that can be identified by the retailer.
Merchandise Level	Merchandise level of the rule. This can be from PRO_PROD_HIER_PROCESSING_LVL (for example, Class) to Subclass, or Style/Color.
Max No. of Promotions	Maximum number of promotions allowed for an item in the life or season.
Min First Promotion	The minimum discount that is allowed for the first promotion in the season. The default value (for example) is 0%.
Max First Promotion	The maximum discount that is allowed for the first promotion in the season. The default value (for example) is 100%.
Min Other Promotion	The minimum discount that is allowed for the subsequent promotions (except the first) in the season. The default value (for example) is 0%.
Max Other Promotion	The maximum discount that is allowed for the subsequent promotions (except the first) in the season. The default value (for example) is 100%.
Min Time Between Promotions	The minimum time (in periods or weeks) between consecutive promotions in the season. If there are four months in the promotion season, and the min time is four weeks, then roughly one promotion.

Rules - Markdown

In this screen, shown in the following figures, you can specify the rules associated with markdowns.

The default values that are populated for this run, such as General Strategy, are based on the DEFAULT_SET strategy or selected strategy in the Scope stage. The retailer can choose to modify the values during implementation.

The contextual area shows the percentage of rules specified by the merchandise level (for example, the percentage specified at Class versus Subclass versus Style/Color level).

Figure 5-14 Promo/Mkdn Run - Rules - Markdown Rules

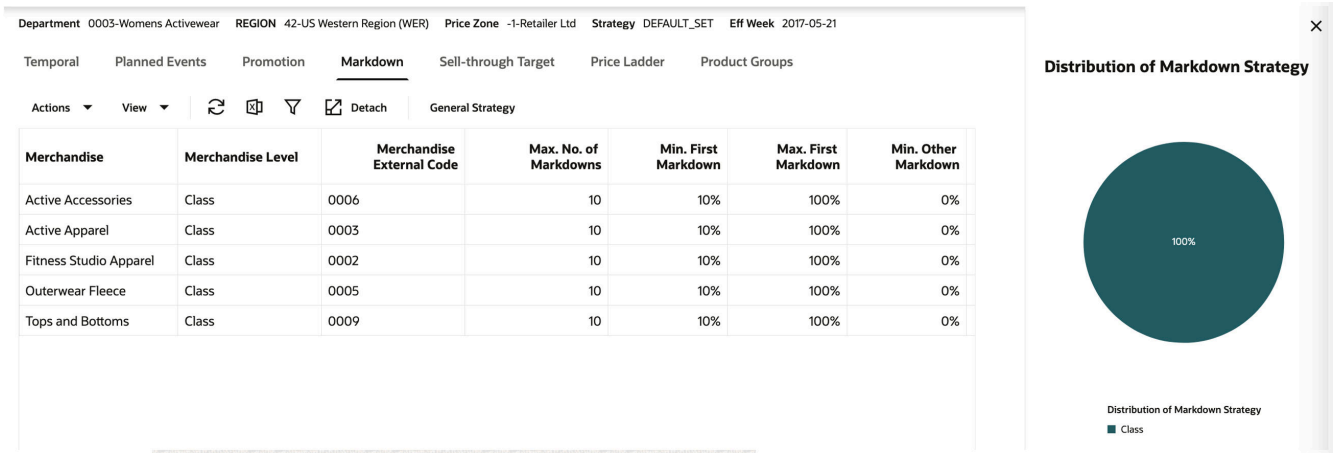
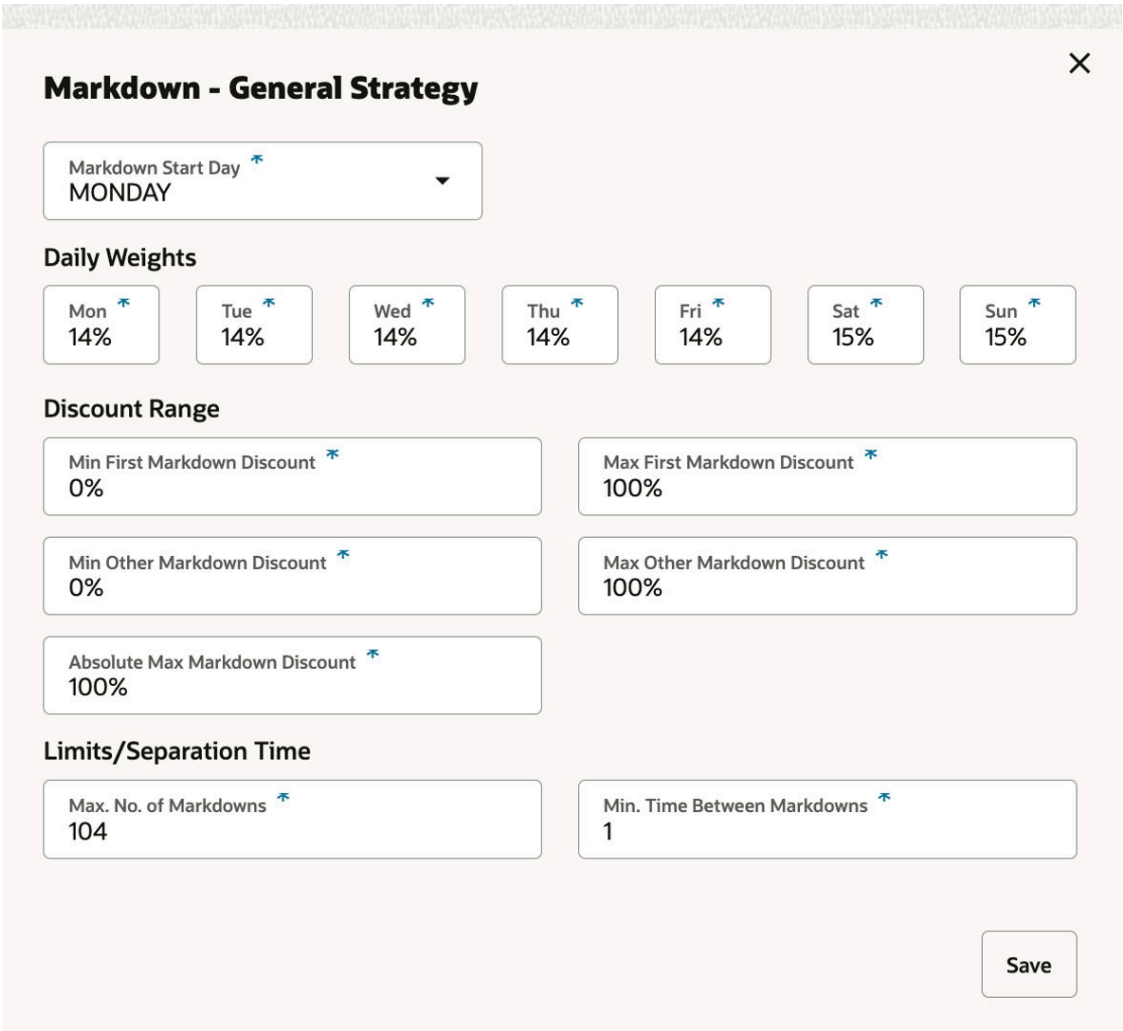


Figure 5-15 Promo/Mkdn Run - Rules - Markdown - General Strategy



The fields available are described in the following table

Table 5-8 Promo/Mkdn Run - Rules - Markdown Strategy

Field	Description
Daily Weights	Represents the proportion of weekly demand for each day. Used to spread the weekly forecast into daily forecasts, depending on promotion applicability (for example, Thu-Sun). Generated by LPO forecasting or supplied through the interface.
Markdown Start Day	Indicates when markdowns can begin within a week. The default (for example, Thursday) is set in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Max Absolute Markdown Discount	The maximum markdown discount (of the full price) allowed during the season. Default value (for example, 100%) comes from the DEFAULT_SET strategy or the chosen strategy in Scope.
Max First Markdown Discount	The maximum discount allowed for the first markdown in the season. The default value (for example, 100%) is specified in the DEFAULT_SET strategy or selected strategy in Scope.
Max No. of Markdown Weeks	Sets a limit on the number of weeks available for markdowns for a specific merchandise. Defaults to the total weeks in the season.
Max Other Markdown Discount	The maximum discount allowed for subsequent markdowns (except the first) in the season. The default value (for example, 100%) is from the appropriate strategy.
Merchandise	Description of the merchandise.
Merchandise Level	The merchandise level to which the rule applies (from PRO_PROD_HIER_PROCESSING_LVL, such as Class, Subclass, or Style/Color).
Merchandise External Code	The merchandise's external code, as defined by the retailer.
Min First Markdown Discount	The minimum discount that is allowed for the first promotion in the season. The default value (for example, 0%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Min Other Markdown Discount	The minimum discount that is allowed for the subsequent markdowns (except the first) in the season. The default value (for example, 0%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Min Time Between Markdowns	The minimum time (in periods or weeks) between consecutive markdowns in the season. For example, with a four-month markdown season and a four-week minimum, one markdown is roughly allowed per month. Default value is set in the DEFAULT_SET or selected strategy.

Example: Min Other Markdown and Max Other Markdown Discount

Suppose you set Min Other Markdown Discount to 25% and Max Other Markdown Discount to 50% for an item with a full price of $100. If the first markdown is 20%, the item's ticket price drops to $80.

For the second markdown:

The minimum allowable reduction is 25%, so the lowest ticket price allowed is $80 × (1 - 0.25) = $60 (which is 40% off the original price).

The maximum allowable reduction is 50%, so the lowest ticket price allowed is $80 × (1 - 0.50) = $40 (which is 60% off the original price).

If a Max Absolute Markdown Discount of 50% is also set, the ticket price after the second markdown cannot be below $50, further constraining the possible range. Therefore, the second markdown would be limited to a value between $60 and $50.

Rules - Sell-Through Target

On this screen, you can specify sell-through targets by week and by merchandise. The default values for the run such as those in the General Strategy, are populated based on either the DEFAULT_SET strategy or the strategy selected in the Scope stage. Retailers can modify these values during implementation to fit their business needs.

The contextual area displays the percentage of rules specified at each merchandise level (for example, the proportion set at Class vs. Subclass vs. Style/Color level).

Figure 5-16 Promo/Mkdn Run - Rules - Sell-Through Target

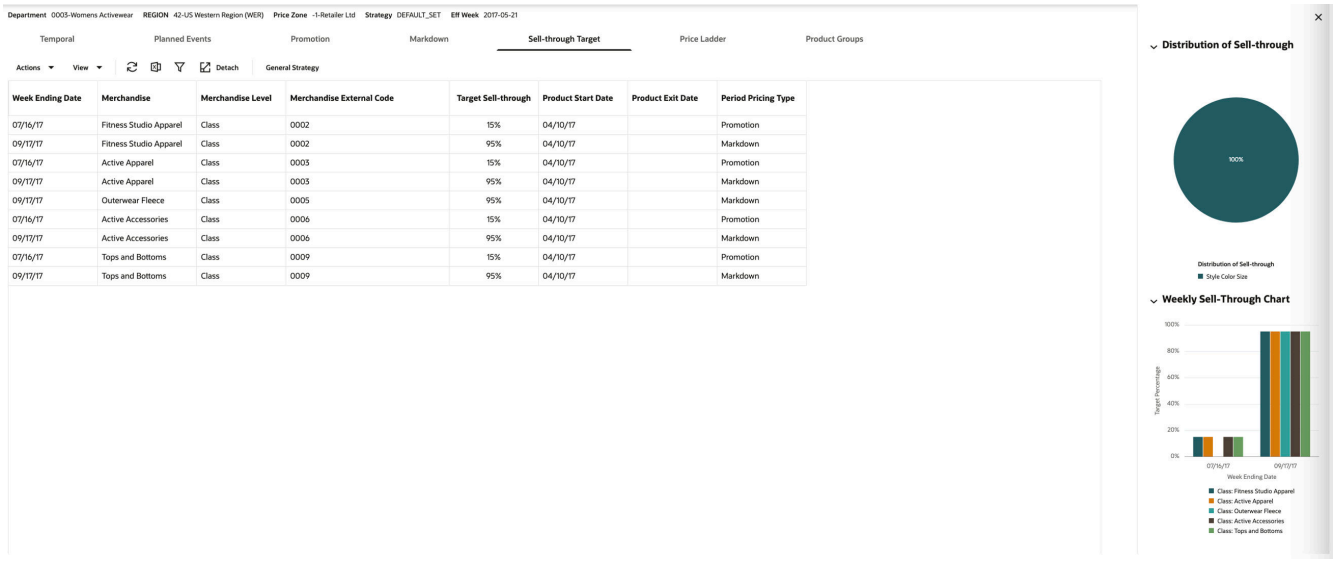
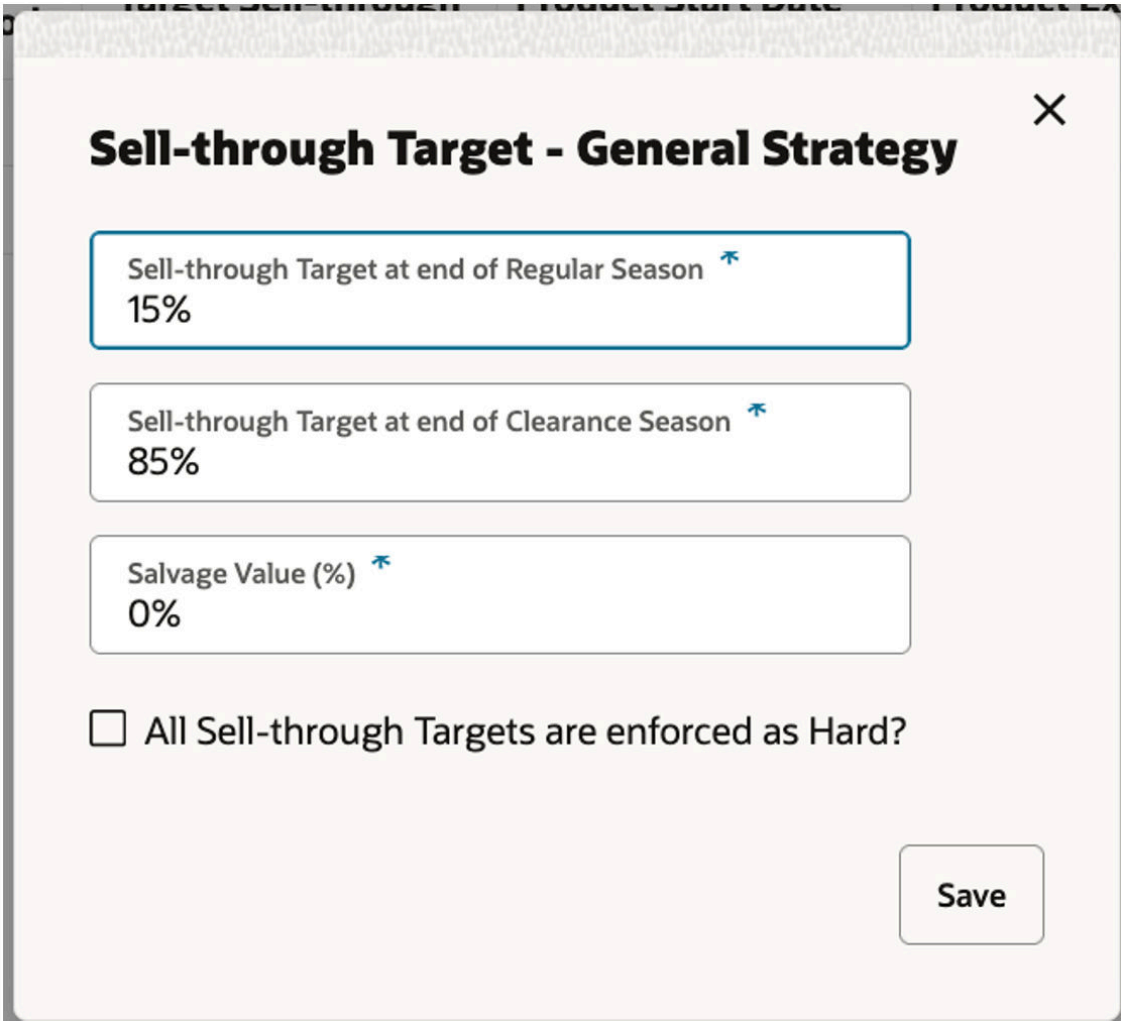


Figure 5-17 Sell-Through Target-General Strategy



The fields available are described in the following table.

Table 5-9 Promo/Mkdn Run - Rules - Sell-Through Target

Field	Description
All Sell-through Targets are enforced as Hard?	If enforced as Hard (checked), then all the sell-through targets must be met; otherwise, the optimization will not return any solution. The default value (for example, not hard) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Merchandise	A description of the merchandise.
Merchandise External Code	The merchandise's external code that can be identified by the retailer.
Merchandise Level	The merchandise level of the rule. This can be from PRO_PROD_HIER_PROCESSING_LVL (for example, Class) to Subclass, or Style/Color.
Period Pricing Type	Indicates whether the period is marked as Promotion Allowed or Markdown Allowed or Ineligible.
Product Exit Date	This represents the date by which an item is expected to stop selling.

Table 5-9 (Cont.) Promo/Mkdn Run - Rules - Sell-Through Target

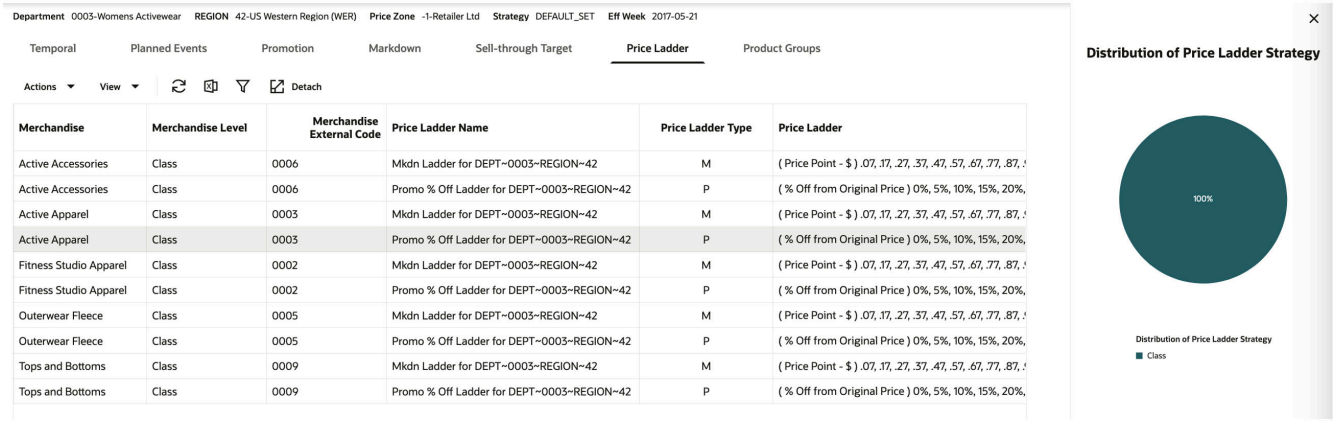
Field	Description
Product Start Date	This represents the calculated start date for an item based on the logic used for the model start date.
Salvage Value (%)	The salvage value for an item is calculated using this percentage: Salvage value percentage multiplied by the full price of the item. The default value (for example, 0%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage. This is a non-editable field.
Sell-through target at end of Clearance Season	The sell-through target that must be achieved by the end of the clearance season (defined as the last markdown eligible period). The default value (for example, 85%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Sell-through target at end of Regular Season	The sell-through target that must be achieved by the end of the regular season (defined as the last Promotion eligible period). The default value (for example, 0%) is based on a parameter specified in the DEFAULT_SET strategy or the selected strategy in the Scope stage.
Target Sell-through	The sell-through target at the end of the specified period for the merchandise as percentage (0% - 100%). If enforced as Hard, then this sell-through target must be met; otherwise, the optimization will not return any solution.
Week Ending Date	The week ending date for the period. This field is not editable.
Weeks From Start	This field is non-editable, and it runs from Week 1 to the maximum number of weeks available for the selected merchandise level. Available only with the Relative Calendar option.

Rules - Price Ladder

In this screen, shown in the following figure, you can assign price ladders that have been loaded and are available for the selection location and merchandise levels from (PRO_PROD_HIER_PROCESSING_LVL (for example, Class). You can load as many price ladders as possible at different merchandise levels (Class and above). By default, the system assigns one price ladder for promotion and one for markdown at the PRO_PROD_HIER_PROCESSING_LVL (for example, Class level) that is closest to PRO_PROD_HIER_PROCESSING_LVL.

The contextual area shows the percentage of rules specified by the merchandise level (for example, the percentage specified at Class level versus Subclass versus Style/Color level).

Figure 5-18 Promo/Mkdn Run - Rules - Price Ladder



The fields available are described in the following table.

Table 5-10 Promo/Mkdn Run - Rules - Price Ladder

Field	Description
Merchandise	A description of the merchandise.
Merchandise Level	The merchandise level of the rule. This can be from PRO_PROD_HIER_PROCESSING_LVL (for example, Class) to Subclass, or Style/Color.
Merchandise External Code	The merchandise external code that can be identified by the retailer.
Price Ladder Name	The name for the price ladder.
Price Ladder Type	The type indicates whether price ladder is for Promotions (P) or Markdowns (M).
Price Ladder Values	The values available for this price ladder. The price ladder can be a percentage ladder (off full price or current ticket price) or a price-point ladder. The currency for the run shown depends on the locale loaded during the implementation.

Rules - Pricing Groups

In this screen, shown in the following figure, you can group products within a run's product processing level (for example, class) and categorize them as one of the following eight types:

- **Promote At most One.** In this group, at most one product of the group can be promoted in a given week or period. For example, competing brands such as jeans-L versus jeans-K cannot be promoted in the same week or time period.
- **Promote All or Nothing.** In this group, all the items must be promoted if any one item of the group is promoted in a given week or time period; otherwise, no item from the group is promoted in a given week or time period. All items in this group when promoted, need not necessarily have the same discount.
- **Markdown All or Nothing.** In this group, all the items must be marked down if any one item of the group is marked down in a given week or time period; otherwise, no item from the group is marked down in a given week or time period. Items in this group when marked down, need not necessarily end up with the same discount.

- **Same Promotion Discount.** In this group, all the items are not only promoted together in a given week or time period (if promoted), but they also must get the same discount. Note that the recommended prices can be different for each item in this group.
- **Same Markdown Discount.** In this group, all the items are not only marked down together in a given week or time period (if marked down), but they also must get the same discount. Note that the recommended prices can be different for each item in this group.
- **Same Promotion and Markdown Discount.** All the items receive the same percentage off recommendations over the life of the item. Note that the recommended price can be different for items within this group. For example, items with a full price of $100 and $150 can receive a recommended price of $80 and $120. (Note that both get same discount of 20% off.)
- **Promote Nothing.** None of the items in this group receive any promotions.
- **Markdown Nothing.** None of the items in this group receive any markdowns.

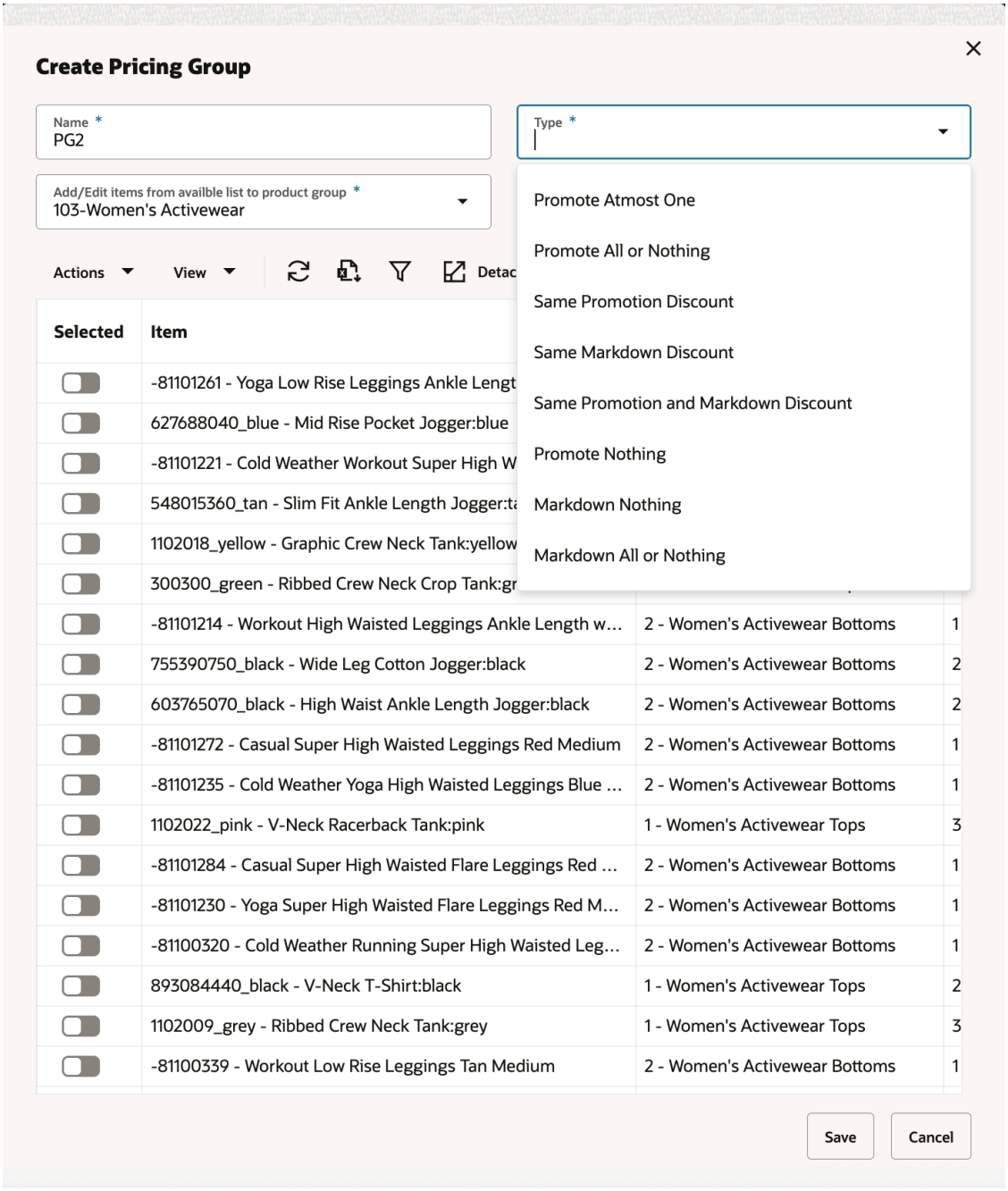
You can click **Create New** and access the Create Pricing Group screen to create a new Pricing Group for any of the above category. You must enter a group name and the group type from the drop-down list. You can select each product, one at a time, and add it to the group.

Additionally, you can filter the products using Query by Example. Use Select All to add the products to the group, and then click **Save**. There is limited conflict checking or validation in place, so you must be careful when adding products in two conflicting groups (for example, Promote At most one and Promote All or Nothing).

Alternatively, the group definitions (that is, what items constitute a group) can be loaded using the interfaces: PROD_ATTR.csv and ATTR.csv (formerly, W_RTL_ITEM_GRP1_DS). How these groups must be treated for pricing for a particular product/location or price zone, can be specified using the PRO_OPTIMIZATION_RULES_STG interface or Rules Engine.

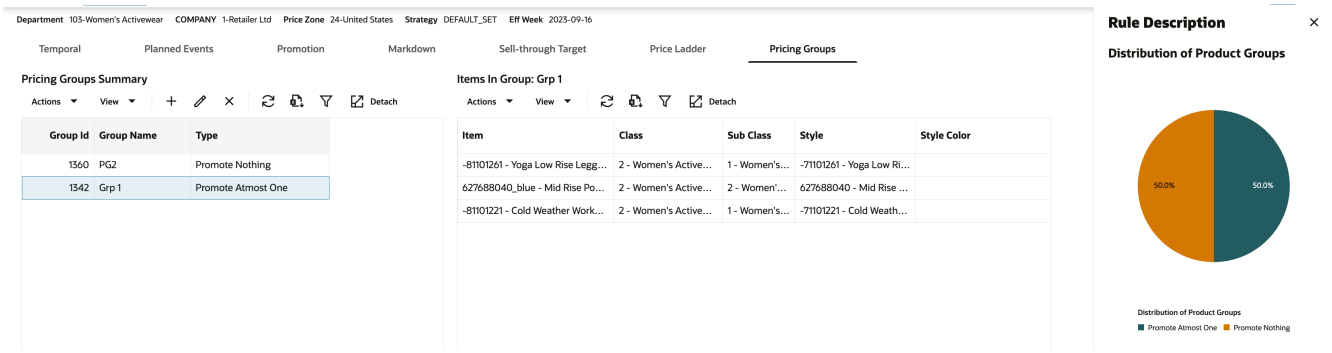
When the runs are created, these groups will appear in the corresponding run with the intersecting set of items. You can choose to modify the items in the pricing group or pricing group type.

Figure 5-19 Promo/Mkdn Run - Rules - Create Pricing Group



All the groups created are shown in the Pricing Groups Summary. You can select any group, and the set of products within that group are displayed. You can edit or delete any group shown in the Summary panel. The contextual area shows the percentage of groups specified by the group type.

Figure 5-20 Promo/Mkdn Run - Rules - Pricing Groups Summary



Rules - Budget

In this screen, you can specify whether the optimization should consider a Budget Limit or proceed without one. You can allocate the run's product setup level (for example, department level) budget to the run's product processing level (for example, classes). The run's product setup and processing level are configured using these two flags, PRO_PROD_HIER_RUN_SETUP_LVL and PRO_PROD_HIER_PROCESSING_LVL, respectively. You can choose to enter the budget available either through the UI or send, using the budget interface regularly.

Figure 5-21 Promo/Mkdn Run - Budget - Rules - No Budget Limit

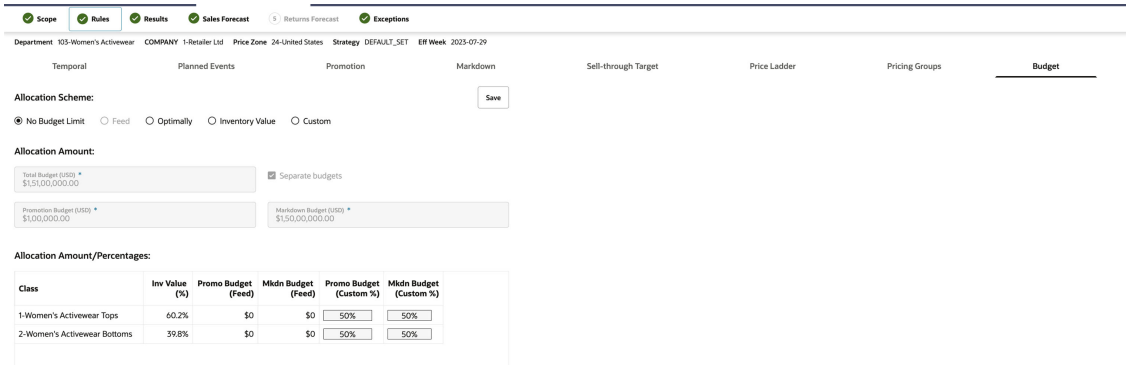
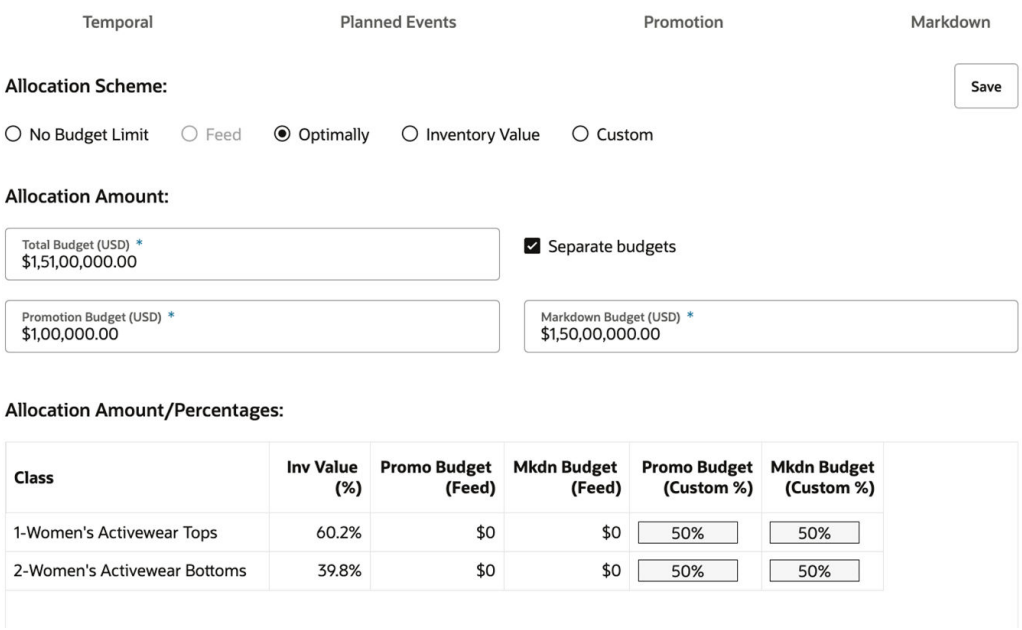


Figure 5-22 Promo/Mkdn Run - Rules - Budget - Allocation Scheme



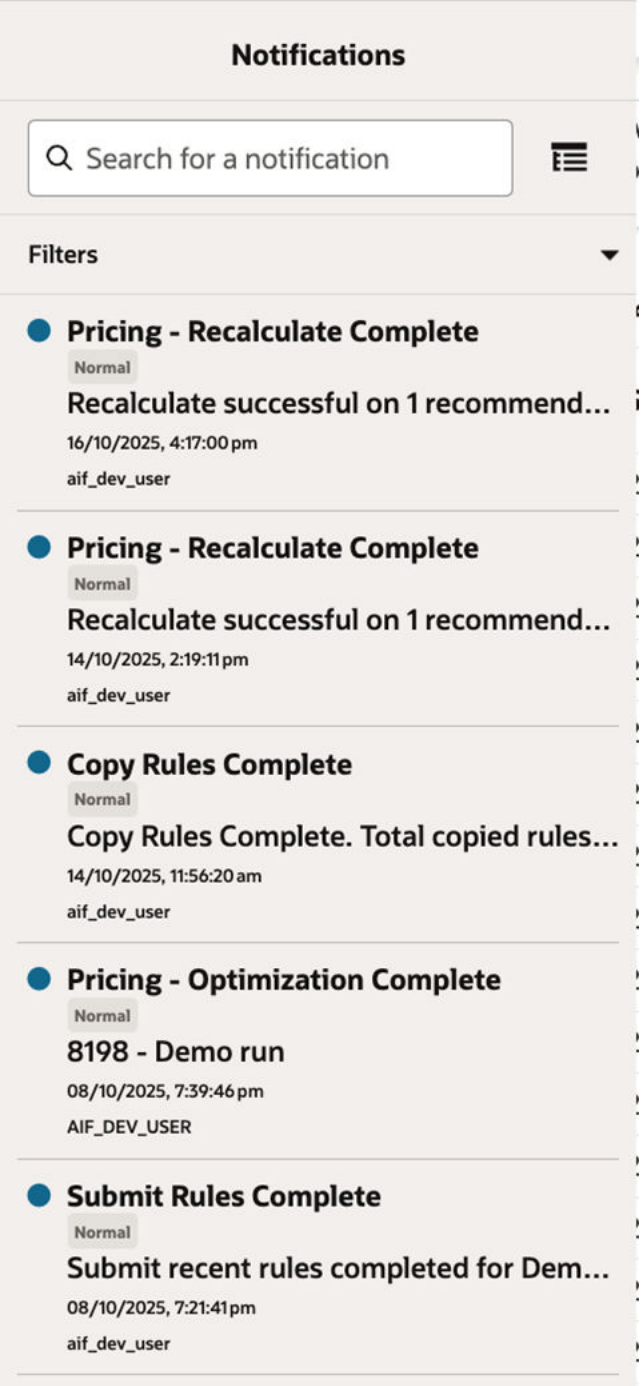
- **Total Budget:** Represents the budget available over the entire life of the item and across all items in the run for both promotions and markdowns.
- **Separate Budgets:** You can check this option to use separate budgets for promotions and markdowns.
- **Allocation Scheme:**
  - **Batch:** When you send in the budget through the interface and send the budget values at the run's product processing level (for example, Class), the default option selected is Batch. This option is not available when the budget is not sent through the interface at the run's product processing level.
  - **Optimally:** When you send in the budget through the interface at the run's product setup level, (for example, Department) then the default option selected is Optimally.
  - **Inventory Value:** This option allocates the budget in proportion to the inventory value (current price * unsold inventory) of the run's product processing level (for example, Class).
  - **Custom:** You can choose to specify the allocation percentage. Allocation percentages must add up to 100% as shown in the figure.

Promotion/Markdown - Run Optimization

After providing the scope and reviewing or updating the rules, you can click the **Optimize** button in the footer. This action creates a new row in the Run Overview table, and the run moves to a Running status. Once optimization is complete, the run transitions to either Ready for Review or Failed status. A notification is also pushed to the user that contains the status of the optimization, depending on the outcome.

If the run does not transition to Ready for Review status, you can update the scope or rules and re-optimize the run by clicking the Re-Optimize button in the footer.

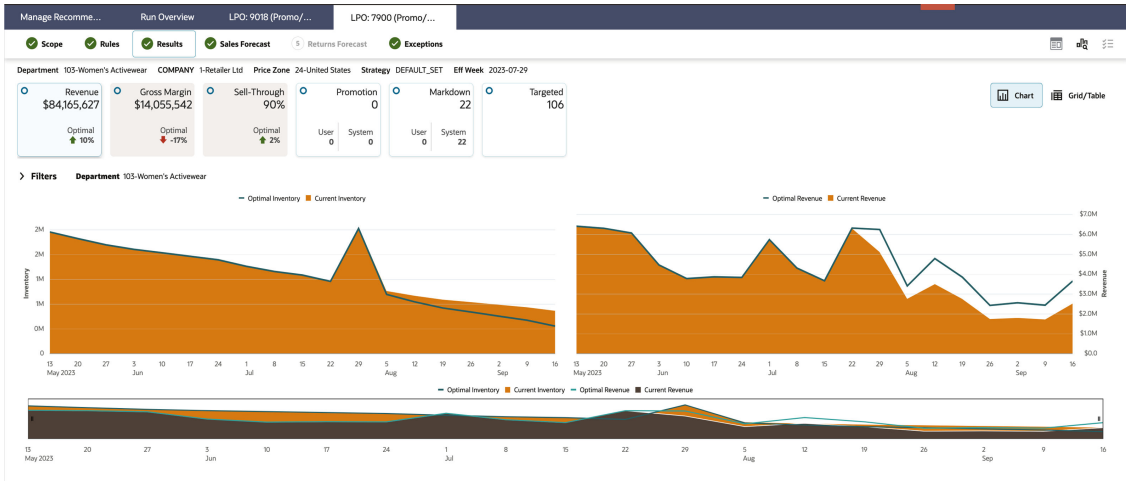
Figure 5-23 Promo/Mkdn Run - Optimization Complete and Other Notifications



Promotion/Markdown - Results

After the optimization run is complete and the run is in Ready for Review status, the results are displayed in the Results stage. In this stage, you can accept, reject, override any price recommendation, or add a promotion or markdown for non-recommended items. After you make substantive changes, you can recalculate all the projected metrics. The results are displayed in six tiles: Revenue Tile, Gross Margin Tile, Sell-Through Tile, Promotion Tile, Markdown Tile, and Targeted Tile.

Figure 5-24 Promo/Mkdn Run - Results



Results - Possible Actions

From the Results stage, you can:

- Recalculate the projected metrics after making price overrides.
- Revisit earlier stages to make changes to various settings and then re-optimize the run.
- Leave the run in the optimization list without taking any actions. You cannot delete the run; you must be in Run Overview to delete a run.
- Accept, reject, or override the price recommendation for the effective week for the recommendations that are in Ready for Review status.

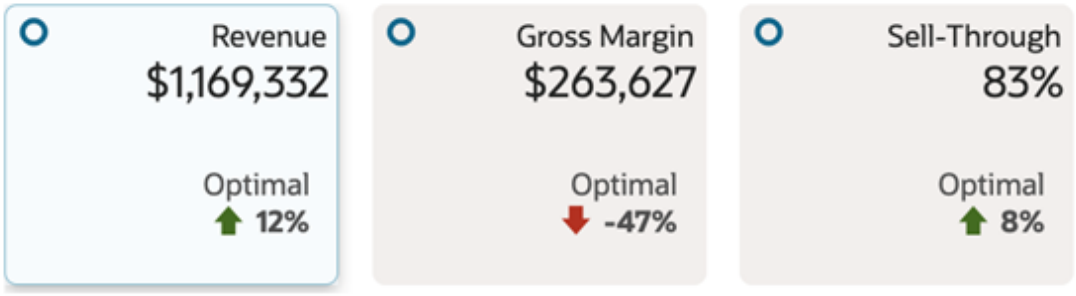
Results - Tiles

As shown in the following figure, Revenue, Gross Margin and Sell-Through tiles displays the projected revenue, gross margin and sell through at the end of the life respectively over the life of the items, if you accept all recommendations.

The Optimal field displays values as follows:

- **Revenue Optimal.** This is the percentage gain or loss in revenue compared to staying at the current price for all items over a certain period.
- **Gross Margin Optimal.** This is the percentage gain or loss in gross margin, compared to staying at the current price for all items over a certain period.
- **Sell Through Optimal.** This is the percentage gain or loss in end-of-life sell-through, compared to staying at the current price for all items over a certain period.

Figure 5-25 Promo/Mkdn Run - Results - Revenue, Gross Margin, and Sell-Through Tiles



Results - Revenue Tile

Inventory vs. Current Inventory and Optimal Revenue. By default, the information in the chart is at the run's setup level (for example, Department). Note that the Gross Margin and Sell Through tiles are not clickable.

Click the Chart and Grid/Table option to open the results in a chart or a detailed table where you can review, accept, reject, or override the price recommendation that are in Ready for Review status for the effective week.

Figure 5-26 Promo/Mkdn Run - Results - Revenue Tile - Chart

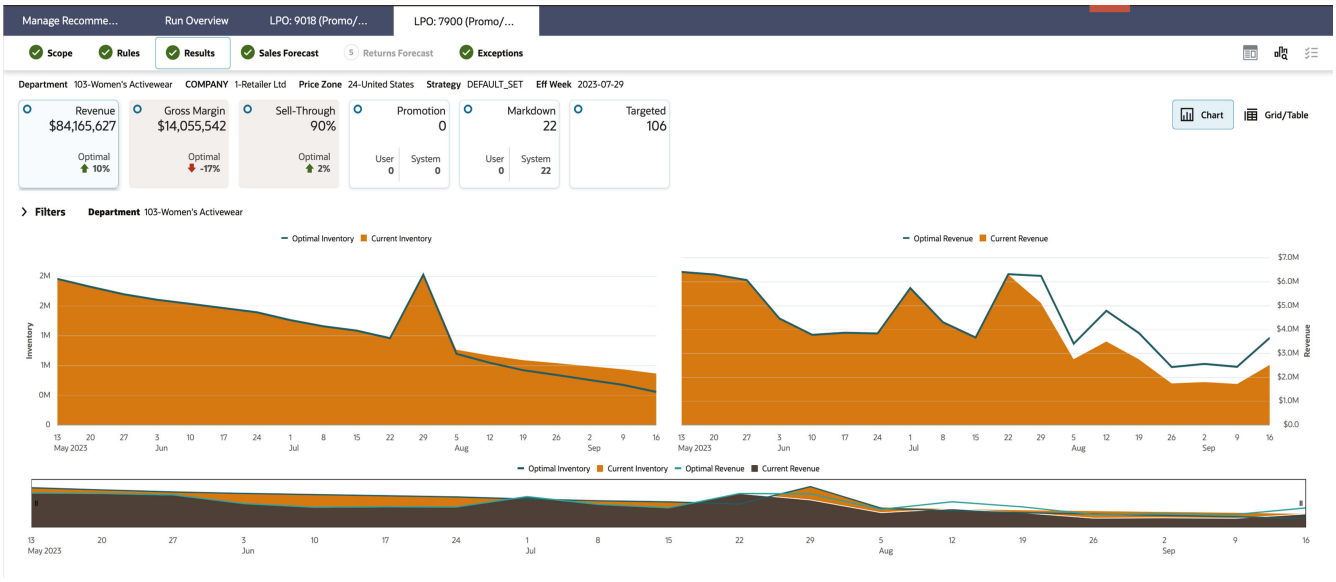
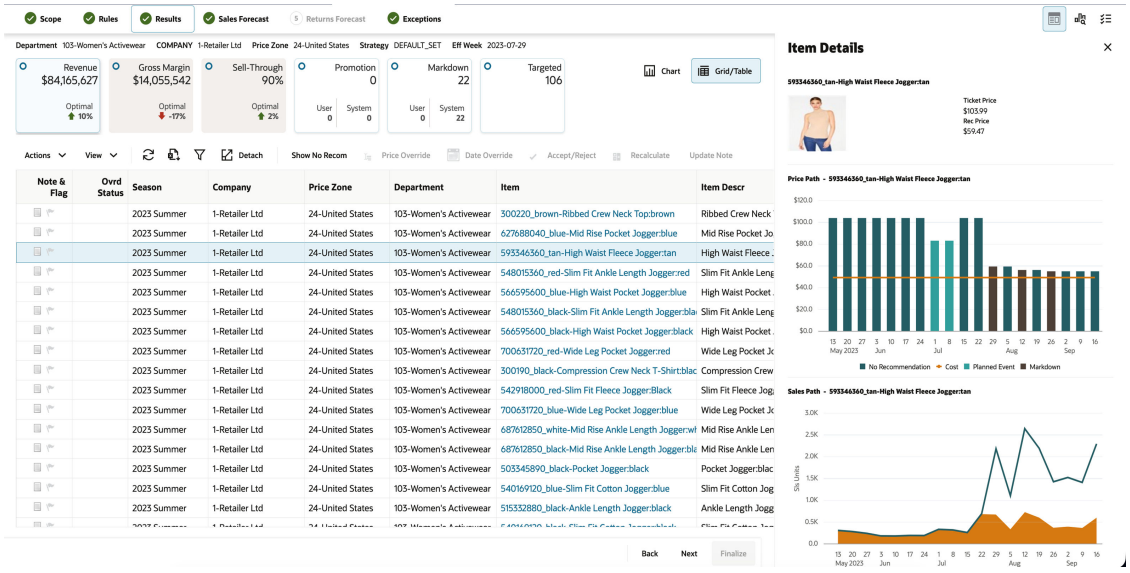


Figure 5-27 Promo/Mkdn Run - Results - Revenue Tile - Table



Results - Promotion and Markdown Tiles

The Promotion and Markdown tiles display the promotion and markdown recommendations for the selected effective week respectively. It shows the total number of system-recommended promotions/markdowns (items) and the total number of user-added promotions/markdowns (items).

