Retek® Assort 10.1

Assortment and Space Optimization User Guide

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When contacting Customer Support, please provide:

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

Contents

Chapter 1 – Introduction

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

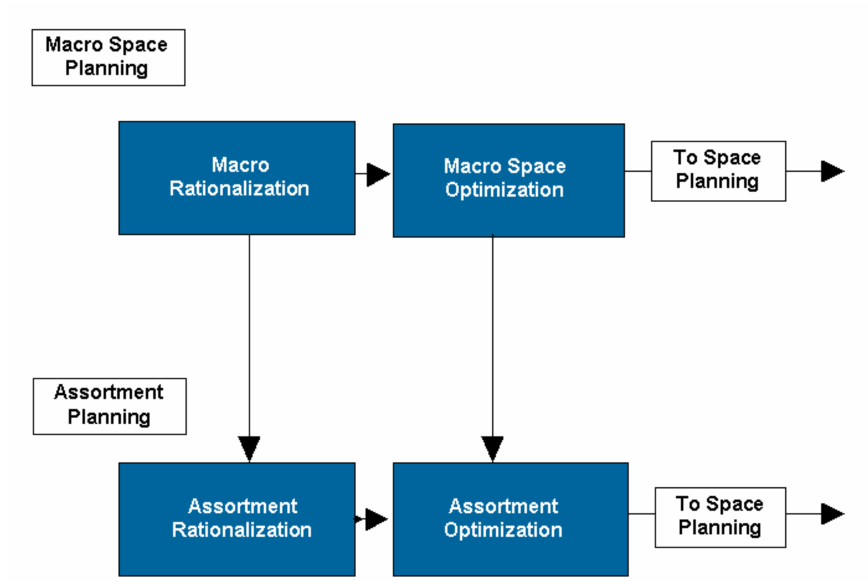
In light of these issues, retailers are looking to service their customers, drive profitable growth and further differentiate themselves from the competition by better tailoring their product offerings to the needs of their local customers. In the past, micro-merchandising or local market assortments were extremely complex, labor intensive, and yielded marginal results. The Assort solution is both manageable and will have a positive impact on business.

Assort Assortment and space optimization is functionality developed to address the crucial process of determining four primary merchandising dimensions:

- Categories of merchandise carried within a store
- Space allocated to each category of merchandise
- Assortment of items carried in each category
- Space allocated to each item in each category

Assort business process

The following business process steps are followed during assortment and space optimization.



The following tables contain the tasks that are accomplished in each step of the business processes, as well as the associated workflow tabs and worksheets.

Macro Rationalization

Macro Rationalization		
Workflow Tab	**Worksheet**	**Task**
Consumer Analysis	Review Consumer Data	• Review customer segment data. • Enter consumer segment notes.
Competitive Intelligence	Review Competitive Data	• Review market share information by key competitor. • Enter competitor notes.

Macro Rationalization		
Workflow Tab	**Worksheet**	**Task**
Category Analysis	Review Category Performance	• Review category performance using key performance indicator measures. • Review future demand by category. • Enter category performance notes.
Net Margin Analysis	Review Net Margin Components	• Review net margin components. • Review category net margin performance. • Enter category net margin notes.
Vendor Analysis	Review Vendor Performance	• Review category performance by vendor. • Enter vendor performance notes.
Vendor Net Margin Analysis	Review Net Margin Components By Vendor	• Review category net margin performance by vendor. • Enter vendor new margin notes.
Category Scorecard	Assign Role / Type	• Assign category strategic role. • Indicate de-listed categories. • Indicate category mandatory status. • Enter scorecard notes.

Macro Space Optimization

Macro Space Optimization		
Workflow Tab	**Worksheet**	**Task**
Determine Optimal Space / Profit	Optimize Space and Profit	• View category role from Macro Rationalization step. • Check for de-listed recommendations from Macro Rationalization step. • Check mandatory status from Macro Rationalization step. • Indicate include status of category. • Review space data supplied by the space planning process. • Enter Minimum / Maximum space tolerance. • Review cluster level optimization results. • Enable data send to space planning. • Review space planning recommendations. • Re-optimize as necessary.
	Optimization Constraints	• Enter constraint type. • Enter in maximum floor space. • Enable optimize measure to run optimization routine.

Macro Space Optimization		
Workflow Tab	**Worksheet**	**Task**
	Space to Profit Relationship	• View space to profit data points.
Review Store Results	Review Store Results	• Review by store space recommendations from space planning process. • If re-optimization is desired, enter store level minimum / maximum space tolerance. • Enable send data now measure to send store level data to space planning.
	Optimize	• Enable optimize measure to re-optimize.

Assortment Rationalization

Assortment Rationalization		
Workflow Tab	**Worksheet**	**Task**
Identify Placeholders	Describe Placeholders	• Describe placeholder items.
Brand Analysis	Review / Rank Brand Performance	• Assess item brand performance. • Review financial planning targets.
	Brand Rank (Brand)	• Assign ordering rank to brands.

Assortment Rationalization		
Workflow Tab	**Worksheet**	**Task**
	Brand Rank (SKU)	• Review calculated brand rank. • Enter brand rank notes.
Feature Analysis	Feature Weight	• Assign weighted rank to features.
	Review / Rank Item Features	• Review performance by feature.
	Feature Rank	• Review calculated feature ranking. • Enter feature notes.
Performance Analysis	Review / Rank Item Performance	• Review item performance. • Enter performance notes.
Net Margin Analysis	Review Net Margin Components by Item	• Review net margin components. • Review item net margin performance. • Enter net margin performance notes.
Item Scorecard	Overall rank	• Assign weighted ranking to each assessment category.

Assortment Rationalization		
Workflow Tab	**Worksheet**	**Task**
	Assign Item Role and Type	• Review item overall ranking. • Assign item role. • Indicate de-listed items. • Indicate item mandatory status. • Enter scorecard notes.

Assortment Optimization

Assortment Optimization		
Workflow Tab	**Worksheet**	**Task**
Identify Placeholders	Describe Placeholders	• Describe placeholder items.
Determine Optimal Space / Profit	Define Unit Of Measure	• Select item unit of measure, planogram unit of measure, step size unit of measure, and category tolerance unit of measure from drop down list.
	Collection Constraints	• Indicate mandatory status of collection items. • Indicate include status of collection items.

Assortment Optimization		
Workflow Tab	**Worksheet**	**Task**
	Optimization Constraints	• Select planogram options from drop down list provided. • Enter number of shelves, constraint type, sub-category tolerance, step size tolerance, category tolerance. • Enable optimize measure to run optimization routine.

Assortment Optimization		
Workflow Tab	**Worksheet**	**Task**
	Optimize Space and Profit	• View item role and de-listed items. • Check mandatory status. • Indicate include status of item. • Review item demand. • Review / adjust item retail. • Select item presentation standard. • Enter minimum and maximum number of facings, lead time, minimum presence, and safety stock multiplier. • Review cluster level optimization results. • Enable data send to space planning. • Review space planning recommendations. • Re-optimize as necessary.
	Space to Profit Relationship	• View space to profit data points.

Assortment Optimization		
Workflow Tab	**Worksheet**	**Task**
Review Store Results	Review Store Results	• Review by store space recommendations from item planning process. • Enter store level data if re-optimization is required. • Enable send data now measure to send store level data to space planning.
	Optimize	• Enable optimize measure to re-optimize.

About Measures

There are four components used in constructing measures. When concatenated together all four classifications become known as a single measure. It is optional whether all of the components are visible in the measure label. The four components, in order of measure label sequence, for a measure are found below:

- Role
- Version
- Metric
- Units of Measure

Roles

Roles are typically defined by your role as a user of the Assort solution. These roles typically align with the organizational structure

- Executive (AEx)
- Manager (AMg)
- Planner (APl)
- KeyPlan Planner (KPl)
- TopPlan Planner (TPl)

Versions

Versions are used to provide separate views to measures that mean the same but may have separate sources or timeframes. An example of a version is last year (Ly). Sales for this year (Wp) and last year (Ly) are intended to be compared as the same measure but need to be distinguished from one another. In order to do so, Sales for this year are labeled as Wp Sales, while last year is labeled Ly Sales.

The versions found in Assort are:

- Wp (Working plan, also known as this year)
- Ly (Last year)
- Fcst (Forecast)
- Opt (Optimal)
- Adm (Administrative)

Metrics

Metrics are used to describe what is being viewed or calculated. There are several metrics used in Assort. They are identified throughout this assortment and space optimization user guide. Some of the key metrics found in Assort are:

- Sales
- Average inventory
- Gross margin
- Net margin
- GMROI

Units of Measure

Units of measure serve to further define a metric. Examples of Assort units of measure and their meaning are found in the table below.

Unit of Measure Label	Unit of Measure Description
Ac	Average unit cost
Ar	Average unit retail
B	Boolean (True / False)
C	Cost value
Cp	Cost percent
R	Retail value
Rp	Retail percent
Sl	Select
Tx	Text

Unit of Measure Label	Unit of Measure Description
U	Units
Up	Unit percent
X	No units
Xp	No units percent

Using the information above, here are a couple of examples of measure labels:

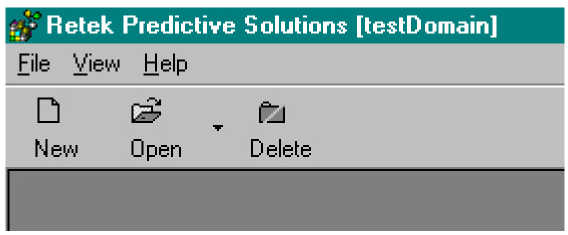
APl Wp Sales U = Assort Planner working plan unit sales

APl Ly Sales C = Assort Planner last year sales at cost

Getting started

Navigating the main menu

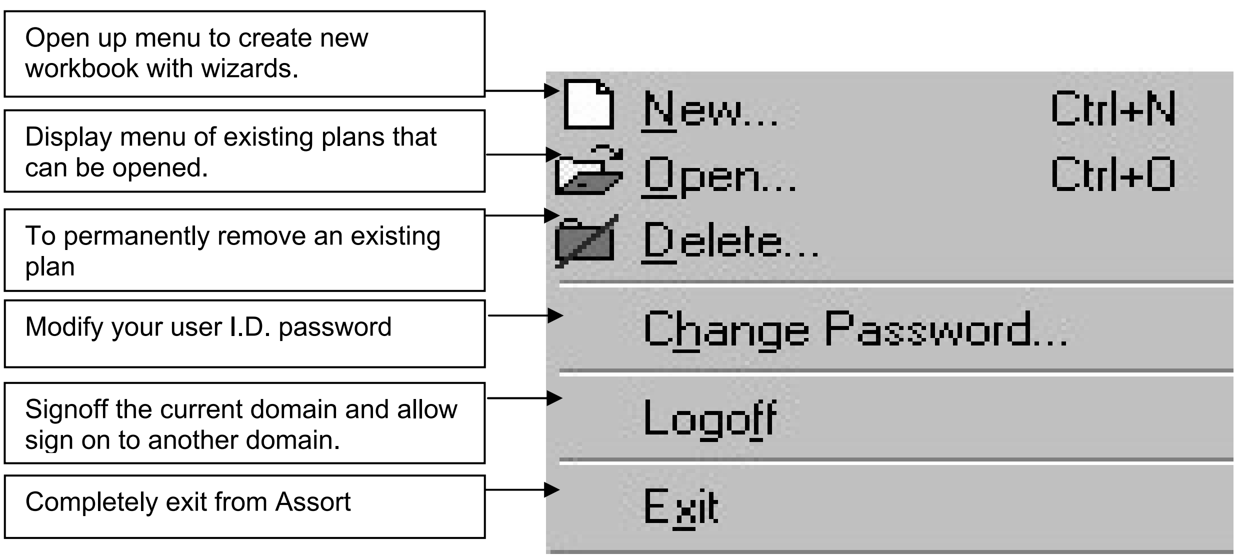
When you log in as an Assort user, a window is displayed with the following menu bar and toolbar. The following is a brief description of the menu options you need to use to get started using Assort. More details on all the menu options and toolbar buttons are in the online help accessible from the Help menu, and in the Retek Predictive Application Server User Guide.



Assort main menu and toolbar – no workbooks open

The File menu

You use the options on the File menu to begin assessing assortments. The File menu contains the following options:



File Menu Dialog Box

The New, Open, and Delete options

Choosing New from the File menu, or clicking New displays a dialog box showing three options. These options launch wizards for creating workbooks used in assortment and space optimization.

Choosing Open from the File menu, or clicking Open displays a window that lists all the workbooks previously saved. You may select any saved workbook for reading or editing.

Choosing Delete from the File menu, or clicking Delete displays a window that lists all the workbooks previously created. Selecting a workbook and 'OK' will delete the workbook.

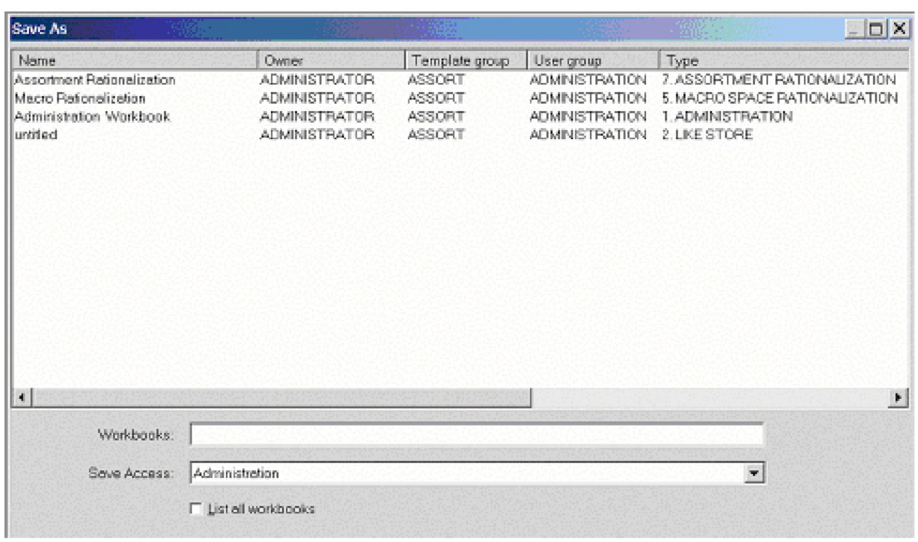
Note: See Assort toolbar buttons and workflow tabs in each subsequent chapter for more details on all menu options.

Save, close, and open a plan

You can save a newly created workbook at any point in the process and open it later to complete the assessment process or edit previous steps. This action allows the flexibility to review workbooks continuously, as new information is available.

Save the plan information

1 To save the workbook generated by the wizard steps, select File > Save from the menu bar. The Save As window is displayed.