Clicking on the Promotion or Markdown tile will open the results in a detailed table and not in a chart format.

Figure 5-28 Promo/Markdown Run - Results - Promotion and Markdown Tiles

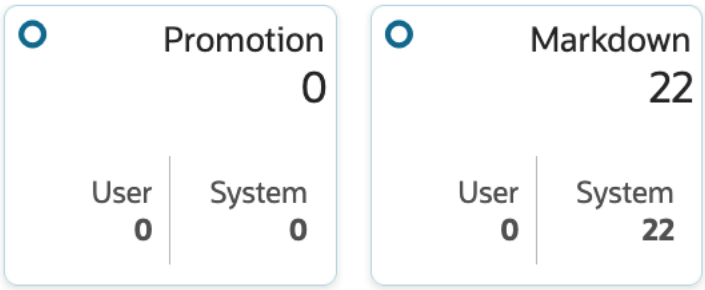
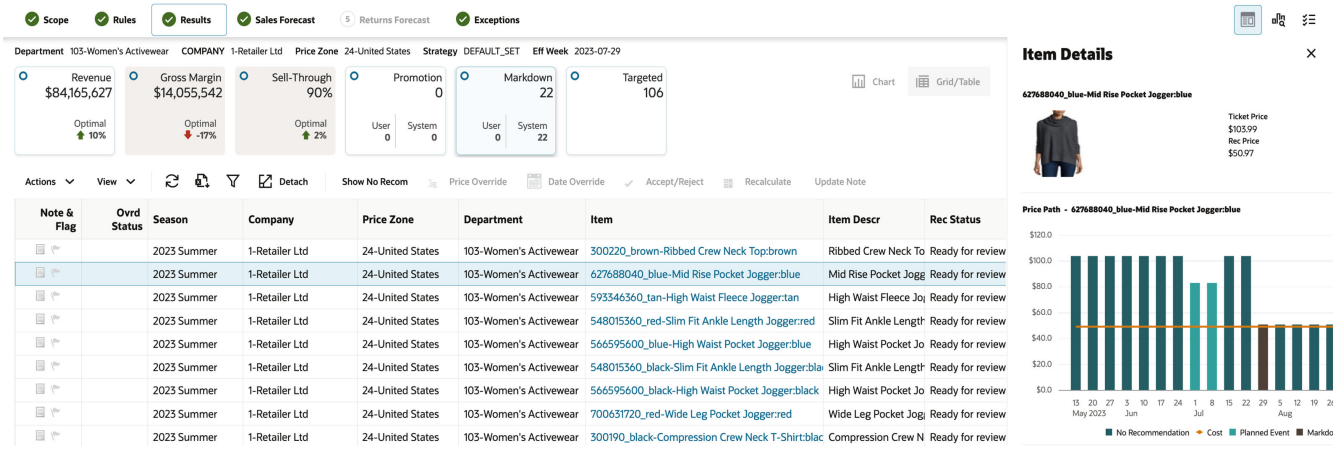


Figure 5-29 Promo/Mkdn Run - Results - Promotion and Markdown Tile - Table



Results - Targeted Tile

The Targeted Tile displays targeted recommendations for the selected effective week. It shows the total number of targeted recommendations (items), the percentage of recommendations accepted, overridden, and rejected.

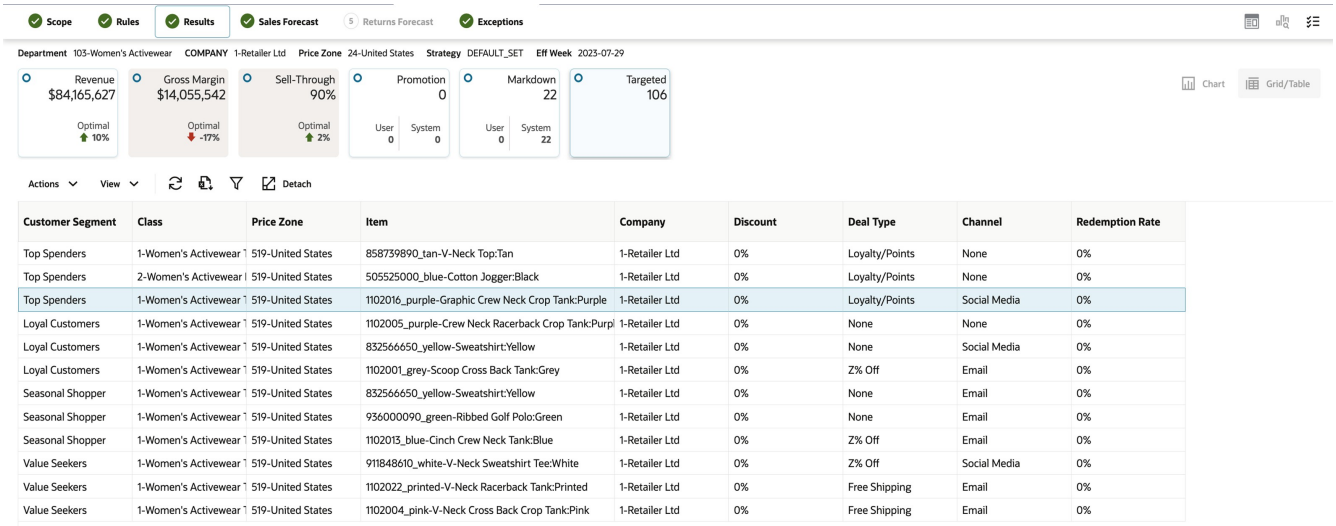
In the Targeted Offers panel, you can view Item, Deal Type, and Channel offers by class and customer segment that deliver the highest redemption rate. The panel displays the following noneditable metrics:

Table 5-11 Promo/Mkdn - Results - Targeted Tile - Top Panel

Field	Description
Channel	Channel (for example, Email, Mobile) associated with this item that result in a high redemption rate for this segment.
Class	Name of the class.
Customer Segment	Name of the customer segment.
Deal Type	Deal type (for example, Z% Off, Loyalty Points) associated with this item that result in a high redemption rate for this segment.
Discount %	Recommended discount percentage for the item.
Price Zone	Name of the selected price zone.
Redemption Rate	Predicted redemption rate for this offer.

You can select a class segment in the top targeted offers panel. The bottom Segment price recommendations panel is then populated with all the item level price recommendations for this effective week at the customer segment level. You can override the targeted price recommendations in this panel.

Figure 5-30 Promo/Mkdn - Results - Targeted Tile



Customer Segment	Class	Price Zone	Item	Company	Discount	Deal Type	Channel	Redemption Rate
Top Spenders	1-Women's Activewear T	519-United States	858739890_tan-V-Neck Top:Tan	1-Retailer Ltd	0%	Loyalty/Points	None	0%
Top Spenders	2-Women's Activewear I	519-United States	505525000_blue-Cotton Jogger:Black	1-Retailer Ltd	0%	Loyalty/Points	None	0%
Top Spenders	1-Women's Activewear T	519-United States	1102016_purple-Graphic Crew Neck Crop Tank:Purple	1-Retailer Ltd	0%	Loyalty/Points	Social Media	0%
Loyal Customers	1-Women's Activewear T	519-United States	1102005_purple-Crew Neck Racerback Crop Tank:Purpl	1-Retailer Ltd	0%	None	None	0%
Loyal Customers	1-Women's Activewear T	519-United States	832566650_yellow-Sweatshirt:Yellow	1-Retailer Ltd	0%	None	Social Media	0%
Loyal Customers	1-Women's Activewear T	519-United States	1102001_grey-Scoop Cross Back Tank:Grey	1-Retailer Ltd	0%	Z% Off	Email	0%
Seasonal Shopper	1-Women's Activewear T	519-United States	832566650_yellow-Sweatshirt:Yellow	1-Retailer Ltd	0%	None	Email	0%
Seasonal Shopper	1-Women's Activewear T	519-United States	936000090_green-Ribbed Golf Polo:Green	1-Retailer Ltd	0%	None	Email	0%
Seasonal Shopper	1-Women's Activewear T	519-United States	1102013_blue-Cinch Crew Neck Tank:Blue	1-Retailer Ltd	0%	Z% Off	Email	0%
Value Seekers	1-Women's Activewear T	519-United States	911848610_white-V-Neck Sweatshirt Tee:White	1-Retailer Ltd	0%	Z% Off	Social Media	0%
Value Seekers	1-Women's Activewear T	519-United States	1102022_printed-V-Neck Racerback Tank:Printed	1-Retailer Ltd	0%	Free Shipping	Email	0%
Value Seekers	1-Women's Activewear T	519-United States	1102004_pink-V-Neck Cross Back Crop Tank:Pink	1-Retailer Ltd	0%	Free Shipping	Email	0%

In the bottom panel, you can accept, reject, or override the targeted price recommendation for the effective week. It contains the following information:

Table 5-12 Promo/Mkdn Run - Targeted Tile - Table

Field	Description
Accepted	You can uncheck or check the box to denote whether to accept or reject the targeted recommendation. When the recommendation is rejected, it reverts to location-level price recommendation or override.
Class	Name of the class.
Item	Description of the item.
Price Type	Denotes whether the price recommendation is regular, markdown, promotion, or targeted.
Promo or Markdown Discount % **Promo or Markdown Price** **Recommended Target Price**	Price recommended by the optimization.
Targeted Amount	This is calculated as the amount spent due to the discount offered multiplied by the projected sales units at the item-level. This is the amount given towards targeted offers.
Targeted Discount % **Targeted Price Override**	You can click the box, and it displays a price ladder assigned for that item. You can select a price from the price ladder.
Ticket Price	Current ticket price of the item.

Results - Contextual Panel - Item Details

The Item Details panel displays information about the item, such as item ID, Item Description, Item Image, Ticket Price, Recommended Price, along with Price Path, Sales Path, Inventory Path and Gross Margin Path graphs provides users with a more detailed, transparent view of pricing, sales, inventory, and gross margin trends.

You can select an item in the table (Revenue, Promotion, Markdown, and Targeted) to view its image and full price path in the BI/Contextual area on the right. Each price type is represented by a different color:

- Dark Green: No Promotion/Markdown Price
- Orange: Markdown
- Green: Planned Event

Overrides and Promotions, if present, are also shown in the graph. Additionally, you can review the Projected Sales and Inventory Path as well as Projected Budget Usage for the selected item.

Figure 5-31 Promo/Mkdn Run - Results - Item Details

Promotion/Markdown - Sales Forecast

The Sales Forecast tile displays the following information across all LPO runs for the next effective date.

- The pie chart displays the various price changes recommended by the LPO system for the effective date.
- The center of the pie chart displays the percentage of items/products receiving a forecast.

The notification bar on the right presents the same information as the Sales Forecast tile for the most recent successful runs. For each run listed in the notification bar, the top left corner shows the run ID, and the bottom left displays the Location and Department associated with the run.

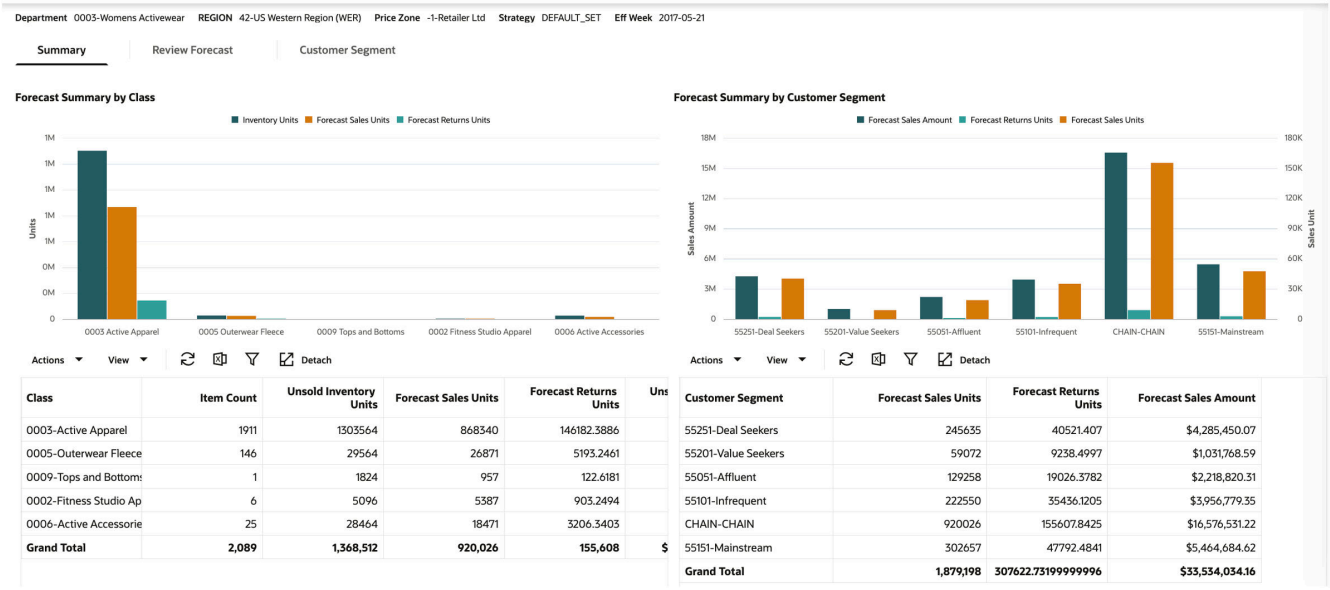
The Sales Forecast overview table presents run information by run ID from LPO, along with additional metrics such as item count, forecast sales units, return units, total buy, and projected end-of-life sell-through.

From this overview table, you can select an individual run by clicking its name. This opens a new tab, which includes three sub-tabs: Summary, Review Forecast, and Customer Segment.

Sales Forecast - Summary

The Summary tab, shown in the following figure, displays additional details at the class level and customer segment level for the selected run ID. It provides aggregate metrics by class and customer segment.

Figure 5-32 Promo/Mkdn Run - Sales Forecast - Summary Tab



The Summary tab has the following three components:

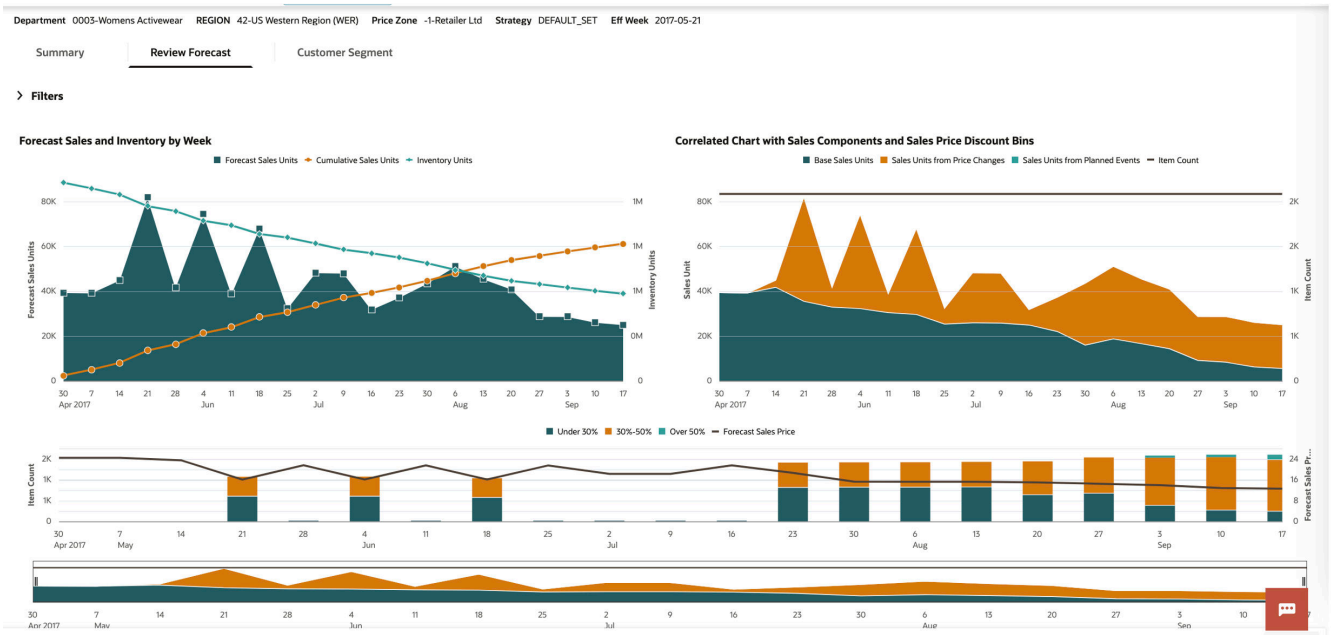
- Chart for forecast summary by class. This displays the following metrics by class: Inventory units, Forecast sales units, and Forecast return units. The forecast horizon represents all weeks in the future until the exit date for a product.
  - Inventory units represent the total number of unsold inventory units the optimization system is trying to clear, based on the latest sales and inventory information for the run.
  - Forecast sales units is the sum of the forecast sales units over the entire forecast horizon.

  - Forecast return units is the sum of all future expected returns over the entire forecast horizon.
- Table for forecast summary by class. In addition to the metrics displayed in the chart, the following metrics are displayed in the table: item count, unsold inventory value, and forecast sales amount.
  - Item count is the number of products in the class.
  - Inventory value is the total value of unsold inventory units that the optimization system is trying to clear, based on the latest sales and inventory information for the run.
  - Forecast sales amount is the sum of the forecast sales amount over the entire forecast horizon.
- Table for forecast summary by customer segment. This displays the forecast sales units, forecast sales amount, and forecast returns unit by customer segment.

Sales Forecast - Review Forecast

The Review Forecast tab, shown in the following figure, is used to view the forecast information at the week level. It displays a breakdown of the sales forecast into multiple components such as base sales units, sales units from price cuts and sales units from promotion events, and the count of products at various discount levels. This tab displays information for the selected merchandise and customer segment.

Figure 5-33 Promo/Mkdn Run - Sales Forecast - Review Forecast Tab



You can review the forecast information for the selected merchandise and customer segment combination. By default, this chart shows the information at the department level for the merchandise hierarchy and across all customer segments. Use the Filters to display and select a specific merchandise and customer segment.

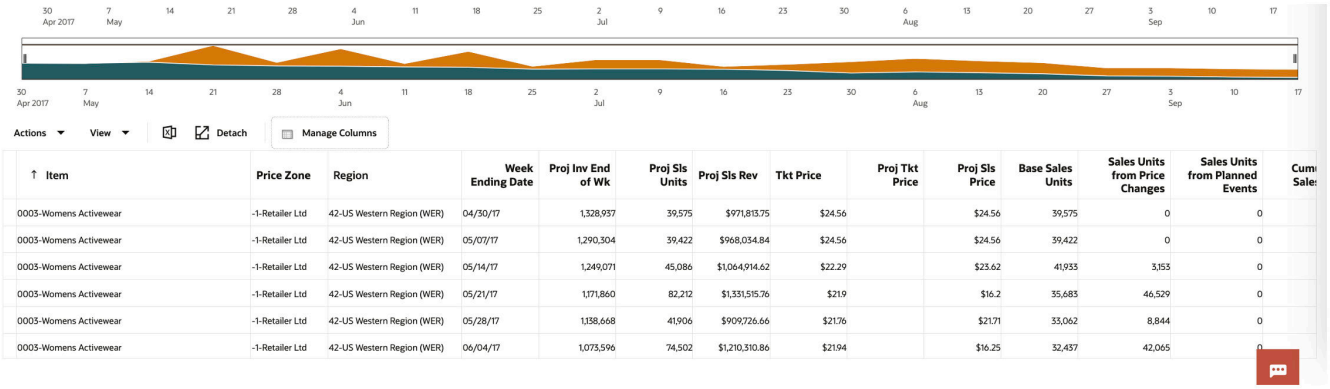
All the merchandise levels below the Lifecycle Pricing Optimization run level can be selected. In this example, you see Class, Subclass, Style, Color, and Size. The selection of merchandise using the filters follows a hierarchical path. First, select a specific class. Then, click **Apply** to

review the information for this class or choose a specific subclass within the class and click **Apply**. After selecting a specific subclass, you can choose the styles within the subclass, and so on.

The Review Forecast tab has the following three components:

- Chart for forecast sales and inventory by week, as shown in the above figure.
  - Forecast sales units, Inventory units, and Cumulative sales units by week for the merchandise and customer segment selection made in the filters.
- Correlated chart with sales components and discount bins, as shown in the above figure.
  - It breaks down the forecasted sales units into the following components:
    * Base sales units: future sales at the current ticket price.
    * Sales units from price changes: additional sales units driven by recommended price changes (that is, promotions and markdowns).
    * Sales units from planned events: additional sales units driven by traffic associated with planned promotion/holiday event.
  - It shows the breakdown of items into various discount bins for each week. Discount bins are calculated using the forecast sales price and full price.
  - The bottom window of the chart is used to select the time frame used for displaying the top two charts. Use this to focus on the relevant weeks when the forecast horizon is long.
- Table with weekly sales inventory and revenue metrics, as shown in the following figure, can be used to:
  - Examine the weekly metrics displayed in the charts, as shown in the following two figures.
  - Use Manage columns, shown in the second of the following two figures, to select the metrics displayed in the table.
  - Use the Detach button to expand the table into a pop-up window for ease of use.

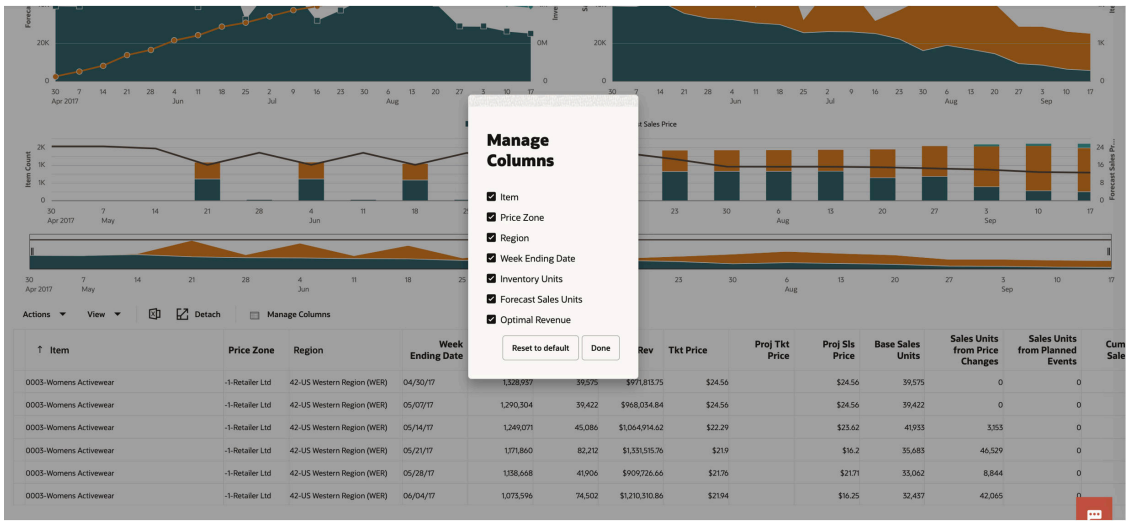
Figure 5-34 Promo/Mkdn Run - Sales Forecast - Review Forecast Table



Item	Price Zone	Region	Week Ending Date	Proj Inv End of Wk	Proj Sls Units	Proj Sls Rev	Tkt Price	Proj Tkt Price	Proj Sls Price	Base Sales Units	Sales Units from Price Changes	Sales Units from Planned Events	Cumu Sales
0003-Womens Activewear	-1-Retailer Ltd	42-US Western Region (WER)	04/30/17	1,328,937	39,575	$971,813.75	$24.56		$24.56	39,575	0	0	
0003-Womens Activewear	-1-Retailer Ltd	42-US Western Region (WER)	05/07/17	1,290,304	39,422	$968,034.84	$24.56		$24.56	39,422	0	0	
0003-Womens Activewear	-1-Retailer Ltd	42-US Western Region (WER)	05/14/17	1,249,071	45,086	$1,064,914.62	$22.29		$23.62	41,933	3,153	0	
0003-Womens Activewear	-1-Retailer Ltd	42-US Western Region (WER)	05/21/17	1,171,860	82,212	$1,331,515.76	$21.9		$16.2	35,683	46,529	0	
0003-Womens Activewear	-1-Retailer Ltd	42-US Western Region (WER)	05/28/17	1,138,668	41,906	$909,726.66	$21.76		$21.71	33,062	8,844	0	
0003-Womens Activewear	-1-Retailer Ltd	42-US Western Region (WER)	06/04/17	1,073,596	74,502	$1,210,310.86	$21.94		$16.25	32,437	42,065	0	

For details on calculations, see Appendix: Promotion and Markdown - Review Forecast.

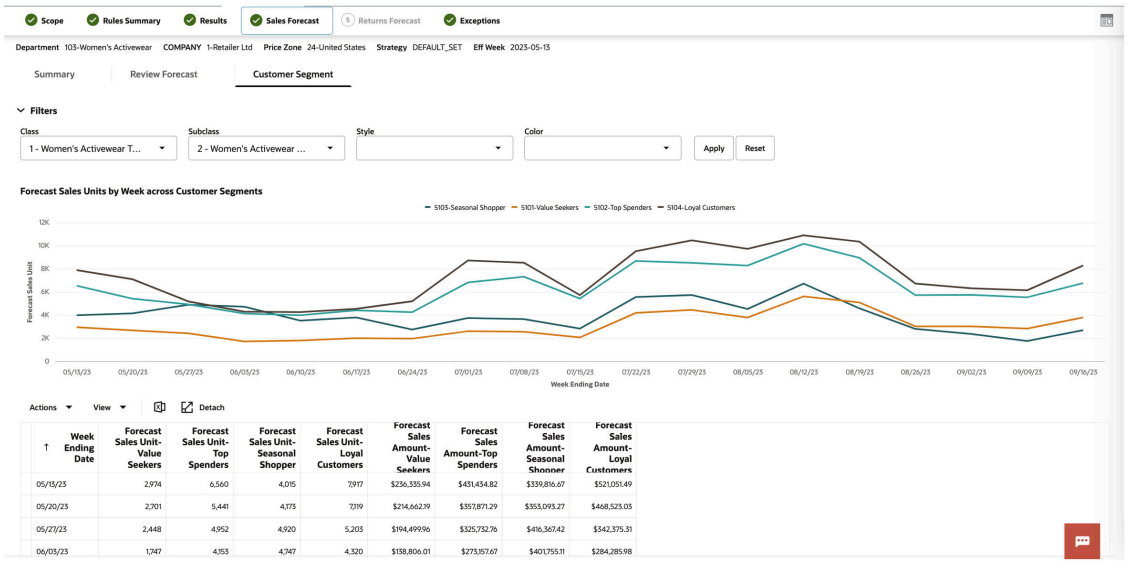
Figure 5-35 Promo/Mkdn Run - Sales Forecast - Review Forecast Table - Manage Columns



Sales Forecast - Customer Segment

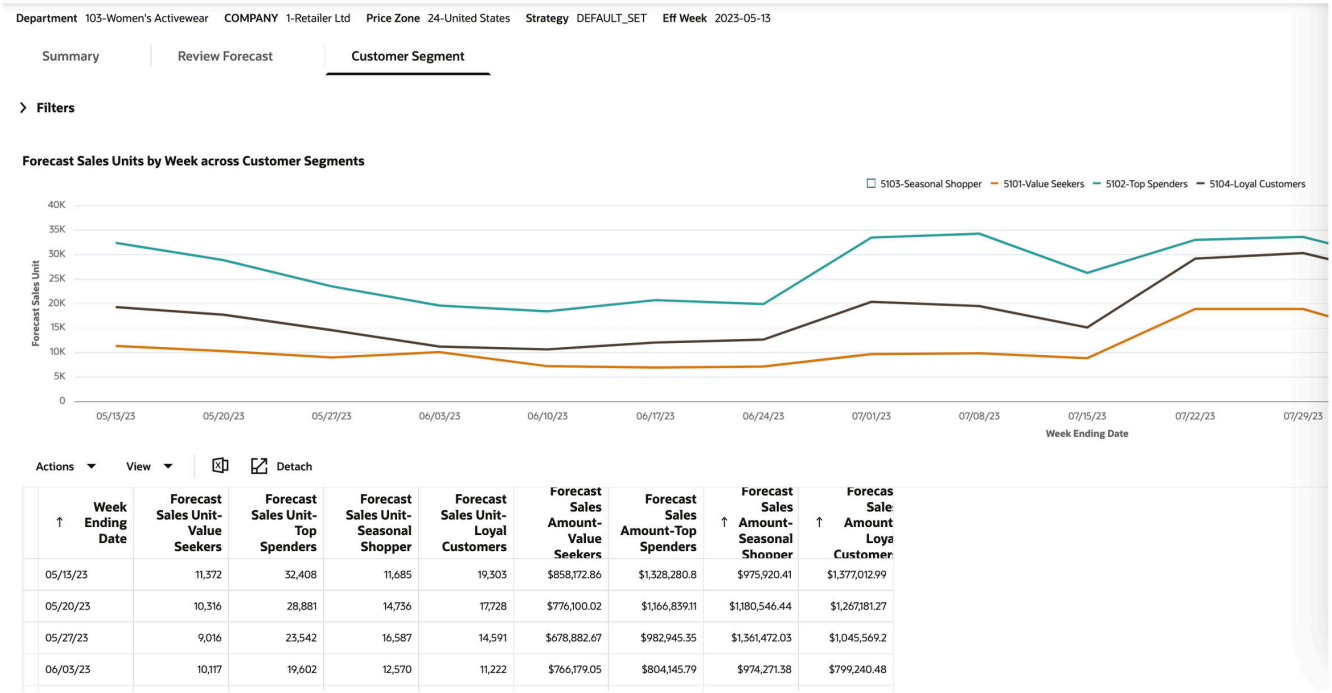
The Customer Segment tab, shown in the following figure, is used to compare the sales trends across the various segments.

Figure 5-36 Promo/Mkdn Run - Sales Forecast - Customer Segment Tab



Use this tab to compare the sales trends across various customer segments. Similar to the Forecast review tab, you can view the customer segment comparison for selected merchandise. The filtering functionality for merchandise works in the same way as in the Forecast review. In the chart, individual customer segments can be selected and un-selected by clicking on the legend. The chart is rescaled automatically based on the new selection, as shown in the following figure. Rescaling is useful for reviewing patterns for customer segments with low sales volume.

Figure 5-37 Promo/Mkdn Run - Sales Forecast - Customer Segment Rescaling Based on New Selection



Week Ending Date	Forecast Sales Unit-Value Seekers	Forecast Sales Unit-Top Spenders	Forecast Sales Unit-Seasonal Shopper	Forecast Sales Unit-Loyal Customers	Forecast Sales Amount-Value Seekers	Forecast Sales Amount-Top Spenders	Forecast Sales Amount-Seasonal Shopper	Forecas Sale Amount Loya Customer
05/13/23	11,372	32,408	11,685	19,303	$858,172.86	$1,328,280.8	$975,920.41	$1,377,012.99
05/20/23	10,316	28,881	14,736	17,728	$776,100.02	$1,166,839.11	$1,180,546.44	$1,267,181.27
05/27/23	9,016	23,542	16,587	14,591	$678,882.67	$982,945.35	$1,361,472.03	$1,045,569.2
06/03/23	10,117	19,602	12,570	11,222	$766,179.05	$804,145.79	$974,271.38	$799,240.48

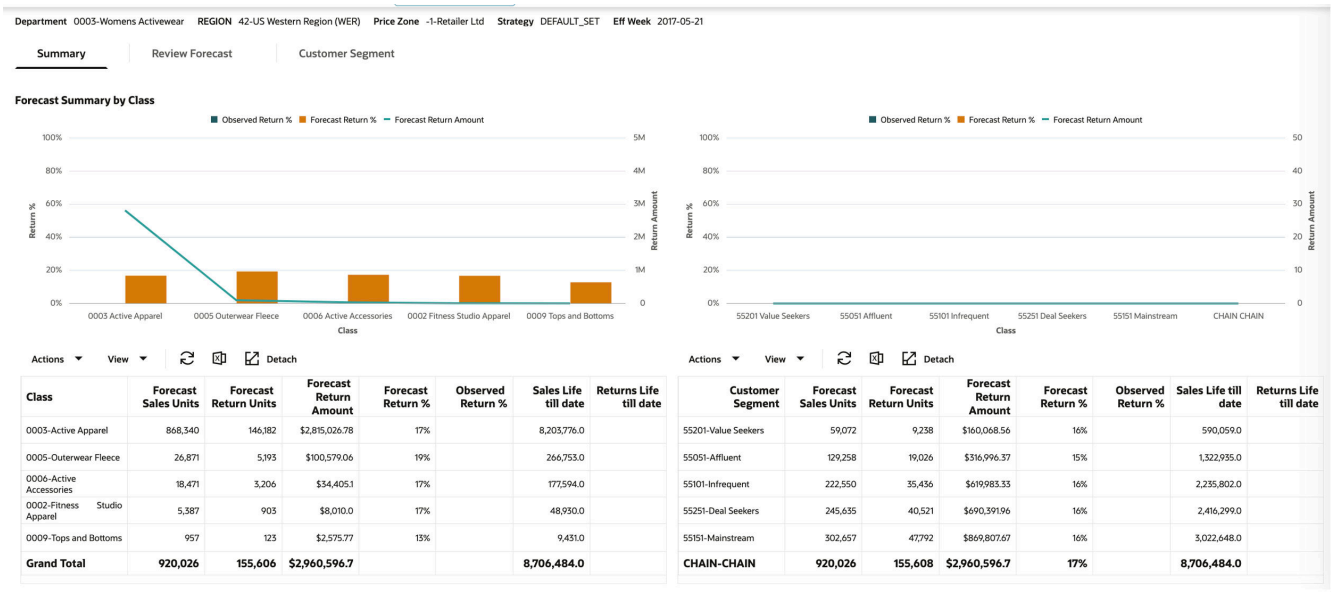
Promotion/Markdown - Returns Forecast

The Returns Forecast tab is used to view the return forecast information at the week level.

Returns Forecast - Summary

The Summary tab, shown in the following figure, displays additional details at the class level and customer segment level for the selected run ID. It provides aggregate metrics by class and customer segment.

Figure 5-38 Promo/Mkdn Run - Returns Forecast - Summary Tab



The Summary tab has the following three components

- Chart for returns summary by class. This displays the following metrics by class across the entire forecast horizon: forecast return % and forecast return amount. The forecast horizon represents all weeks in the future until the exit date for a product.
  - Forecast return % represents the ratio of sum of forecast returns units over the entire forecast horizon across all products to sum of forecast sales units over the entire forecast horizon across all products in the class.
  - Forecast return amount represents the total value of the returned merchandise over the entire forecast horizon across all products in the class.
- Table for returns summary by class. In addition to the metrics displayed in the chart, the following metrics are displayed in the table for every class: forecast sales units, forecast return units, sales units' life till date, returns life till date, and observed return %.
  - Forecast sales units is the sum of forecast sales units over the entire forecast horizon across all products.
  - Forecast return units is the sum of forecast return units over the entire forecast horizon across all products.
  - Sales units life till date is the sum of actual sales units from the first sale date until the most recent week with sales data across all products.
  - Returns life till date is sum of actual return units from the first sale date until the most recent week with sales data across all products.
  - Observed return % is the ratio of returns life till date to Sales units life till date.
- Table for returns summary by customer segment. This displays the following metrics by customer segment: forecast sales units, forecast return units, forecast return amount, forecast return %, sales units' life till date, returns life till date, and observed return %.

Returns Forecast - Review Returns

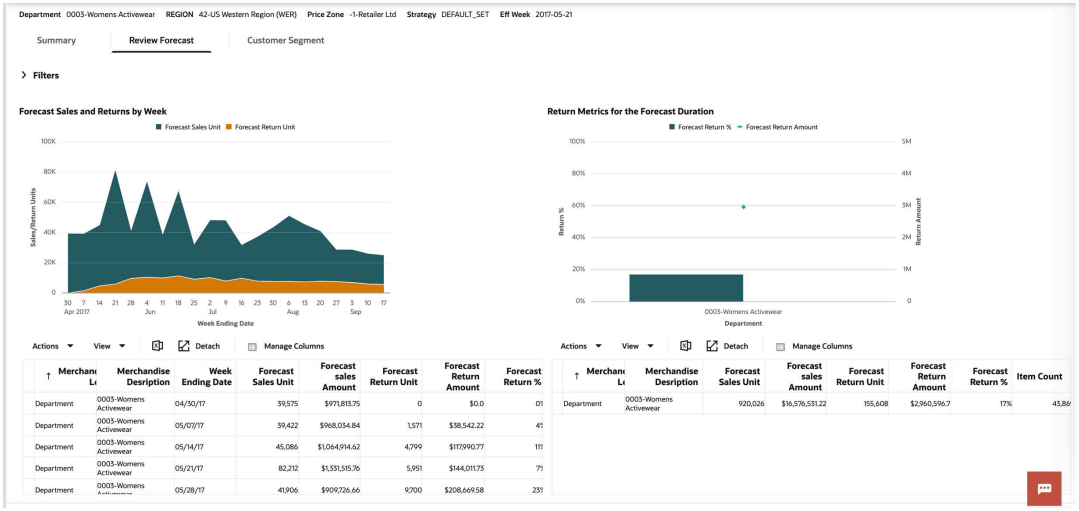
The Review Returns tab is used to view the returns information for the selected merchandise and customer segment.

You can review the returns information for the selected merchandise and customer segment combination. By default, this chart shows the information at the department level for the merchandise hierarchy and across all customer segments. Use the Filters to display the available options to select a specific merchandise and customer segment. Filtering works in the way that it does in the Review forecast tab, where the merchandise selection is made in the order of the merchandise hierarchy.

The Review Forecast tab has the following four components:

- Chart for forecast sales and returns by week.

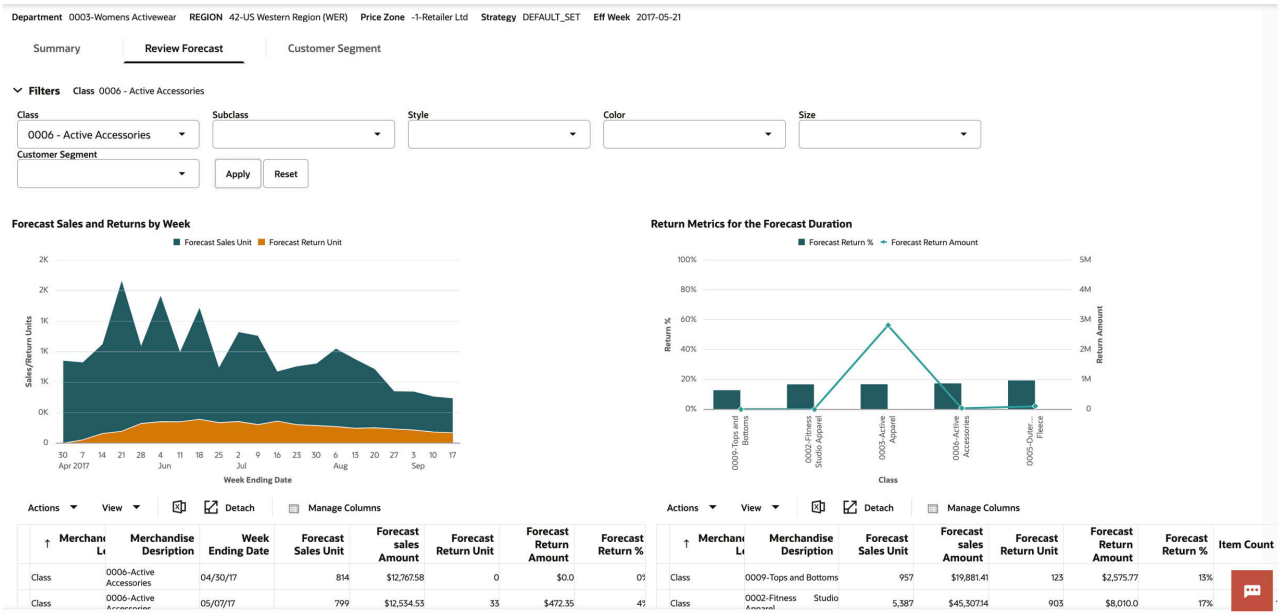
Figure 5-39 Promo/Mkdn Run - Returns Forecast - Review Returns Tab



It displays aggregate forecast sales units and forecasts returns units by week for the merchandise and customer segment selection.

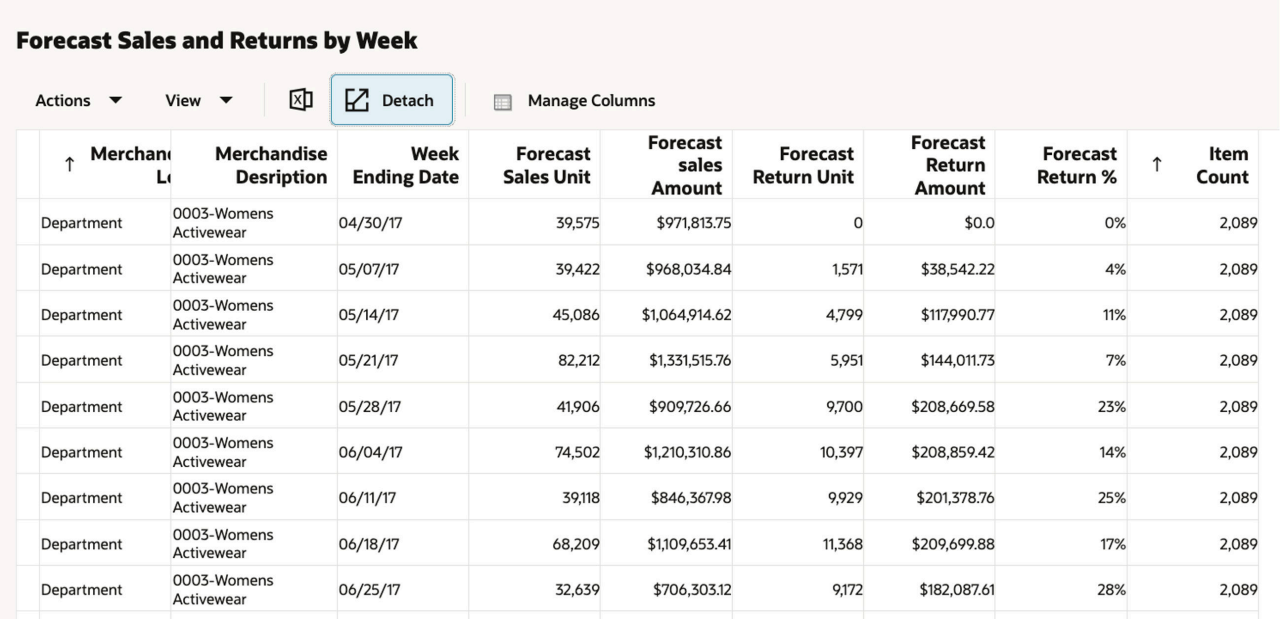
- Chart to compare the return percentage and return amount across merchandise.

Figure 5-40 Promo/Mkdn Run - Returns Forecast - Compare Return Metrics



  - Displays the forecast return % and forecast return amount for the selected merchandise along with other merchandise under the same parent. For example, when class 0009 tops and bottoms are selected, this chart displays the above metrics for all classes within the department corresponding to 0009 tops and bottoms.
  - The forecast return % is the ratio of the sum of forecast returns units over the entire forecast horizon across all products to the sum of forecast sales units over the entire forecast horizon across all products from the selected merchandise and customer segment.
  - The forecast return amount is the total value of the returned merchandise over the entire forecast horizon across all products in the selected merchandise and customer segment.
- Table with forecast sales and returns by week.