Save As window for Assortment Plans

The column fields in the list box describe existing plans:

- Name: Name of plan
- Owner: Plan originator or Group originator
- Template Group: Assort
- User Group: Work group of the plan originator
- Type: Type of plan
- Created: Date of origination
- Modified: Date of last save
- Access: States individual (originator) or group access

The Save As window displays previously created workbooks. The first field shows 'untitled' until the plan is saved. When you enter a name for this plan, it will be displayed in the list of workbooks that can be viewed or edited. This plan name is displayed on the Assort title line when the assortment plan is open for further build or editing procedures.

2 Enter an identifying name in the top Workbooks field.

3 In the Save Access As section, select Administration, User or Group. Selecting Administration to allow only those with administrative access to view / edit the workbook. Selecting Group allows other users within your group to view/edit your plan. Selecting User allows only the plan originator to view or edit this plan. Once selected, it cannot be changed.

4 If you want all workbooks from your group to be displayed for viewing or editing, select the List All Workbooks check box. If this check box is cleared, you will only see the workbooks created by you as Owner.

5 Click **OK**. The parameters of this plan have been saved and the plan structure is available for continued planning or for access at another time. The Step 1 window is still displayed.

Saving options

When you save plan information, you are presented with a dialog that lists the following options:

Option	Description
Save	Saves all information in the plan, including the current layout of worksheets within the steps. This has the same result as selecting File > Save, or clicking Save on this toolbar. If the current plan has been previously saved, then Save updates the stored information. If the plan has not been previously saved, Save displays the Save As window, in which you specify a plan name. Save does not commit changes to the master database.
Commit Now	Commits the current state of data in your plan to the master database. This option has the same result as selecting File > Commit Now. If changes have been made in the plan since the last save, you will be asked whether or not you want to save the plan before committing your data.
Save and Commit Now	Saves the plan and immediately commits the data to the master database. Plan information may be available for other planners.
Save and Commit Later	Saves the plan immediately. Later, the plan is committed to the master database during a batch process, when system utilization is minimized.
Ignore Changes	Exits Assort without saving changes made since the previous save. Information is not committed to the database.
Cancel	Closes the dialog that displays the saving options without further action.

Open an existing plan

1 From the Menu Bar, select File > Open or click **Open** on the toolbar. A list of existing plans is displayed.

2 Highlight the name of the workbook you wish to edit.

3 Click **OK**. The last visible window when you saved the plan is displayed. Use the next or previous arrows to navigate through the plan windows as you edit.

Delete a plan

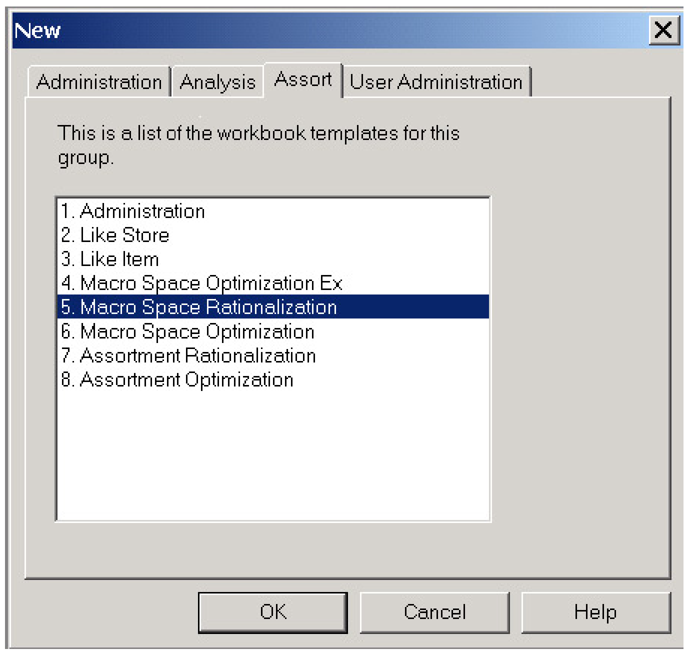
1. On the toolbar, click **Delete**, or choose File > Delete from the main menu. The Delete window is displayed, showing a list of plans.
2. Click on the title of the plan you wish to delete. The plan title is highlighted.
3. Click **OK**. A dialog window is displayed which asks you to confirm your decision.
4. Click **OK** to delete the plan, or click **Cancel** to abort the process.

Chapter 2 – Macro Rationalization

The assessment of sub-category and above performance takes place inside the Macro Rationalization process step. To begin, workbooks must be built using wizard steps to establish the content of the workbook. Product, competitor, location, timeframe, and consumer segment boundaries are defined in the workbook build using wizards

Create Macro Rationalization Workbook

1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window is displayed.



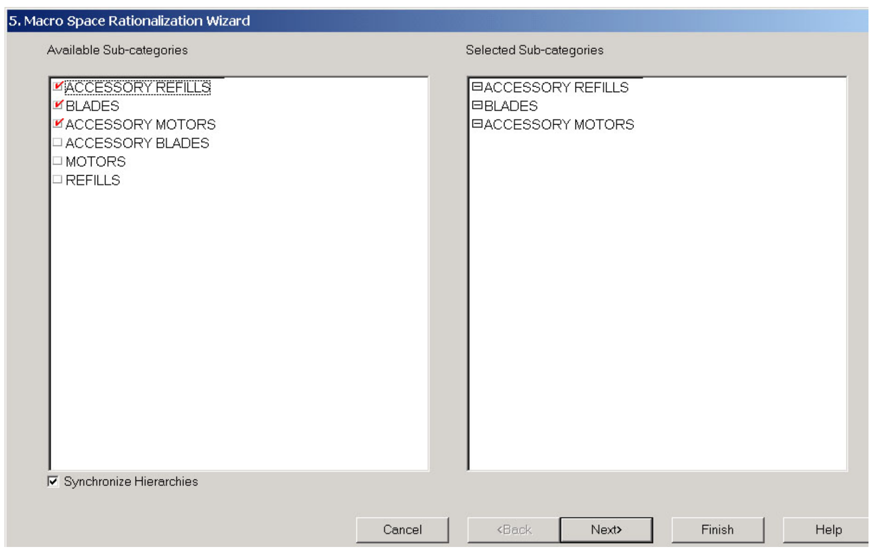
New Workbook dialog for Assort

2 On the Assort tab, select Macro Rationalization and click **OK**. The Macro Rationalization Wizard opens. Using this wizard you define several important plan parameters.

The Macro Rationalization wizard has several buttons for navigating the wizard pages.

Button Name	Button Description
Cancel	Exits the window without saving changes or entries.
Help	Displays a list of help topics available in Assort.
<Back	Returns to the previous wizard question or window.
>Next	Accepts the entry and moves to the next question or window.
Finish	Completes the wizard entries and builds the windows for the planning steps.

3 Define products to be assessed.

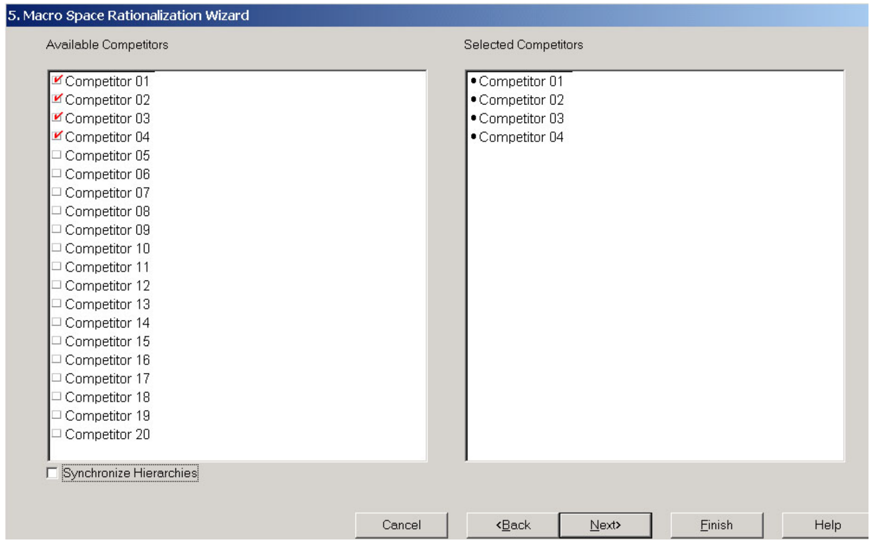


Define products page

a Select the products to be assessed.

b Click **Next**. The define competitors page is displayed.

4 Define competitors to be assessed.

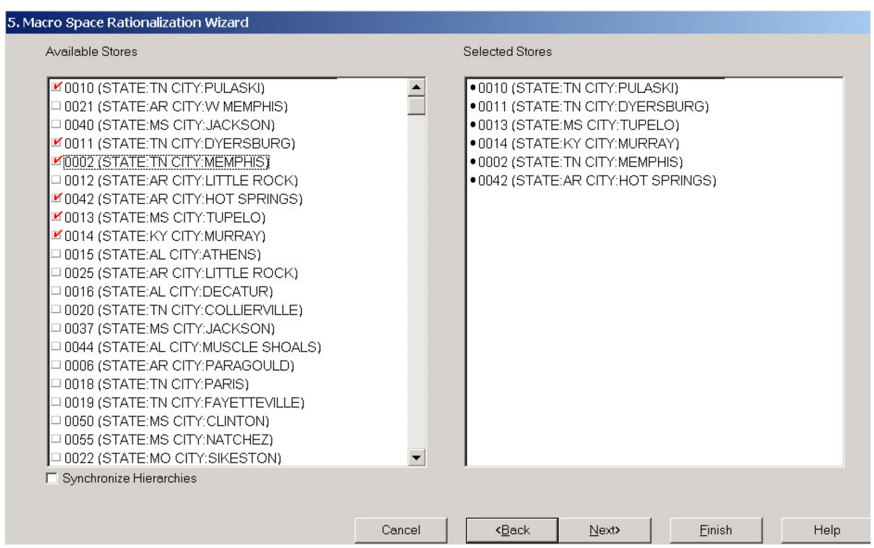


Define competitor page

a Select the appropriate competitors to be assessed.

b Click **Next**. The define location page is displayed.

5 Define locations to be assessed.

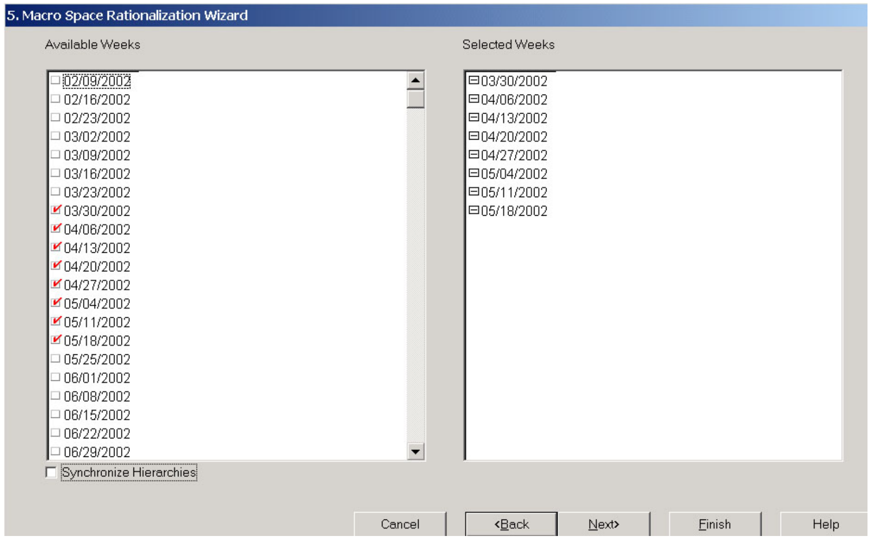


Define locations page

a Select the appropriate locations to be assessed.

b Click **Next**. The define time frame page is displayed.

6 Define time frame to be assessed.

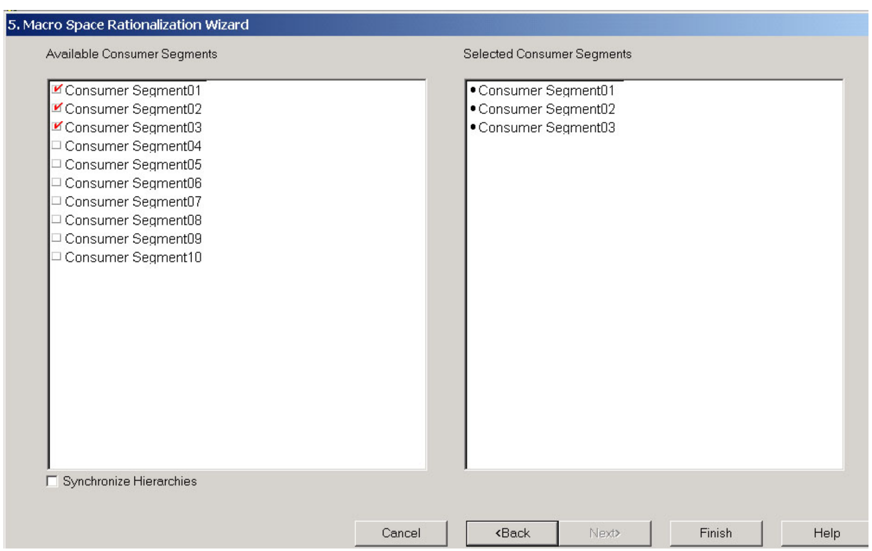


Define time frame page

a Select the time frame to be assessed.

b Click **Next**. The consumer segment page is displayed.

7 Define consumer segments to be assessed.



Define consumer segment page

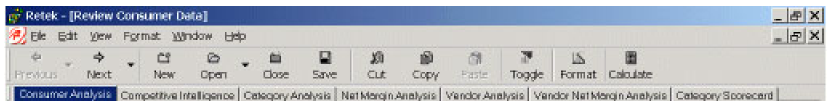
a Select the consumer segments to be assessed.

b Click **Finish.** The workbook build begins. This process may take several minutes. Once completed, the workbook opens to the first window in the first process step. The workflow tabs are used in order from left to right as you go through the macro rationalization assessment steps.

Note: Your answers to the questions on these pages are saved from the first time you use the Macro Rationalization workbook build wizard. On subsequent uses of the wizard, you can skip the individual pages by selecting Next if the selected values are sufficient.

Toolbar buttons

Now that a workbook has been created, Assort displays an expanded toolbar and workflow tabs for navigating through the assortment plan:



Assort toolbar and Macro Rationalization workflow tabs

The table below contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the Retek Predictive Application Server User Guide or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.

Button Name	Button Description
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard clearing the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations.