Figure 5-41 Promo/Mkdn Run - Returns Forecast - Review Sales and Returns by Week Table



Forecast Sales and Returns by Week

Actions | View | Detach | Manage Columns

Merchan L	Merchandise Desription	Week Ending Date	Forecast Sales Unit	Forecast sales Amount	Forecast Return Unit	Forecast Return Amount	Forecast Return %	Item Count
Department	0003-Womens Activewear	04/30/17	39,575	$971,813.75	0	$0.0	0%	2,089
Department	0003-Womens Activewear	05/07/17	39,422	$968,034.84	1,571	$38,542.22	4%	2,089
Department	0003-Womens Activewear	05/14/17	45,086	$1,064,914.62	4,799	$117,990.77	11%	2,089
Department	0003-Womens Activewear	05/21/17	82,212	$1,331,515.76	5,951	$144,011.73	7%	2,089
Department	0003-Womens Activewear	05/28/17	41,906	$909,726.66	9,700	$208,669.58	23%	2,089
Department	0003-Womens Activewear	06/04/17	74,502	$1,210,310.86	10,397	$208,859.42	14%	2,089
Department	0003-Womens Activewear	06/11/17	39,118	$846,367.98	9,929	$201,378.76	25%	2,089
Department	0003-Womens Activewear	06/18/17	68,209	$1,109,653.41	11,368	$209,699.88	17%	2,089
Department	0003-Womens Activewear	06/25/17	32,639	$706,303.12	9,172	$182,087.61	28%	2,089

  - Displays the following additional metrics compared to the chart: forecast sales amount, forecast return amount, forecast return %, and item count by week for the selected merchandise and segment combination.
- Table that compares returns metrics across merchandise.

Figure 5-42 Promo/Mkdn Run - Returns Forecast - Return Metrics Across Merchandise Hierarchy Table

Return Metrics for the Forecast Duration

Actions | View | Detach | Manage Columns

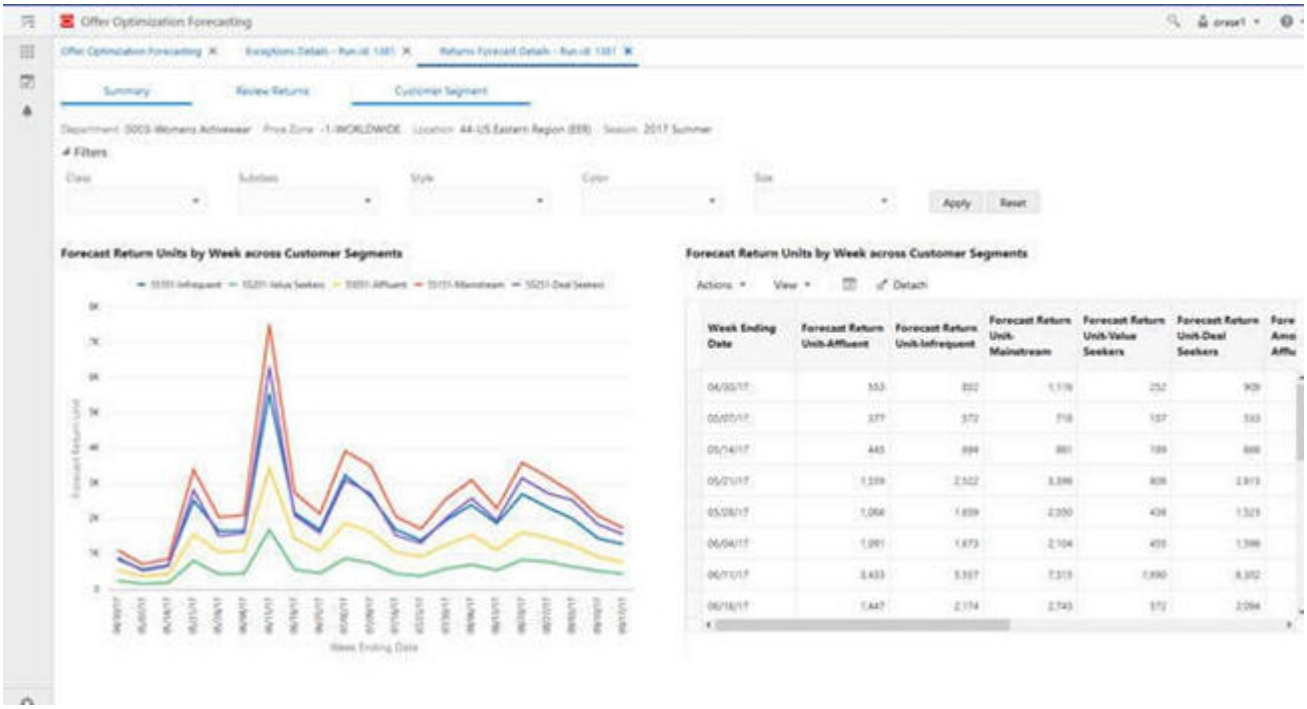
Merchan L	Merchandise Desription	Forecast Sales Unit	Forecast sales Amount	Forecast Return Unit	Forecast Return Amount	Forecast Return %	Item Count	Actual Return %	Sales Life till date	Returns Life till date
Class	0009-Tops and Bottoms	957	$19,881.41	123	$2,575.77	13%	21		9,431.0	
Class	0002-Fitness Studio Apparel	5,387	$45,307.14	903	$8,010.0	17%	126		48,930.0	
Class	0003-Active Apparel	868,340	$15,786,927.5	146,182	$2,815,026.78	17%	40,131		8,203,776.0	
Class	0006-Active Accessories	18,471	$211,124.07	3,206	$34,405.1	17%	525		177,594.0	
Class	0005-Outerwear Fleece	26,871	$513,291.1	5,193	$100,579.06	19%	3,066		266,753.0	

  - Displays the following additional metrics compared to the chart: forecast sales units, forecast sales amount, forecast return units, item count, sales life till date, returns life till date, and actual return percentage across all products for the selected merchandise and customer segment.

Returns Forecast - Customer Segment

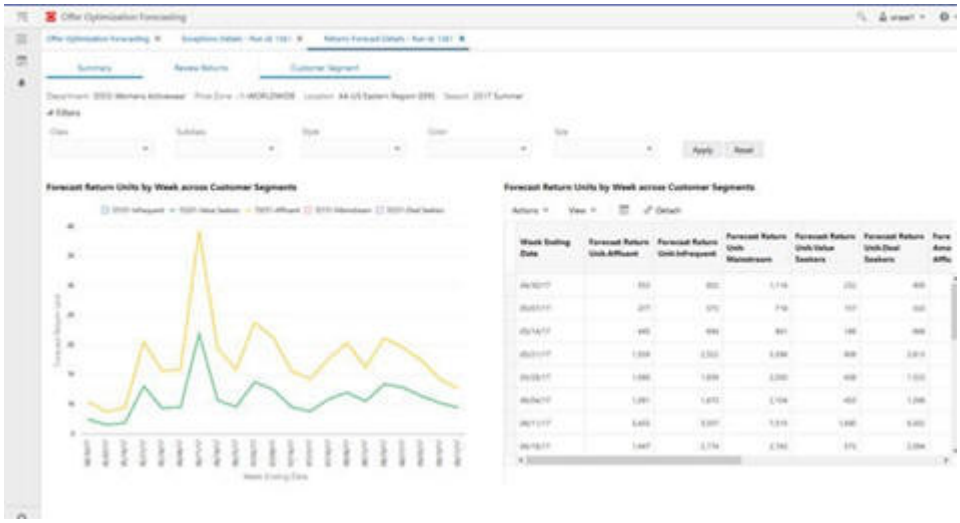
The Customer Segment tab, shown in the following figure, is used to compare the forecast returns trends across the various segments.

Figure 5-43 Promo/Mkdn Run - Returns Forecast - Customer Segment Tab



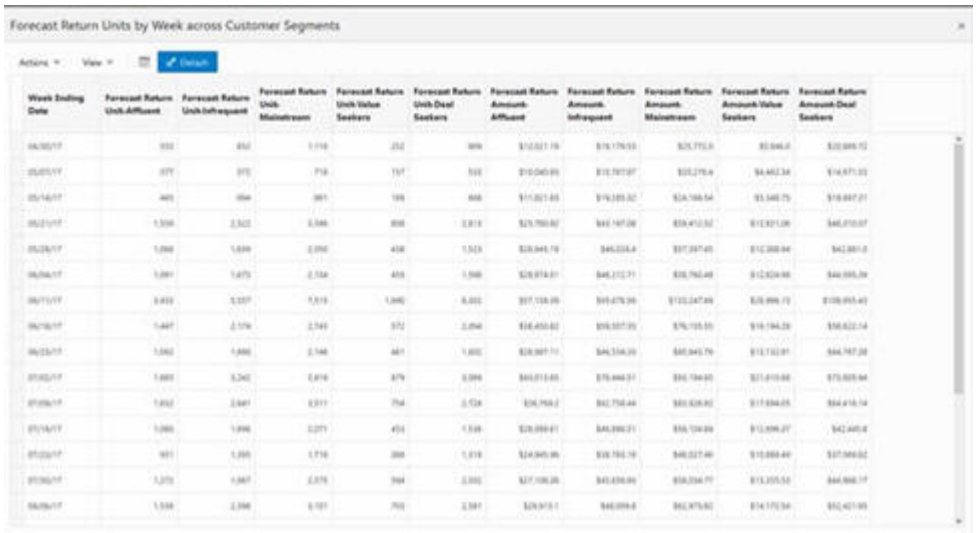
Use this tab to compare the forecast return units' trends across various customer segments. Similar to Forecast Review and Returns Review tabs, you can view the customer segment comparison for the selected merchandise. The filtering functionality for merchandise works in the same way as in the Forecast Review and Returns Review tabs. In the chart, individual customer segments can be selected and un-selected by clicking the legend. The chart is rescaled automatically based on the new selection, as shown in the following figure. Rescaling is useful for reviewing patterns for customer segments with low sales volume.

Figure 5-44 Promo/Mkdn Run - Returns Forecast - Rescaling Based on New Selection



The table on the right displays the forecast return units and the forecast return amount for all customer segments. The Detach button can be used to expand the table into a pop-up window for ease of use, as shown in the following figure.

Figure 5-45 Promo/Mkdn Run - Returns Forecast - Customer Segment Table



Promotion/Markdown - Exceptions

LPO Forecasting supports exceptions based on sell thru and returns. This includes the following:

- Sell thru exception. When the Sell thru end of life is lower than the sell thru exception threshold for any product.
- Returns exception. When the Forecast return % is greater than the return exception threshold for any product.

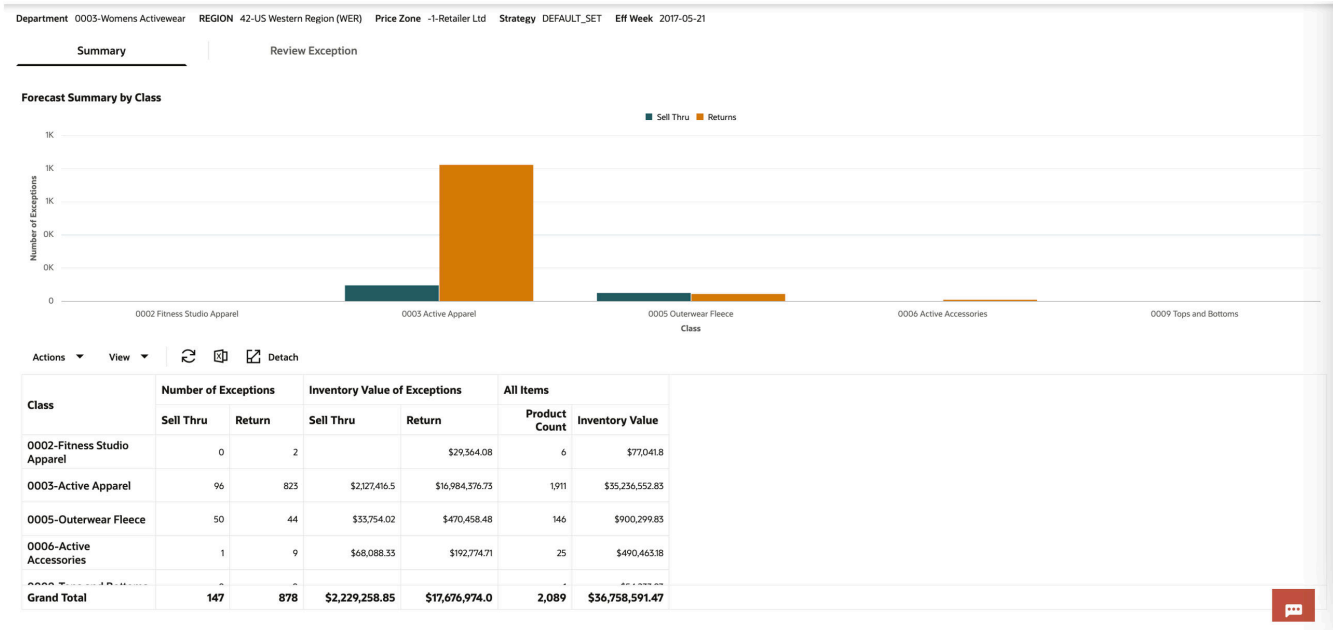
The sell thru exception threshold and return exception threshold are set in the RSE_CONFIG table and are global settings. By leveraging these settings, you can identify products that display outlier behavior, review forecast and returns information corresponding to the product, and take appropriate action.

Exceptions - Summary

The Summary tab provides aggregate metrics by Class. It has the following two components:

- Chart for Exception summary by class: Chart displays the count of sell thru exceptions and returns exceptions by class. Table for Exception summary by class. In addition to the count of exceptions displayed in the chart, the inventory value of the exceptions, product count, and inventory value of all products are present in the table. You can compare the inventory value of exceptions with inventory value of all items.

Figure 5-46 Promo/Mkdn Run - Exceptions - Summary



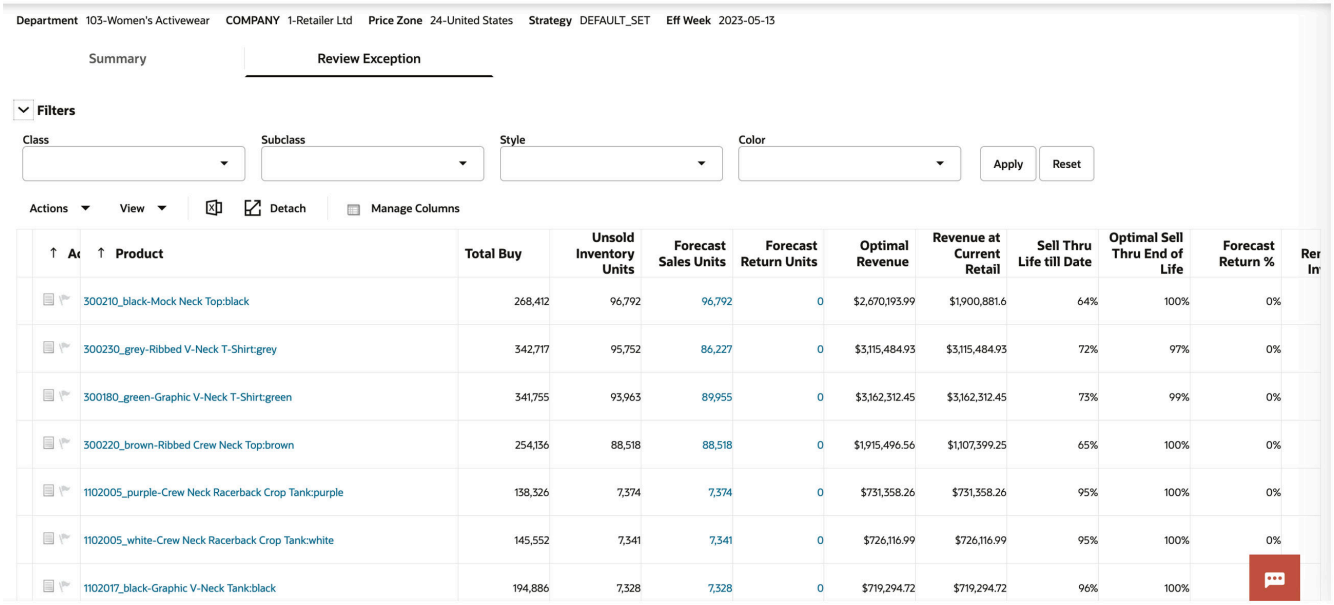
Class	Number of Exceptions		Inventory Value of Exceptions		All Items	
	Sell Thru	Return	Sell Thru	Return	Product Count	Inventory Value
0002-Fitness Studio Apparel	0	2		$29,364.08	6	$77,041.8
0003-Active Apparel	96	823	$2,127,416.5	$16,984,376.73	1,911	$35,236,552.83
0005-Outerwear Fleece	50	44	$33,754.02	$470,458.48	146	$900,299.83
0006-Active Accessories	1	9	$68,088.33	$192,774.71	25	$490,463.18
Grand Total	147	878	$2,229,258.85	$17,676,974.0	2,089	$36,758,591.47

Exceptions - Review

The Review Exceptions table displays all the products that satisfy either the sell thru or return exception criteria. By default, the table displays all the exceptions from the selections run, shortlist products based on the merchandise hierarchy by leveraging the filter criteria.

Use the Filters icon to view and select specific merchandise, like the functionality in the Review Forecast and Review Returns tabs.

Figure 5-47 Promo/Mkdn Run - Exceptions - Review Exception



The forecast sales units and forecast return units act as hyperlinks to access the corresponding review forecast and review return screens. The product description acts as a hyperlink to the Manage the Recommendations screen.

Figure 5-48 Promo/Mkdn Run - Exceptions - Review Forecast

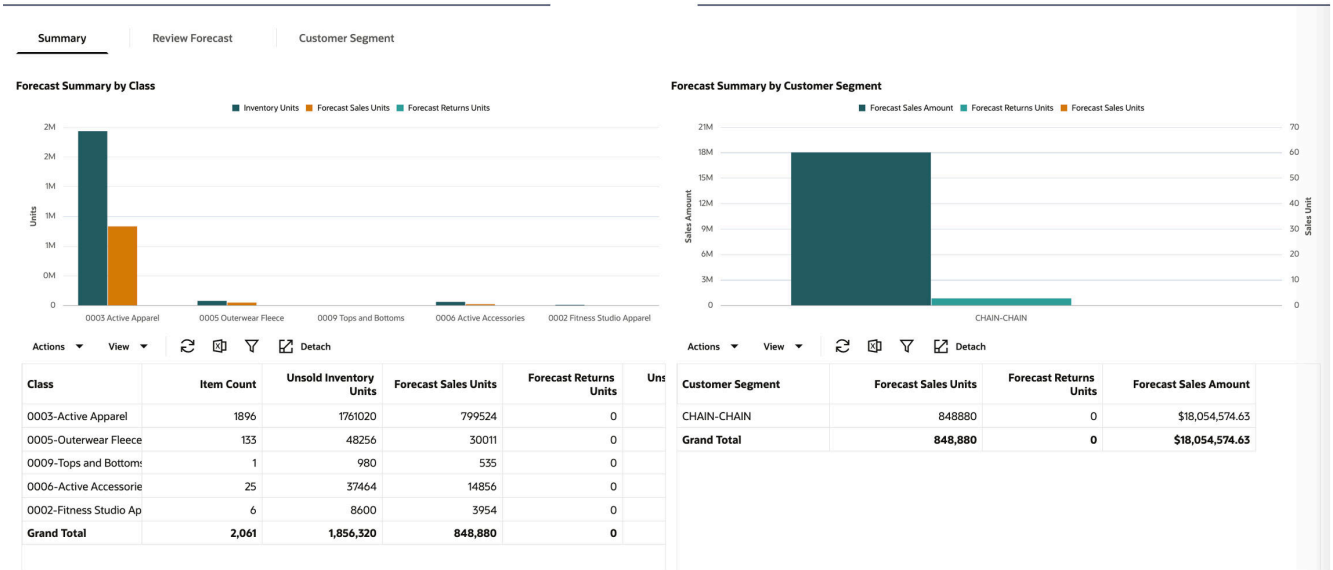
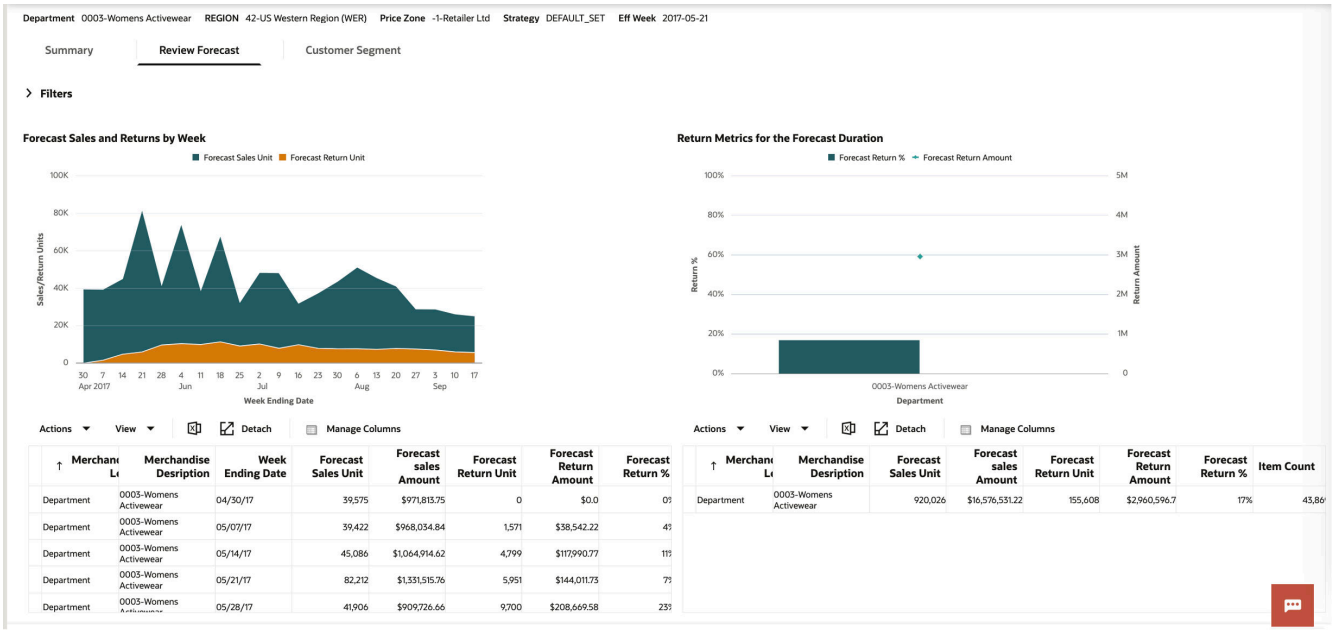


Figure 5-49 Promo/Mkdn Run - Exceptions - Review Returns



After reviewing the information, users can add comments using the Note icon in the Action column.

- The Action column also includes a Flag icon that can be used to mark certain exceptions.
- Both comments and flags are passed forward to the Manage Recommendations screen in LPO.

For example, if a product has a sell-through exception, and after reviewing forecast details the user finds the model was constrained by a max first promotion rule, they may choose to override the recommendation with a deeper promotion.

Users can also click the product description to navigate directly to the Manage Recommendations screen.

Figure 5-50 Promo/Mkdn Run - Exceptions - Review Exception Comments

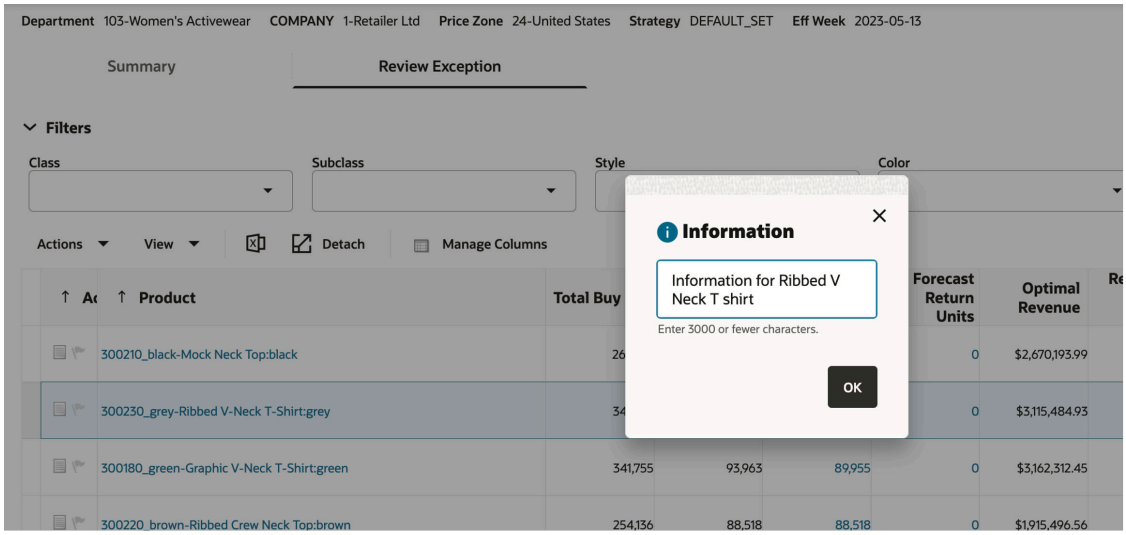
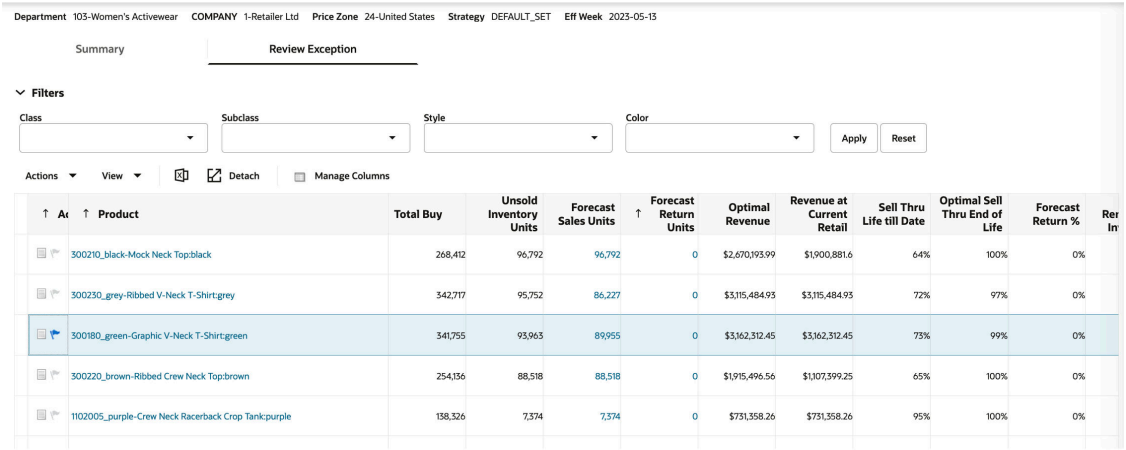


Figure 5-51 Promo/Mkdn Run - Exceptions - Review Exceptions Flag Exceptions



6

Regular Pricing Optimization - What-If Run

To create a what-if run for Regular Pricing Optimization, the pricing analyst must first ensure the Regular tab is selected from the Run Overview page. On clicking the **Create** icon from the Run Overview table, the system opens the Run Overview tab, where the user can define the scope, select the applicable strategy, and view the business rules applied to the run. Before creating the run, it is essential to complete any required forecast configuration steps to ensure accurate demand estimation and enable valid optimization outcomes. Regular Pricing Recommendation can be done in two ways:

- **Forecast-based (using historical data)**

  To create runs to apply forecast based strategies (for example, revenue, volume, and so on), it is essential to complete any required forecast configuration steps to ensure accurate demand estimation and enable valid optimization outcomes.

- **Non-forecast-based (using pre-defined rules)**

  To create runs to apply only rules-based engine that is triggered by pricing conditions, not forecasts, set RSE_CONFIG.PRO_LPO_REGULAR_LITE_ENABLED_FLG to Y.

Prerequisite - Forecast Configuration

Like Promotion/Markdown optimization, the Forecast Configuration is the prerequisite step for Regular Pricing Optimization as well, but not applicable for Rules Based Regular Pricing that uses only rules for price optimization. For more details, see Prerequisite - Forecast Configuration.

Regular - Scope

The Scope stage is used to define the scope of the optimization, where the pricing analyst can select options such as Season, Merchandise (for example, Department), Location (for example, Region), Price Zone, Effective Week, Strategy (DEFAULT_STRATEGY or a custom strategy), Start Week, End Week, and Base Period for the run. The Best Feasible Solution checkbox is selected by default for Rules Based Regular Pricing.

The pricing analyst should click **Save** to apply updates to the Name, Description, and any changes made, and then proceed to the next stage.

Figure 6-1 Regular Run - Scope

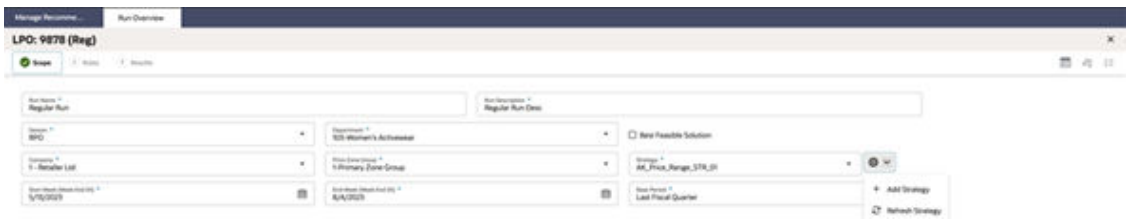


Figure 6-2 Regular Run - Rules Based - Scope

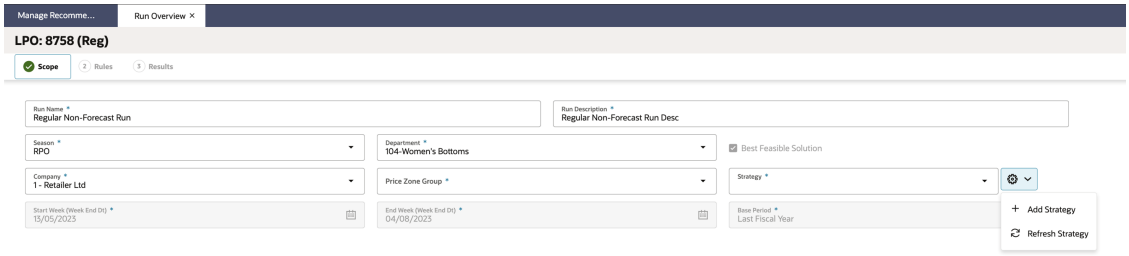


Table 6-1 Regular Run - Scope

Name	Description
Run Name	The name identifying the run. The name must be 80 characters or less and use alphanumeric characters only. It is case sensitive.
Run Description	A brief description of the run. The value must be 200 characters or less and use alphanumeric characters only.
Season	The drop-down list of seasons available for the run.
Product Hierarchy	The drop-down list of merchandise (such as Department) available for the run, based on PRO_PROD_HIER_RUN_SETUP_LVL.
Location Hierarchy	The drop-down list of locations (such as Region) available for the run, based on PRO_LOC_HIER_PROCESSING_LVL.
Price Zone	The drop-down list of available price zones for the run. Available set of price zones would be decided based on the forecast run type mapped to Lifecycle Pricing - Promotion/Markdown application.
Strategy	The drop-down list of strategies available. The user can define the set of business rules and associate the set with a strategy (for example, Christmas Specials). By default, there is always strategy named DEFAULT_SET. The user also can create a new strategy by clicking **Add Strategy** that takes the user to the Control and Tactical Center screen.
Start Week	Applicable only for forecast-based runs. Starting period for the regular price optimization. This is also the effective week for the regular price recommendation for the run.
End Week	Applicable only for forecast-based runs. Ending period for the regular price optimization.
Base Period	Applicable only for forecast-based runs. Can be any of Last Fiscal Quarter, Current Fiscal Year, and so on.

Regular - Rules

Using the selected strategy and the DEFAULT_SET strategy, all the business rules relevant for the run are populated in the Rules screen. For example, if no competitor price constraints are

available in the selected strategy but they are available in the DEFAULT_SET, then these constraints are borrowed from the DEFAULT_SET strategy. The specific set of rules associated with the selected strategy are always given preference and used in the run.

This stop is divided into two tabs, Rules and Price Ladder, as shown in the two figures below:

- The Rules tab contains all the rules associated with every item in the run, and the user can only view the different rules associated with items. The Rules tab contains all the rules associated with every item in the run, and the user can only view the different rules associated with items. Rules can be further divided into self-rules, inter-item rules. and inter-location rules.
  - **Self-rules** are applied within a group and do not reference another location, price zone, or item.
  - **Inter-Item rules** are applied between two different items.
  - **Inter-Location rules** are applied to the same item, but between two locations or price zones.
- **Note**

  None of these rules can have RULE_SUBTYPE_ALLOWED_FLG as Y. That is, there cannot be multiple values for the same rule at the same criteria.
- The Price Ladder tab contains the price ladders provided for the run at the PRO_REG_PROD_PROCESSING_LVL (for example, class).

Unlike the Promotion and Markdown rules, there are two distinctions: the rules for a regular pricing optimization are all applied as a soft constraint unless configured, except for price ladder, and the rules for a regular pricing optimization have a rule priority except when it is a hard constraint. Soft constraint means that the optimization will try to satisfy the constraint, but it is allowed to violate the constraint when necessary. Rule priority gives the preference order for the constraint. That is, lower ranked rules are allowed to be violated first before a higher ranked rule is relaxed.

Figure 6-3 Regular Run - Rules

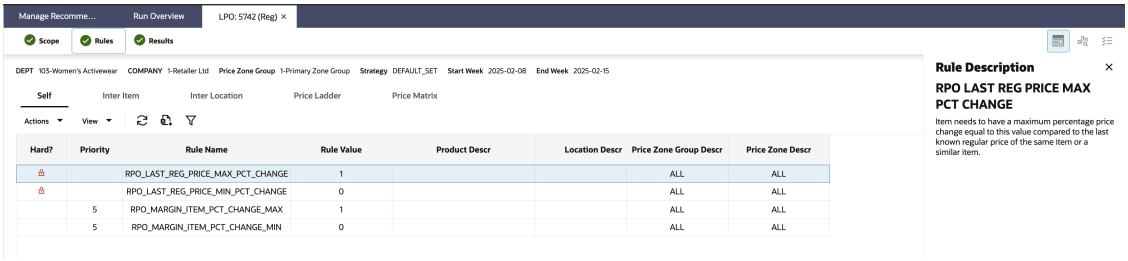
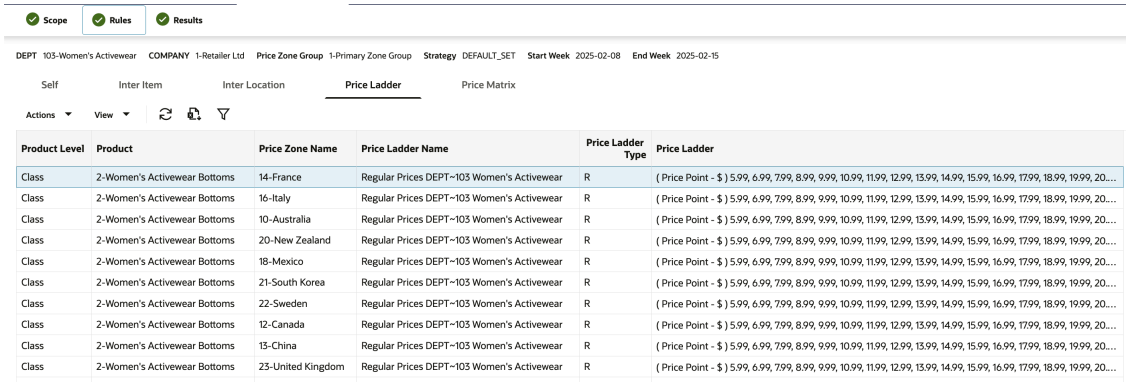
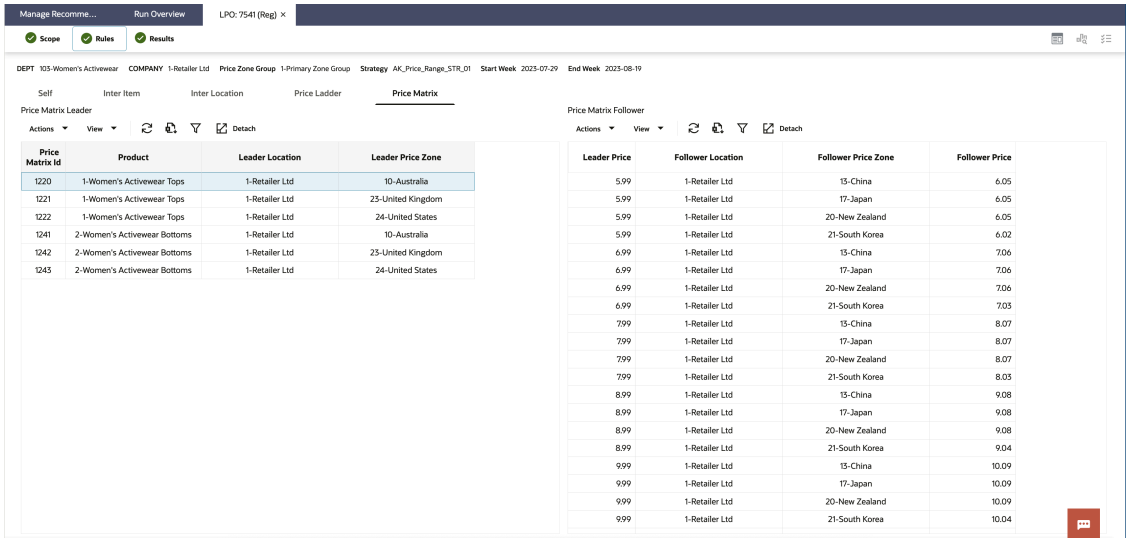


Figure 6-4 Regular Run - Price Ladders



Product Level	Product	Price Zone Name	Price Ladder Name	Price Ladder Type	Price Ladder
Class	2-Women's Activewear Bottoms	14-France	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	16-Italy	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	10-Australia	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	20-New Zealand	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	18-Mexico	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	21-South Korea	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	22-Sweden	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	12-Canada	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	13-China	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....
Class	2-Women's Activewear Bottoms	23-United Kingdom	Regular Prices DEPT~103 Women's Activewear	R	(Price Point - $) 5.99, 6.99, 7.99, 8.99, 9.99, 10.99, 11.99, 12.99, 13.99, 14.99, 15.99, 16.99, 17.99, 18.99, 19.99, 20....

Figure 6-5 Regular Run - Price Matrix



Price Matrix Id	Product	Leader Location	Leader Price Zone
1220	1-Women's Activewear Tops	1-Retailer Ltd	10-Australia
1221	1-Women's Activewear Tops	1-Retailer Ltd	23-United Kingdom
1222	1-Women's Activewear Tops	1-Retailer Ltd	24-United States
1241	2-Women's Activewear Bottoms	1-Retailer Ltd	10-Australia
1242	2-Women's Activewear Bottoms	1-Retailer Ltd	23-United Kingdom
1243	2-Women's Activewear Bottoms	1-Retailer Ltd	24-United States

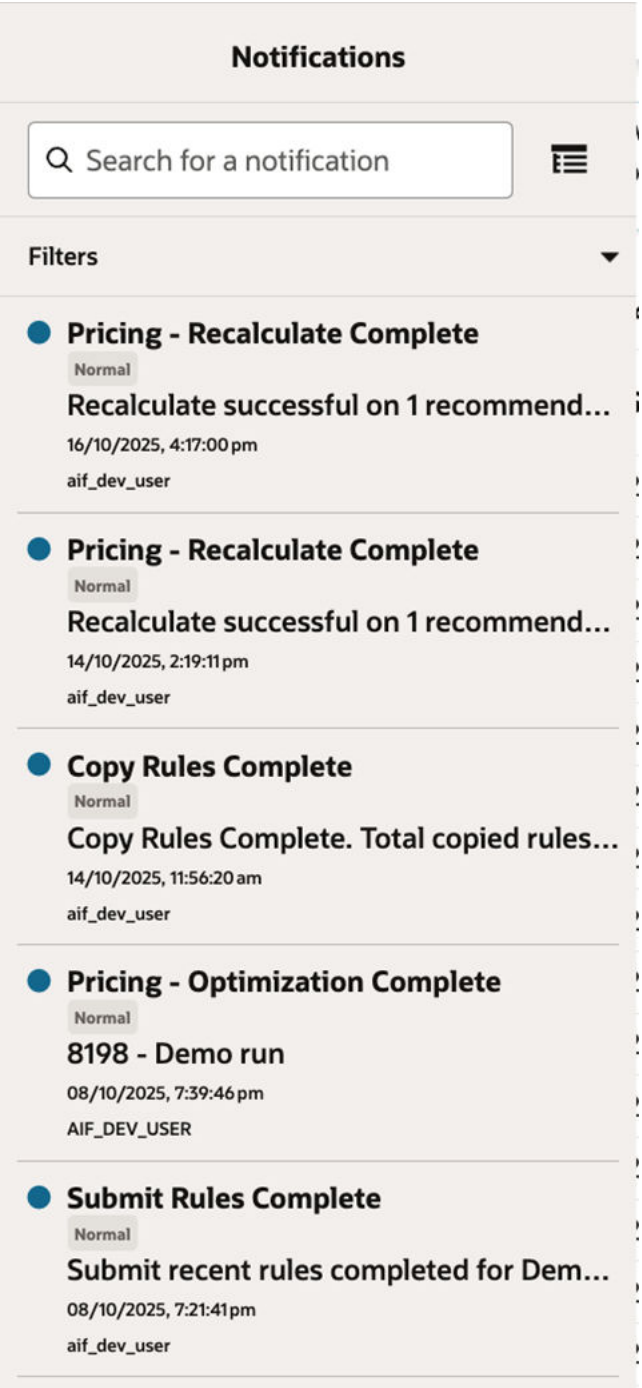
Leader Price	Follower Location	Follower Price Zone	Follower Price
5.99	1-Retailer Ltd	13-China	6.05
5.99	1-Retailer Ltd	17-Japan	6.05
5.99	1-Retailer Ltd	20-New Zealand	6.05
5.99	1-Retailer Ltd	21-South Korea	6.02
6.99	1-Retailer Ltd	13-China	7.06
6.99	1-Retailer Ltd	17-Japan	7.06
6.99	1-Retailer Ltd	20-New Zealand	7.06
6.99	1-Retailer Ltd	21-South Korea	7.03
7.99	1-Retailer Ltd	13-China	8.07
7.99	1-Retailer Ltd	17-Japan	8.07
7.99	1-Retailer Ltd	20-New Zealand	8.07
7.99	1-Retailer Ltd	21-South Korea	8.03
8.99	1-Retailer Ltd	13-China	9.08
8.99	1-Retailer Ltd	17-Japan	9.08
8.99	1-Retailer Ltd	20-New Zealand	9.08
8.99	1-Retailer Ltd	21-South Korea	9.04
9.99	1-Retailer Ltd	13-China	10.09
9.99	1-Retailer Ltd	17-Japan	10.09
9.99	1-Retailer Ltd	20-New Zealand	10.09
9.99	1-Retailer Ltd	21-South Korea	10.04

Regular - Run Optimization

After you provide the scope and review or update the rules, click the **Optimize** button in the footer. This action creates a new row in the Run Overview table, and the run enters Running status. Once the optimization is complete, the run transitions to either Ready for Review or Failed status, depending on the outcome.

If the run does not transition to Ready for Review status, you can update the scope or rules and click the Re-Optimize button in the footer to try again. The system pushes a notification to inform you of the optimization status, as shown in the following figure.

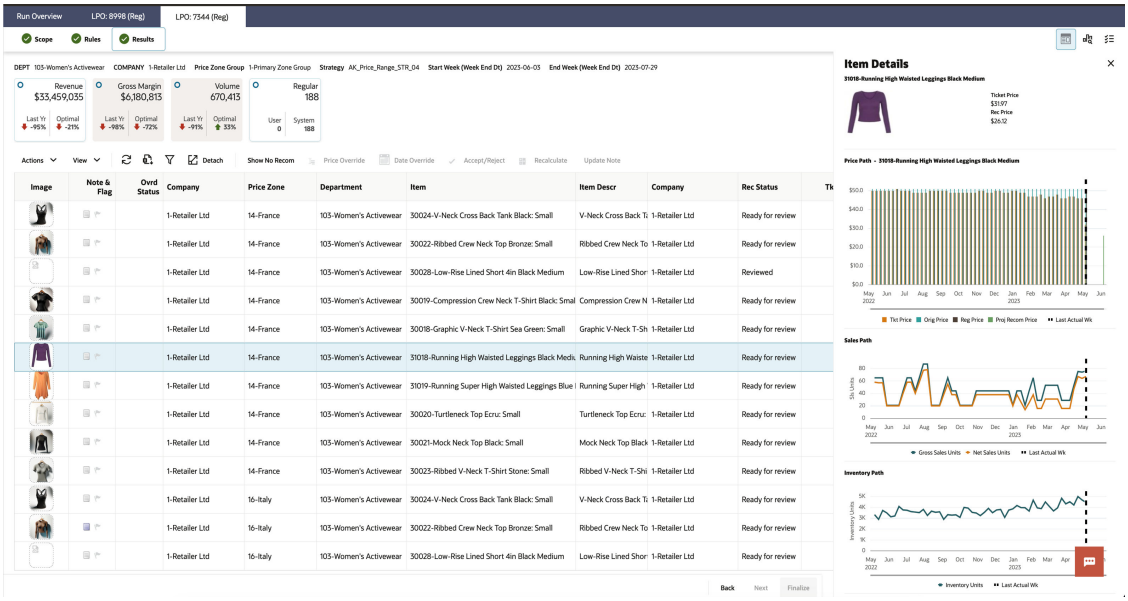
Figure 6-6 Optimization Complete Notification



Regular - Results

After the optimization run is complete and the run is in Ready for Review status, the results are displayed in the Results stage. In this stage, you can accept, reject, override any price recommendation, or add a promotion or markdown for non-recommended items. After you make changes, you can recalculate all the projected metrics.

Figure 6-7 Regular Run Results



Results - Possible Actions

From the Results stage, you can:

- Recalculate the projected metrics after making price overrides.
- Revisit earlier stages to make changes to various settings and then re-optimize the run.
- Leave the run in the optimization list without taking any actions. The user cannot delete the run; the user must be in Overview to delete a run.
- Accept, reject, or override the price recommendation for the effective week for the recommendations that are in Ready for Review status.

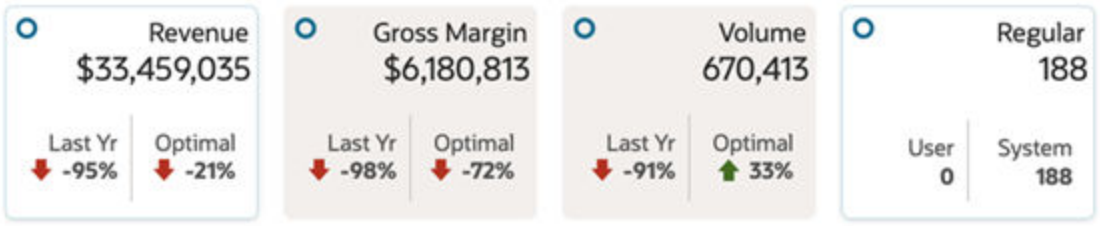
Results - Revenue, Gross Margin, Volume and Regular Tiles

The Revenue, Gross Margin, and Volume tiles are populated only for forecast-based runs.

As shown in the following figure, the Revenue, Gross Margin, and Volume tiles display the projected revenue, gross margin, and volume at the end of the item's life, assuming all recommendations are accepted. The Optimal field displays the percentage gain or loss in revenue, gross margin and volume compared to staying at the current price for all items over a certain period, respectively.

The Regular tile displays the regular recommendations for the selected effective week. It shows the total number of system-recommended regular items and the total number of user-added items.

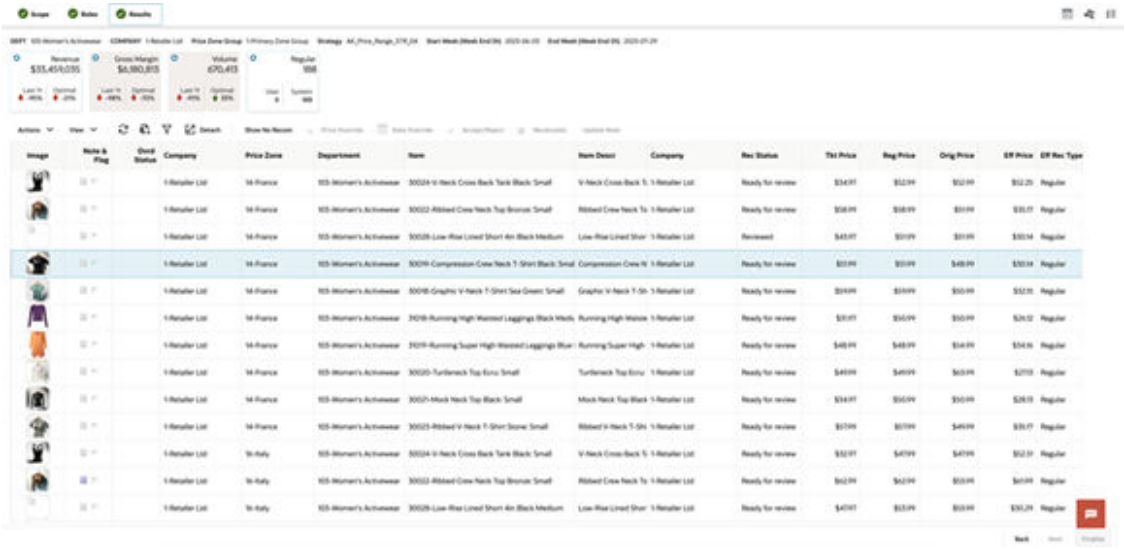
Figure 6-8 Regular Run - Results - Revenue, Gross Margin, Volume and Regular Tiles



Results - Revenue and Regular Tiles

Click the Revenue or Regular tile to open the results in a detailed table where you can review, accept, reject, or override the price recommendation that are in Ready for Review status for the effective week.

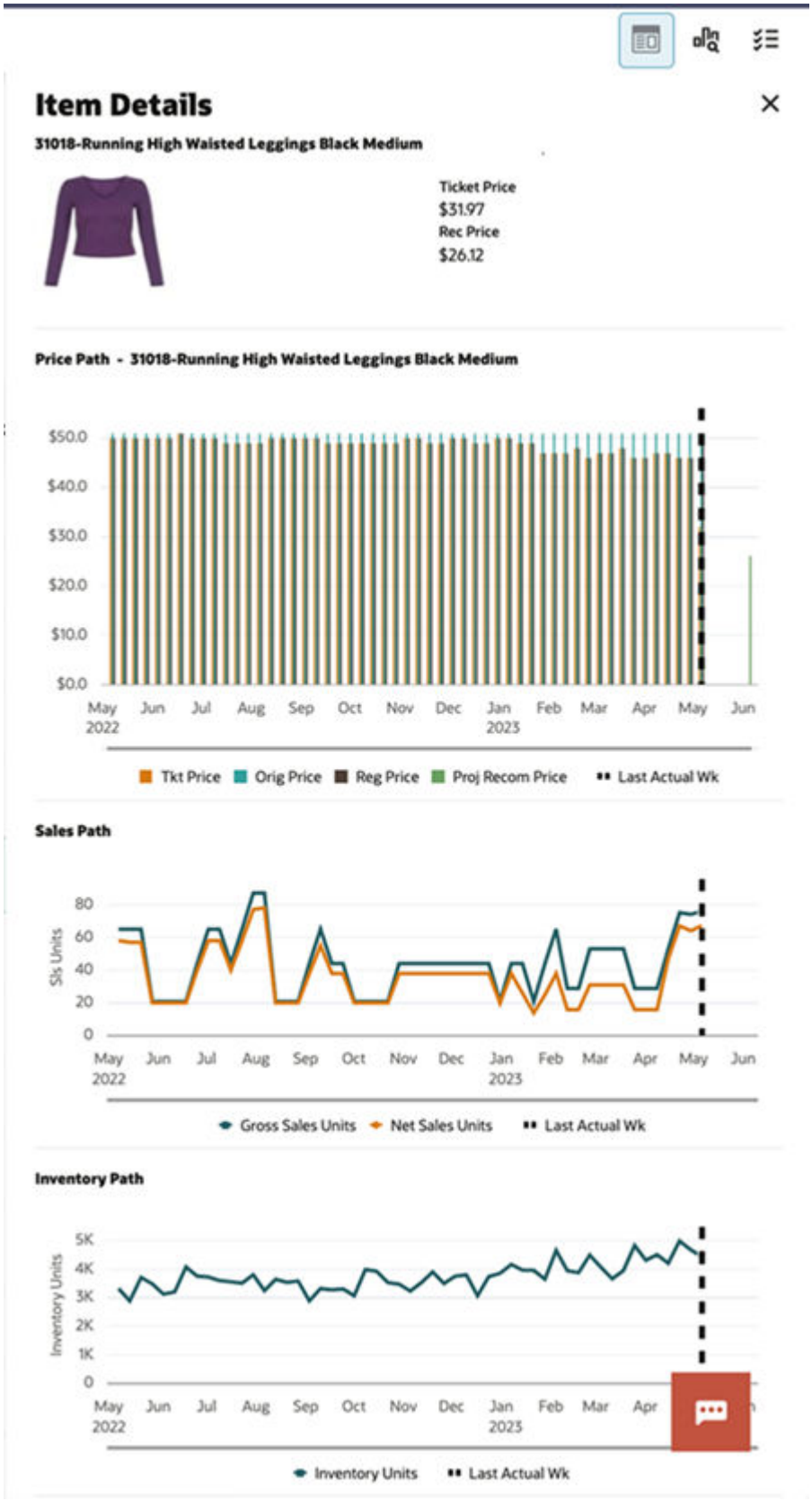
Figure 6-9 Regular Run - Results - Table



Results - Contextual Panel - Item Details

In the BI/Contextual area on the right, you can see the item image, Ticket and Recommended Prices of the item, the full price path of the item represented in colors, and the Projected Sales and Inventory Path for the selected item.

Figure 6-10 Regular Run - Results - Contextual Area Item - Details



Results - Rules Panel

The Rules panel lists all the Regular Pricing Optimization rule categories, along with the details of the rules applied on the what-if run. The Forecast and Non-Forecast (Rules Based) rules are displayed in separate tabs and any rule violated is also indicated (marked in orange in following figure).

Figure 6-11 Rules Panel - Non-Forecast

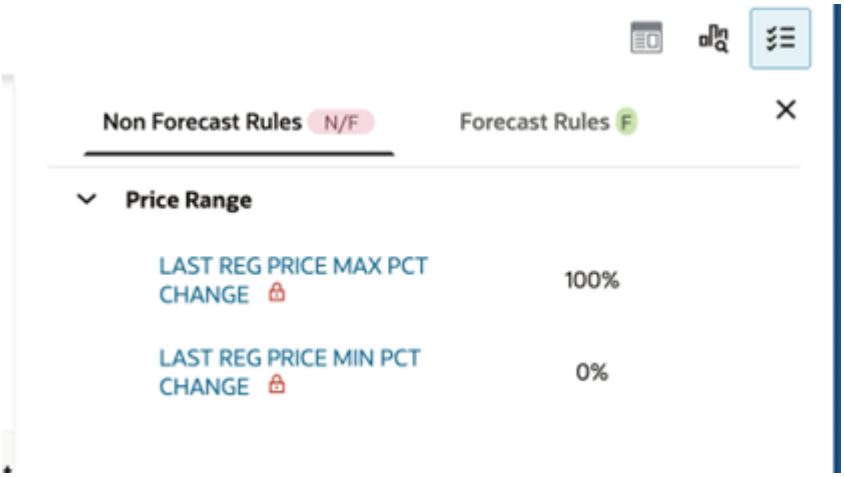
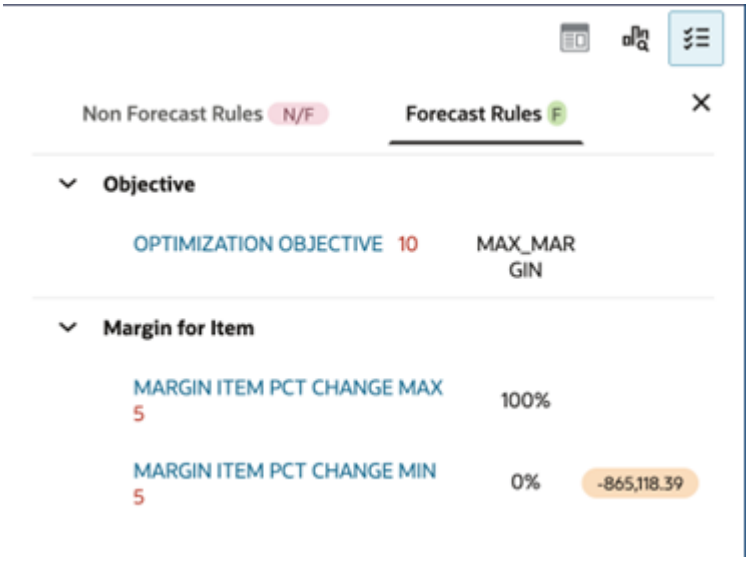


Figure 6-12 Rules Panel - Forecast

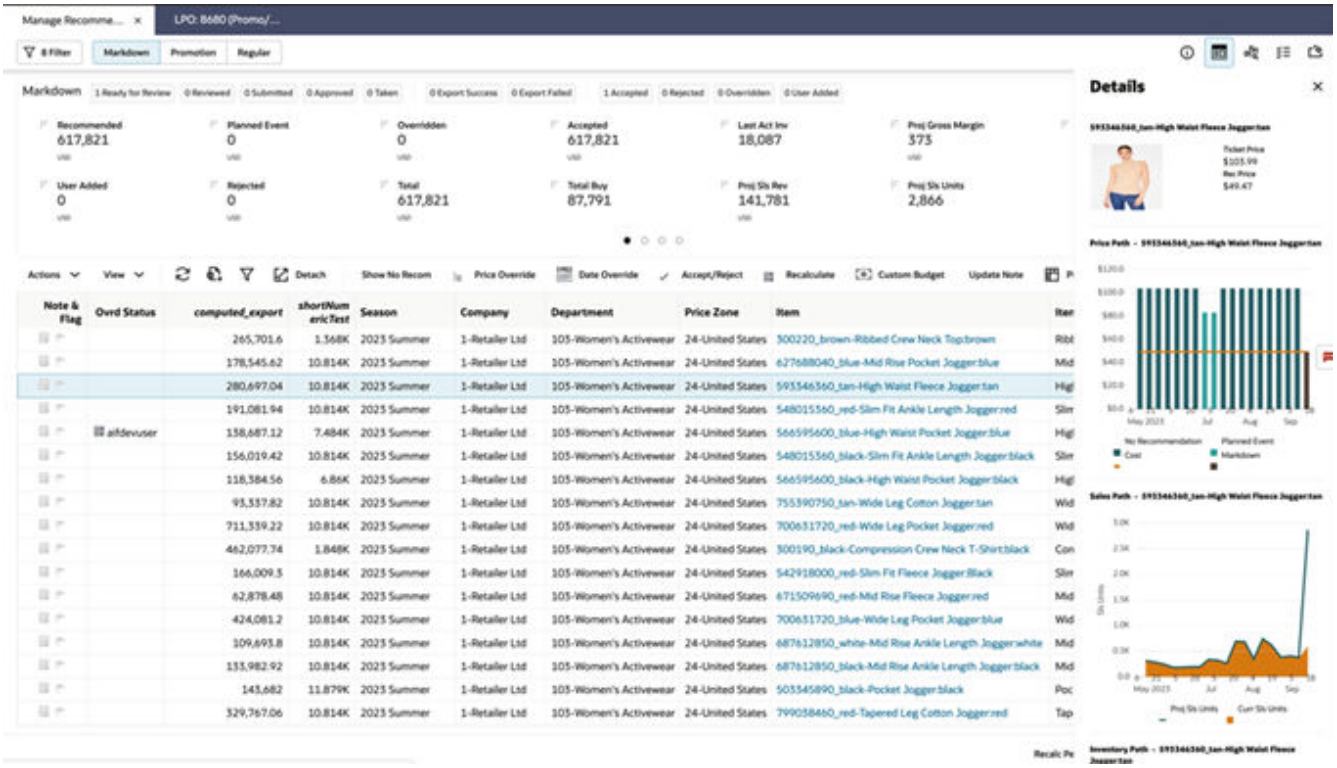


7

Manage Recommendations

The Manage Recommendations screen is used to review the recommendations, modify the recommendations, and send the recommendations to a price execution system. It consists of five components, as shown in the following figure: User Filter, Filter by Event, Summary Metrics, Reports, Item Recommendations table with bulk operations, and BI/Contextual Area.

Figure 7-1 Manage Recommendations



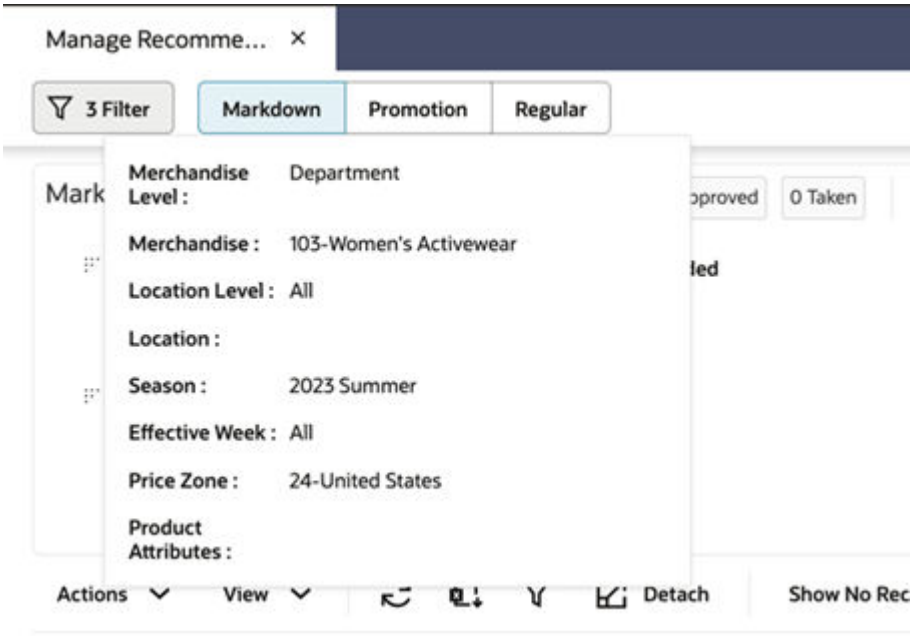
Manage Recommendations - UI Components

This section describes the components of the Manage Recommendations UI.

User Filter

The User Filter, shown in the following figure, can be accessed by clicking the Filter button in the top left corner. The Filter button displays the number of filters applied, for example, “3 Filters” and when hovered over, lists the filters applied.

Figure 7-2 Manage Recommendations - User Filter Button



The User Filter (also known as Big Filter) panel opens up in the right hand side when the Filter button is clicked and is used to filter the Manage Recommendations table Merchandise Level, Merchandise, Location Level, Location, Season, Effective Week, Price Zone and Product Attributes. When you log in for first time, you must set the filter and select Apply. The set of merchandise or locations that will be available to you are based on the data security set for your user ID. For example, if a particular user ID cannot access the Europe locations, then that user will not be able to see any recommendations for Europe locations.

Figure 7-3 Manage Recommendations - User Filter - Promo/Mkdn

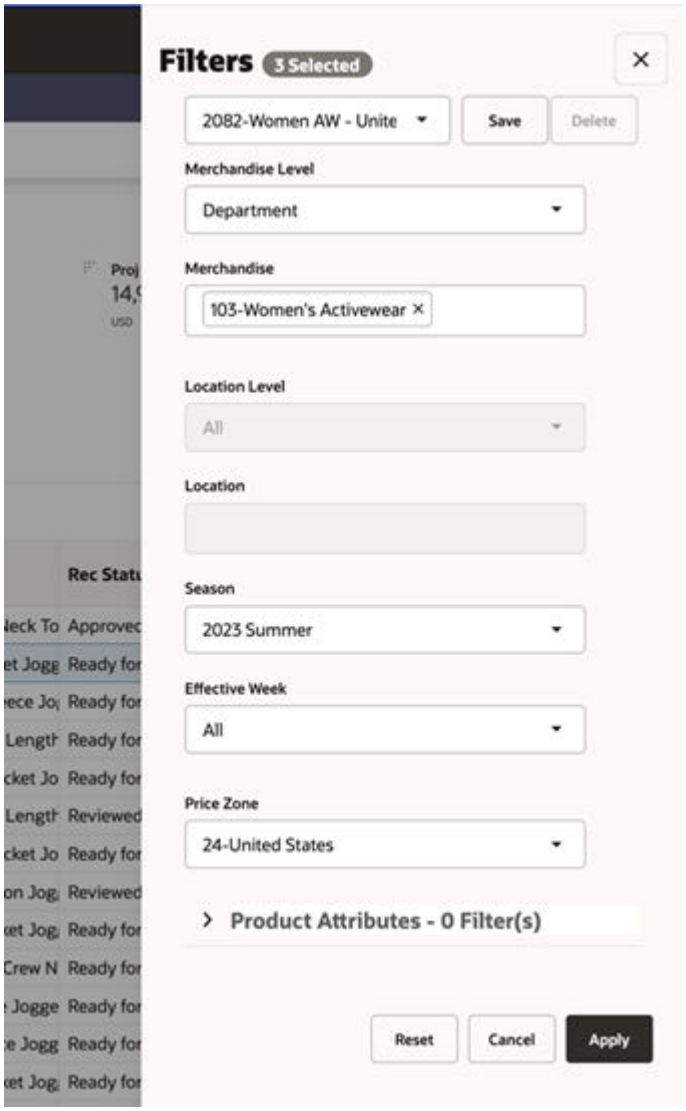
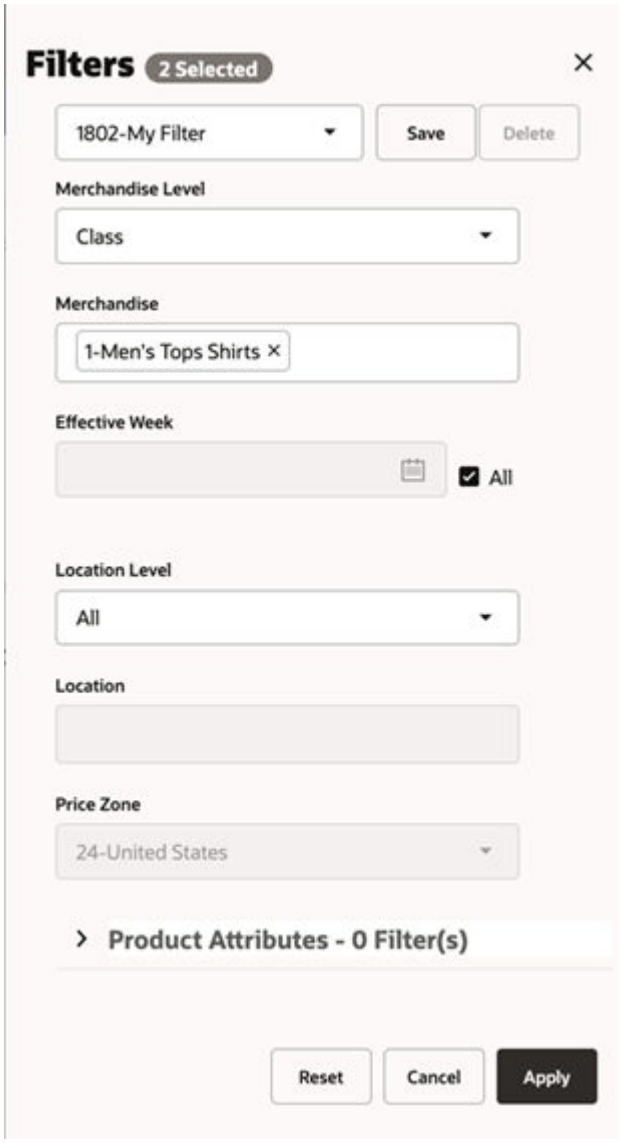


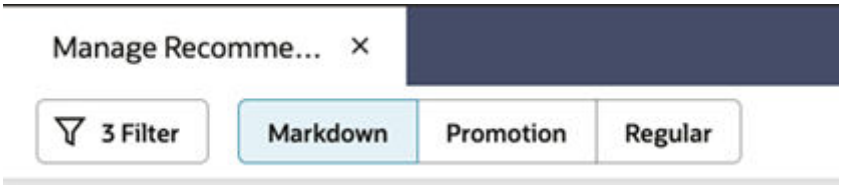
Figure 7-4 Manage Recommendations - User Filter - Regular



Filter by Event

Filter by Event, shown in the following figure, is used to filter the recommendations by pricing events such as Promotion, Markdown, No Recommendation, or Regular. Clicking each type will add the recommendations of that type to the table below.

Figure 7-5 Manage Recommendations - Filter by Event



Film Strips

Summary Metrics

Summary Metrics, shown in the following figure, displays the metrics in a film strip style, for Markdowns, Promotions, No Recommendation, and Regular recommendations.

Each summary film strip shows 14 metrics and can be customized to add, delete, or reorder from the list of available metrics.

Figure 7-6 Manage Recommendations - Summary Metrics - Markdown

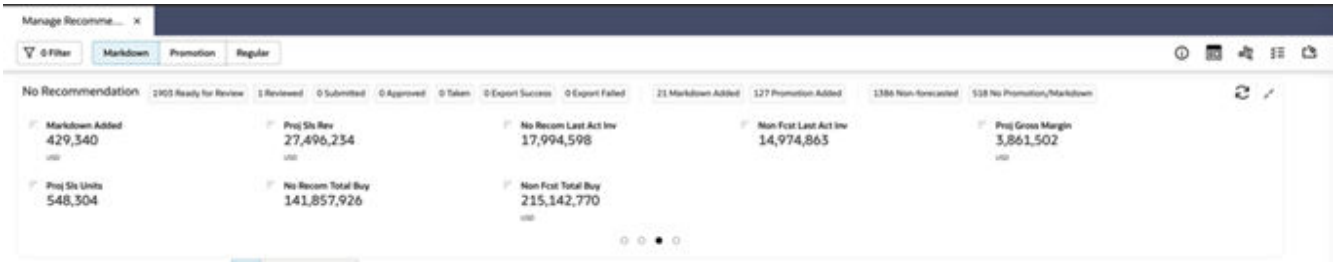


Figure 7-7 Manage Recommendations - Summary Metrics - Promotion

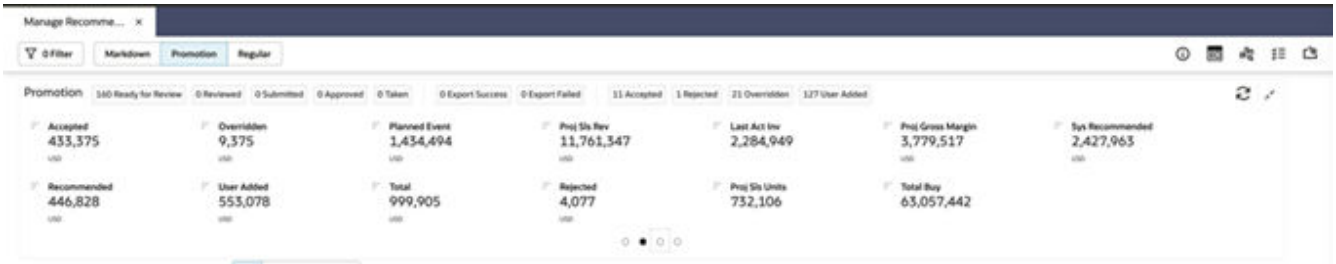
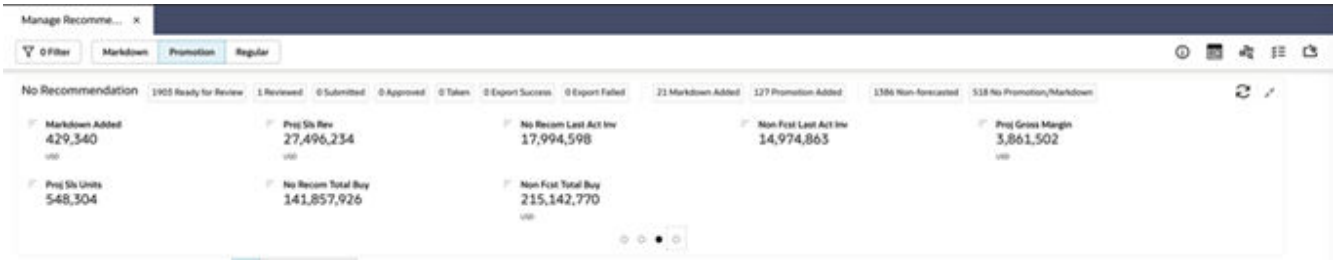


Figure 7-8 Manage Recommendations - Summary Metrics - No Recommendation

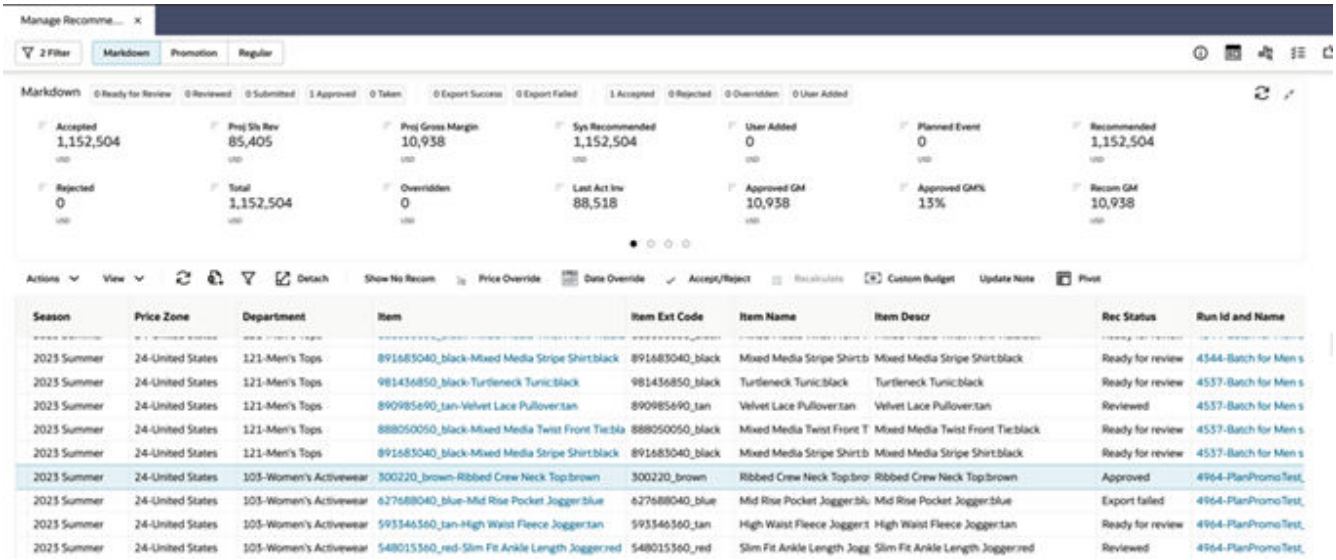


The strip can also be collapsed into a one-line view. In the collapsed view, the remaining metrics can be accessed by scrolling down.

Figure 7-9 Manage Recommendations - Summary Metrics - Collapse/Expand

When an item is selected, the film strip refreshes to show the metrics for the selected item.

Figure 7-10 Manage Recommendations - Summary Metrics - Refreshed for Selected Run



Following are the metrics that can be displayed. Other metrics can be found in the Appendix: Promotion and Markdown - Manage Recommendations.

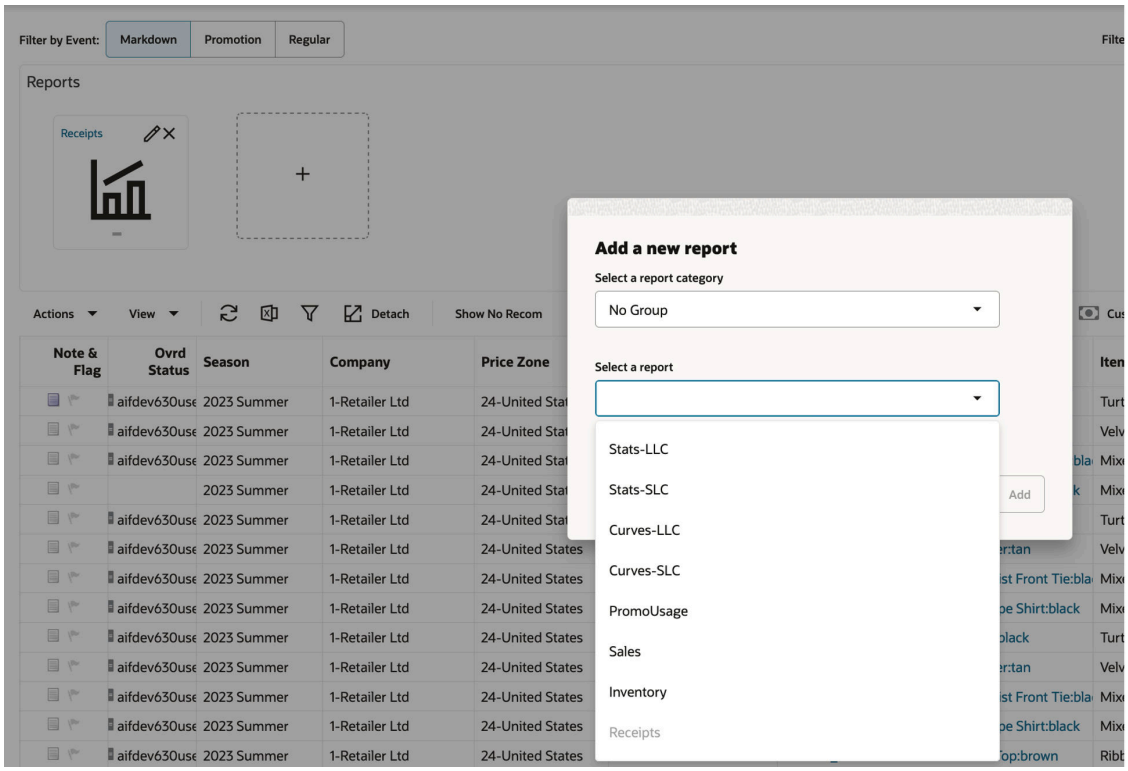
Metric	Description
Total	Overall projected value of all recommendations combined across statuses.
Accepted	Total value of recommendations that have been approved for execution.
Rejected	Total value of recommendations that have been declined.
Overridden	Total value of recommendations where users modified system suggestions.
Sys Recommended	Total value of recommendations generated by the system before user actions.
Recommended	Total value of all active recommendations currently available.
User Added	Value of recommendations manually created by users.

Metric	Description
Planned Event	Value associated with scheduled promotional or markdown events.
Proj Gross Margin %	Projected gross margin expressed as a percentage of sales.
Sys Recom GM / GM%	Gross margin value and percentage based on system-generated recommendations.
Approved GM / GM%	Gross margin value and percentage for approved recommendations.
Recom GM / GM%	Gross margin value and percentage across all current recommendations.
Override GM / GM%	Gross margin value and percentage resulting from overridden recommendations.
User Added GM / GM%	Gross margin value and percentage from user-created recommendations.
No Recom User Added	User-added entries where no system recommendation existed.
Non Fcst User Added	User-added entries not originally part of the forecast.

Reports

The Reports filmstrip allows you to add, delete, or reorder any reports that exist either in the Data Visualizer or in APEX. You must specify the report URLs in Manage System Configurations > RSE_DYNAMIC_URL. Clicking the Report Header link for each report navigates to the respective Data Visualizer or the source report page.

Figure 7-11 Manage Recommendations - Reports

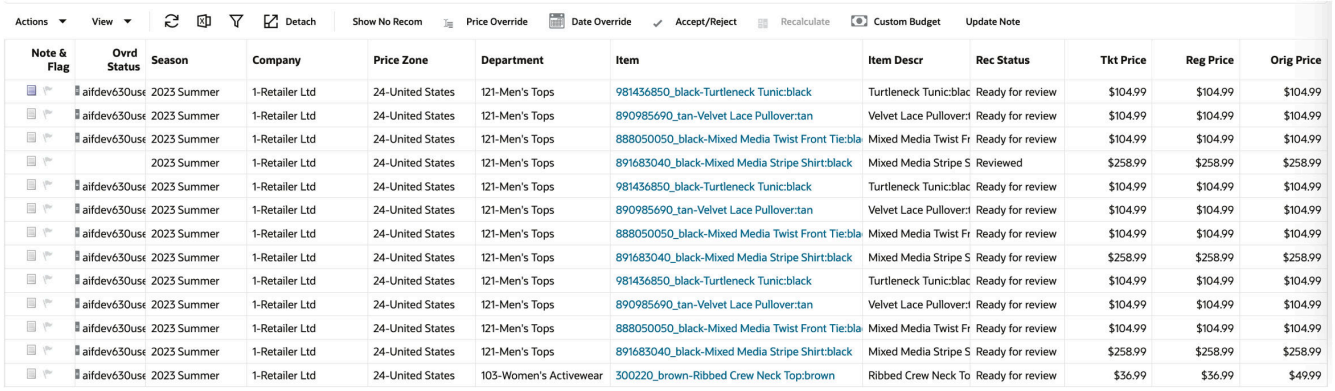


Item Recommendations with Bulk Actions

The Item Recommendations table, shown in the following figure, shows relevant information for each item.

- The table actions are used to select multiple items for a price change operation such as accept, reject, override, or add a promotion, markdown, or regular price change.
- A user can also move the effective start/end dates for a promotion/markdown.
- Once you make the necessary price or date changes, you can click **Recalculate**, which updates all the projected metrics for the modified items.
- When you are satisfied with the recommendations, you can perform recommendation status operations such as Review, Submit, or Approve. Submit or Approve not only send recommendation to the Export Interface, but when integrated with RPCS, also push recommendations in corresponding statuses through a web service.

Figure 7-12 Manage Recommendations - Item Recommendations



For details, see Appendix: Promotion and Markdown - Run Overview and Appendix: Regular - Manage Recommendations.

Table 7-1 Manage Recommendations - Item Recommendations - Actions

Field	Description
Action 	Click the Note icon to add any text comment to the recommendation. The Flag icon is used to flag a recommendation. These two icons are also displayed in the Review Exception screen.

Table 7-1 (Cont.) Manage Recommendations - Item Recommendations - Actions

Field	Description
Actions 	Price or Date override operation for the item is successful. Recalculate icon is added to denote that the recalculation of projected metrics is pending.
Actions 	Price or Date override operation for the item is not successful. You must either modify the rounding criteria/tolerance used or modify the pricing logic (percentage versus price point).
Action - Wrap Text	Wrap the longer texts for better viewability.
Action - DD-MM-YY	When clicked, all the dates in the table are displayed in DD-MMM-YY format.

Table 7-2 Manage Recommendations - Item Recommendations - Status

Status	Description
Ready for Review	The optimization process is complete, and the run status and item recommendations are ready for review.
Reviewed	The analyst finished reviewing the price recommendations and changes the item recommendation status to Reviewed so that it is sent to the buyer for approvals.
Submitted	The recommendations have been reviewed and submitted or approved for execution. The recommendations are ready for export to other applications.
Approved	The recommendations have been reviewed and approved for execution. The recommendations are ready for export to other applications.
Rejected	The recommendations have been reviewed and rejected for execution.
Export Success	The export of recommendations to other systems have been successful.
Export Failed	The export of recommendations to other systems has failed.
Taken	The recommendations have been approved by an external system (for example, RPCS) and sent to LPO.
Auto Approved	The recommendations have been auto approved for execution as they have met the auto approval criteria.

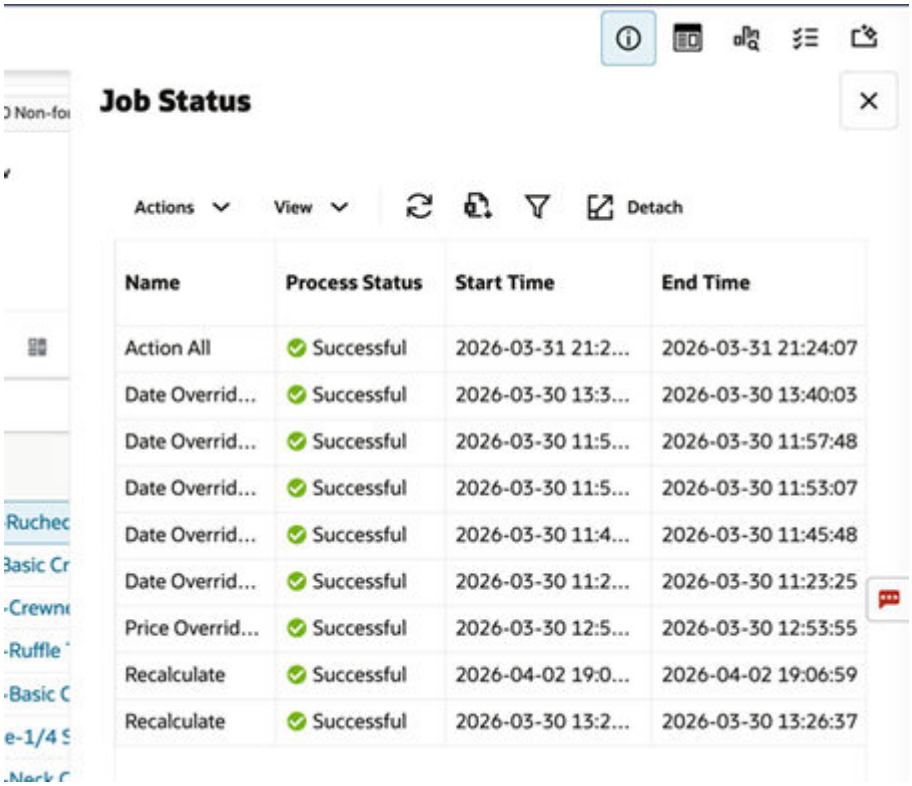
BI/Contextual Area Components

This section describes the UI components of the BI/Contextual Area.

Job Status

The Job Status panel can be expanded whenever you select the Job Status icon on the top right corner of the screen. The Job Status panel lists the jobs performed on the items along with their status, date, and timestamps.

Figure 7-13 Manage Recommendations - Contextual Area - Job Status



Item Details

The Item Details area can be expanded whenever you select the item and click the Details icon on the top right corner of the screen. For the selected item, you can see the Item Details, Image of the item, Projected Price Path, Sales Path, Inventory Path, and Gross Margin Path.

Figure 7-14 Manage Recommendations - Contextual Area - Item Details - Price Path

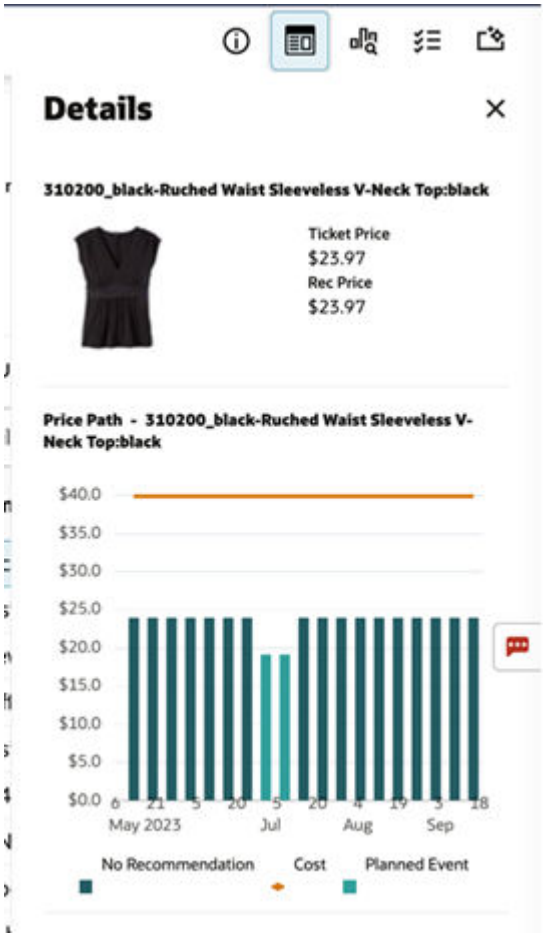
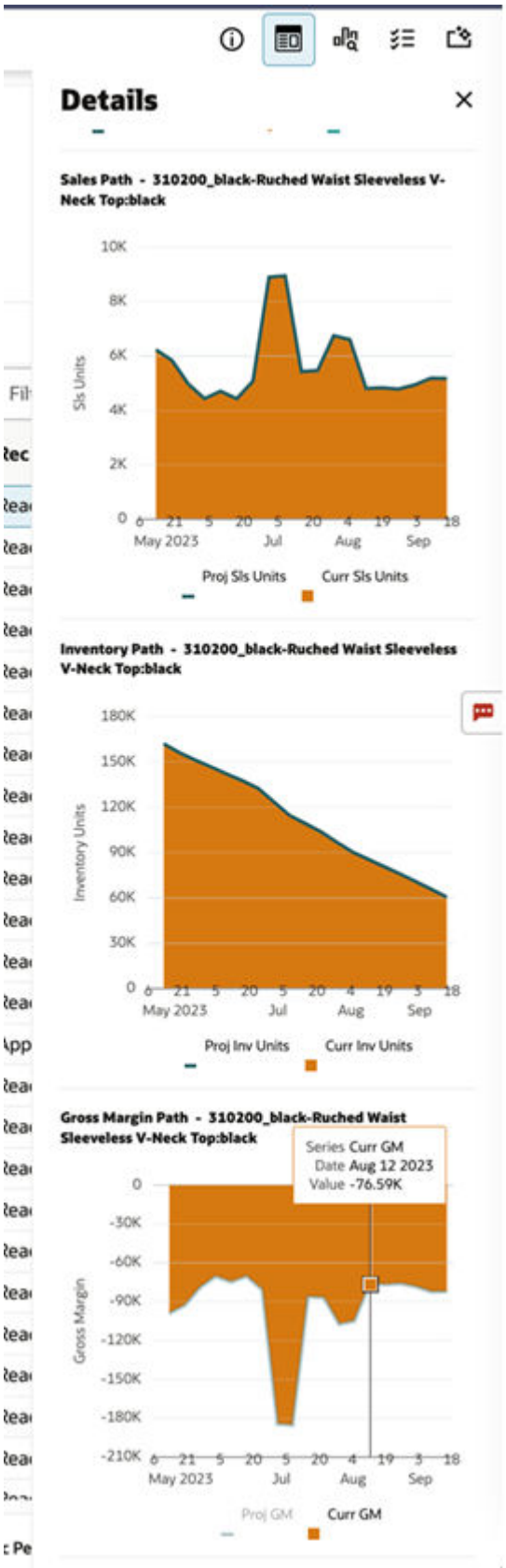


Figure 7-15 Manage Recommendations - Contextual Area - Sales Path, Inventory Path and Gross Margin Path



Single Recommendation Information

The Single Recommendation Information area can be expanded whenever you select the item and click the Single Recommendation Information icon on the top right corner of the screen. For the selected item, you can a summary of the recommendation, current and projected metrics, product and location hierarchy details, product attributes and custom attributes.