Menu options

The main menu options are described in detail in the online help, accessible from the Help menu when running Assort, and in the *Retek Predictive Application Server User Guide*.

Macro Rationalization workflow tabs

The macro rationalization workflow tabs are below the Assort toolbar and are used to move between sets of windows displaying aspects of assessing product mix. You can either click on the workflow tabs, or use **Next** and **Previous** toolbar to move between them. The workflow tabs for macro rationalization are as follows:

Process Step	Tab Descriptions
Consumer Analysis	The Consumer Analysis tab provides a view to data on the purchasing habits of consumer segments. The consumer segments available for assessment are those defined in the workbook build wizard steps. A text field is provided for entering diary notes regarding your assessment.
Competitive Intelligence	The Competitive Intelligence tab provides a view to market share data. The competitors available for comparison are those defined in the workbook build wizard steps. A text field is provided for you to enter diary notes regarding your market share assessment.
Category Analysis	The Category Analysis tab provides a worksheet summarizing the performance of categories through key performance measures. The products and the time frame assessed are defined in the workbook build wizard steps. A text field is provided for entering diary notes on your category assessment.
Net Margin Analysis	The Net Margin Analysis tab provides a view to the measures used in deriving the net margin of a category. A text field is provided for entering diary notes on your category net margin assessment.
Vendor Analysis	The Vendor Analysis tab provides a worksheet summarizing the performance through key performance measures of vendors within categories. A text field is provided for entering diary notes.
Vendor Net Margin Analysis	The Vendor Net Margin Analysis tab provides a view to the measures used in deriving, through vendor contribution, the net margin of a category. A text field is provided for entering diary notes regarding your vendor net margin contribution assessment.
Category Scorecard	The Category Scorecard tab provides the location for assigning roles to categories, keeping or de-listing categories, and noting whether the categories are mandatory or not in the space optimization process to follow. A text field is provided for entering diary notes.

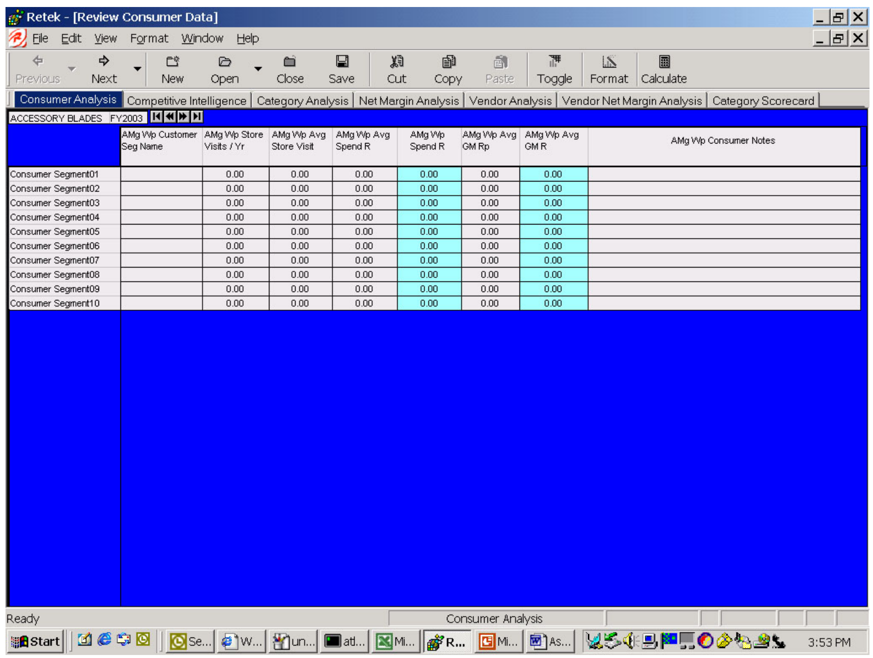
Consumer Analysis

In the Review Consumer Data worksheet, you review key data points providing information about consumer spending.

Review Consumer Data

1 Click on the Consumer Analysis workflow tab The Review Consumer Data worksheet is displayed.

> **Note:** Some of the measure fields are colored differently. This indicates the *read-only* fields from those that are editable. Descriptions of the worksheet fields follow this procedure.



Review Consumer Data Worksheet

2 Review Consumer data.

3 Enter diary notes into Consumer Notes text field.

4 Click **Calculate**. This applies the text information.

5 Select **Save** on the Assort toolbar to save the information.

Key Field Descriptions – Review Consumer Data Worksheet

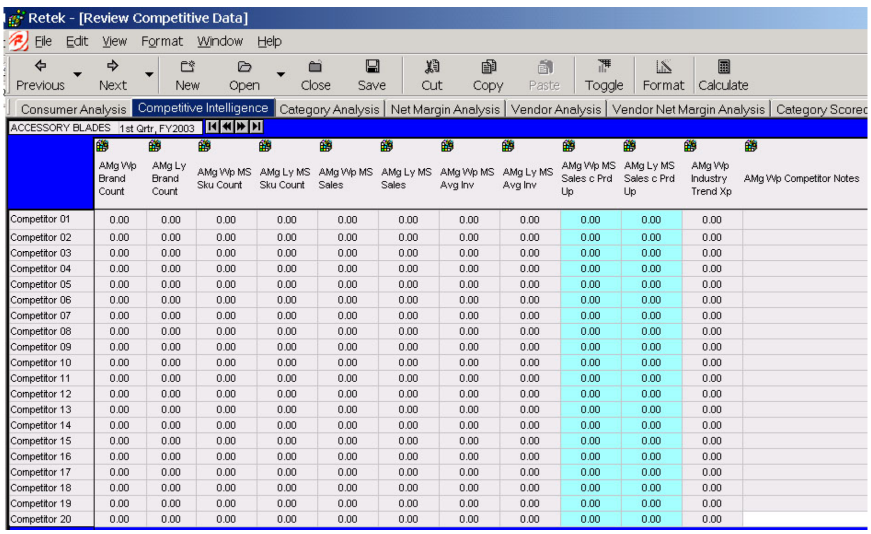
Field Label	Field Description
Consumer Seg. Name	Descriptive label attached to the consumer segment name.
Store Visits / Yr	Total number of store visits per year for the consumer segment
Avg. Store Visit	Average number of visits per year for each customer within the consumer segment
Avg. Spend	Average spend per visit
Spend	Total spend (revenue) of the consumer segment.
Ave. GM	Gross margin
Consumer Notes	Text field for entering consumer analysis observations.

Competitive Intelligence

The Review Competitive Data worksheet provides market share information by competitor for comparison to your market share.

Review Competitive Data

1 Click on the Competitive Intelligence workflow tab. The Review Competitive Data worksheet is displayed. Descriptions of the worksheet fields follow this procedure.



	AMg Wp Brand Count	AMg Ly Brand Count	AMg Wp MS Sku Count	AMg Ly MS Sku Count	AMg Wp MS Sales	AMg Ly MS Sales	AMg Wp MS Avg Inv	AMg Ly MS Avg Inv	AMg Wp MS Sales c Prd Up	AMg Ly MS Sales c Prd Up	AMg Wp Industry Trend Xp	AMg Wp Competitor Notes
Competitor 01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Competitor 20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Review Competitive Data Worksheet

2 Review Competitive data.

3 Enter diary notes into Competitor Notes text field.

> **Note:** Italics indicate that a calculation or acceptance of the new entry is pending. This is true in all planning steps.