Figure 7-16 Manage Recommendations - Contextual Area - Single Recommendation Information

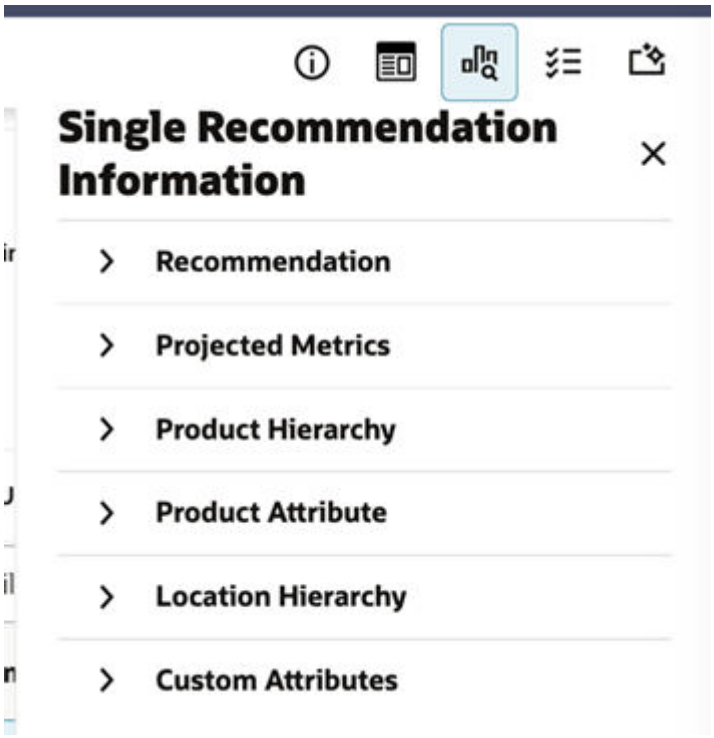
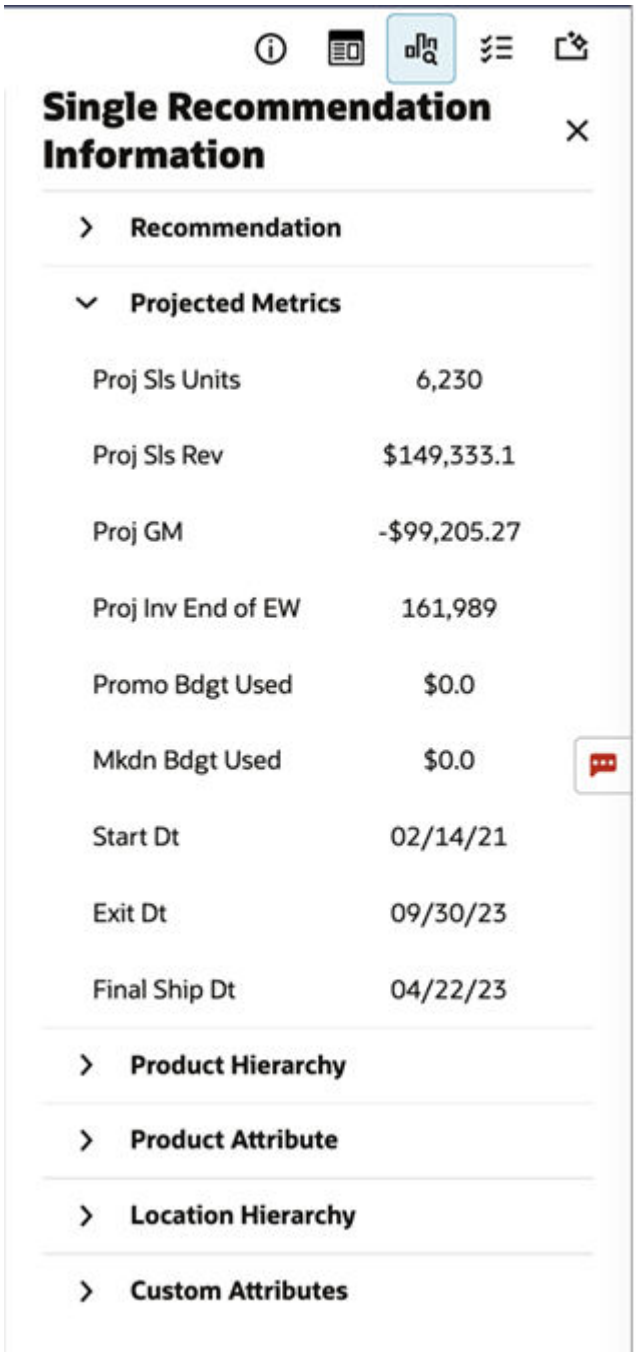


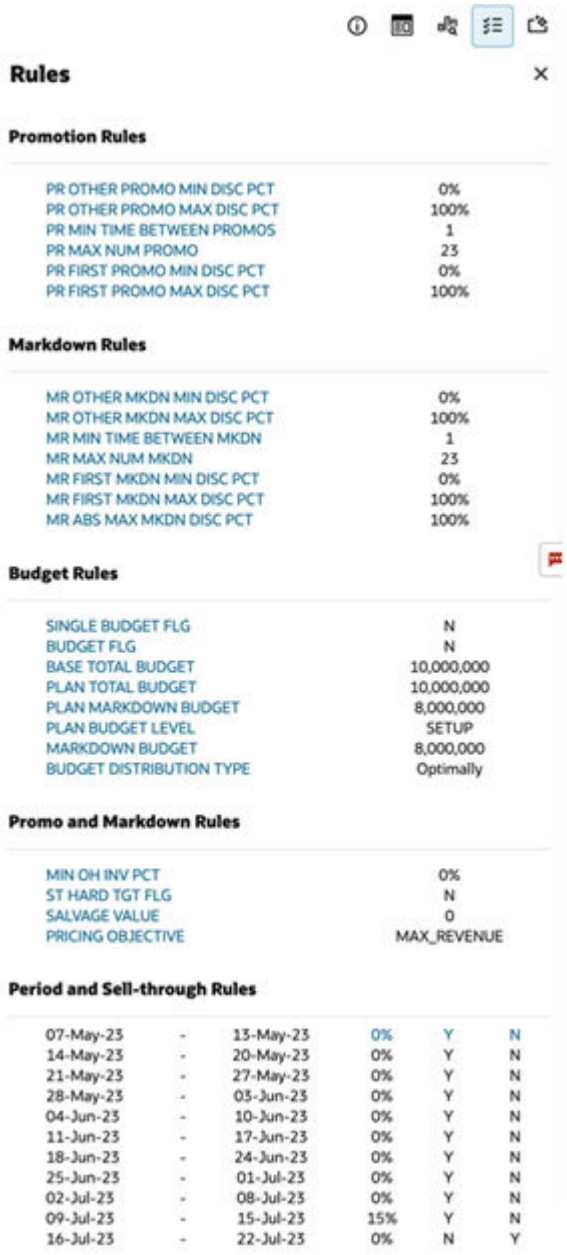
Figure 7-17 Manage Recommendations - Contextual Area - Single Recommendation Information - Projected Metrics



Rules Panel

The Rules panel can be expanded whenever you select the item and click the Rules icon on the top right corner of the screen. For the selected item, you can see a summary of the rules applied on the item recommendation.

Figure 7-18 Manage Recommendations - Rules Panel - Promotion and Markdown



Rules

Promotion Rules

PR OTHER PROMO MIN DISC PCT	0%
PR OTHER PROMO MAX DISC PCT	100%
PR MIN TIME BETWEEN PROMOS	1
PR MAX NUM PROMO	23
PR FIRST PROMO MIN DISC PCT	0%
PR FIRST PROMO MAX DISC PCT	100%

Markdown Rules

MR OTHER MKDN MIN DISC PCT	0%
MR OTHER MKDN MAX DISC PCT	100%
MR MIN TIME BETWEEN MKDN	1
MR MAX NUM MKDN	23
MR FIRST MKDN MIN DISC PCT	0%
MR FIRST MKDN MAX DISC PCT	100%
MR ABS MAX MKDN DISC PCT	100%

Budget Rules

SINGLE BUDGET FLG	N
BUDGET FLG	N
BASE TOTAL BUDGET	10,000,000
PLAN TOTAL BUDGET	10,000,000
PLAN MARKDOWN BUDGET	8,000,000
PLAN BUDGET LEVEL	SETUP
MARKDOWN BUDGET	8,000,000
BUDGET DISTRIBUTION TYPE	Optimally

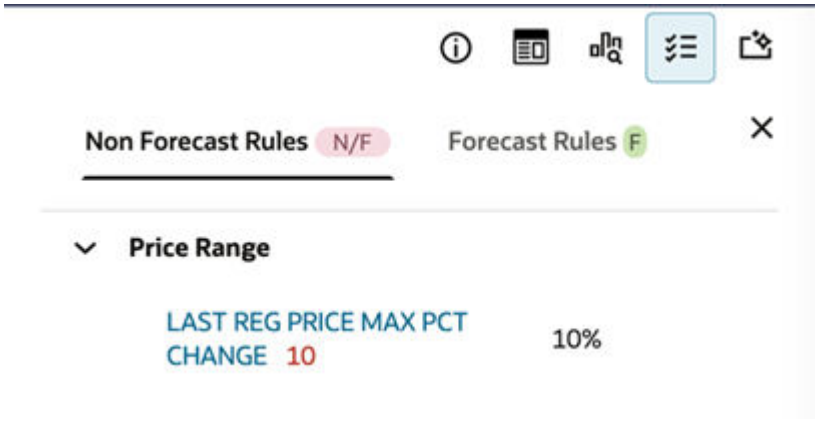
Promo and Markdown Rules

MIN OH INV PCT	0%
ST HARD TGT FLG	N
SALVAGE VALUE	0
PRICING OBJECTIVE	MAX_REVENUE

Period and Sell-through Rules

07-May-23	-	13-May-23	0%	Y	N
14-May-23	-	20-May-23	0%	Y	N
21-May-23	-	27-May-23	0%	Y	N
28-May-23	-	03-Jun-23	0%	Y	N
04-Jun-23	-	10-Jun-23	0%	Y	N
11-Jun-23	-	17-Jun-23	0%	Y	N
18-Jun-23	-	24-Jun-23	0%	Y	N
25-Jun-23	-	01-Jul-23	0%	Y	N
02-Jul-23	-	08-Jul-23	0%	Y	N
09-Jul-23	-	15-Jul-23	15%	Y	N
16-Jul-23	-	22-Jul-23	0%	N	Y

Figure 7-19 Manage Recommendations - Rules Panel - Regular



GenAI Explanation

GenAI-powered explainability provides clear, human-readable summaries that explain the system's price recommendations and reasoning behind each price recommendation for each item within Manage Recommendations. GenAI serves as a digital assistant, automatically organizing and presenting all relevant information in a straightforward, easy-to-understand format.

Below are the sections and the types of information you will see:

Item Information

Displays the item's name, current and full price, season, and price zone. Provides sales performance and inventory details, including recent sales figures, gross margin, and inventory levels. Indicates key dates such as the final ship and exit dates used in pricing recommendations.

Recommendation

Shows the recommended price (for example, $20.97), the applied markdown percentage, expected sales and revenue, and which budget was used. Indicates if the recommendation was accepted and how many markdowns have been taken.

Projected Metrics

Compares forecasted sales, revenue, gross margin, and inventory for the effective week and at end of life using both recommended and current prices—so users can easily see the expected improvement.

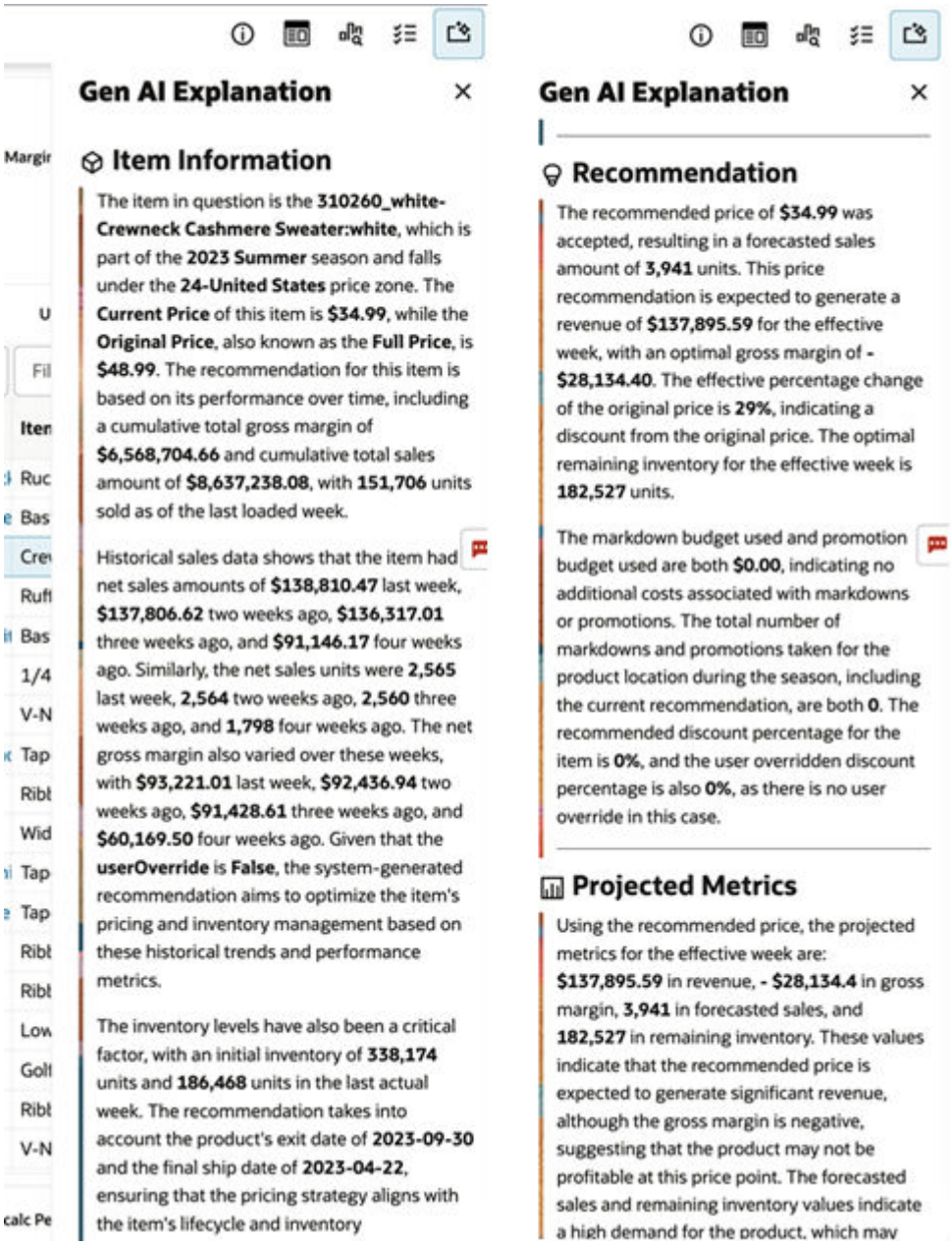
Execution Status

Records when the optimization was last executed, the status (for example, Reviewed), and any user comments.

Business Rules

Summarizes critical business rules that influenced the recommendation, such as the configured end-of-life sell-through target.

Figure 7-20 Manage Recommendations - GenAI Explainability



Manage Recommendations - User Actions

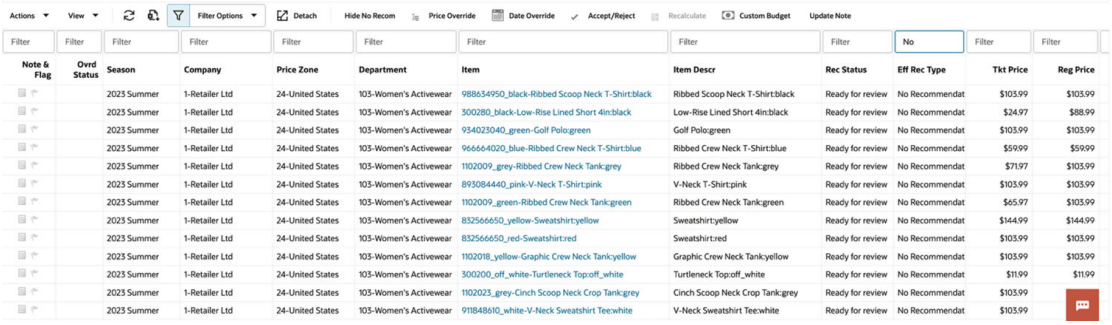
This section describes the user actions available for managing LPO recommendations.

Show No Recom

When the Show No Recom button on the table toolbar is clicked, the table displays all recommendations with the status Non-Forecasted or No Recommendation, as indicated in the Eff Rec Type column. For Rules Based Regular Pricing, only items with No Recommendation are shown.

- **Non-Forecasted:** Items that cannot be forecasted.
- **No Recommendation:** Items that have valid forecast data, but LPO does not recommend a new price and suggests retaining the current retail price.

Figure 7-21 Manage Recommendations - Show No Recom



Price Override

Price Override is used to either modify the discount (or price) for an item for which the system recommends a promotion or markdown or add a promotion or markdown to an item that did not receive a promotion or markdown. The former is counted towards Overrides, and the latter is counted towards User Added.

When you select recommendations and click **Price Override**, it displays a Price Override screen. You can select Price Type as Promotion or Markdown. Then, you can use either a percentage logic or a Price point logic. Depending on the supplied price ladders (options are price point or % off ladder), the price override is applied as follows:

Table 7-3 Manage Recommendations - Price Override

Price Type	Logic	Price Ladder Assigned	Calculation of Override Price
Promotion	Percentage	Percent Off Original or Ticket Price ladder (for example, 5%, 10%, …)	First % off ladders are converted into amounts either using the original or current price specified in the UI. After applying the discount as specified, the nearest price on the ladder subject to rounding criteria and tolerance is used.
Promotion	Percentage	Price point ladder (for example, 13.97, 15.97, 16.97, …)	After applying the discount as specified, the nearest price on the ladder subject to rounding criteria and tolerance is used.

Table 7-3 (Cont.) Manage Recommendations - Price Override

Price Type	Logic	Price Ladder Assigned	Calculation of Override Price
Promotion	Price point	Price point ladder (for example, 13.97, 15.97, 16.97, …)	Price point is applied as selected from the drop-down list. If a price point higher than the current ticket price is selected, that item's price override will not be successful.
Markdown	Percentage	Percent off Original Price or Current ticket price ladder (for example, 10%, 20%, 30%…)	First % off ladders are converted into amounts either using the original or current price specified in the UI. After applying the discount as specified, the nearest price on the ladder subject to rounding criteria and tolerance is used.
Markdown	Percentage	Price point ladder (for example, 13.97, 15.97, 16.97…)	After applying the discount as specified, the nearest price on the ladder subject to rounding criteria and tolerance is used.
Markdown	Price point	Price point ladder (for example, 13.97, 15.97, 16.97, …)	Price point is applied as selected from the drop-down list. If a price point higher than the current ticket price is selected, that item's price override will not be successful.

This can be illustrated through an example. Consider Original Price as 159.99 and Ticket Price as 127.99 (20% Off). Suppose the price ladder supplied is of type PT (Percentage Off Ticket Price), with points {0%, 5%, 15%, 20%, 25%, 30%}. If the user requests 22% and uses Original Price, then translating the PT ladder with % off from the Original Price provides the following results: {159.99, 151.99, 135.99, 127.99, 119.99, 111.99}. So, 22% off on the Original Price would give us 124.792. Depending on the tolerance and rounding criteria, different results are possible, as explained below.

- If tolerance is 0%, then 124.792 is not on the price ladder and the price override is unsuccessful.
- If tolerance is 3%, then the tolerance is 3% * 159.99 = 4.7997. 124.792 +/- 4.7997 gives a lower bound of 119.99 and upper bound of 129.59. This means that price points 119.99, 127.99 are available for to be selected, depending on the rounding logic. If rounding is up, then best price that is close to 124.792 and within tolerance of 3% would give 127.99. If rounding is down, then best price that is close to 124.792 and within tolerance of 3% would give 119.99

Similar to Accept/Reject operation errors, the price override can only be calculated on items that do not have pending calculations and are in Ready for Review status only.

Figure 7-22 Manage Recommendations - Override Price Percentage

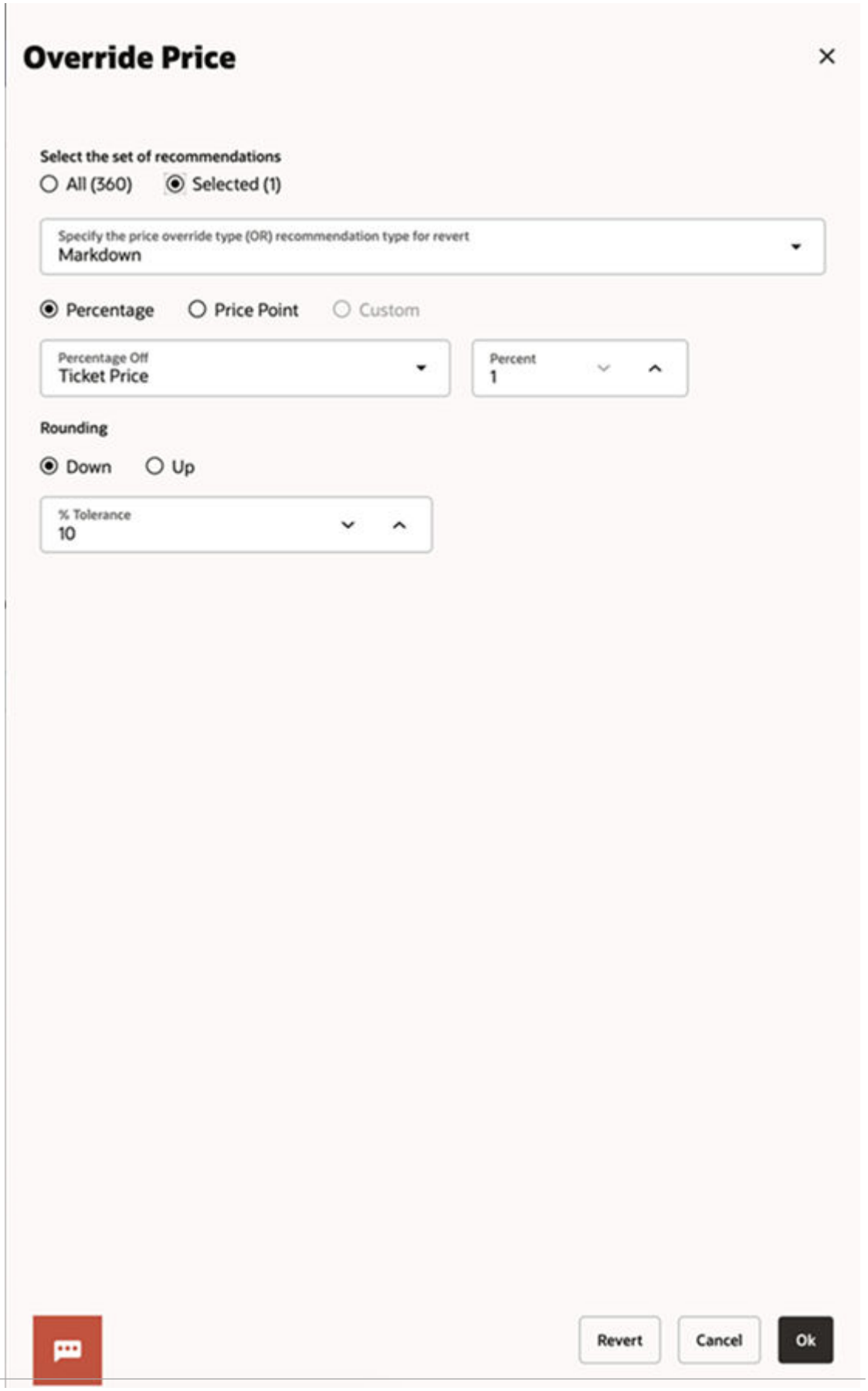
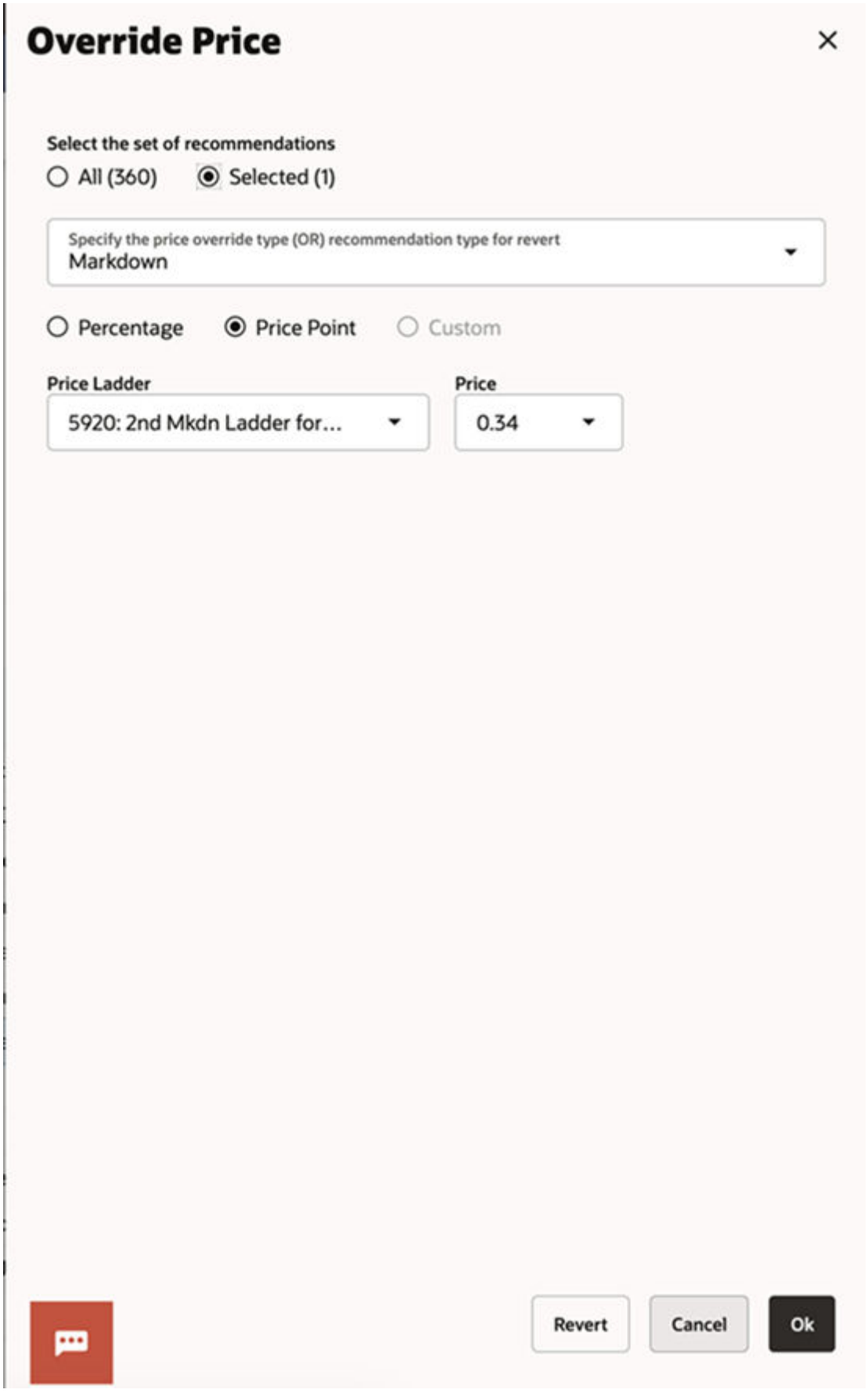


Figure 7-23 Manage Recommendations - Manage Override Price for Price Point

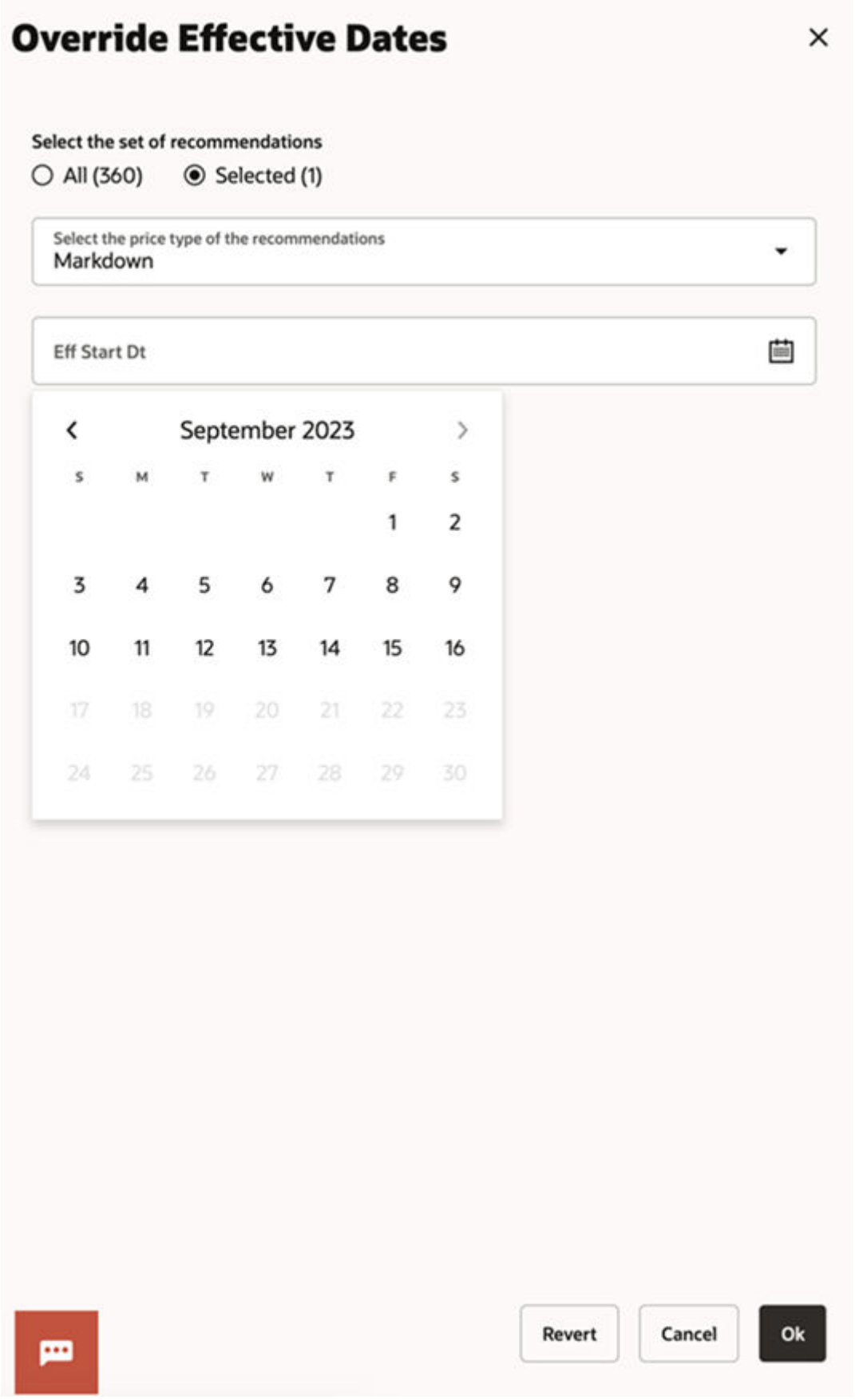


Date Override

Date Override is used to adjust the effective start and end dates for a promotion or the effective start date for a markdown recommendation. You can select the recommendations that are in Ready for Review status and click **Date Override**, which displays the Override Effective Dates screen, as shown in the following figure. You can select **Price Type** and then pick the corresponding dates from the date picker. The Price Type can be either Promotion or Markdown.

The Promo Bdgt Used and Mkdn Bdgt Used values are updated respectively after the recalculation, which reflects projected sales from the current date to the newly selected effective date. This behavior can be controlled using the configuration parameter PRO_DATE_OVERRIDE_RECALCULATE, where Y enables adjustment and N (the default) leaves the value unchanged.

Figure 7-24 Manage Recommendations - Date Override



If you wanted to modify the effective start date for a Markdown recommendation, but accidentally selected both Promotion and Markdown recommendations, after the Date Override operation, the system would update only the effective start date, and the budget used value only for Markdown. Successful date overrides are shown with a green check mark and a recalculate icon; the latter indicates that this item must be submitted for a recalculation to adjust the projected metrics due to the date override.

Accept or Reject

Accept or Reject can be used to accept or reject the recommended price. Accept means that recommended price will be used for that item. Reject means that the item will be kept at its current ticket price. Accept or Reject operations can only be performed on items that do not have a Recalculate pending icon and are in Ready for Review status only; otherwise, it throws an error as shown in the following figures.

Figure 7-25 Manage Recommendations - Accept/Reject Recommendation

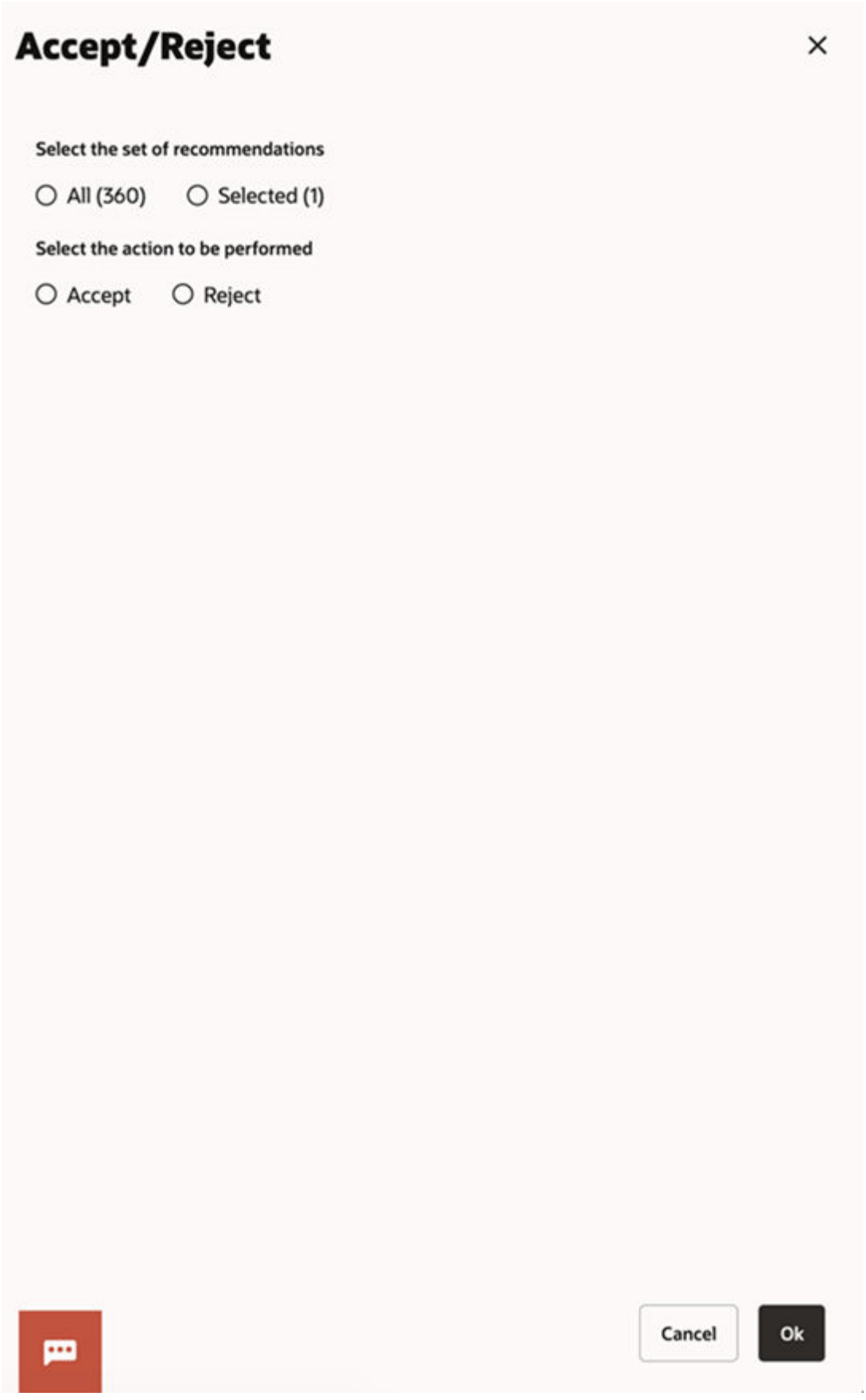


Figure 7-26 Manage Recommendations - Reject Recommendation Error

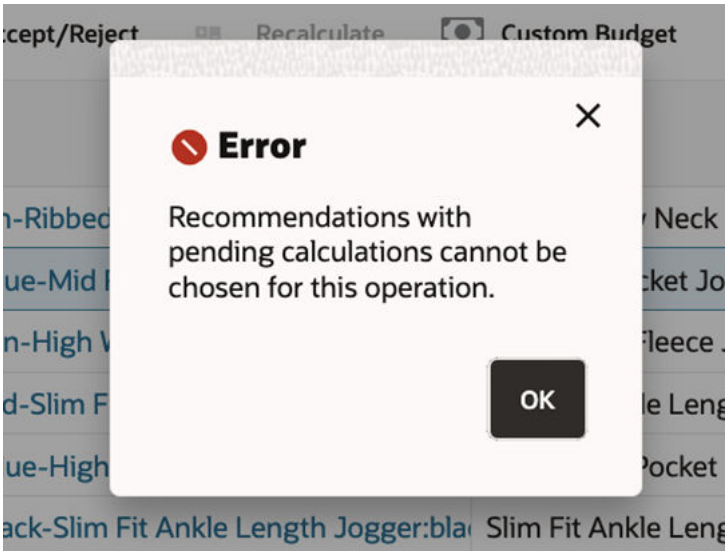
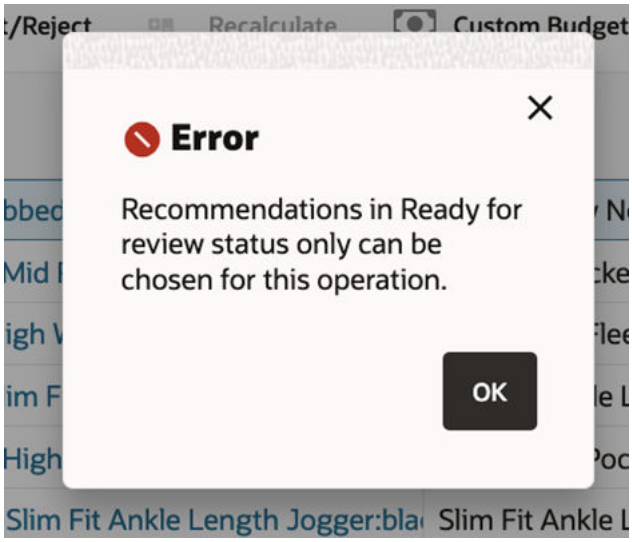


Figure 7-27 Manage Recommendations - Accept Recommendation Error



Recalculate

After the price or date override is completed, clicking **Recalculate** recalculates all the projected metrics, based on the overrides. A confirmation message is displayed once the button is clicked, and the projected metrics override is performed.

Custom Budget

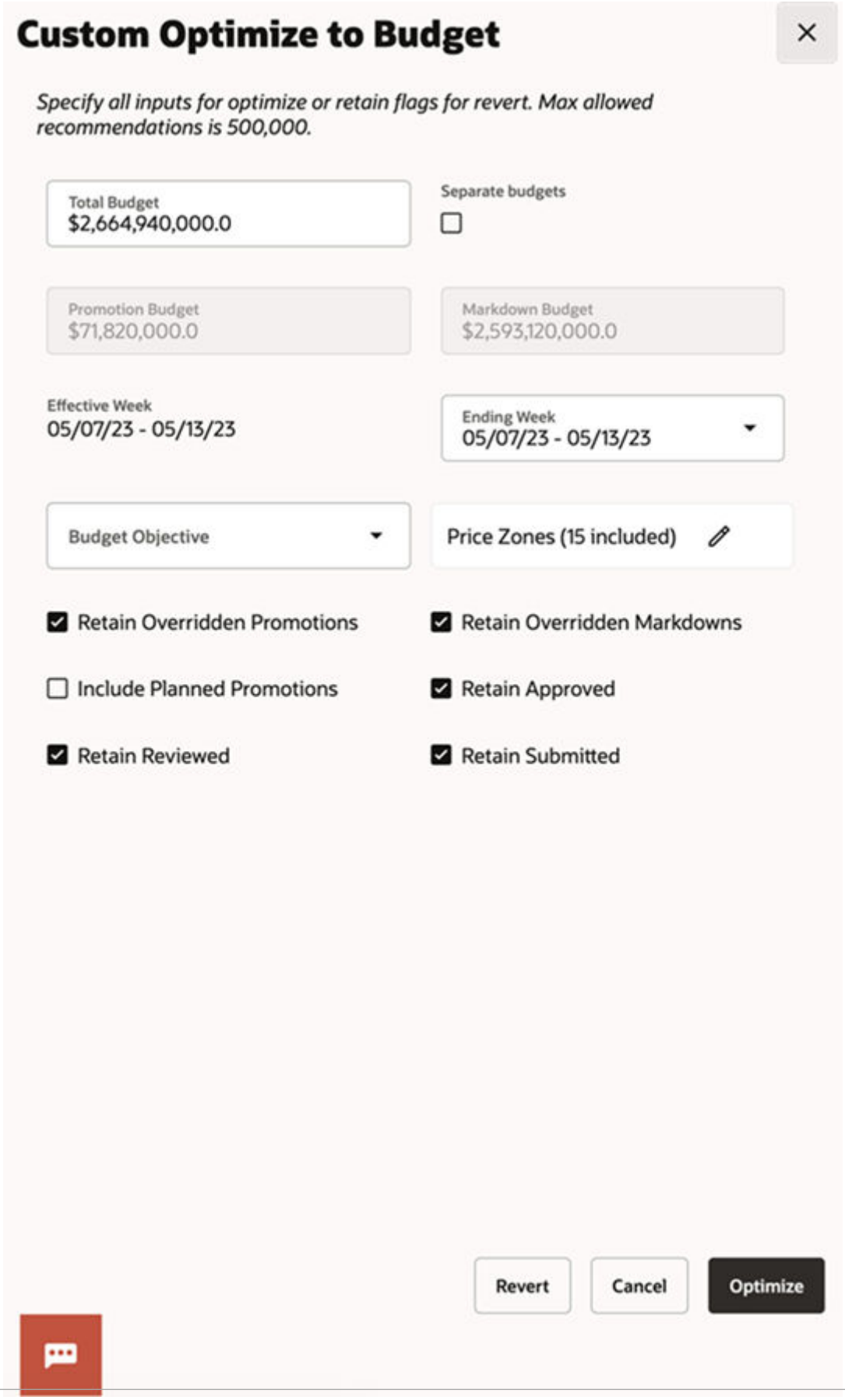
The Custom Budget functionality allows you to select recommendations that meet a specified budget for a defined time frame. For example, you might know the markdown budget for only the effective period or for the next two months and want the system to pick recommendations that fit within these parameters. Users are not required to select recommendations manually; instead, the operation considers all items that satisfy the criteria specified in the User Filter.

Clicking **Custom Budget** opens the Custom Optimize to Budget screen, where you can specify a budget for promotions and markdowns (either together or separately), set the time frame, select your optimization objective, select price zones (all included by default), and choose whether to retain any work previously performed on recommendations.

To improve user experience, your selections for checkboxes, including **Retain Overridden Promotions**, **Retain Overridden Markdowns**, **Include Planned Promotions**, **Retain Approved**, **Retain Reviewed**, **Retain Submitted**, and **Separate Budgets**, are automatically saved and restored each time you access the Custom Budget window, even after actions such as **Revert** or **Optimize**. This ensures that your preferences are consistently applied across sessions and helps streamline your workflow.

The **Revert** option lets you reset prices back to the batch recommendations.