4 Click **Calculate**. This applies the text information.

Key Field Descriptions – Review Competitive Data Worksheet

Field Label	Field Description
Brand Count	Number of brands carried by each competitor
Competitor Notes	Text field for entering competitive analysis observations
GM	Gross margin
Industry Trend	Percentage of industry market share captured by each competitor
MS Avg Inv	Market share average inventory
MS GM	Market share gross margin
MS GMROI	Market share gross margin return on investment
MS NM	Market share net margin
MS Sales	Market share sales
MS Sales per item	Market share average sales per item
MS Sales R var LY	Market share retail sales expressed as a variance to last year's market share retail sales
MS Sales U var Ly	Market share unit sales expressed as a variance to last year's market share unit sales
MS Sales c Prd	Marker share sales expressed as a percent contribution to positions of the product hierarchy
MS SKU Count	Market share SKU count for each competitor
MS TO	Market share inventory turnover

Category Analysis

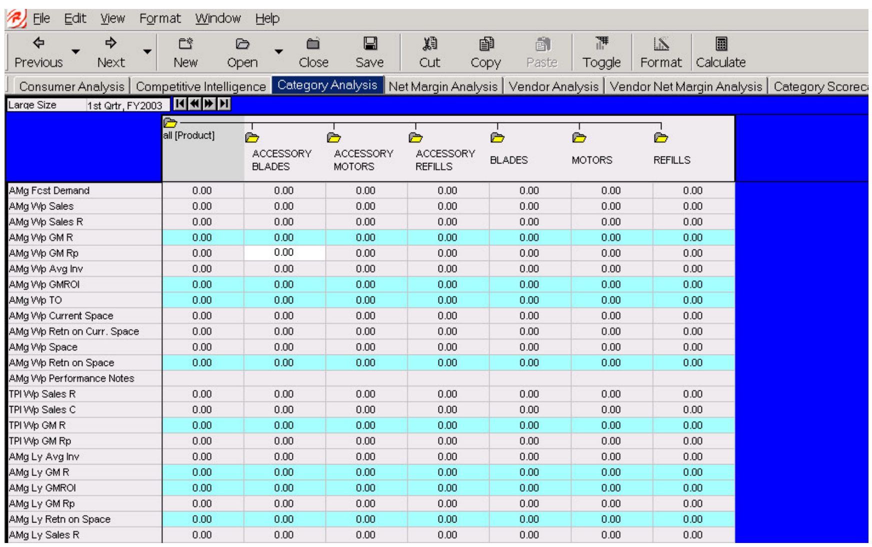
The Review Category Performance worksheet provides a view to category performance. Performance assessment is accomplished through the use of key performance indicator measures.

Review Category Performance

1 Click on the Category Analysis workflow tab. The Review Category Performance worksheet is displayed. Descriptions of the worksheet fields follow this procedure.

2 Select **Save** on the toolbar to save the information.

> **Note:** Saving between tab navigation retains all data inputs preventing any loss of work should there be sudden system interruption.



Review Category Performance Worksheet

3 Review forecasted unit demand

4 Review key financial and space performance indictor measures

> **Note:** Performance may be assessed using different positions of the location and time hierarchies. To take advantage of these many views, right click while focused on the on the time or location hierarchy positions on the worksheet. Choose Select roll-up and the desired view.
>
> To assess this year's performance against last year's, compare the Wp (working plan) version measures against the Ly (last year) version measures.

5 Enter diary notes into the performance notes text field.

Note: To conduct what – if scenarios, enter values into the Sales R and Space measures to view adjusted Return on Space.

6 Click on **Calculate.** This initiates any calculations and applies the text information.

7 Select **Save** on the toolbar to retain all information.

Key Field Descriptions – Review Category Performance Worksheet

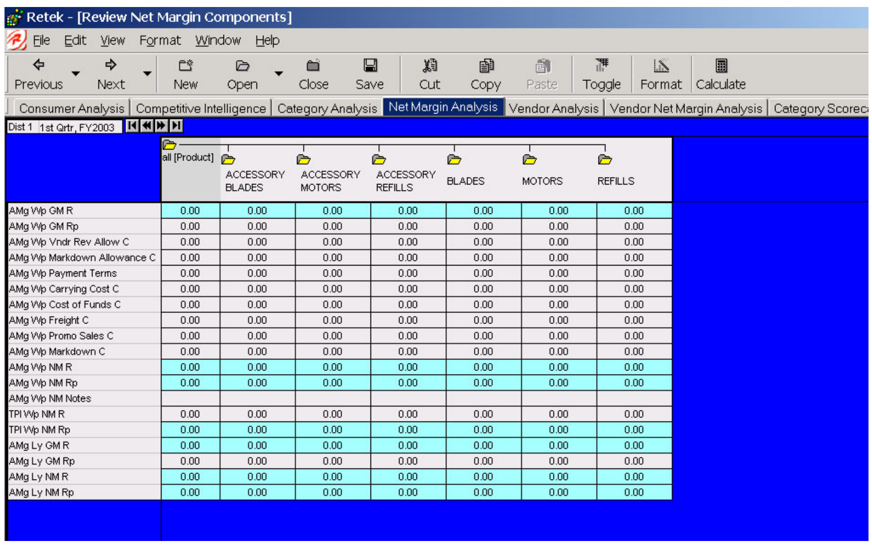
Field Label	Field Description
Avg Inv	Average Inventory
Current Space	Current space for each category at the assessment
Current Space c Prd	Each product categories percentage contribution to the total space
Demand	Forecasted unit demand
GM	Gross margin
GMROI	Gross margin return on investment
NM	Net margin
Performance Notes	Text field for entering category performance observations.
Retn. on Curr. Space	Return on current space
Retn. on Space	Return on planned (working plan) space
Sales	Sales
Sales c. Prd	Each product categories percentage contribution to sales
Space	Planned (working plan) space
Space c. Prd	Each product categories percentage contribution to planned space
TO	Inventory turn over

Net Margin Analysis

The Review Net Margin Performance worksheet provides a view to category net margin performance. Performance assessment is accomplished through the use of key net margin contributing performance indicator measures.

Review Net Margin Components

1 Click on the Net Margin Analysis workflow tab. The Review Net Margin Components worksheet is displayed. Descriptions of the worksheet fields follow this procedure.



Review Net Margin Components Worksheet

2 Review net margin components and resulting net margin.

3 Edit components for what – if scenarios

4 Enter diary notes in the NM notes text field

5 Click **Calculate.** This applies initiates any calculations and applies the text information.

6 Select **Save** on the toolbar to retain all information.

Key Field Descriptions – Review Net Margin Performance Worksheet

Field Label	Field Description
Vndr Rev Allow	Vendor revenue allowance
Sales	Sales
Promo Sales	Promotional sales (temporary price reductions)
Payment Terms	Payment terms on invoices
NM Notes	Net margin notes
NM	Net margin
Markdown Allowance	Markdown allowances
Markdown	Markdowns
GM	Gross margin
Freight	Freight costs
Cost of Funds	Cost of funds
Carrying Costs	Carrying costs