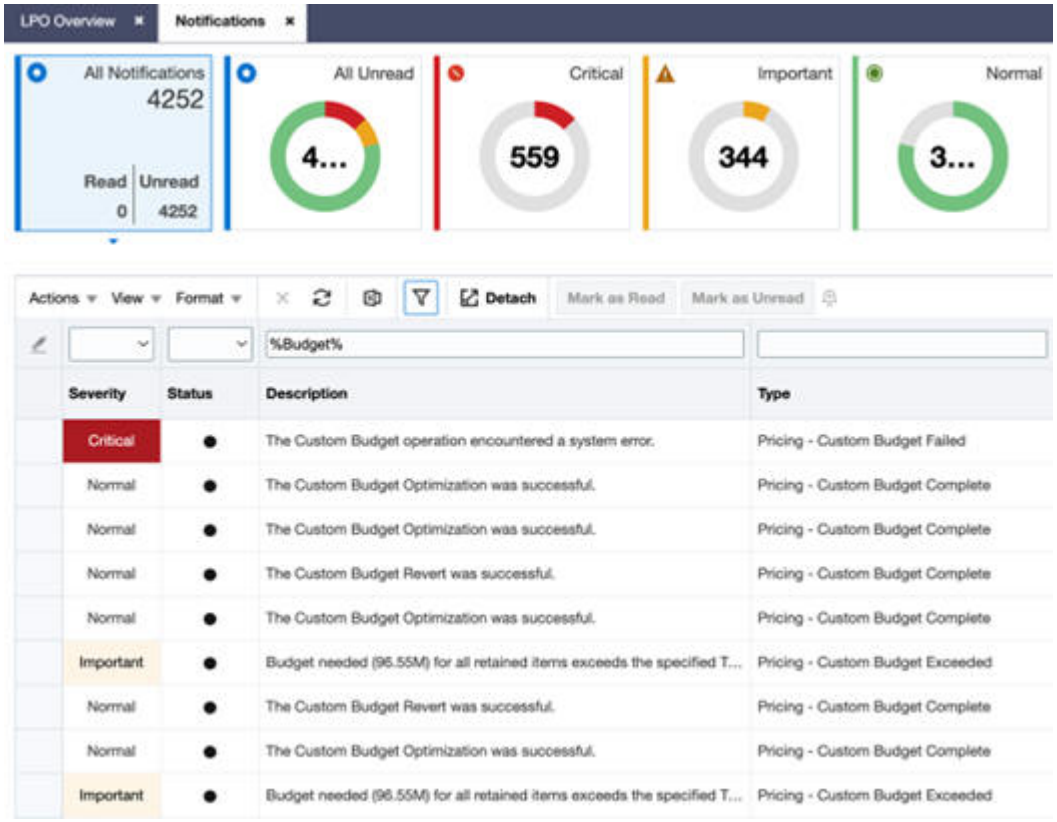
Figure 7-28 Manage Recommendations - Custom Optimize to Budget



When you select Reset or Optimize, the custom budget optimization job is submitted, and a push notification is sent to you to indicate the status of this job. It can be one of the following:

- Custom Budget Reset was successful.
- The Custom Budget Optimization was successful.
- Budget needed (1,234,567) for all retained items exceeds the specified Total Budget.
- Budget needed (1,234,567) for all retained items exceeds the specified Promotion Budget.
- Budget needed (1,234,567) for all retained items exceeds the specified Markdown Budget.
- The Custom Budget operation encountered a system error.

Figure 7-29 Manage Recommendations - Custom Budget Notifications

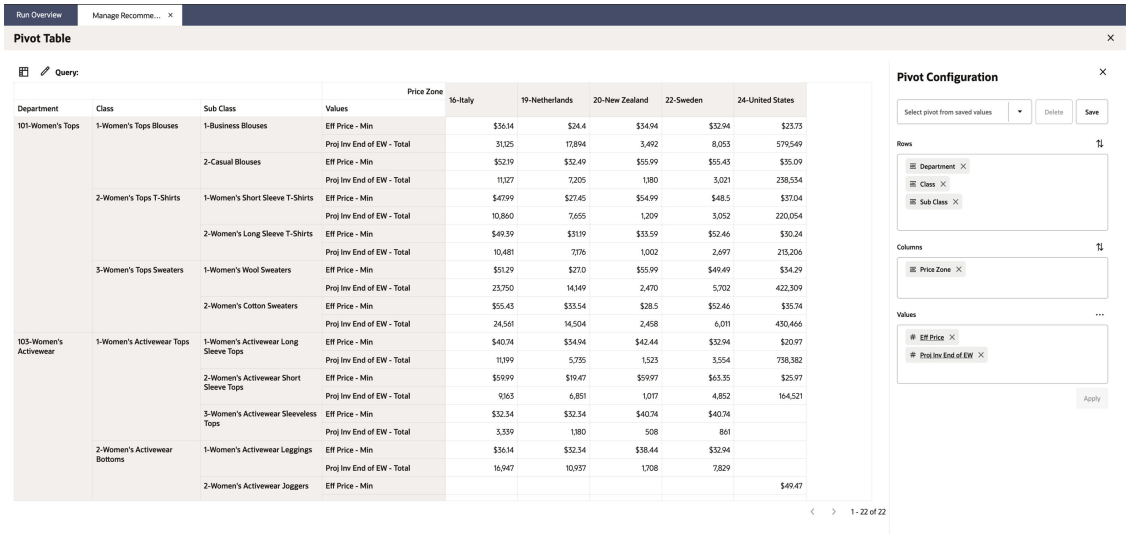


Pivot Table

Pivot table functionality enables you to quickly summarize, analyze, and visualize recommendation data from multiple perspectives. You can easily configure rows, columns, and values such as Departments, Class, Sub Class, Price Zones, and key metrics (for example, Recommended Price, Total Inventory, and so on) using a flexible drag-and-drop interface. The Pivot Table can be accessed by selecting the Pivot option from the Actions menu in the Manage Recommendations table.

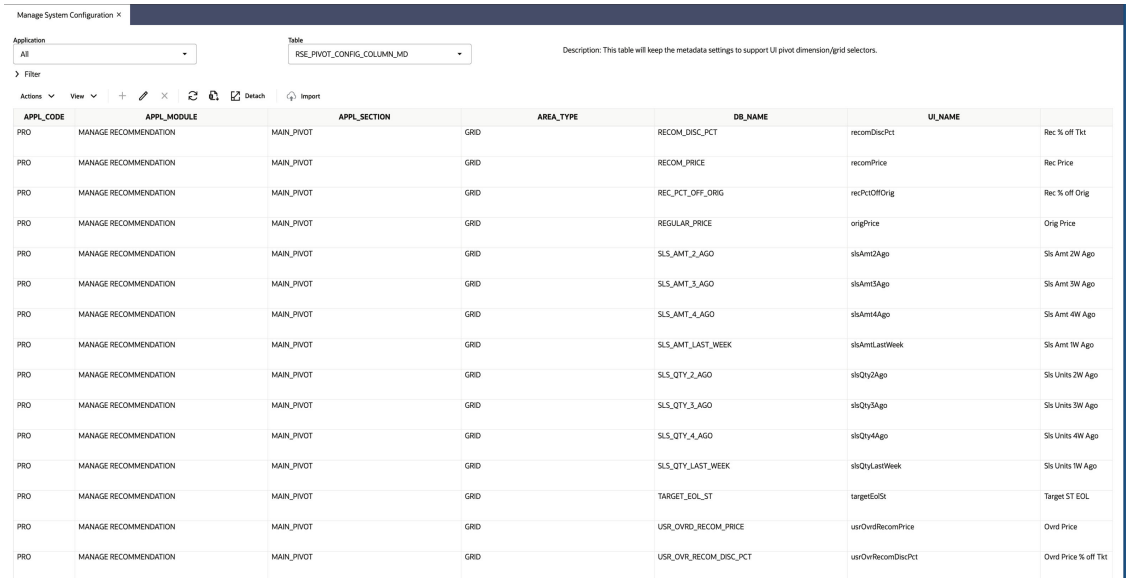
The configured pivot table also can be retrieved for later use.

Figure 7-30 Manage Recommendations - Pivot Table



Users can specify which columns are available for pivoting and select aggregation options through the metadata table `RSE_PIVOT_CONFIG_COLUMN_MD`. These settings are managed through Manage System Configurations.

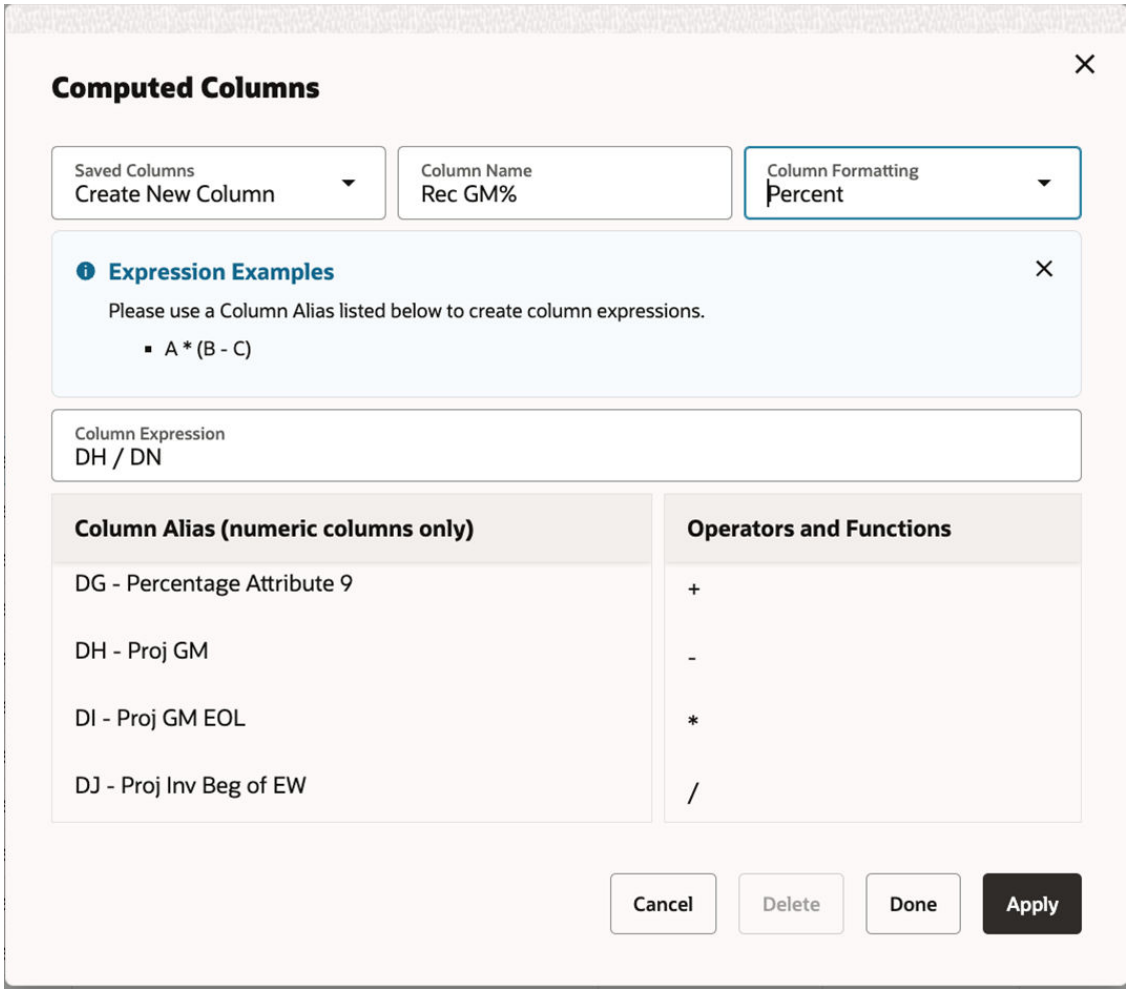
Figure 7-31 Manage Recommendations - Pivot Table Configuration



Computed Columns

You can define custom calculations, such as “Rec GM % = Proj Gross Margin $/Proj Sales $” using available data fields and have these metrics displayed in your workspace for actionable insights. To add a custom calculated metric, select Computed Columns from the View Menu in the Manage Recommendations table and create a new column with your chosen expression.

Figure 7-32 Manage Recommendations - Computed Columns



Update Note

When you enter a note using abbreviations or short cuts (or even typos), you can select Generate, which make a GenAI call to expand or elaborate on the note, whenever possible.

Figure 7-33 Manage Recommendations - Update Note

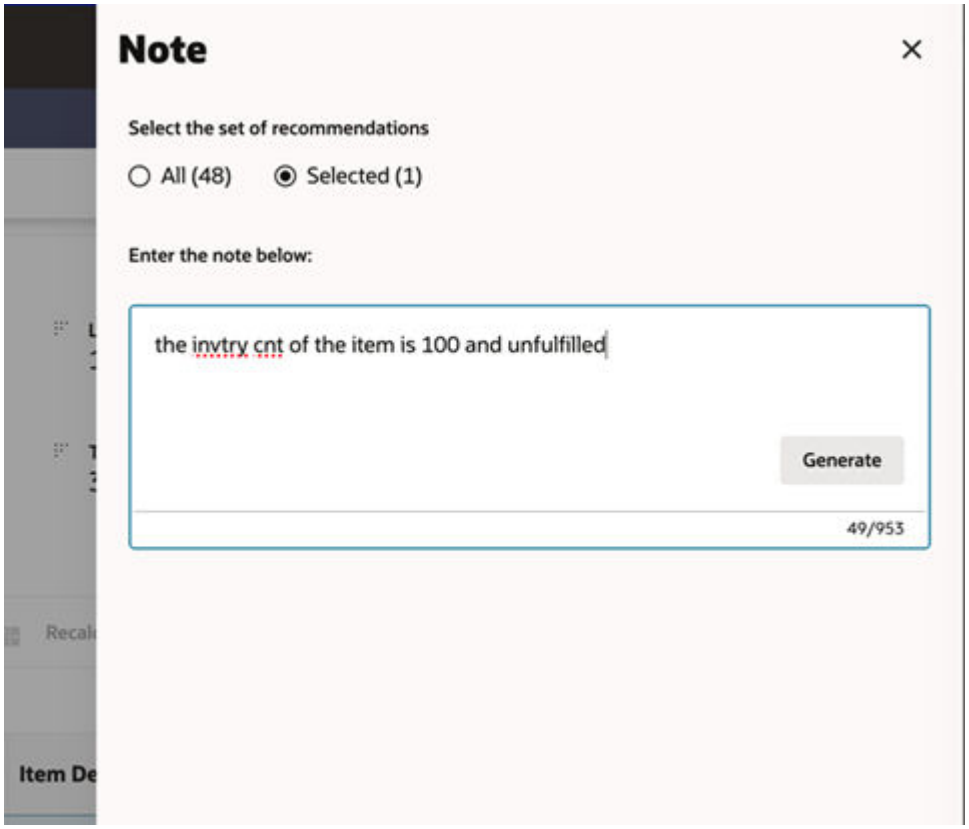
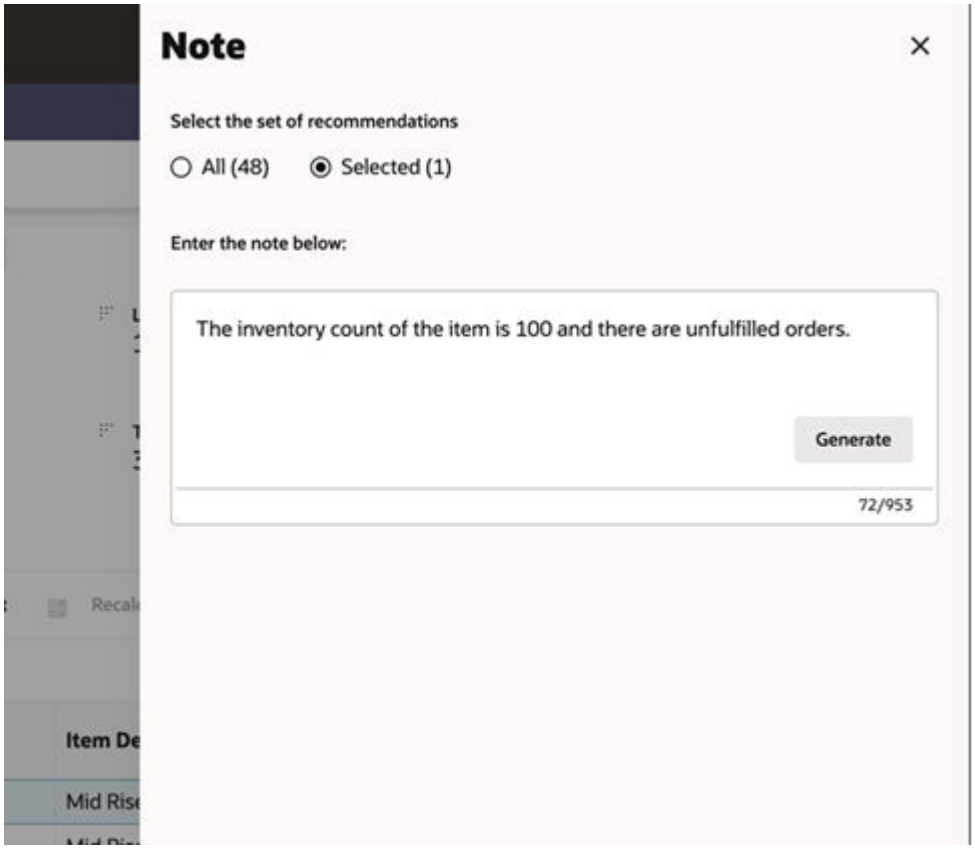


Figure 7-34 Manage Recommendations - Update Note Generate



Finish

Clicking **Finish** in the footer allows the user to Review/Submit/Approve the item recommendation for selected items or all items.

Once the review of recommendations is complete by a user with the role of Analyst or Super User, the user can select the recommendations (items) and click Review. All reviewed recommendations are sent to the user with the Buyer role for Submit or Approve operations.

Figure 7-35 Manage Recommendations - Finish

Select the action to be performed:

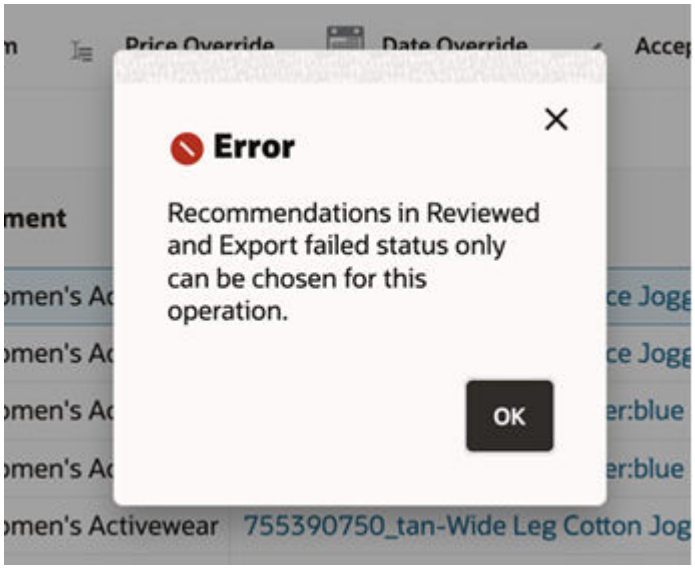
- Review

  Once the review of recommendations is complete by a user with the role of Analyst or Super User, the user can select the recommendations (items) and click Review. All reviewed recommendations are sent to the user with the Buyer role for Submit or Approve operations.

- Submit or Approve

  A user with the Buyer role can Submit or Approve recommendations. An item that is in Reviewed status can only be Submitted or Approved; otherwise, it throws an error, as shown in the following figures.

Figure 7-36 Manage Recommendations - Finish Reviewed and Export Failed Status



When you want to make further changes to the recommendations, you have the option to select the recommendations and click **Undo Review** / **Undo Submit** / **Undo Approve**, which will revert the recommendation status to Ready for Review.

Export

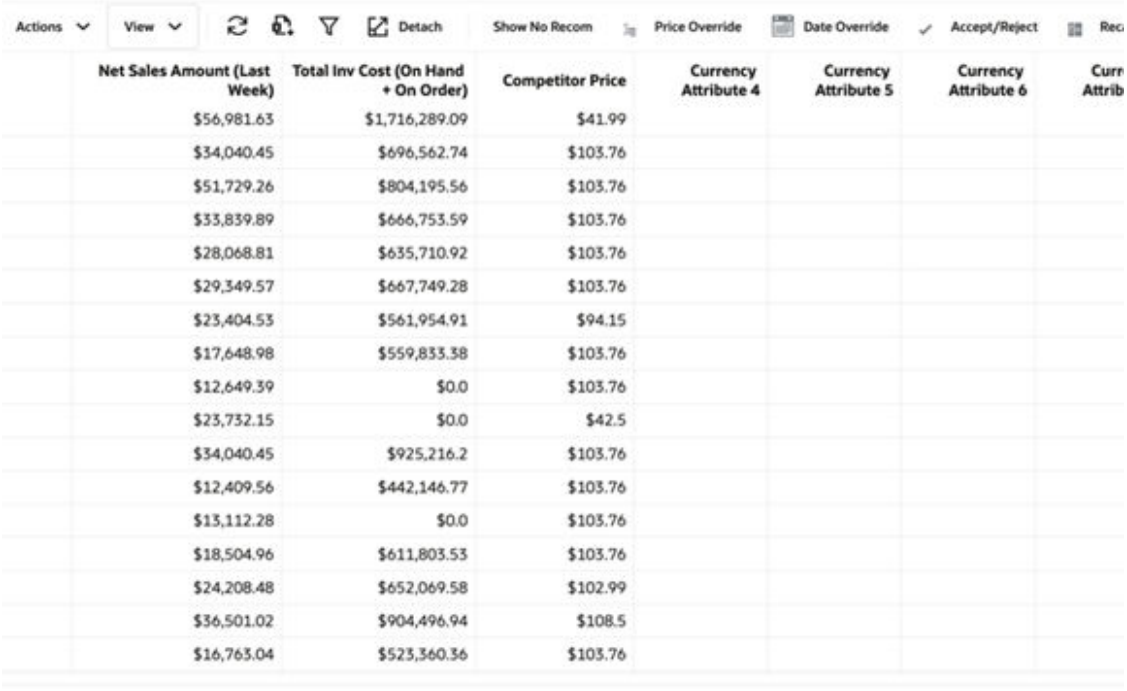
Once the recommendation has been Submitted or Approved, the recommendation goes to the export view and will be available for exporting as a flat file. When integrated with Oracle Pricing Cloud Service, the web service request is initiated when the user clicks the Approve or Submit button. There are two options for flat files, one at the STORE-level and another at the recommendation level on the location or price zone dimension, depending on the parameter (store or zone) specified for the export job. Export data is available in these views: PRO_PRICE_RECOM_INT_VW (store-level), PRO_PRICE_RECOM_LVL_INT_VW OR PRO_REG_PRICE_RECOM_INT_VW (store-level), and PRO_REG_PRICE_RECOM_LVL_INT_VW.

Custom Attributes (Flex Facts)

Flex Facts are custom attributes that support business-specific metrics in the Manage Recommendation UI. They allow you to include additional information such as sales values, margins, percentages, descriptive text, or dates, helping you analyze recommendations based on metrics that matter to your business.

Flex Facts support multiple data types (numeric, currency, character/text, percentage, and date) and are available as predefined attribute slots in LPO (for example, multiple Currency, Number, Date, Percentage, and Text attributes). These attributes are populated in the W_RTL_FLEXFACT1_F table and processed using system jobs to make them available in the UI for analysis.

Figure 7-37 Manage Recommendations - Flex Facts

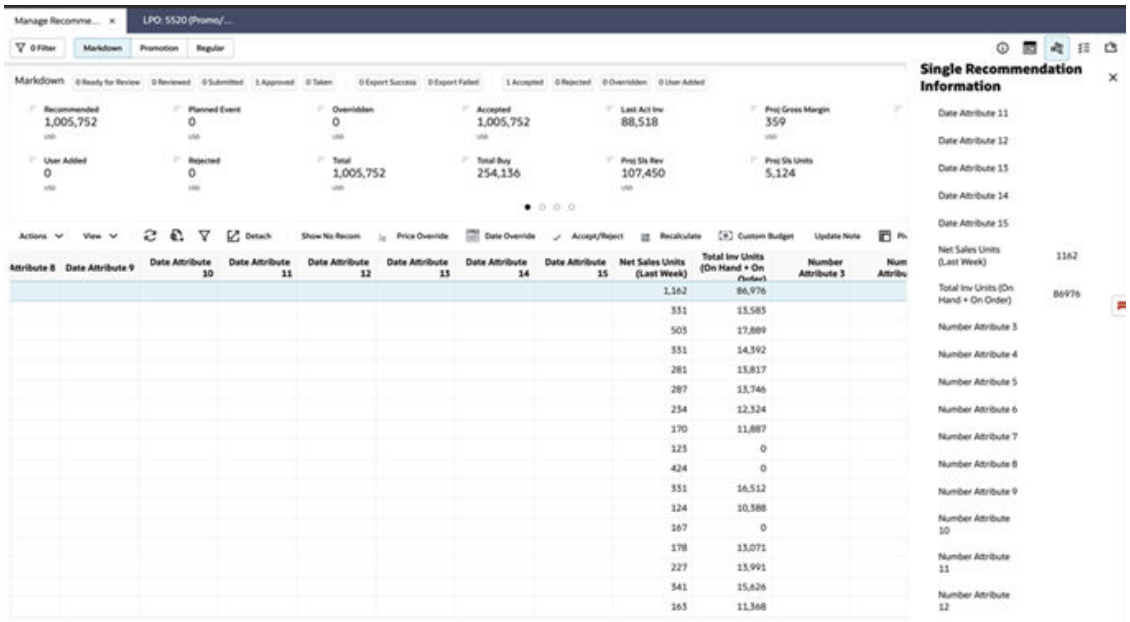


Net Sales Amount (Last Week)	Total Inv Cost (On Hand + On Order)	Competitor Price	Currency Attribute 4	Currency Attribute 5	Currency Attribute 6	Curr Attrib
$56,981.63	$1,716,289.09	$41.99				
$34,040.45	$696,562.74	$103.76				
$51,729.26	$804,195.56	$103.76				
$33,839.89	$666,753.59	$103.76				
$28,068.81	$635,710.92	$103.76				
$29,349.57	$667,749.28	$103.76				
$23,404.53	$561,954.91	$94.15				
$17,648.98	$559,833.38	$103.76				
$12,649.39	$0.0	$103.76				
$23,732.15	$0.0	$42.5				
$34,040.45	$925,216.2	$103.76				
$12,409.56	$442,146.77	$103.76				
$13,112.28	$0.0	$103.76				
$18,504.96	$611,803.53	$103.76				
$24,208.48	$652,069.58	$102.99				
$36,501.02	$904,496.94	$108.5				
$16,763.04	$523,360.36	$103.76				

As shown in the table above, multiple Flex Fact attribute slots are available for each data type (for example, Currency Attribute 1-30, Number Attribute 1-40, and so on), which can be used to store different business metrics. These generic attribute slots can be customized into meaningful business metrics by updating their labels. For example, Currency Attribute 1 can be used to display Net Sales Amount (Last Week), Currency Attribute 2 for Total Inventory Cost, and Currency Attribute 3 for Competitor Price. These attributes are then displayed in the UI as business-friendly metric columns, making them easier to interpret and use for decision-making.

Custom Attributes can also be accessed from the Single Recommendation Information panel in the contextual pane by selecting an item from the Manage Recommendations table.

Figure 7-38 Manage Recommendations - Flex Facts in Single Recommendation Information Panel



8

Innovation Workbench

The Innovation Workbench tables follow this convention: RSE prefix is used for core tables, PRO prefix is used for Promotion and Markdown Optimization tables, and PRO_REG prefix is used for Regular Pricing Optimization tables.

The following validation and result tables that are applicable for optimization are exposed in read-only mode. You can rearrange and analyze the results table for reporting purposes and examine the validation table to determine why a particular run has ended in Failed status. The tables are:

- PRO_RUN_SANITY_CHECK_RES_VW contains information on the errors/alerts/warnings generated.
- PRO_RUN_RECOM_OPT_RESULT contains all the results associated with lifecycle pricing: promotions, markdowns, and targeted pricing recommendations.
- PRO_REG_RUN_RECOM_OPT_RESULT contains all the results associated regular pricing recommendations.
- PRO_REG_RUN_SANITY_CHECK_RES_VW contains all the errors/alerts/warnings that were generated for the run.

9

Integration with Oracle Digital Assistant

LPO is integrated with Oracle Digital Assistant (ODA) to streamline and simplify how users interact with complex business processes and data. By combining advanced natural language processing (NLP), machine learning, and LPO's pricing capabilities, this integration reduces manual effort and enables quick, conversational access to critical business information and guidance. With ODA, you can ask questions in natural language and receive actionable responses, whether they require data analysis or need to understand product features. Typically, questions fall into two main categories:

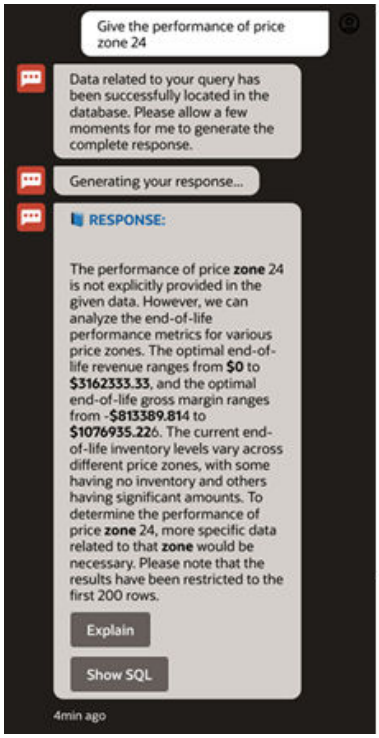
1. **Data-Driven (Dynamic) Conversation:**
   These conversations request real-time information directly extracted from business data. You might ask about current metrics, status updates, or filtered business insights. Examples include:
   - I would like to see how my departments in United States are performing.
   - I want to see the locations that do not meet the approval criteria.
   - Give me optimal revenue for item "Turtleneck Tunic:black" for each price zone.

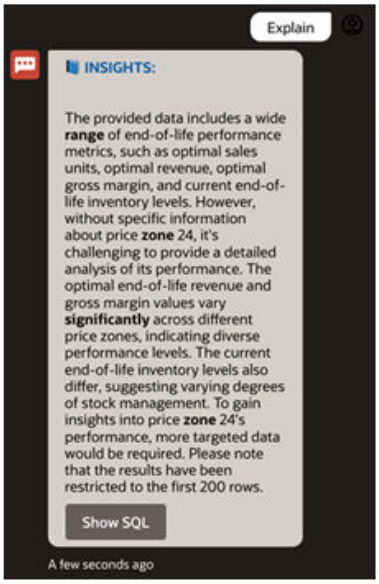
   The assistant retrieves relevant data, summarizes findings, and can further explain results or show the underlying SQL logic, making data analysis accessible to all users.
2. **Informational (Knowledge-Based) Questions:**
   These questions seek definitions, explanations, troubleshooting help, or configuration details sourced from documentation or product guides. Examples include:
   - How can I delete a run?
   - Why am I getting a run not optimized error?
   - What is the default value for PRO_MERCH_RPM_FLG?
   - What are the configurations for integrating with Pricing Cloud Services?

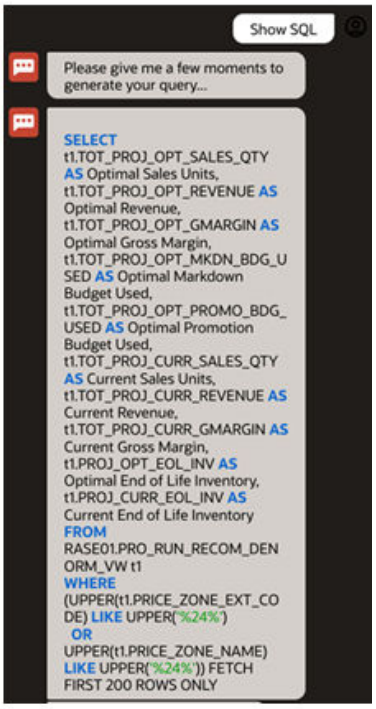
   For these queries, the assistant quickly delivers concise, authoritative answers, helping users accomplish tasks or understand product features without searching through manuals.

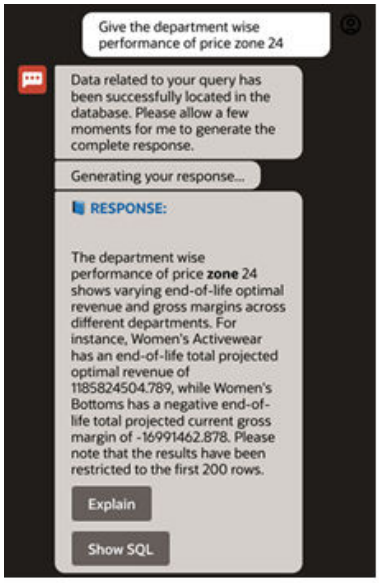
Sample Conversation: Data-Driven (Dynamic)

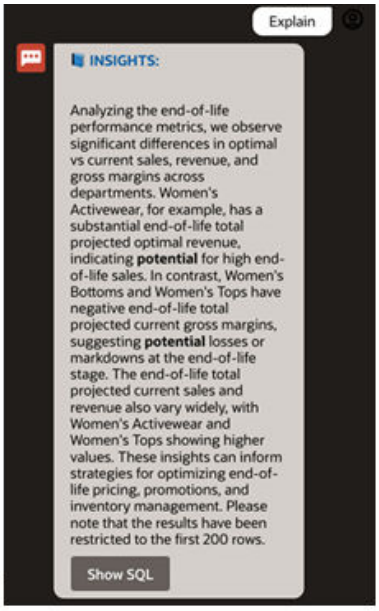
For example, a user can ask to see the performance of a department or all departments at the country level.

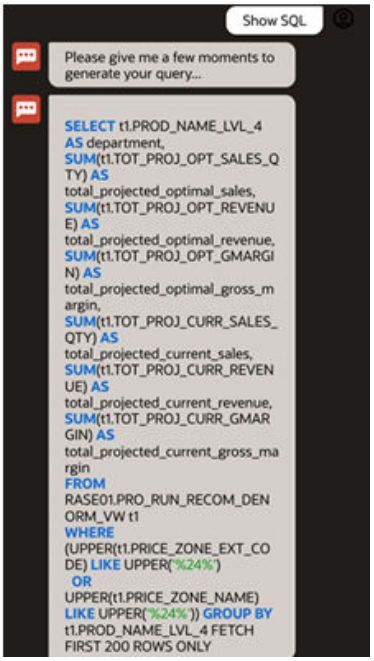


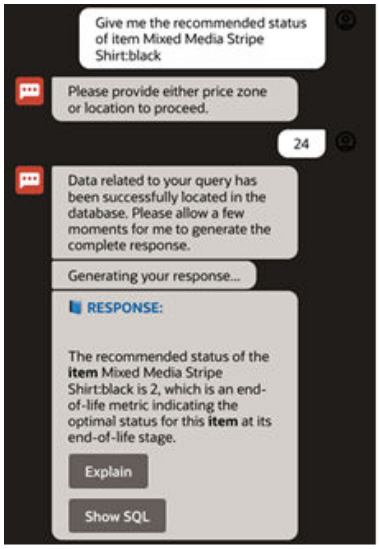


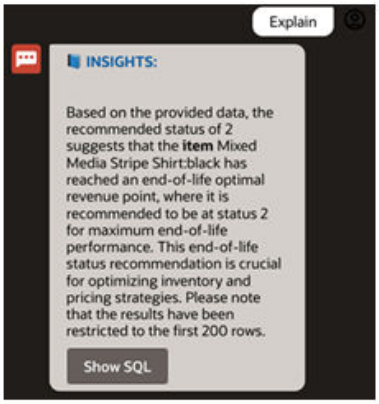


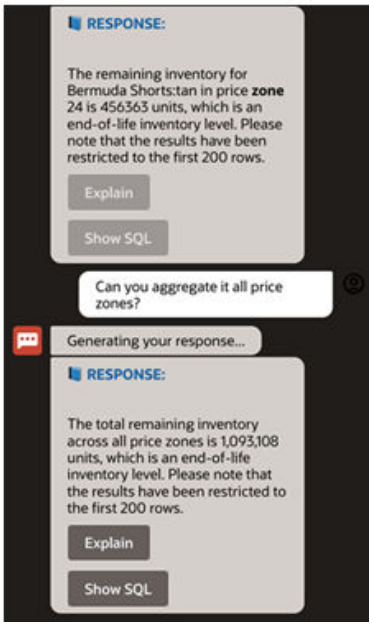


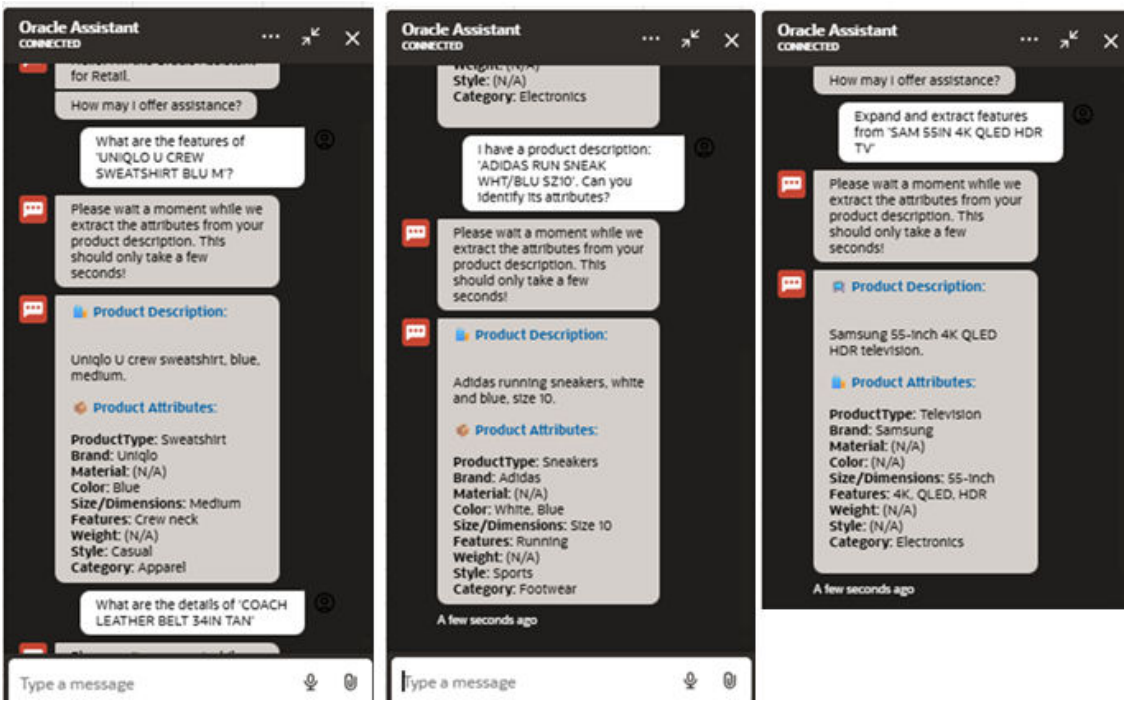




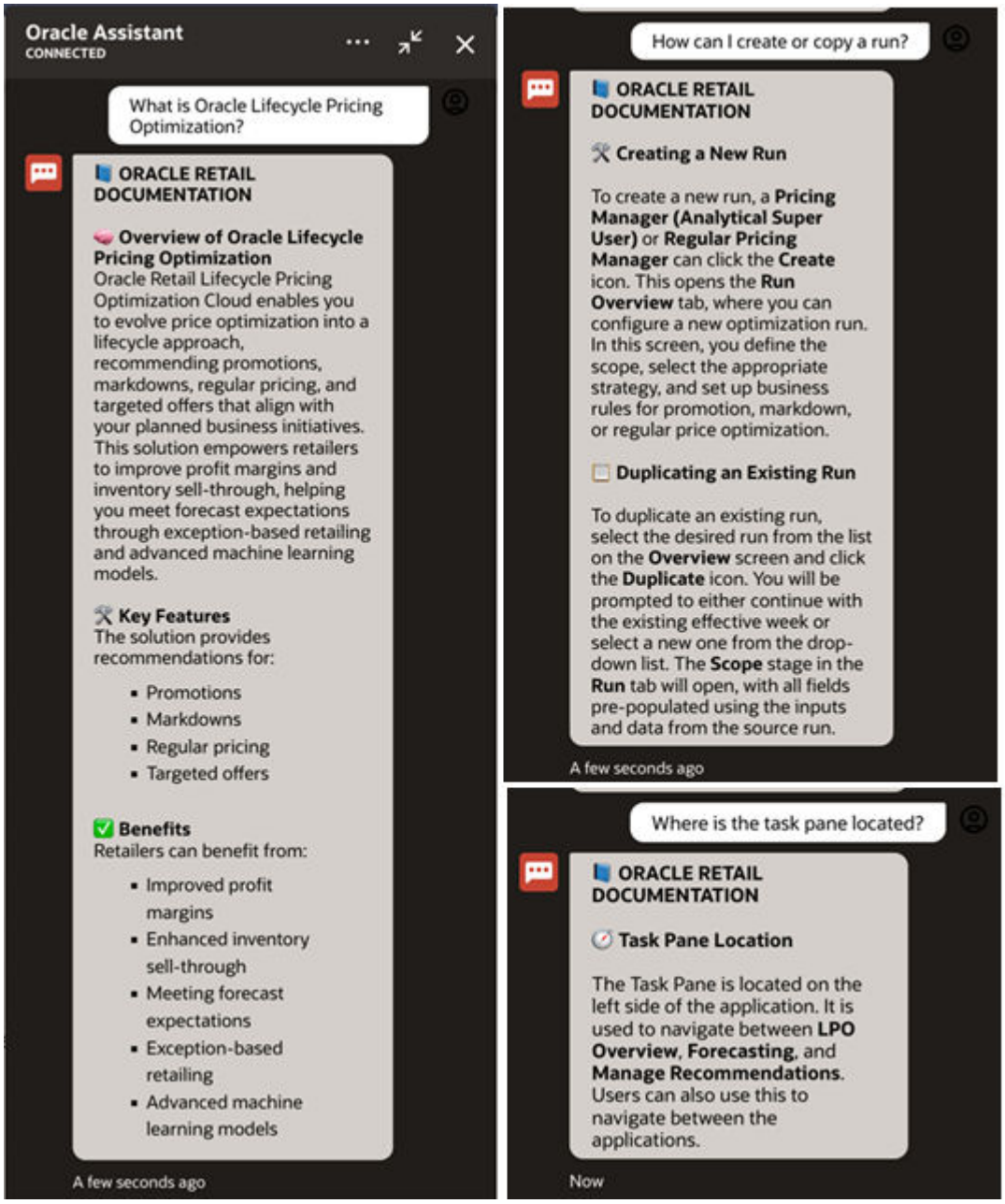


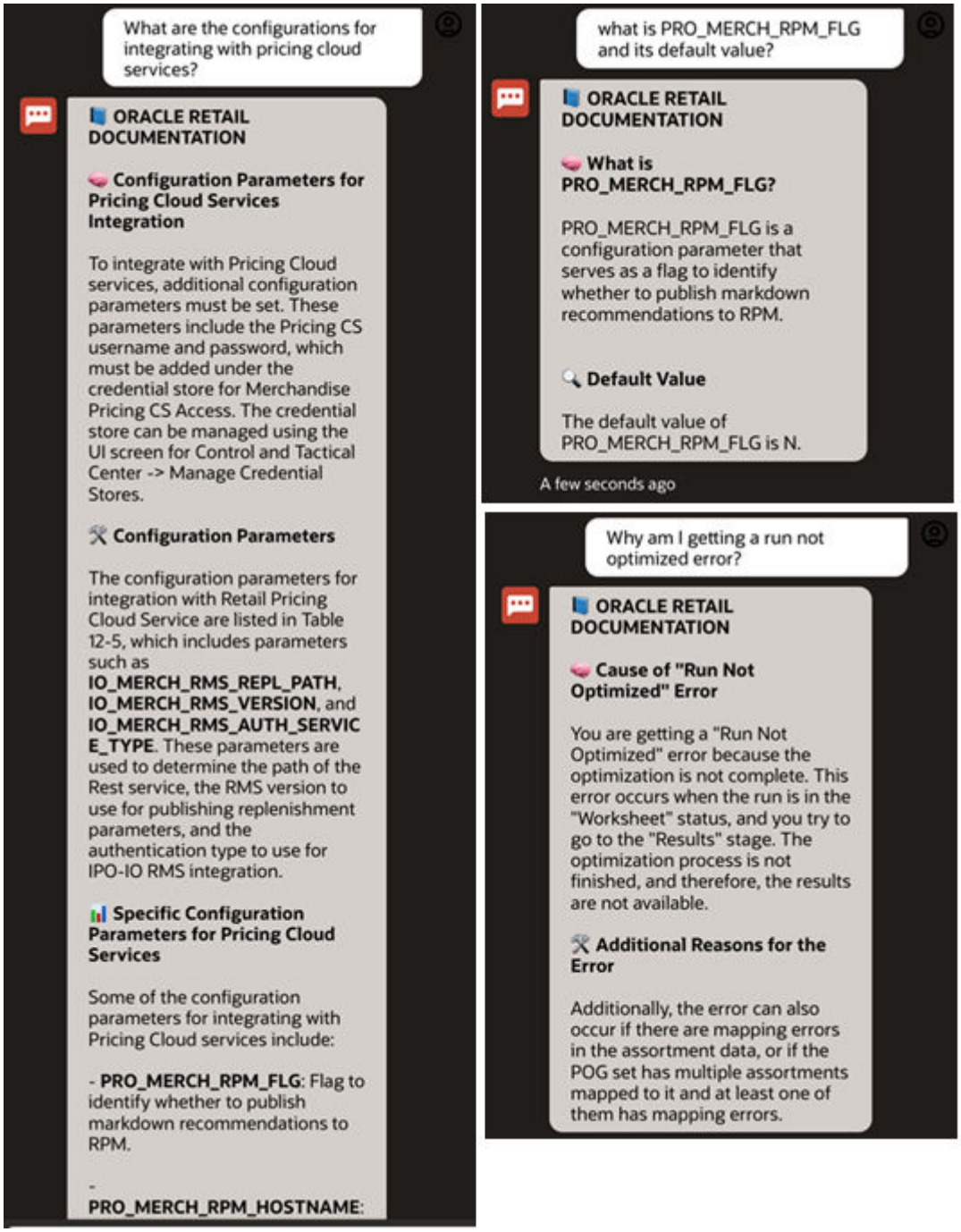


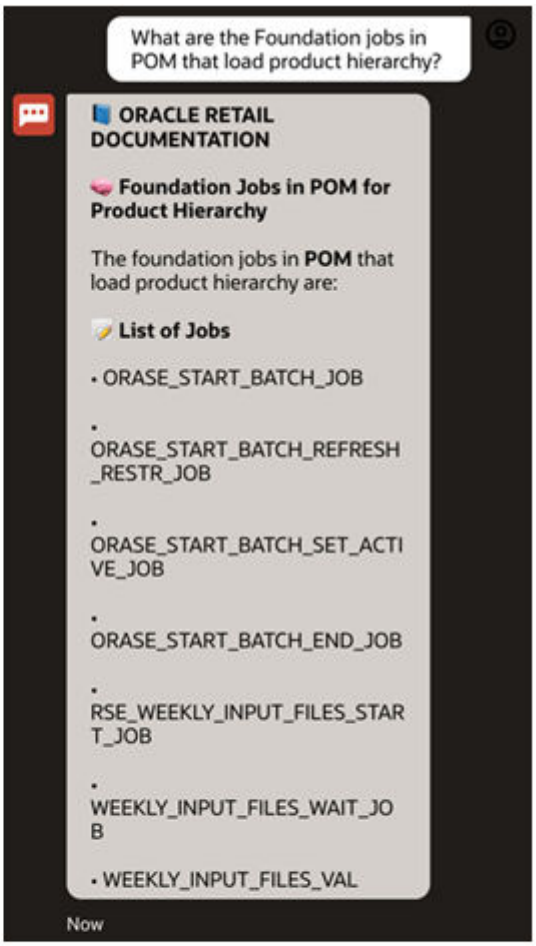


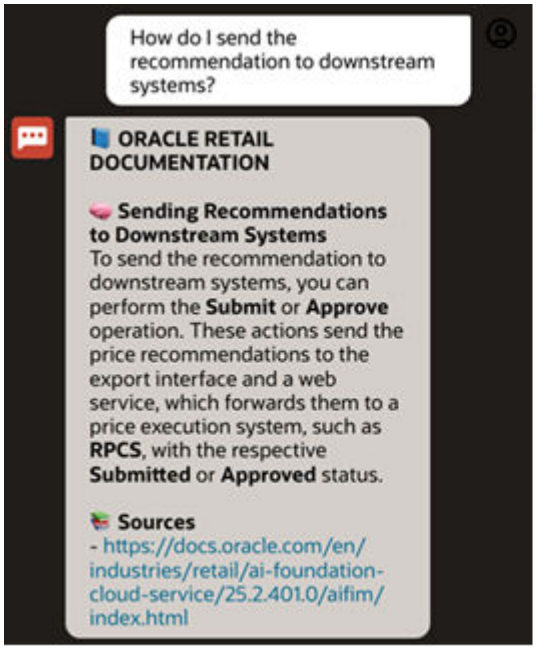


Sample Conversation: Information/Knowledge Based









10

Common UI Components

This chapter describes the common UI components.

Icons

The following icons are used in the user interface. Certain icons have slightly different definitions, depending on the context.

Table 10-1 Icons

Icon	Description
	Copy a run.
	Create. Create a row. Create a run.
	Detach
	Delete. The object deleted depends on the context.
	Edit. Change status.
	Embedded help.
	Export to Excel. Export all.
	Freeze.
	Go to top.
	Go up.
	Go to bottom.
	Go down.
	Move selected item to another list.
	Progress indicator. The indicator changes mode when the application is processing data.
	Filter/Query by example.
	Refresh.
	Remove all items form list.
	Remove selected items from list.
	Required.
	Select date.

Table 10-1 (Cont.) Icons

Icon	Description
	Wrap.

Buttons

Buttons are used to perform certain actions and for navigation.

Table 10-2 Buttons

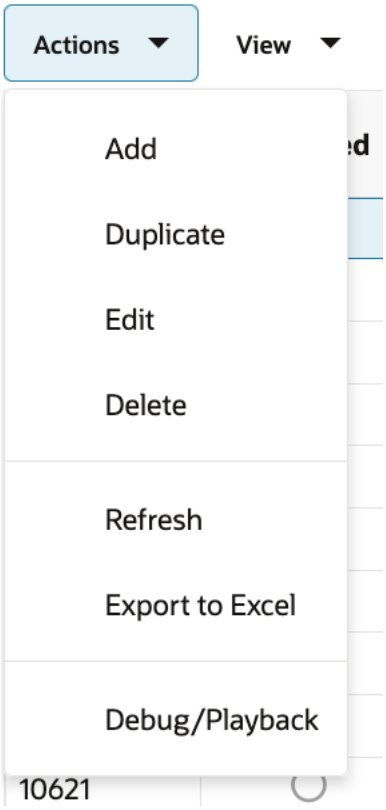
Button	Description
Action	Provides access to the following actions: Save, Optimize, Re-Optimize, Reviewed, Save, Recalculate, and Submit
Back	Used to return to the previous train stop.
Cancel	Used to close a dialog box without making a selection.
Clear Selection	Clears the selected rows list.
Next	Moves to the next train stop.
Save	Saves the existing settings.
Select All	In Business Rules - Pricing Groups, selects the entire set of rows displayed.
Accept All	In Results, accepts all the price recommendations.

Pull-Down Menus

The user interface has two pull-down menus that provide access to a variety of functionality.

The Actions pull-down menu provides functionality that you use to manipulate the application data.

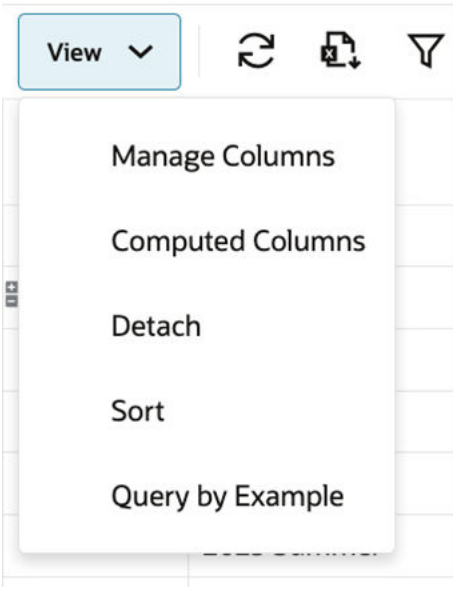
Figure 10-1 Actions Menu



Action	Description
Create Run	In Run Overview, takes you to the Optimization Setup train stop.
Copy Run	In Run Overview, used to create a duplicate of an existing run.
Delete Run	In Run Overview, used to delete a run.
Export to Excel	Used to export the set of rows displayed to Excel.
Add	In Business Rules-Pricing Groups, used to add data.
Edit	In Business Rules-Pricing Groups, used to edit data.
Delete	In Business Rules-Pricing Groups, used to delete data.
Create	In Fixture and Product Data, used to create.

The View pull-down menu can be used to adjust how the display is organized.

Figure 10-2 View Menu



The options provided are:

Action	Description
Manage Columns	Provides the ability to choose/hide columns and reorder them.
Computed Columns	Displayed only for Recommendations table, provides the ability to create custom columns with user defined computations.
Detach	Maximizes the table to fit your browser.
Sort	Provides the ability to specify up to three columns to sort the data in ascending or descending order for each column.
Query by Example (Filter Options)	Query by Example can be turned off or on by clicking the option in View menu or by clicking the Query by Example icon in the table toolbar. Clicking the icon displays empty text boxes over the table. You can filter the table data based on the filter on each column.

Manage Columns

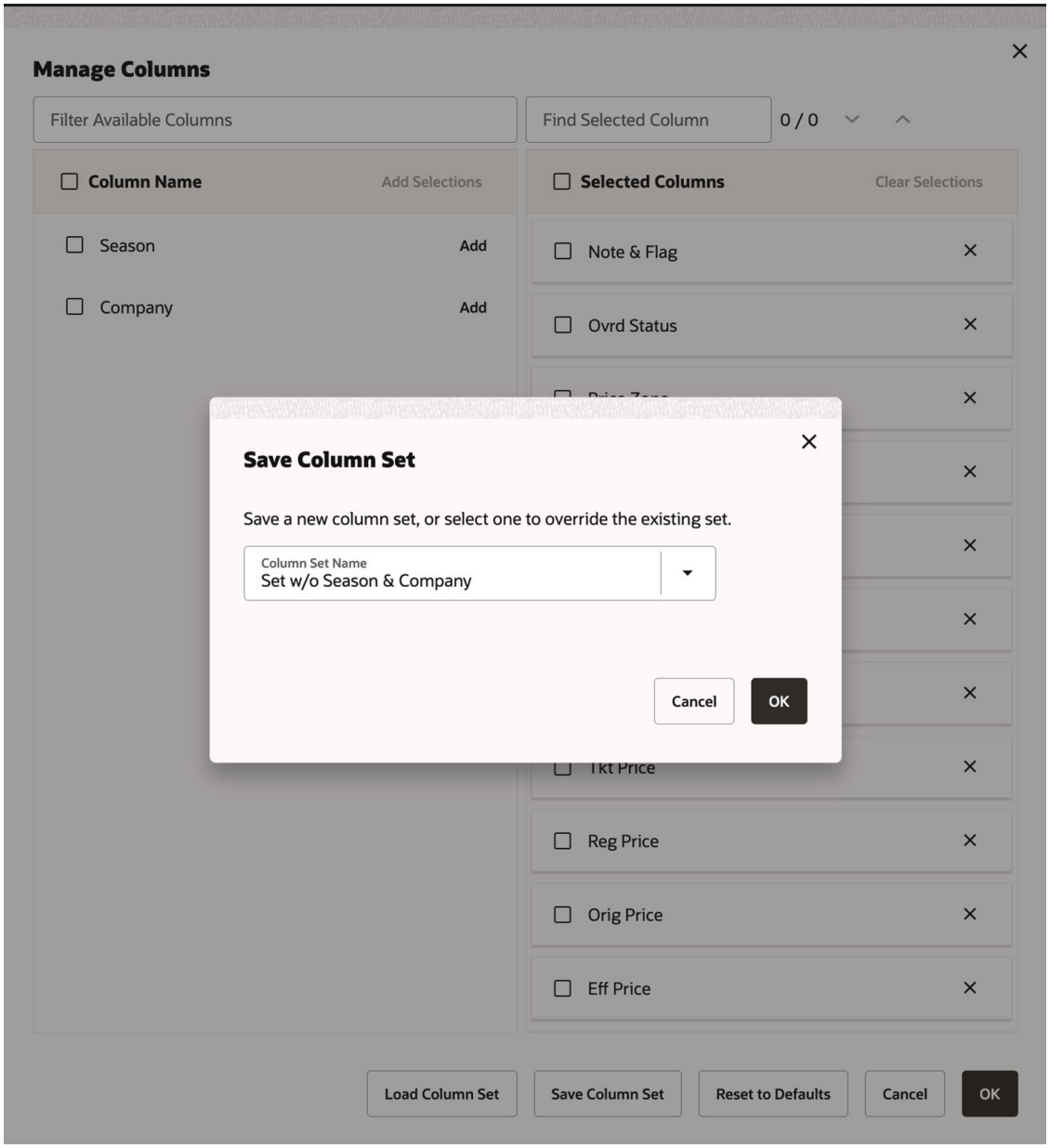
The Manage Columns feature in the View menu of the LPO Manage Recommendations, LPO Run Overview, and LPO What-if Results screens lets you save, name, and manage multiple custom column configurations (views). This allows you to easily switch between different column setups for exporting, reporting, or analysis, without needing to reselect columns each time.

To create a new column set:

- Open the Manage Columns option from the View menu in the Manage Recommendations table.
- Choose or remove the desired columns.

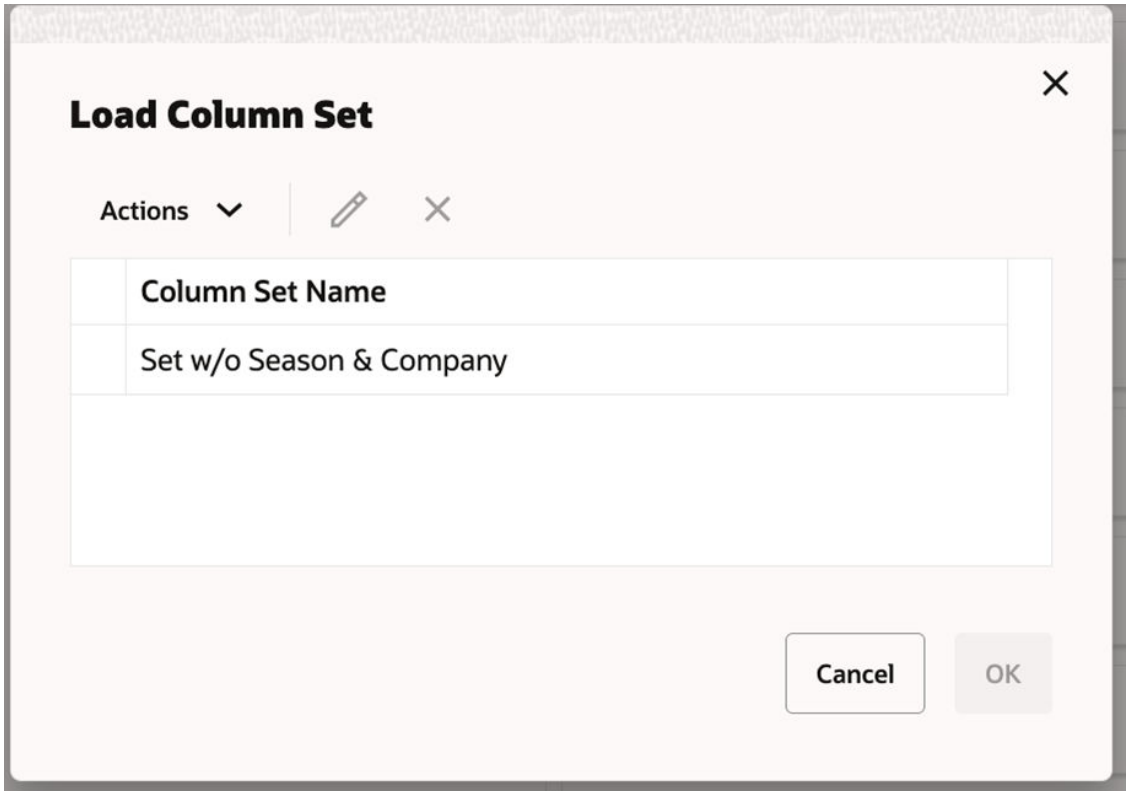
- Select Save Column Set to store your configuration.

Figure 10-3 View Menu - Manage Columns - Save Column Set



To access a saved column set, click **Load Column Set** and select the preferred column set name from the list.

Figure 10-4 View Menu - Manage Columns - Load Column Set



Computed Columns

The Computed Columns feature, available in the View menu of the LPO Manage Recommendations, LPO Run Overview, and LPO What-if Results screens, allows you to create custom calculations using existing data fields. For example, you can define a metric like Rec GM % = Proj Margin / Proj Sales and display it in your workspace for better insights and decision-making.

To add a custom calculated metric:

- Open the Computed Columns option from the View menu in the Manage Recommendations table.
- Click Create New Column, then provide a column name and choose the desired formatting.
- Enter the column expression using the available numeric fields, and click Apply, then Done.

The newly created computed column can then be added to the table through the Manage Columns option. Computed columns can be used just like standard columns, allowing you to apply sorting and filtering directly within the Manage Recommendations and Run Results tables, as well as through the Query Builder

Figure 10-5 View Menu - Add Computed Column

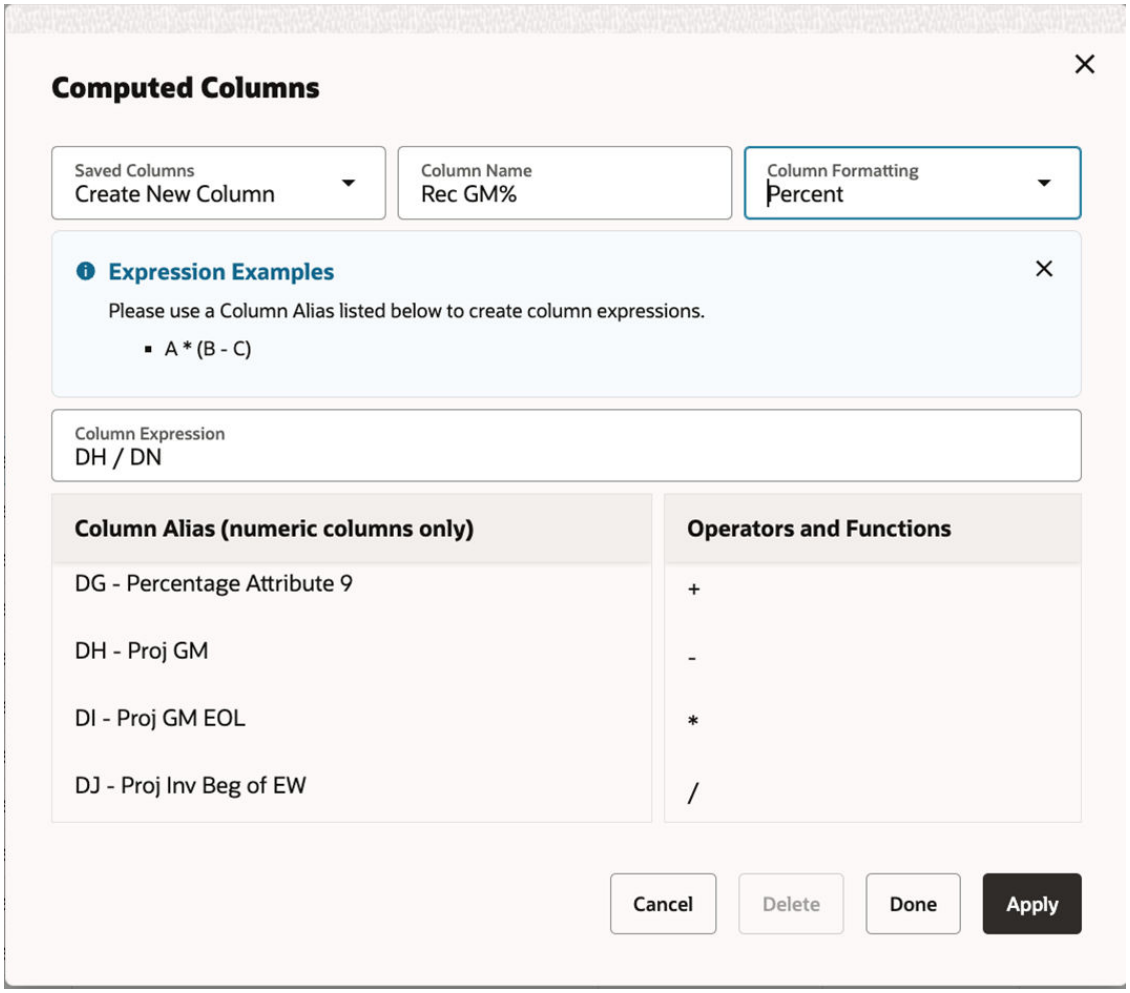
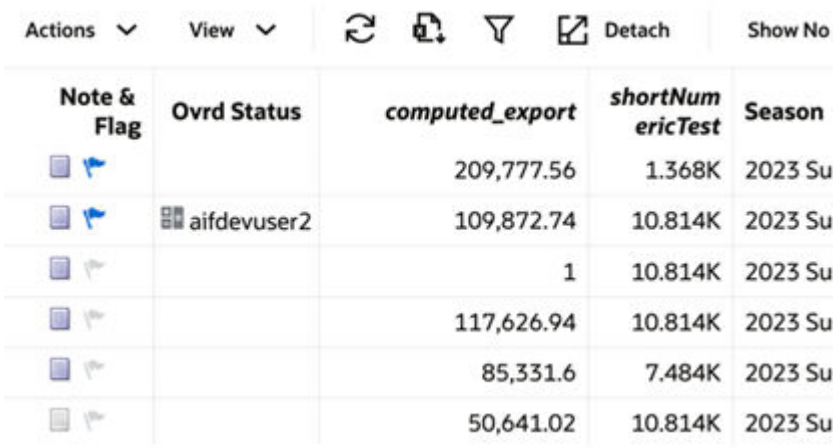


Figure 10-6 View Menu - Computed Column in Table



Query Builder

The Query Builder allows you to build a complex query, with a grouping of columns in the Manage Recommendations and AND/OR logical operators within and between groups (for example, Recommended Price Type = Markdown and (Brand = Green or Markdown Number <= 2) and Remaining Inventory (at BOP>5) between 10 and 20).

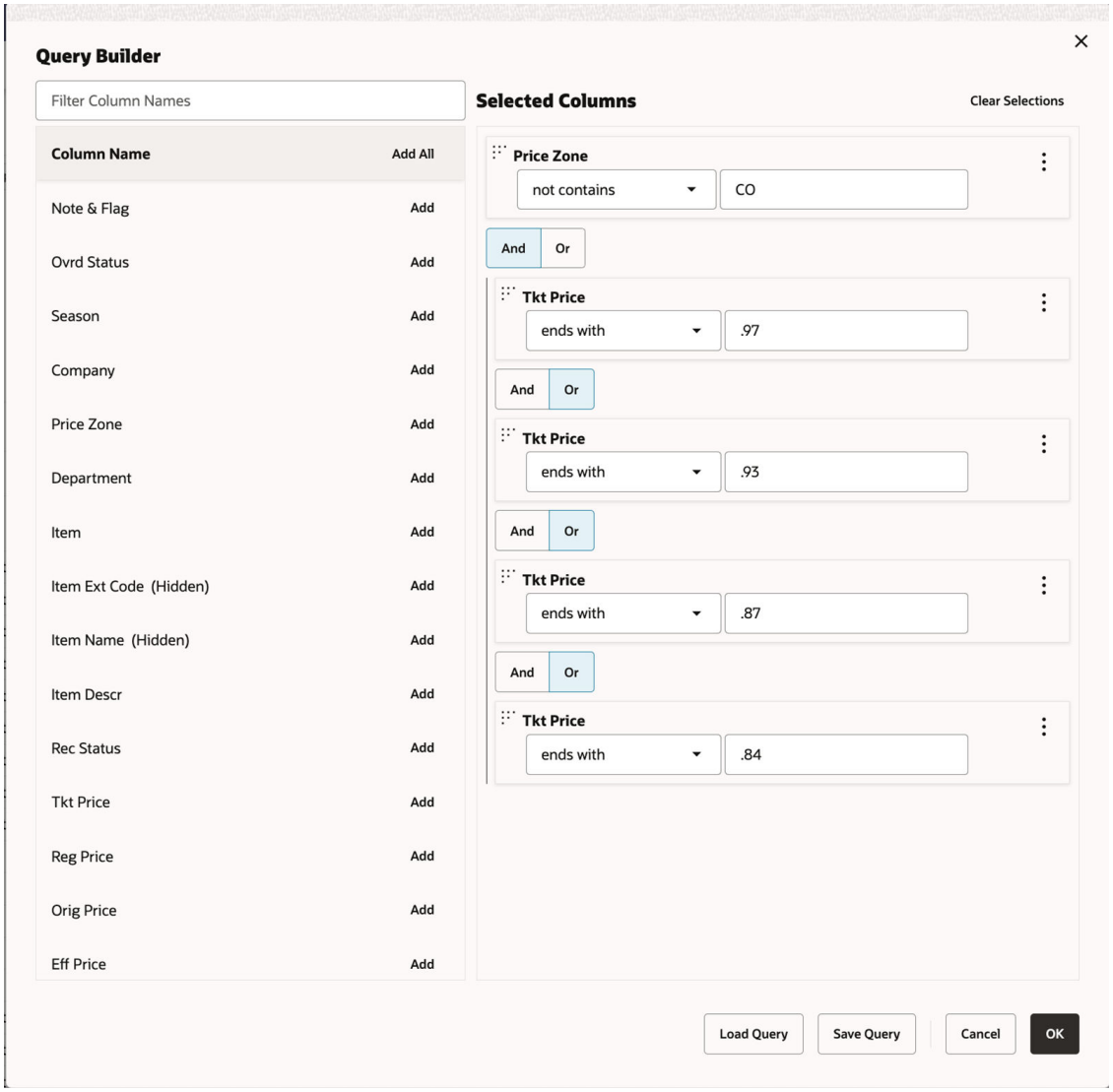
For example, a query can now be constructed as follows:

Price Zone Not Contains 'CO' AND (Ticket Price ends with .97 OR Ticket Price ends with .93 OR Ticket Price ends with .87 OR Ticket Price ends with .84)

All records will then be returned that exclude price zones beginning with CO, with ticket prices ending in .97, .93, .87, or .84.

To perform this action, first select the columns, choose the applicable operator (such as =, !=, contains, not contains, or in), enter the desired values, and set And/Or conditions. Nested groups can be created by clicking the three dots beside a column and selecting columns to group within the query. The nested groups are indicated by a vertical line in the left-hand side of the selected column.

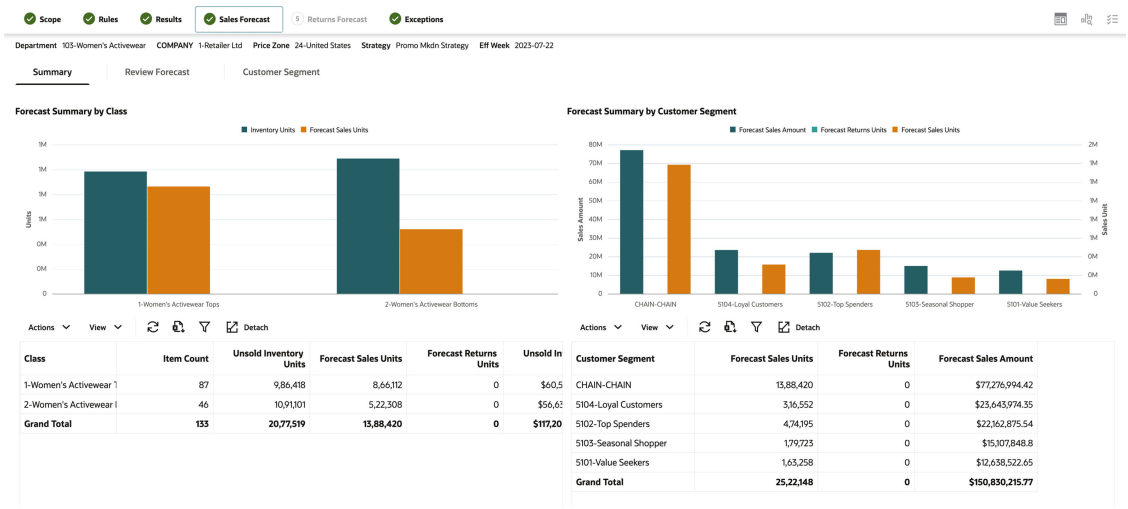
Figure 10-7 Query Builder



Charts

Certain stages have associated charts available on the right-hand side of the display that list tabular data in a chart format.

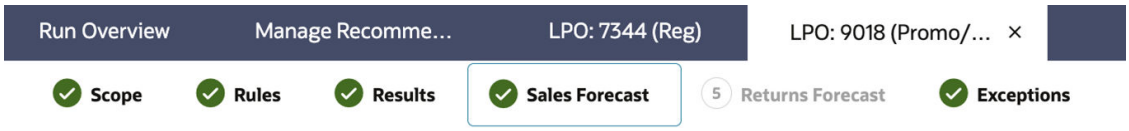
Figure 10-8 Tables and Their Charts



Process Train

The process train displays the stages of LPO. The current stage is highlighted.

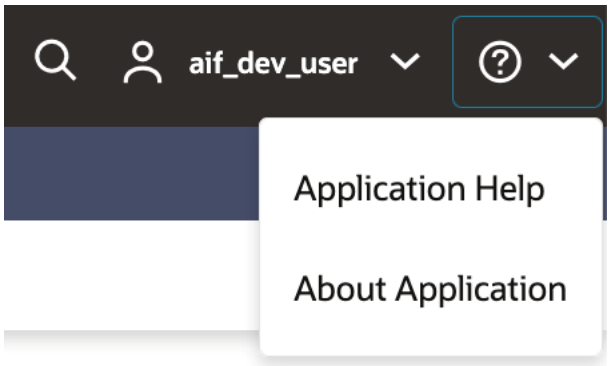
Figure 10-9 Process Train



Embedded Help

Embedded help, which you access by clicking the Question Mark icon, provides additional information about the details required by certain fields.

Figure 10-10 Embedded Help



A

Appendix: Oracle Retail AI Foundation Cloud Services Overview

Oracle Retail AI Foundation Cloud Services provides advanced analytical insights to drive the end-to-end retail process. The foundation provides out-of-the-box analytics that are purpose built for end business users with a workflow and a user experience. The foundation also provides the ability to create a retailer's own AI/ML models and then invoke and infuse those results into the business process as well as create application extensions with Oracle's Application Express.

For information about the Control and Tactical Center, see the latest AIF User Guide on the Oracle Help Center.

Oracle Retail AI Foundation Cloud Services includes the features described below.

Advanced Clustering utilizes machine learning techniques to cluster stores based upon similar selling patterns, providing a more customer-centric set of clusters to drive assortment decisions. The capability also provides the ability to cluster based upon other metrics and attributes such as space to drive assortment space optimization.

Customer Segmentation provides the ability to utilize historical performance, customer loyalty information and demographics to segment customers to utilize in downstream processes.

Attribute Extraction automates the attribution process by extracting attributes from product descriptions.

Customer Decision Trees provide the ability to understand exactly how your customer is shopping their assortment. Are they coming in for a specific brand, product, size? This then enables you to utilize these insights within planning as dynamic attributes to pivot from your static merchandise hierarchy to analyze your assortment decisions in the way in which your customer is shopping.

Demand Transference drives insights into the overall uniqueness of items and the potential demand transferable to other items which is then utilized in assortment recommendations for both assortment planning as well as space optimization.

Profile Science helps retailers understand how to break their buys by size, looking at not just historical sales but also where there were stock outs and missed opportunities.

Affinity Analysis identifies associations across products and product types such as halo and cannibalization. These insights can help drive the overall decisioning of process of promotion planning and impact analysis.

Innovation Workbench enables data scientists to create their own AI/ML models with open-source programming language as well as SQL.

Each of these capabilities can further fuel data-driven decisions for retailers.

B

Appendix: Promotion and Markdown - Pricing Optimization Rules

This table provides information about the Promotion and Markdown Pricing Optimization rules.

Rule Category	RULE_NAME	Rule Description	Type
Budget	PRO_BUDGET_FLG	Allocate Budget	SWITCH - Yes/No
	SWITCH - Yes/No	Planned Promotions Included in Budget	SWITCH - Yes/No
	PRO_BASE_TOTAL_BUDGET	Total Budget for Base Scenarios	NUMBER
Exit Date	ABSOLUTE_EXIT_DATE	Date that an item must exit by.	DATE
	REFERENCE_DATE_TYPE_FOR_EXIT	Reference Date (Choose Options) • Model Start Date • First Receipt Date Final Shipment Date	RADIO BUTTON
	EXIT_FISCAL_WEEK	Specify the weeks to exit or fiscal week for exit (Choose Options) • All Start Months • Each Start Month Separately Exit Fiscal Week	RADIO BUTTON, followed by NUMBER depending on the option chosen
Goal	PRO_PRICING_OBJECTIVE	Choose one of the objectives: • Maximize Revenue • Maximize Gross Margin • Maximize Revenue from Salvage Maximize Gross Margin from Salvage	RADIO BUTTON
Post-Processing	PRO_RUNG_TIER_DISC_PCT	The descriptions and ranges for the discount tier labels	PERCENTAGE
Sell-Through	MIN_OH_INV_PCT	Minimum on hand inventory threshold percentage for the item to be eligible for a recommendation	PERCENTAGE
	PRO_SALVAGE_VALUE	Salvage value of the product after the season ends (default is 0)	PERCENTAGE
	PRO_ST_HARD_TGT_FLG	Default value for sell-through hard target flag	Yes/No
	PRO_ST_END_REGULAR_SEASON	Percentage of sell-through for each individual product at end of regular periods	PERCENTAGE

Rule Category	RULE_NAME	Rule Description	Type
	PRO_ST_END_CLEARANCE_SEASON	Percentage of sell-through for each product at end of clearance season	PERCENTAGE
Targeted Offer	PRO_OFFERMAX	Maximum No. of Offers	NUMBER
Temporal	PRO_TR_NO_TOUCH_END_LIFE	No touch period at the end of life	NUMBER (1-52)
	PRO_TR_NO_TOUCH_AFTER_LANDING	No touch period after landing	NUMBER(1-52)
Pricing Group	MKDN_ALL_NOTHING	Markdown all or nothing	Yes/No
	MKDN_NONE	No markdown	Yes/No
	PROM_ALL_NOTHING	Promote all or nothing	Yes/No
	PROM_ATMOST_ONE	Promote at most one	Yes/No
	SAME_PROMO_MKDN_DISC	Impose same promotion and markdown discount	Yes/No
	PRO_SAME_PRICING_TOLERANCE	Percentage difference allowed between two or more product for same Pricing Group	PERCENTAGE
	SAME_MKDN_DISC	Impose same markdown discount	Yes/No
	SAME_PROMO_DISC	Impose same promotion discount	Yes/No
	PROM_NONE	No promotion	Yes/No
Markdown	PRO_MAX_ABSOLUTE_MKDN	Absolute maximum discount percentage for markdowns over the entire season	PERCENTAGE
	PRO_MR_MKDN_START_DAY	Day of the week markdown starts	DAYS OF THE WEEK
	PRO_TR_LENGTH_OF_MKDN	Length of markdown as a percentage of the whole season	percentage
	PRO_MR_MIN_COST	Markdown recommendations at least equal to the cost of the product	Yes/No
	PRO_MR_ABS_MAX_MKDN_DISC_PCT	Maximum absolute markdown discount percentage	PERCENTAGE
	PRO_MR_OTHER_MKDN_MAX_DISC_PCT	Maximum discount percentage for markdowns other than the first one	PERCENTAGE
	PRO_MR_FIRST_MKDN_MAX_DISC_PCT	Maximum discount percentage for the first markdown	PERCENTAGE
	PRO_MR_MAX_NUM_MKDN	Maximum number of markdowns allowed for an item in the life or season	NUMBER
	PRO_MR_OTHER_MKDN_MAX_DISC_PCT	Minimum discount percentage for markdowns other than the first one	PERCENTAGE
	PRO_MR_FIRST_MKDN_MIN_DISC_PCT	Minimum discount percentage for the first markdown	percentage

Rule Category	RULE_NAME	Rule Description	Type
	PRO_MIN_NUM_OF_MKDN_ITEMS	Minimum number of markdown items	NUMBER
	PRO_MR_MIN_TIME_BETWEEN_MKDN	Minimum time separation between any two consecutive markdowns	NUMBER
Promotion	PRO_PR_PROMO_END_DAY	Day of the week promotions ends	DAYS OF THE WEEK
	PRO_PR_PROMO_START_DAY	Day of the week promotions starts	DAYS OF THE WEEK
	PRO_PR_FIRST_PROMO_MAX_DISC_PCT	Default maximum discount percentage for the first promotion	percentage
	PRO_PR_FIRST_PROMO_MIN_DISC_PCT	Default minimum discount percentage for the first promotion	PERCENTAGE
	PRO_TR_LENGTH_OF_PROMOTIONS	Length of promotion as a percentage of the whole season	PERCENTAGE
	PRO_PR_OTHER_PROMO_MAX_DISC_PCT	Maximum discount percentage for promotions other than the first one	PERCENTAGE
	PRO_TR_MAX_LENGTH_OF_PROMOTION	Maximum length (weeks) of a promotion	NUMBER
	PRO_PR_MAX_NUM_PROMO	Maximum number of promotions allowed for an item in the life or season	NUMBER
	PRO_PR_OTHER_PROMO_MIN_DISC_PCT	Minimum discount percentage for promotions other than the first one	PERCENTAGE
	PRO_MIN_NUM_OF_PROMO_ITEMS	Minimum number of promotion items	NUMBER
	PRO_PR_MIN_TIME_BETWEEN_PROMOS	Minimum time separation between any two consecutive promotions	NUMBER
	PRO_PR_MIN_COST	Promotions recommendations cannot be lower than the cost of the product.	Yes/No

C

Appendix: Regular - Pricing Optimization Rules

This table provides information about the Regular Pricing Optimization rules.

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
Pack Pricing	RPO_SIMPLE_PACK_SELLABLE	Total price of the simple pack (multiple units of the same item) should be lower than the total price of the single item but at least this fixed value.	NUMBER	N/F
	RPO_SIMPLE_PACK_SELLABLE_PCT	Total price of the simple pack (multiple units of the same item) should be lower than the total price of the single item but at least this percentage value of the total price of the single item.	PERCENTAGE	N/F
	RPO_COMPLEX_PACK_SELLABLE	Total price of the complex pack should be lower the total price of its components by at least this fixed value.	NUMBER	N/F
	RPO_COMPLEX_PACK_SELLABLE_PCT	Total price of the complex pack should be lower than the total price of its components by at least this percentage value of the total price of its components.	PERCENTAGE	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
Competitor and CPI	RPO_COMP_MATCH_HIGHER	Price of the item needs to be higher than the competitor price by this value.	NUMBER	N/F
	RPO_COMP_MATCH_HIGHER_PCT	Price of the item will need to be this many percentage points higher than the competitor price.	PERCENTAGE	N/F
	RPO_COMP_MATCH_LOWER	Price of the item needs to be lower than the competitor price by this value.	NUMBER	N/F
	RPO_COMP_MATCH_LOWER_PCT	Price of the item will need to be this many percentage points lower than the competitor price.	PERCENTAGE	N/F
	RPO_CPI_PCT_CHANGE_MAX	Consumer Price Index will need to be within this maximum percentage tolerance of a base historical CPI (e.g. previous year).	PERCENTAGE	F
	RPO_CPI_PCT_CHANGE_MIN	Consumer Price Index will need to be within this minimum percentage tolerance of a base historical CPI (e.g. previous year).	PERCENTAGE	F
Cost Change	RPO_COST_CHANGE	If the cost of the item increases/ decreases by this amount, regular price for the item must increase or decrease accordingly.	NUMBER	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_COST_PCT_CHANGE	Percentage of the cost change passed on to the regular price for the item. 100% means the regular price of the item must reflect the entire cost increase/ decrease	PERCENTAGE	N/F
Goal	RPO_OPTIMIZATION_OBJECTIVE	Optimization goal for pricing. Required for running optimization. RULE_VALUE should be set as one of the following: MAX_MARGIN, MAX_REVENUE, MAX_VOLUME.	TEXT	F
Inter-Item	RPO_INTER_ITEM_DIFF_MAX	Products in Set A need a price less or equal than this value compared to items in Set B.	NUMBER	N/F
	RPO_INTER_ITEM_DIFF_MAX_PCT	Products in Set A need a price percentage less or equal than this value compared to items in Set B.	PERCENTAGE	N/F
	RPO_INTER_ITEM_DIFF_MIN	Products in Set A need a price greater or equal than this value compared to items in Set B.	NUMBER	N/F
	RPO_INTER_ITEM_DIFF_MIN_PCT	Products in Set A need a price percentage greater or equal than this value compared to items in Set B.	PERCENTAGE	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
Inter-Loc/PZ	RPO_INTER_LOC_DIFF_MAX	Regular price for the same product in location A need a price less or equal by this value compared to same product in location B.	NUMBER	N/F
	RPO_INTER_LOC_DIFF_MAX_PCT	Regular price for the same product in location A need a percentage price less or equal by this value compared to same product in location B.	PERCENTAGE	N/F
	RPO_INTER_LOC_DIFF_MIN	Regular price for the same product in location A need a price greater or equal by this value compared to same product in location B.	NUMBER	N/F
	RPO_INTER_LOC_DIFF_MIN_PCT	Regular price for the same product in location A need a percentage price greater or equal by this value compared to same product in location B.	PERCENTAGE	N/F
Margin for Item	RPO_LIST_MARGIN_ITEM_MAX	List Margin for each item in the group/product hierarchy node needs to be less or equal than this value.	NUMBER	N/F
	RPO_LIST_MARGIN_ITEM_MAX_PCT	List Margin for each item in the group/product hierarchy node needs to be less or equal than this percentage value.	PERCENTAGE	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_LIST_MARGIN_ITEM_MIN	List Margin for each item in the group/product hierarchy node needs to be greater or equal than this value.	NUMBER	N/F
	RPO_LIST_MARGIN_ITEM_MIN_PCT	List Margin for each item in the group/product hierarchy node needs to be greater or equal than this percentage value.	PERCENTAGE	N/F
	RPO_MARGIN_ITEM_MAX	Margin for each item in the group/product hierarchy node needs to be less or equal than this value.	NUMBER	F
	RPO_MARGIN_ITEM_MAX_PCT	Margin for each item in the group/product hierarchy node needs to be less or equal than this percentage value.	PERCENTAGE	F
	RPO_MARGIN_ITEM_MIN	Margin for each item in the group/product hierarchy node needs to be greater or equal than this value.	NUMBER	F
	RPO_MARGIN_ITEM_MIN_PCT	Margin for each item in the group/product hierarchy node needs to be greater or equal than this percentage value.	PERCENTAGE	F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_MARGIN_ITEM_PCT_CHANGE_MAX	Margin for each item in the group/product hierarchy node needs to have a maximum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
	RPO_MARGIN_ITEM_PCT_CHANGE_MIN	Margin for each item in the group/product hierarchy node needs to have a minimum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
Margin for Group	RPO_LIST_MARGIN_MAX	List Margin for group of items needs to be less or equal than this value.	NUMBER	N/F
	RPO_LIST_MARGIN_MAX_PCT	List Margin for group of items needs to be less or equal than this percentage value.	PERCENTAGE	N/F
	RPO_LIST_MARGIN_MIN	List Margin for group of items needs to be greater or equal than this value.	NUMBER	N/F
	RPO_LIST_MARGIN_MIN_PCT	List Margin for group of items needs to be greater or equal than this percentage value.	PERCENTAGE	N/F
	RPO_MARGIN_MAX	Margin for group of items needs to be less or equal than this value.	PERCENTAGE	F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_MARGIN_MAX_PCT	Margin for group of items needs to be less or equal than this percentage value.	PERCENTAGE	F
	RPO_MARGIN_MIN	Margin for group of items needs to be greater or equal than this value.	NUMBER	F
	RPO_MARGIN_MIN_PCT	Margin for group of items needs to be greater or equal than this percentage value.	NUMBER	F
	RPO_MARGIN_PCT_CHANGE_MAX	Margin for group of items needs to have a maximum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
	RPO_MARGIN_PCT_CHANGE_MIN	Margin for group of items needs to have a minimum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
Price Range	RPO_LAST_REG_PRICE_MAX_CHANGE	Item needs to have a maximum price change equal to this value compared to the last known regular price of the same item or a similar item.	NUMBER	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_LAST_REG_PRICE_MAX_PCT_CHANGE	Item needs to have maximum percentage price changes equal to this value compared to the last known regular price of the same item or a similar item.	PERCENTAGE	N/F
	RPO_LAST_REG_PRICE_MIN_CHANGE	Item needs to have minimum price changes equal to this value compared to the last known regular price of the same item or a similar item.	NUMBER	N/F
	RPO_LAST_REG_PRICE_MIN_PCT_CHANGE	Item needs to have a minimum percentage price change equal to this value compared to the last known regular price of the same item or a similar item.	PERCENTAGE	N/F
	RPO_PRICE_MAX	Price of item needs to be less or equal than this value.	NUMBER	N/F
	RPO_PRICE_MIN	Price of item needs to be greater or equal than this value.	NUMBER	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
Pricing Group	RPO_WTHN_GROUP_AVERAGE_TOLERANCE	Price for the products within the group must be the average current regular price of the group, subject to tolerance equal to this value. To set equal to the average, tolerance should be set to 0.	NUMBER	N/F
	RPO_WTHN_GROUP_AVERAGE_TOLERANCE_PCT	Price for the products within the group must be the average current regular price of the group, subject to tolerance as percentage of the average price. To set equal to the average, tolerance should be set to 0.	PERCENTAGE	N/F
	RPO_WTHN_GROUP_DIFF_TOLERANCE	Products within a single group need to have similar price with a tolerance equal to this value. To set equality within the group, tolerance should be set to 0.	NUMBER	N/F
	RPO_WTHN_GROUP_DIFF_TOLERANCE_PCT	Products within a single group need to have similar price with a percentage tolerance equal to this value. To set equality within the group, tolerance should be set to 0.	PERCENTAGE	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_WTHN_GROUP_HIGHEST_TOLERANCE	Price for the products within the group must be the highest current regular price of the group, subject to tolerance equal to this value. To set equal to the highest, tolerance should be set to 0.	NUMBER	N/F
	RPO_WTHN_GROUP_HIGHEST_TOLERANCE_PCT	Price for the products within the group must be the highest current regular price of the group, subject to tolerance as percentage of the highest price. To set equal to the highest, tolerance should be set to 0.	PERCENTAGE	N/F
	RPO_WTHN_GROUP_LOWEST_TOLERANCE	Price for the products within the group must be the lowest current regular price of the group, subject to tolerance equal to this value. To set equal to the lowest, tolerance should be set to 0.	NUMBER	N/F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_WTHN_GROUP_LOWEST_TOLERANCE_PCT	Price for the products within the group must be the lowest current regular price of the group, subject to tolerance as percentage of the lowest price. To set equal to the lowest, tolerance should be set to 0.	PERCENTAGE	N/F
	RPO_WTHN_ZONE_DIFF_TOLERANCE	Locations within a single group need to have similar prices, subject to a tolerance level equal to this amount. Equality within the group, tolerance should be set to 0.	NUMBER	N/F
	RPO_WTHN_ZONE_DIFF_TOLERANCE_PCT	Locations within a single group need to have similar prices, subject to a tolerance percentage level equal to this amount. Equality within the group, tolerance should be set to 0.	PERCENTAGE	N/F
Revenue for Item	RPO_REVENUE_ITEM_MAX	Revenue for each item in the group/product hierarchy node needs to be less or equal than this value.	NUMBER	F
	RPO_REVENUE_ITEM_MIN	Revenue for each item in the group/product hierarchy node needs to be greater or equal than this value.	NUMBER	F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_REVENUE_ITEM_PCT_CHANGE_MAX	Revenue for each item in the group/product hierarchy node needs to have a maximum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
	RPO_REVENUE_ITEM_PCT_CHANGE_MIN	Revenue for each item in the group/product hierarchy node needs to have a minimum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
Revenue for Group	RPO_REVENUE_MAX	Revenue for group of items needs to be less or equal than this value.	NUMBER	F
	RPO_REVENUE_MIN	Revenue for group of items needs to be greater or equal than this value.	NUMBER	F
	RPO_REVENUE_PCT_CHANGE_MAX	Revenue for group of items needs to have a maximum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
	RPO_REVENUE_PCT_CHANGE_MIN	Revenue for group of items needs to have a minimum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
Volume for Item	RPO_VOLUME_ITEM_MAX	Volume for each item in the group/product hierarchy node to be less or equal than this value.	INTEGER	F
	RPO_VOLUME_ITEM_MIN	Volume for each item in the group/product hierarchy node needs to be greater or equal than this value.	INTEGER	F
	RPO_VOLUME_ITEM_PCT_CHANGE_MAX	Volume for each item in the group/product hierarchy node needs to have a maximum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
	RPO_VOLUME_ITEM_PCT_CHANGE_MIN	Volume for each item in the group/product hierarchy node needs to have a minimum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
Volume for Group	RPO_VOLUME_MAX	Volume for group of items needs to be less or equal than this value.	INTEGER	F
	RPO_VOLUME_MIN	Volume for group of items needs to be greater or equal than this value.	INTEGER	F

Rule Sub Category	Rule Name	Rule Description	Rule Datatype	Requires Forecast ?
	RPO_VOLUME_PCT_CHANGE_MAX	Volume for group of items needs to have a maximum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F
	RPO_VOLUME_PCT_CHANGE_MIN	Volume for group of items needs to have a minimum percentage increase compared to base period (e.g. last year, last quarter).	PERCENTAGE	F

D

Appendix: Promotion and Markdown - Run Overview

This table provides information about table columns and calculations for Promotion and Markdown Optimization runs.