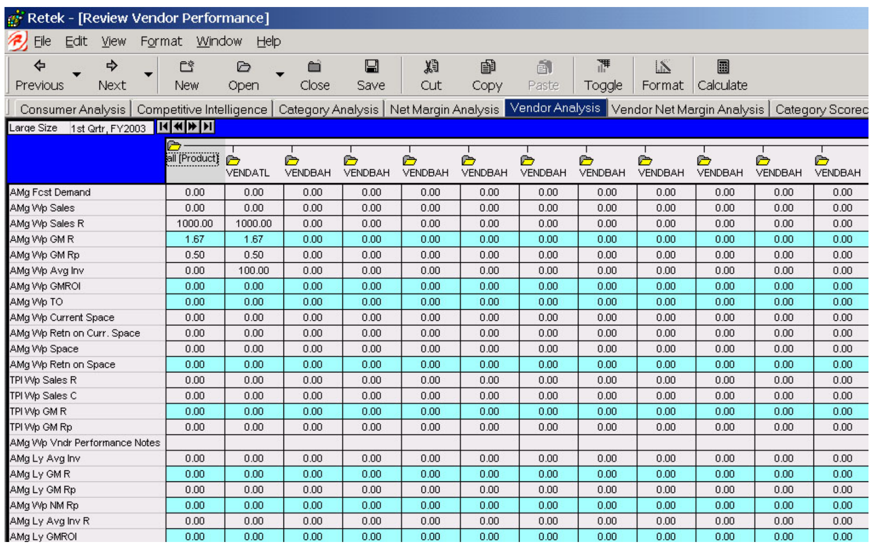
Vendor Analysis

The Review Vendor Performance worksheet provides a view to vendor performance by category. Performance assessment is accomplished through the use of key performance indicator measures. This view is essentially the same as the Review Category Performance worksheet.

Review Vendor Performance

1 Click on the Vendor Analysis workflow tab The Review Net Margin Performance worksheet is displayed. Descriptions of the worksheet fields follow this procedure.

> **Note:** To view performance by vendor, make sure that the product tile is placed in the upper right hand corner with the Vendor position selected



Review Vendor Performance Worksheet

2 Review forecasted unit demand by vendor

3 Review key financial and space performance indictor measures

4 Enter diary notes into the Vndr Performance Notes text field

5 Click **Calculate**. This applies the text information.

6 Select **Save** on the toolbar to save all information.

Key Field Descriptions – Review Vendor Performance Worksheet

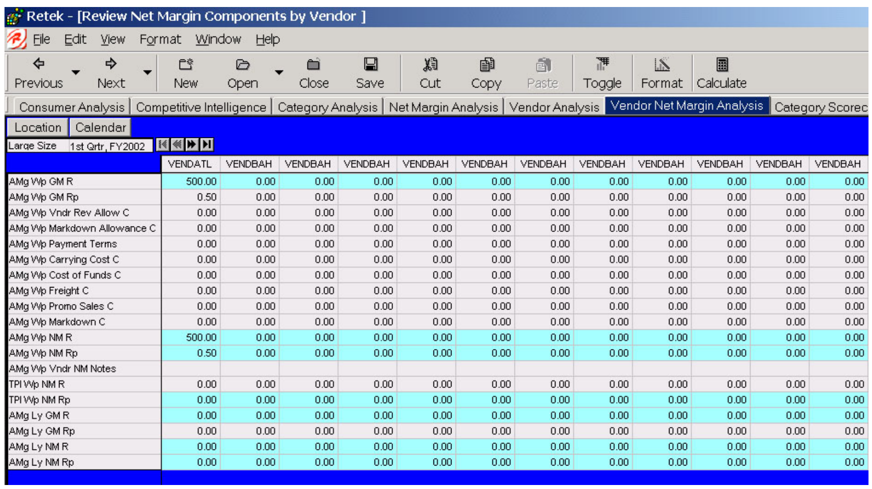
Field Label	Field Description
Avg Inv	Average inventory
Current Space	Current space for each category at the assessment
Current Space c Prd	Each product categories percentage contribution to the total space
Demand	Forecasted unit demand
GM	Gross margin
GMROI	Gross margin return on investment
NM	Net margin
Performance Notes	Text field for entering category performance observations.
Retn. on Curr. Space	Return on current space
Retn. on Space	Return on planned (working plan) space
Sales	Sales
Sales c. Prd	Each product categories percentage contribution to sales
Space	Planned (working plan) space
Space c. Prd	Each product categories percentage contribution to planned space
TO	Inventory turn over

Vendor Net Margin Analysis

The Review Net Margin Components by Vendor worksheet provides a view to by vendor category net margin performance. Performance assessment is accomplished through the use of key net margin contributing performance indicator measures. This view is essentially the same as the Review Net Margin Components by category worksheet.

Review Net Margin Components by Vendor

1 Click on the Net Margin Analysis workflow tab The Review Net Margin Performance worksheet is displayed. Descriptions of the worksheet fields follow this procedure.



	VENDATL	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH	VENDBAH
AMg Wp GM R	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp GM Rp	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Vndr Rev Allow C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Markdown Allowance C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Payment Terms	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Carrying Cost C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Cost of Funds C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Freight C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Promo Sales C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Markdown C	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp NM R	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp NM Rp	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Wp Vndr NM Notes												
TPI Wp NM R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TPI Wp NM Rp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Ly GM R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Ly GM Rp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Ly NM R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMg Ly NM Rp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Review Net Margin Components by Vendor Worksheet

2 Review net margin components by vendor and resulting net margin

3 Edit the Wp version components for what – if scenarios

4 Enter diary notes in the Vndr NM Notes text field

5 Click **Calculate**. This applies initiates any what - if calculations and applies the text information.

6 Select **Save** on the toolbar to retain all information.

Key Field Descriptions – Review Net Margin Components by Vendor

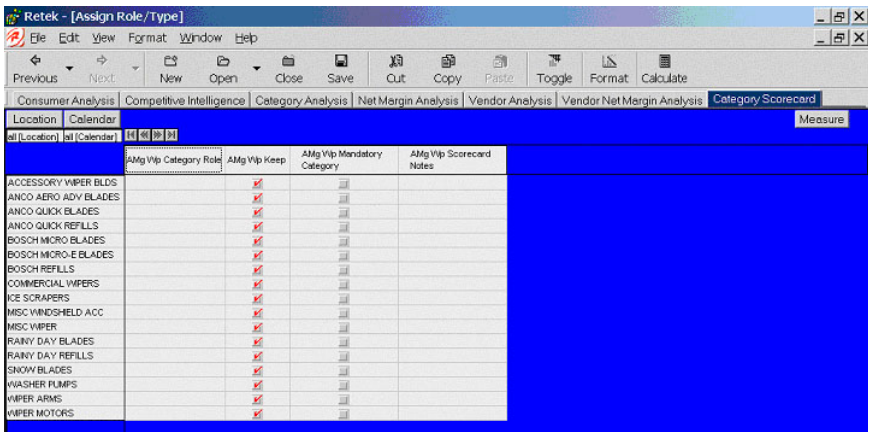
Field Label	Field Description
Vndr Rev Allow	Vendor revenue allowance
Vndr NM Notes	Vendor net margin notes
Sales	Sales
Promo Sales	Promotional sales (temporary price reduction)
Payment Terms	Payment terms
NM	Net margin
Markdown Allowance	Markdown allowance
Markdown	Markdown
GM	Gross margin
Freight	Freight costs
Cost of Funds	Cost of funds
Carrying Costs	Carrying costs

Category Scorecard

The Assign Role / Type worksheet provides the view for assigning roles to categories, keeping or de-listing categories, and noting whether the categories are mandatory or not in the space optimization process to follow. All of the assessments conducted on prior tabs provide the decision support used in assigning roles and types to categories

Assign Role / Type

1 Click on the Category Scorecard workflow tab. The Assign Role / Type worksheet is displayed. Descriptions of the worksheet fields follow this procedure.