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation Table Name: PRO_RUN_HDR_VW
Run Id	Y	System-generated unique identifier for the run.	RUN_HDR_ID
Finalized	Y	This flag indicates that recommendations from this run is finalized and used in the Manage Recommendations screen.	FINALIZED_FLG
Run Name	Y	User provided name for the run.	RUN_NAME
Run Description	N	User provided description for the run.	RUN_DESCR
Pricing Objective	Y	A description of the objective used for the run. For example, Increase Gross Margin.	PRICING_OBJECTIVE_DESCR
Season	Y	A description of the Season.	SEASON_NAME
Department	Y	A description of the Department.	CONCAT(PROD_HIER_EXT_CODE,"-",PROD_HIER_NAME)
Price Zone	Y	Price zone of the item recommendation. Corresponds to the run setup level.	CONCAT(PRICE_ZONE_GRP_EXT_CODE,"-",PRICE_ZONE_GRP_NAME)
Company	Y	Location of the item recommendation. (For example, Region, Channel, and so on). Corresponds to the run location setup level. Will be chain when using price zones. PRO_DB_PARAMETER_VW; #PRO_LOC_HIER_PROCESSING_LVL = 1 (RSE_HIER_LVL)	CONCAT(PRICE_ZONE_EXT_CODE,"+",PRICE_ZONE_NAME)
Effective Week	Y	The week ending date for which the run was executed.	CONCAT(LOC_HIER_EXT_CODE,"+",LOC_HIER_NAME)

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation Table Name: PRO_RUN_HDR_VW
Strategy	Y	The strategy used for the optimization of the run. It can be either the DEFAULT STRATEGY or other custom strategy.	RULE_SET_NAME
Proj Rev	Y	Projected Revenue (AMT) for the run is the revenue generated by optimization in the run's currency.	REVENUE
Rev %CHG	Y	Projected Revenue (%CHG) is the% revenue gain compared to the current price policy.	PCT_REVENUE_CHG
Proj Gross Margin	Y	Projected Gross Margin (AMT) for the run is the gross margin generated by optimization in the run's currency.	GROSS_MARGIN
GM %CHG	Y	Projected Gross Margin (CHG) is the% gross margin gain compared to the current price policy.	PCT_GMARGIN_CHG
Proj Sell Thru	Y	Projected Sell Through (PCT) for the run is the sell-through generated by optimization.	SELL-THROUGH
Sell Thru %CHG	Y	Projected Sell Through (%CHG) is the% gain in Sell-through over the current price policy.	PCT_SELL-THROUGH_CHG
Proj Sls Units	Y	Project sales unit generated by optimization.	OPTIMAL_FORECASTED_SALES
Proj Promo Budget (Life)	Y	Projected lifetime promotion budget by optimization.	PROMO_BUDGET_USED
Proj Mkdn Budget (Life)	Y	Projected lifetime markdown budget by optimization.	MKDN_BUDGET_USED
Total Item Cnt	Y	Total item count	ITEM_OPTIMIZED_COUNT
No Rec Item Cnt	Y	Total items that are in 'No Recommendation' status	ITEM_NOREC_COUNT
Non-fcst Item Cnt	Y	Total items not included in forecast.	ITEM_NONFCST_COUNT
Promo Item Cnt	Y	Total items included in promotion.	ITEM_PROMO_COUNT
Mkdn Item Cnt	Y	Total items included in markdown.	ITEM_MKDN_COUNT
Plan Event Item Cnt	Y	Total items included in planned events.	ITEM_PLAN_PROMOTION_COUNT
Usr Ovrd Item Cnt	Y	Total items that are overridden by user	ITEM_USR_OVRD_COUNT

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation Table Name: PRO_RUN_HDR_VW
Sell Thru Fcst	Y	Projected Sell Through Forecast (PCT) for the run is the sell-through generated by optimization.	SELL_THRU_FCST
Sell Thru Fcst %CHG	Y	Projected Sell Through Forecast (%CHG) is the% gain in sell-through over the current price policy.	PCT_SELL_THRU_FCST_CHG
Run Status	Y	Status of the run.	RUN_STATUS_DESCR
Status Update	Y	The date when the run status was updated.	CHANGED_ON_DT
Optimized On	Y	The date when the run was optimized.	LAST_EXECUTION_DATE
Modified By	Y	Login ID of the user who modified the run.	CHANGED_BY_USER
Created By	Y	Login ID of the user who created the run.	CREATED_BY_USER
Created Date	Y	The date when the run was first created.	CREATED_ON_DT

E

Appendix: Regular - Run Overview

This table provides information about table columns and calculations for Regular Optimization runs.

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation Table Name: PRO_REG_RUN_HDR_VW
Run Id	Y	Both	System-generated unique identifier for the run.	RUN_HDR_ID
Finalized	Y	Both	This flag indicates that recommendations from this run is finalized and used in the Manage Recommendation screen.	FINALIZED_FLG
Run Name	Y	Both	User provided name for the run.	RUN_NAME
Run Description	Y	Both	User provided description for the run.	RUN_DESCR
Pricing Objective	N	Forecast Only	The goal selected for the run, outlining the desired pricing strategy or target to be achieved.	PRICING_OBJECTIVE_DESCR
Season	N	Forecast Only	A description of the Season.	SEASON_NAME
Department	Y	Both	A description of the Department.	CONCAT(PROD_HIER_EXT_CODE,"-",PROD_HIER_NAME)
Price Zone Group	Y	Both	Price zone group of the item recommendation. Corresponds to the run setup level.	CONCAT(PRICE_ZONE_GRP_EXT_CODE,"-",PRICE_ZONE_GRP_NAME)
Price Zone	Y	Both	Price zone of the item recommendation. Corresponds to the run setup level.	CONCAT(PRICE_ZONE_EXT_CODE,"+",PRICE_ZONE_NAME)

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation Table Name: PRO_REG_RUN_HDR_VW
Company	Y	Both	Location of the item recommendation. (For example, Region, Channel, and so on). Corresponds to the run location setup level. Will be chain when using price zones. PRO_DB_PARAMETER_VW; #PRO_LOC_HIER_PROCESSING_LVL = 1 (RSE_HIER_LVL)	CONCAT(LOC_HIER_EXT_CODE,"+",LOC_HIER_NAME)
Opt Start Dt	Y	Both	The start date of optimization.	START_CAL_FROM_DT
Opt End Dt	Y	Both	The end date of optimization.	END_CAL_TO_DT
Strategy	Y	Both	The strategy used for the optimization of the run. It can be either the DEFAULT STRATEGY or other custom strategy.	RULE_SET_NAME
Proj Rev	Y	Forecast Only	Projected Revenue (AMT) for the run is the revenue generated by optimization in the run's currency.	REVENUE
Rev %CHG	Y	Forecast Only	Projected Revenue (%CHG) is the% revenue gain compared to the current price policy.	PCT_REVENUE_CHG
Proj Gross Margin	Y	Forecast Only	Projected Gross Margin (AMT) for the run is the gross margin generated by optimization in the run's currency.	GROSS_MARGIN
GM %CHG	Y	Forecast Only	Projected Gross Margin (CHG) is the% gross margin gain compared to the current price policy.	PCT_GMARGIN_CHG
Proj Sell Thru	Y	Forecast Only	Projected Sell Through (PCT) for the run is the sell-through generated by optimization.	SELL-THROUGH

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation Table Name: PRO_REG_RUN_HDR_VW
Sell Thru %CHG	Y	Forecast Only	Projected Sell Through (%CHG) is the% gain in Sell-through over the current price policy.	PCT_SELL-THROUGH_CHG
Volume	Y	Forecast Only	Projected Volume for the run is the number of items to be sold generated by optimization.	OPTIMAL_FORECASTED_SALES
Volume %CHG	Y	Forecast Only	Projected Volume (CHG) is the% volume gain compared to the current price policy.	OPTIMAL_FORCASTED_SALES_CHANGE
Total Item Cnt	Y	Both	Total item count.	ITEM_OPTIMIZED_COUNT
No Rec Item Cnt	Y	Both	Total items that are in 'No Recommendation' status.	ITEM_NOREC_COUNT
Non-fcst Item Cnt	Y	Both	Total items not included in forecast.	ITEM_NONFCST_COUNT
Reg Item Cnt	Y	Both	Regular items count.	ITEM_REGULAR_COUNT
User Ovrd Item Cnt	Y	Both	Total items that are overridden by user	ITEM_USR_OVRD_COUNT
Run Status	Y	Both	Status of the run.	RUN_STATUS_DESCR
Optimized On	Y	Both	The date when the run was optimized.	LAST_EXECUTION_DATE
Modified By	Y	Both	Login ID of the user who modified the run.	CHANGED_BY_USER
Created By	Y	Both	Login ID of the user who created the run.	CREATED_BY_USER
Created Date	Y	Both	The date when the run was first created.	CREATED_ON_DT

F

Appendix: Promotion and Markdown - Manage Recommendations

This table provides information about table columns and calculations for Promotion and Markdown Optimization recommendations.

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Flag	Y	Users can flag the recommendation for further review.	PRO_RUN_RECOM_OPT_RESULT.FCST_REVIEW_CODE
Notes	Y	Users can enter any comment for the recommendation. For example, Additional Budget received so overriding to a deeper markdown	PRO_RUN_RECOM_OPT_RESULT.FCST_NOTE
Ovrd Status	Y	Shows whether the item has any pending recalculate. It shows which user requested it.	PRO_RUN_RECOM_OPT_RESULT.CHANGED_BY_USER
Ext Code, Name, Descr of - Item / Division / Group / Department / Class / Sub Class / Style / Style Color	Y	Product Hierarchy	CONCAT(RSE_PROD_HIER.PROD_EXT_CODE,'-',RSE_PROD_HIER.NAME)Based on RSE_PROD_HIER.HIER_LEVEL_ID
Item Descr	Y	Item description, external code, and name separated in different columns.	RSE_PROD_HIER.DESCRRSE_PROD_HIER.HIER_LEVEL_ID=8
Brand Name	Y		RSE_PROD_GRP.NAME
Price Zone	Y	Price zone of the item recommendation. Corresponds to the run setup level.	RSE_PRICE_ZONE and RSE_PRICE_ZONE_GRP
Chain Ext Code/Name/Descr > Area > Region > District > Location Ext Code / Name / Descr	Y	Location Hierarchy. N/A with Price Zones.	RSE_LOC_HIER_DH
Rec Status	Y	Recommendation status of the item, which says Ready for Review> Reviewed > Approved/Submitted/Taken > Export Failed	PRO_RUN_RECOM_OPT_RESULT.RECOMMENDATION_STATUS_IDJoin With PRO_RECOMMENDATION_STATUS on ID to get UI_NAME.
Season	Y	Season. For example, Fall 2024 Merchandise	PRO_SEASON.NAME

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Company - Dynamic level (clean up)	Y	Location of the item recommendation. (For example, Region, Channel, and so on). Corresponds to the run location setup level. Will be chain when using price zones. PRO_DB_PARAMETER_VW; #PRO_LOC_HIER_PROCESSING_LVL = 1 (RSE_HIER_LVL)	RSE_LOC_HIER
Tkt Price	Y	Ticket Price of the item. Reflects TRAN TYPE 0, 4, 8. Rolled up from leaf node levels (for example, SKU-STORE) using Most Common Value	PRO_RUN_RECOM_OPT_RESULT.CURRENT_PRICE
Reg Price	Y	Regular Price of the item. Reflects TRAN TYPE 0, 4. Rolled up from leaf node levels (for example, SKU-STORE) using Most Common Value	PRO_RUN_RECOM_OPT_RESULT.LAST_REGULAR_PRICE
Orig Price	Y	Original Price of the item. Reflects TRAN TYPE 0. Rolled up from leaf node levels (for example, SKU-STORE) using Most Common Value	PRO_RUN_RECOM_OPT_RESULT.REGULAR_PRICE
Eff Price	Y	Effective Price of the item - it will reflect either the recommended or the overridden/user added price. If the recommendation is rejected, then it will reflect the ticket price of the item.	Determined during run-time and displayed in UI.
Eff Rec Type	Y	Effective Recommendation Type of the item. It will be recommended, or the overridden/user added or rejected action.	Determined during run-time and displayed in UI.
Eff Start Dt	Y	Effective start date of the recommendation. Reflect user date override as well.	PRO_RUN_RECOM_OPT_RESULT.EFF_START_DT
Eff End Dt	Y	Effective end date of the recommendation. Not applicable for Markdowns. Reflect user date override as well.	PRO_RUN_RECOM_OPT_RESULT.EFF_END_DT
Eff % off Tkt	Y	Effective Price as % off of Ticket Price.	Determined during run-time and displayed in UI.
Eff % off Orig	Y	Effective Price as % off of Original Price.	Determined during run-time and displayed in UI.
Eff % off Regular	Y	Effective Price as % off of Regular Price.	Determined during run-time and displayed in UI.

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Rec Price	Y	Recommended Price of the Item	PRO_RUN_RECOM_OPT_RESULT.RECOM_PRICE
Rec Type	Y	Recommendation Type of the Item. Markdown, Promotion, No Recommendation, Non-forecasted	PRO_RUN_RECOM_OPT_RESULT.PRICE_RECOM_TYPE_ID Join with PRO_PRICE_RECOM_TYPE on ID to get DESCR
Rec % off Tkt	Y	Recommended Price as % off of the Ticket Price.	PRO_RUN_RECOM_OPT_RESULT
Rec % off Orig	Y	Recommended Price as % off of the Original Price.	PRO_RUN_RECOM_OPT_RESULT
Mkdn Cnt	Y	Markdown Number. If the item is marked down, this number will go up by 1.	PRO_RUN_RECOM_OPT_RESULT.MKDN_COUNT
Promo Cnt	Y	Promotion Number. If the item is promoted, this number will go up by 1.	PRO_RUN_RECOM_OPT_RESULT.PROMO_COUNT
Price Rung	Y	Rungs that are defined in the rules table for rule name PRO_RUNG_TIER_DISC_PCT. It is calculated with respect to the basis defined in PRO_DISC_TIER_BASIS.	PRO_RUN_RECOM_OPT_RESULT.DISC_TIER
Proj Sls Units	Y	Projected Sales Units for the Effective Week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_FORECASTED_SALES
Proj Sls Rev	Y	Projected Sales Revenue for the Effective Week.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_REVENUE
Proj GM	Y	Projected Gross Margin $ for the Effective Week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_GROSS_MARGIN
Proj Sls Units (Last Act to EW)	Y	Projected Sales Units from the Last Actual Week (or Processing Week) and until the Effective Week, including any applied overrides. It does not include the Last Actual Week and Effective Week.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_FORECASTED_SALES
Proj Inv Beg of EW	Y	Projected inventory position at the beginning of the Effective Week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_FORECASTED_SALES+OPTIMAL_REMAINING_INVENTORYPRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_OPT_SALES_QTY
Last Act Inv	Y	Inventory for the Last Actual Week (or Processing Week). It is the sum of all inventory components that are configured to be used for optimization.	PRO_RUN_RECOM_OPT_RESULT.INV_QTY_LAD

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Total Buy	Y	It is sum of Cumulative Sls Units and the Last Act Inv. Cumulative Sls Units is calculated from the first receipt date.	PRO_RUN_RECOM_OPT_RESULT.INITIAL_INVENTORY
Promo Bdgt Used	Y	This is calculated as the Proj Sls Units * (ticket price - recom price).	PRO_RUN_RECOM_OPT_RESULT.PROMO_BUDGET_USED
Mkdn Bdgt Used	Y	This is calculated as the Proj Inv Beg of EW * (ticket price - recom price)	PRO_RUN_RECOM_OPT_RESULT.MKDN_BUDGET_USED
Start Dt	Y	Start date of the Item. For example, 2% ST or 3 weeks from first receipt date.	PRO_RUN_RECOM_OPT_RESULT.MODEL_START_DT
Exit Dt	Y	Exit date of the item.	PRO_RUN_RECOM_OPT_RESULT.EXIT_DT
Run Id and Name	Y	ID of optimization run generating rec.	CONCAT(PRO_RUN_HDR.ID,'-',PRO_RUN_HDR.NAME)
Optimization Date	Y	Date of optimization run.	PRO_RUN_HDR.LAST_EXECUTION_DATE
Recalculation Date	Y	Date when the item is recalculated.	PRO_RUN_RECOM_OPT_RESULT.RECALCULATE_DT
Recalculation User	Y	User who last requested the recalculate.	PRO_RUN_RECOM_OPT_RESULT.RECALCULATE_BY_USER
Exported On Date	Y	Date when the item is Approved.	PRO_RUN_RECOM_OPT_RESULT.EXPORTED_ON_DT
Approved By User	Y	User who approved the recommendation.	PRO_RUN_RECOM_OPT_RESULT.EXPORTED_BY_USER
Net Sales Units (Last Week)	Y	Number of product units sold in the last completed week.	PRO_RUN_RECOM_DENORMALIZE.SLS_QTY_LAST_WEEK
Curr Sls Units	Y	Projected Sales Units for the Effective Week at Current Price.	PRO_RUN_RECOM_OPT_RESULT.CURRENT_FORECASTED_SALES
Curr Sls Rev	Y	Projected Sales Revenue for the Effective Week at Current Price.	PRO_RUN_RECOM_OPT_RESULT.CURRENT_REVENUE
Curr GM	Y	Projected Sales Margin for the Effective Week at Current Price.	PRO_RUN_RECOM_OPT_RESULT.CURRENT_GROSS_MARGIN
Ovrd Price	N	Overridden price for the item.	PRO_RUN_RECOM_OPT_RESULT.USR_OVRD_RECOM_PRICE
Ovrd Price Type	N	Override price type for the item.	PRO_RUN_RECOM_OPT_RESULT.USR_OVRD_PRICE_RECOM_TYPE_ID JOIN WITHPRO_PRICE_RECOM_TYPE ON ID to get DESCR
Rec Accepted?	N	Y or No flag to denote whether recommendation was accepted as is or not.	PRO_RUN_RECOM_OPT_RESULT.ACCEPTED_FLG

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Proj Inv End of EW	N	Projected inventory at the end of the effective week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_REMAINING_INVENTORY
Final Ship Dt	N	Denotes the calculated final ship date of the item. Last inventory change date that is older than x weeks (configuration) is assigned as the final ship date for the item	PRO_RUN_RECOM_OPT_RESULT.FINAL_SHIP_DT
Proj Inv EOL	N	Projected inventory at end of the life, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.PROJ_OPT_EOL_INV
Proj ST EOL	N	Projected sell through at end of life, including any applied overrides.	1-(PRO_RUN_RECOM_OPT_RESULT.PROJ_OPT_EOL_INV / PRO_RUN_RECOM_OPT_RESULT.INITIAL_INVENTORY)
Curr Proj Inv EOL	N	Projected inventory with current price at end of life, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.PROJ_CURR_EOL_INV
Curr Proj ST EOL	N	Projected sell through at end of life with current price, including any applied overrides.	1-(PRO_RUN_RECOM_OPT_RESULT.PROJ_CURR_EOL_INV / PRO_RUN_RECOM_OPT_RESULT.INITIAL_INVENTORY)
Proj Sls Units EOL	N	Total projected sales units at end of life, including any applied overrides. It is calculated as the sum of cumulative sales units until the last actual week and projected sales units for the remainder of the life at the optimal price path, including any applied overrides.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_SLS_QTY + PRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_OPT_SALES_QTY
Proj Rev EOL	N	Total projected revenue at end of life, including any applied overrides. It is calculated as the sum of cumulative sales revenue until the last actual week and projected sales revenue for the remainder of the life at the optimal price path.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_SLS_AMT + PRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_OPT_REVENUE

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Proj GM EOL	N	Total projected gross margin at end of life, including any applied overrides. It is calculated as the sum of cumulative sales gross margin until the last actual week and projected sales gross margin for the remainder of the life at the optimal price path.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_GMARGING+ PRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_OPT_GMARGIN
Curr Proj Sls Units EOL	N	Total projected sales units at end of life with current price, including any applied overrides. It is calculated as the sum of cumulative sales units until the last actual week and projected sales units for the remainder of the life at the current ticket price.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_SLS_QTY + PRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_CURR_SALES_QTY
Curr Proj Rev EOL	N	Total projected revenue at end of life with current price, including any applied overrides. It is calculated as the sum of cumulative sales revenue until the last actual week and projected sales revenue for the remainder of the life at the current ticket price.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_SLS_AMT + PRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_CURR_REVENUE
Curr Proj GM EOL	N	Total projected gross margin at end of life with current price, including any applied overrides. It is calculated as the sum of cumulative sales gross margin until the last actual week and projected sales gross margin for the remainder of the life at the current ticket price.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_GMARGING+ PRO_RUN_RECOM_OPT_RESULT.TOT_PROJ_CURR_GMARGIN
Sls Units T/D	N	Net Sales Units till last loaded week.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_SLS_QTY
Sls Units 1W Ago	N	Net Sales Units 1 week ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_QTY_LAST_WEEK
Sls Units 2W Ago	N	Net Sales Units 2 week ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_QTY_2_AGO
Sls Units 3W Ago	N	Net Sales Units 3 week ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_QTY_3_AGO
Sls Amt 4W Ago	N	Net Sls Amount/Revenue 4 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_AMT_4_AGO
Sls Amt T/D	N	Net Sls Amount/Revenue till last loaded week.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_SLS_AMT

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Sls Amt 1W Ago	N	Net Sls Amount/Revenue 1 week ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_AMT_LAST_WEEK
Sls Amt 2W Ago	N	Net Sls Amount/Revenue 2 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_AMT_2_AGO
Sls Amt 3W Ago	N	Net Sls Amount/Revenue 3 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_AMT_3_AGO
Sls Amt 4W Ago	N	Net Sls Amount/Revenue 4 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.SLS_AMT_4_AGO
GM T/D	N	Net Gross Margin till last loaded week.	PRO_RUN_RECOM_DENORMALIZE.CUM_TOT_GMARGING
GM 1W Ago	N	Net Gross Margin 1 week ago.	PRO_RUN_RECOM_DENORMALIZE.GMARGING_LAST_WEEK
GM 2W Ago	N	Net Gross Margin 2 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.GMARGING_AMT_2_AGO
GM 3W Ago	N	Net Gross Margin 3 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.GMARGING_AMT_3_AGO
GM 4W Ago	N	Net Gross Margin 4 weeks ago.	PRO_RUN_RECOM_DENORMALIZE.GMARGING_AMT_4_AGO
Target ST EOL	N	Business rule - percentage of sell-through for each product at end of clearance season.	PRO_RUN_RECOM_OPT_RESULT.TARGET_ST_PCT
Max Competitor Price	N	Max competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.MAX_COMPETITOR_PRICE
Min Competitor Price	N	Min competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.MIN_COMPETITOR_PRICE
Avg Competitor Price	N	Average competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.AVG_COMPETITOR_PRICE
Most Common Competitor Price	N	Most common competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.MCV_COMPETITOR_PRICE
ProdAttrValue1 - Prod AttrValue 5	N	Product attributes selected by the user in the user filter. For example, Brand.	RSE_PROD_ATTR
Currency Attribute 1 - 30	Y	User Defined Attribute of Currency Type.	Flex Fact (W_RTL_FLEX_FACT)
Date Attribute 1 - 15	Y	User Defined Attribute of Date type.	Flex Fact (W_RTL_FLEX_FACT)
Number Attribute 1 - 40	Y	User Defined Attribute of Number Type.	Flex Fact (W_RTL_FLEX_FACT)
Percentage Attribute 1 - 15	Y	User Defined Attribute of percentage Type.	Flex Fact (W_RTL_FLEX_FACT)

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Text Attribute 1 - 30	Y	User Defined Attribute of Text Type.	Flex Fact (W_RTL_FLEX_FACT)

G

Appendix: Regular - Manage Recommendations

This table provides information about table columns and calculations for Regular Optimization recommendations.

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
Image	Y	Both	#N/A	N/A
Flag	Y	Both	Users can flag the recommendation for further review.	PRO_REG_RUN_RECOM_OPT_RESULT.FCST_REVIEW_CODE
Notes	Y	Both	Users can enter any comment for the recommendation. For e.g., Additional Budget received so overriding to a deeper markdown.	PRO_REG_RUN_RECOM_OPT_RESULT.FCST_NOTE
Ovrd Status	Y	Both	Shows whether the item has any pending recalculate. It shows which user requested it.	PRO_REG_RUN_RECOM_OPT_RESULT.CHANGED_BY_USER
Company	Y	Both	Location of the item recommendation. (For e.g Region, Channel, etc). Corresponds to the run location setup level. Will be chain when using price zones. PRO_DB_PARAMETER_VW; #PRO_LOC_HIER_PROCESSING_LVL = 1 (RSE_HIER_LVL)	RSE_LOC_HIER
Item Descr	Y	Both	Item description, external code, and name separated in different columns	RSE_PROD_HIER.DESCR RSE_PROD_HIER.HIER_LEVEL_ID=8
Brand Name	Y	Both	Name of the brand.	RSE_PROD_GRP.NAME
Price Zone	Y	Both	Price zone of the item recommendation. Corresponds to the run setup level.	RSE_PRICE_ZONE and RSE_PRICE_ZONE_GRP
Rec Status	Y	Both	Recommendation status of the item, which says Ready for Review-> Reviewed -> Approved/Submitted/Taken -> Export Failed	PRO_REG_RUN_RECOM_OPT_RESULT.RECOMMENDATION_STATUS_ID Join With PRO_RECOMMENDATION_STATUS on ID to get UI_NAME.

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
Tkt Price	Y	Both	Ticket Price of the item. Reflects TRAN TYPE 0, 4, 8. Rolled up from leaf node levels (e.g. SKU-STORE) using Most Common Value	PRO_REG_RUN_RECOM_OPT_RESULT.CURRENT_PRICE
Reg Price	Y	Both	Regular Price of the item. Reflects TRAN TYPE 0, 4. Rolled up from leaf node levels (e.g. SKU-STORE) using Most Common Value	PRO_REG_RUN_RECOM_OPT_RESULT.LAST_REGULAR_PRICE
Orig Price	Y	Both	Original Price of the item. Reflects TRAN TYPE 0. Rolled up from leaf node levels (e.g. SKU-STORE) using Most Common Value	PRO_REG_RUN_RECOM_OPT_RESULT.REGULAR_PRICE
Eff Price	Y	Both	Effective Price of the item - it will reflect either the recommended or the overriden/user added price. If the recommendation is rejected, then it will reflect the ticket price of the item.	Calculated during optimization and displayed in the UI.
Eff Rec Type	Y	Both	Effective Recommendation Type of the item. It will be recommended, or the overridden/user added or rejected action.	Calculated during optimization and displayed in the UI.
Eff Start Dt	Y	Both	Effective start date of the recommendation. Reflect user date override as well.	PRO_REG_RUN_RECOM_OPT_RESULT.EFF_START_DT
Eff %Chg of Tkt	Y	Both	Effective % Change of Average Ticket Value, compared to a previous period (like LFY, LFQ, etc.).	Calculated during optimization and displayed in the UI.
Eff %Chg of Orig	Y	Both	Effective Percentage Change of Original Price, compared to a previous period (like LFY, LFQ, etc.).	Calculated during optimization and displayed in the UI.
Eff %Chg of Reg	Y	Both	Effective Percentage Change of Regular Price, compared to a previous period (like LFY, LFQ, etc.).	Calculated during optimization and displayed in the UI.
Rec Price	Y	Both	Recommended Price of the Item	PRO_REG_RUN_RECOM_OPT_RESULT.RECOM_PRICE
Rec Type	Y	Both	Recommendation Type of the Item. Markdown, Promotion, No Recommendation, Non-forecasted	PRO_REG_RUN_RECOM_OPT_RESULT.PRICE_RECOM_TYPE_ID Join with PRO_PRICE_RECOM_TYPE on ID to get DESCR
Rec %Chg of Tkt	Y	Both	Recommended Percentage Change of Ticket.	Calculated during optimization and displayed in the UI.
Rec %Chg of Orig	Y	Both	Recommended Percentage Change of Original Price.	Calculated during optimization and displayed in the UI.

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
Proj Sls Units	Y	Forecast Only	Projected Sales Units for the Effective Week, including any applied overrides.	PRO_REG_RUN_RECOM_OPT_RESULT.OPTIMAL_FORECASTED_SALES
Proj Sls Rev	Y	Forecast Only	Projected Sales Revenue for the Effective Week, including any applied overrides.	PRO_REG_RUN_RECOM_OPT_RESULT.OPTIMAL_REVENUE
Proj GM	Y	Forecast Only	Projected Gross Margin $ for the Effective Week, including any applied overrides.	PRO_REG_RUN_RECOM_OPT_RESULT.OPTIMAL_GROSS_MARGIN
Last Act Inv	Y	Forecast Only	Inventory for the Last Actual Week (or Processing Week). It is the sum of all inventory components that are configured to be used for optimization.	PRO_REG_RUN_RECOM_OPT_RESULT.INV_QTY_LAD
Total Buy	Y	Forecast Only	It is sum of Cumulative Sls Units and the Last Act Inv. Cumulative Sls Units is calculated from the first receipt date.	PRO_REG_RUN_RECOM_OPT_RESULT.INITIAL_INVENTORY
Run Id and Name	Y	Both	ID of optimization run generating rec	CONCAT(PRO_RUN_HDR.ID,'-',PRO_RUN_HDR.NAME)
Optimization Date	Y	Both	Date of optimization run	PRO_RUN_HDR.LAST_EXECUTION_DATE
Recalculation Date	Y	Both	Date when the item is recalculated	PRO_REG_RUN_RECOM_OPT_RESULT.RECALCULATE_DT
Recalculation User	Y	Both	User who last requested the recalculate	PRO_REG_RUN_RECOM_OPT_RESULT.RECALCULATE_BY_USER
Exported On Date	Y	Both	Date when the item is Approved	PRO_REG_RUN_RECOM_OPT_RESULT.EXPORTED_ON_DT
Approved By User	Y	Both	User who approved the recommendation.	PRO_REG_RUN_RECOM_OPT_RESULT.EXPORTED_BY_USER
LFY Rev	Y	Forecast Only	Last Fiscal Year Revenue - The total revenue a company made during its most recently completed fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFY_REVENUE
LFYH Rev	Y	Forecast Only	Last Fiscal Year Half Revenue - The revenue from the first or second half of the last fiscal year, depending on the context.	PRO_REG_RUN_RECOM_DENORMALIZE.LFYH_REVENUE

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
LFYQ Rev	Y	Forecast Only	Last Fiscal Year Quarter Revenue - Revenue from a specific quarter of the last fiscal year (like Q1, Q2, etc.)	PRO_REG_RUN_RECOM_DENORMALIZE.LFYQ_REVENUE
LFH Rev	Y	Forecast Only	Last Fiscal Half Revenue - Revenue from the most recent half-year period in the last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFH_REVENUE
LFQ Rev	Y	Forecast Only	Revenue from the Last Fiscal Quarter (e.g., Q4)	PRO_REG_RUN_RECOM_DENORMALIZE.LFQ_REVENUE
LF2Q Rev	Y	Forecast Only	Revenue from the 2nd Last Fiscal Quarter (i.e., the quarter before LFQ - so if LFQ is Q4, this is Q3).	PRO_REG_RUN_RECOM_DENORMALIZE.LF2Q_REVENUE
LFY Sls Units	Y	Forecast Only	Last Fiscal Year Total Sales Units - Total units sold across all quarters of the last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFY_SALES
LFY H Sls Units	Y	Forecast Only	Last Fiscal Year Half Sales Units - Units sold during half of the last fiscal year (H1 or H2)	PRO_REG_RUN_RECOM_DENORMALIZE.LFYH_SALES
LFY Q Sls Units	Y	Forecast Only	Last Fiscal Year Quarter Sales Units - E.g Q4 of last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFYQ_SALES
LFH Sls Units	Y	Forecast Only	Last Fiscal Half Sales Units, The most recent half-year from LFY (either H1 or H2).	PRO_REG_RUN_RECOM_DENORMALIZE.LFH_SALES
LFQ Sls Units	Y	Forecast Only	Last Fiscal Quarter Sales Units, The units sold in the most recent quarter of the last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFQ_SALES
LF2Q Sls Units	Y	Forecast Only	2nd Last Fiscal Quarter Sales Units, The units sold in the quarter before the last one.	PRO_REG_RUN_RECOM_DENORMALIZE.LF2Q_SALES

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
Ext Code, Name, Descr of - Item / Division / Group / Department / Class / Sub Class / Style / Style Color	N	Both	Product Hierarchy	CONCAT(RSE_PROD_HIER.PROD_EXT_CODE,'-',RSE_PROD_HIER.NAME) Based on RSE_PROD_HIER.HIER_LEVEL_ID
Chain Ext Code / Name / Descr > Area > Region > District >Location Ext Code / Name / Descr	N	Both	Location Hierarchy. N/A with Price Zones.	RSE_LOC_HIER_DH
Ovrd Price	N	Both	Overriden price for the item	PRO_REG_RUN_RECOM_OPT_RESULT.USR_OVRD_RECOM_PRICE

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
Ovrd Price Type	N	Both	Override price type for the item	PRO_REG_RUN_RECOM_OPT_RESULT.USR_OVRD_PRICE_RECOM_TYPE_ID JOIN WITH PRO_PRICE_RECOM_TYPE ON ID to get DESCR
Ovrd Price %Chg of Tkt	N	Both	The percentage change in ticket price based on user-overridden prices, compared to a previous period or baseline.	Calculated during optimization and displayed in the UI.
Rec Accepted?	N	Both	Y or No flag to denote whether recommendation was accepted as is or not.	PRO_REG_RUN_RECOM_OPT_RESULT.ACCEPTED_FLG
Proj Inv End of EW	N		Projected inventory at the end of the effective week, including any applied overrides.	PRO_REG_RUN_RECOM_OPT_RESULT.OPTIMAL_REMAINING_INVENTORY
Start Dt	N	Both	Start date of the Item. For e.g., 2% ST or 3 weeks from first receipt date.	PRO_REG_RUN_RECOM_OPT_RESULT.MODEL_START_DT
Final Ship Dt	N	Both	Denotes the calculated final ship date of the item. Last inventory change date that is older than x weeks (configuration) is assigned as the final ship date for the item	PRO_REG_RUN_RECOM_OPT_RESULT.FINAL_SHIP_DT
Sys Recom Price	N	Both	System Recommended Price - Suggested by the pricing optimization system based on the rules, strategies, and algorithms it uses.	Calculated during optimization and displayed in the UI.
Sys Opt Sales Units	N	Forecast Only	The number of units the system predicts will be sold at the system-recommended price.	Calculated during optimization and displayed in the UI.
Sys Opt Revenue	N	Forecast Only	The predicted revenue based on the system-recommended price and the corresponding system-optimized sales units.	Calculated during optimization and displayed in the UI.
Sys Opt Gross Margin	N	Forecast Only	The predicted gross margin based on the system's pricing optimization.	Calculated during optimization and displayed in the UI.
Sys Opt Inv	N	Forecast Only	The inventory levels the system forecasts to meet the sales units needed at the system-recommended price.	Calculated during optimization and displayed in the UI.

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
LFY GM	N	Forecast Only	Last Fiscal Year Gross Margin - The gross margin for the entire last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFY_GROSS_MARGIN
LFYH GM	N	Forecast Only	Last Fiscal Year Half Gross Margin - The gross margin for the first or second half of the last fiscal year	PRO_REG_RUN_RECOM_DENORMALIZE.LFYH_GROSS_MARGIN
LFYQ GM	N	Forecast Only	Last Fiscal Year Quarter Gross Margin - The gross margin for the last fiscal quarter of the previous year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFYQ_GROSS_MARGIN
LFH GM	N	Forecast Only	Last Fiscal Half Gross Margin - The gross margin for half of the last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFH_GROSS_MARGIN
LFQ GM	N	Forecast Only	Last Fiscal Quarter Gross Margin - The gross margin for the most recent quarter of the last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LFQ_GROSS_MARGIN
LF2Q GM	N	Forecast Only	Second Last Fiscal Quarter Gross Margin - The gross margin for the quarter before the most recent one in the last fiscal year.	PRO_REG_RUN_RECOM_DENORMALIZE.LF2Q_GROSS_MARGIN
Sys Mkdn Budget Used	N	Forecast Only	The amount of the markdown budget that has been used by the system to products.	Calculated during optimization and displayed in the UI.
Max Competitor Price	N	Both	Max competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.MAX_COMPETITOR_PRICE
Min Competitor Price	N	Both	Min competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.MIN_COMPETITOR_PRICE
Avg Competitor Price	N	Both	Average competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.AVG_COMPETITOR_PRICE
Most Common Competitor Price	N	Both	Most common competitor price of that item-location.	PRO_REG_RUN_RECOM_OPT_RESULT.MCV_COMPETITOR_PRICE
Target ST EOL	N	Forecast Only	Business rule - Percentage of sell-through for each product at end of clearance season	PRO_REG_RUN_RECOM_OPT_RESULT.TARGET_ST_PCT

Column Heading	Default (Y/N)	Applicability (Forecast or Non-Forecast/Rules Based)	Definition	DB Reference / Calculation
Currency Attribute 1 - 30	Y	Both	User Defined Attribute of Currency Type	Flex Fact (W_RTL_FLEX_FACT)
Date Attribute 1 - 15	Y	Both	User Defined Attribute of Date type	Flex Fact (W_RTL_FLEX_FACT)
Number Attribute 1 - 40	Y	Both	User Defined Attribute of Number Type	Flex Fact (W_RTL_FLEX_FACT)
Percentage Attribute 1 - 15	Y	Both	User Defined Attribute of Percentage Type	Flex Fact (W_RTL_FLEX_FACT)
Text Attribute 1 - 30	Y	Both	User Defined Attribute of Text Type	Flex Fact (W_RTL_FLEX_FACT)
ProdAttrValue1 - ProdAttrValue5	N	Both	Product attributes selected by the user in the user filter. For e.g., Brand	RSE_PROD_ATTR

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Appendix: Promotion and Markdown - Review Forecast

This table provides information about table columns and calculations for Promotion and Markdown Review Forecasts.

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Class / Subclass / Style / Color / Customer Segment	Y	Product Hierarchy (Depending on the Filter)	CONCAT(RSE_PROD_HIER.PROD_EXT_CODE,'-',RSE_PROD_HIER.NAME)Based on RSE_PROD_HIER.HIER_LEVEL_ID
Price Zone	Y	Price zone of the item recommendation. Corresponds to the run setup level.	RSE_PRICE_ZONE and RSE_PRICE_ZONE_GRP
Company (Dynamic Level)	Y	Location of the item recommendation. (For example, Region, Channel, and so on). Corresponds to the run location setup level. Will be chain when using price zones. PRO_DB_PARAMETER_VW; #PRO_LOC_HIER_PROCESSING_LVL = 1 (RSE_HIER_LVL)	RSE_LOC_HIER
Week Ending Date	Y		PRO_RUN_RECOM_OPT_RESULT.CAL_HIER_ID JOIN WITHRSE_CAL_HIER ON ID to get CAL_TO_DT
Current Gross Margin	Y	Gross Margin generated by the product using the current price.	CURRENT_GROSS_MARGIN
Current Forecasted Demand	Y	Forecast demand calculated by the optimization process using the current price.	CURRENT_FORECASTED_DEMAND
Current Remaining Inventory	Y	End of week inventory using the CURRENT_FORECASTED_SALES.	CURRENT_REMAINING_INVENTORY
Current Forecasted Sales	Y	Forecast sales calculated by the optimization process using the current price.	CURRENT_FORECASTED_SALES
Proj Inv End of Wk	Y	Projected inventory at the end of the effective week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_REMAININ G_INVENTORY

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Proj Sls Units	Y	Projected Sales Units for the Effective Week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_FORECASTED_SALES
Proj Sls Rev	Y	Projected Sales Revenue for the Effective Week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_REVENUE
Tkt Price	Y	Ticket Price of the item. Reflects TRAN TYPE 0, 4, 8. Rolled up from leaf node levels (For example, SKU-STORE) using Most Common Value.	PRO_RUN_RECOM_OPT_RESULT.CURRENT_PRICE
Proj Tkt Price	Y	Projected ticket Price of the item for the Effective Week. Reflects TRAN TYPE 0, 4, 8. Rolled up from leaf node levels (For example, SKU-STORE) using Most Common Value.	
Proj Sls Price	Y	Projected Sales Price for the Effective Week, including any applied overrides.	PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_PRICE
Base Sales Units	Y	The expected sales volume for the effective week after adjusting the base demand for seasonality effects.	BASE_DEMAND * SEASONALITY_INDEX
Sales Units from Price Changes	Y	The change in unit sales driven by applying the optimal price effect to the base demand.	Base Sales Units * OPTIMAL_PRICE_EFFECT - BASE_DEMAND
Sales Units from Planned Events	Y	The change in unit sales due to planned promotional activities compared to the base demand.	Base Sales Units * PLANNED_PROMOTION_LIFT - BASE_DEMAND
Cumulative Sales Units	Y	The running total of Proj Sls Units from the last actual date.	Cumulative Sum of PRO_RUN_RECOM_OPT_RESULT.OPTIMAL_FORECASTED_SALES
Demand Units at Full Price	Y	Units expected to be sold at the full price.	
Base Demand	Y	The estimated sales volume before applying any promotional, markdown `or seasonal adjustments.	BASE_DEMAND
Item Count	Y	The total number of items included in the product hierarchy. For example, it is 1 if product hierarchy is style - color.	
No Recom Item Count	Y	The number of items for which no new price recommendation was generated.	

Column Heading	Default (Y/N)	Definition	DB Reference / Calculation
Under 30%	Y	Count of Promotion/ Markdown - Under 30%.	(PRO_RUN_RECOM_OPT_ RESULT.CURRENT_PRICE- PRO_RUN_RECOM_OPT_R ESULT.OPTIMAL_PRICE)/ PRO_RUN_RECOM_OPT_R ESULT.CURRENT_PRICE
30%-50%	Y	Count of Promotion/ Markdown - 30% to 50%	
Over 50%	Y	Count of Promotion/ Markdown - Over 50%..	
Week Start Date	Y	Promotion/Markdown event start date.	PRO_RUN_RECOM_OPT_R ESULT.CAL_HIER_IDJOIN WITHRSE_CAL_HIER ON ID to get CAL_FROM_DT