Assign Role / Type Worksheet

2 Assign category roles using the drop down pick list of pre-determined options.

3 De-select Wp Keep measure check mark to indicate the de-listing of the category. The category will not be used in optimization process.

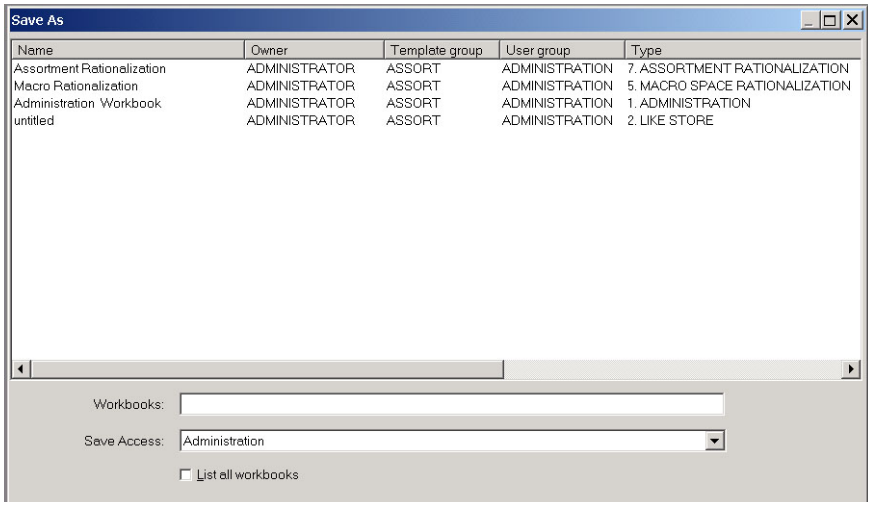
4 Enable the Wp Mandatory Category check box if the category if it is mandatory for the category to be considered in the optimization process.

5 Enter diary notes in the Wp Scorecard Notes text field.

6 Click **Calculate** to apply all decisions and text information.

7 Go to File > Commit Now. The Save and Commit dialog box appears with the prompt: “Do you want to save changes to this workbook before committing?”

8 Select **Yes**. Save As dialog window appears.



Save As Window

9 Name the workbook.

10 Enter **OK**.

11 Select **OK** on Commit Successful dialog box.

12 Select File > Exit to exit the workbook.

Key Field Descriptions – Apply Role / Type

Field Label	Field Description
Scorecard Notes	Text field for diary entries regarding score carding process
Mandatory Category	Check box for indicating if it is mandatory that a category be included in the optimization process.
Category Role	Drop down list of item role options
Keep	Check box indicating the keep or de-list status of a category.

What's next

All of the entries are complete for the Macro Rationalization step in the Assortment and Space Optimization process. Proceed to Step 2, Macro Space Optimization, described in the next chapter.

Chapter 3 – Macro Space Optimization

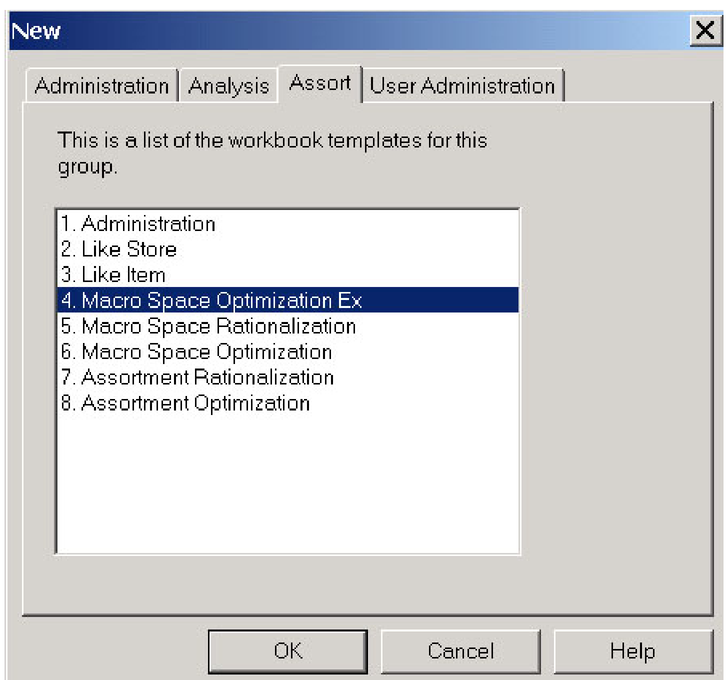
Macro Space Optimization occurs on two levels of the organizational hierarchy. The first level is typically at the department and above level. The second is sub-category to department. Each level is distinguished from the other through the assignment of roles: Executive at the highest level and Manager at the level below and through separate workbooks. The processes and metrics in each workbook are the same. The measures are distinguished by role with AEx (Assort Executive) in the Macro Space Optimization EX workbook and AMg (Assort Manager) in the Macro Space Optimization workbook.

Note: The Executive User is thought to be most interested in the allocation of square footage. The Manager role typically is concerned with the base linear footage derived in collaboration with space planning organization. For the purposes of optimization, there is no understanding of square or base linear footage. The space measure used in the optimization routine recognizes the number numeric value entered, not its intent.

For the purposes of this documentation, both the Macro Space Optimization EX workbook and Macro Space Optimization workbook are detailed in this section.

Create Macro Space Optimization Workbook

1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window is displayed.



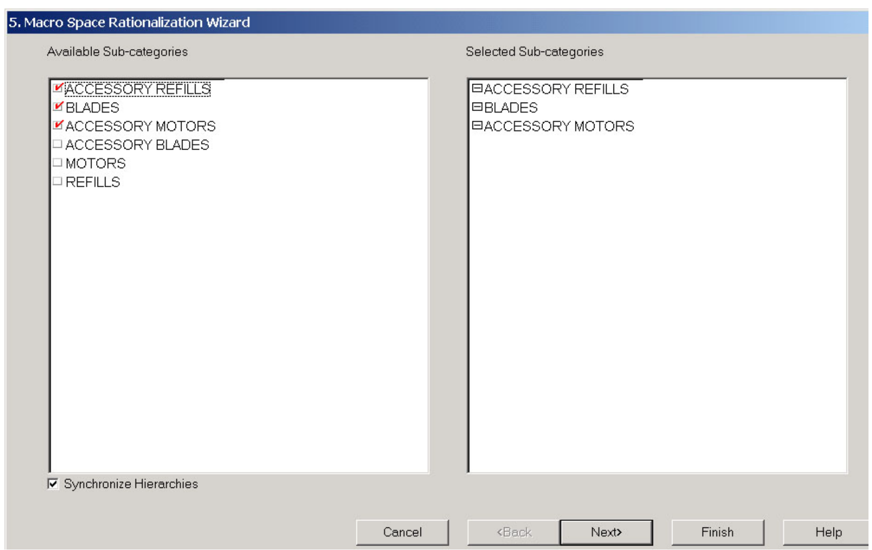
New Workbook dialog for Assort

2 On the Assort tab, select Macro Space Optimization and click **OK**. The Macro Space Optimization Wizard opens. Using this wizard, you define several important plan parameters.

The Macro Space Optimization wizards have several buttons for navigating the wizard windows.

Button Name	Button Description
Cancel	Exits the window without saving changes or entries.
Help	Displays a list of help topics available in Assort.
<Back	Returns to the previous wizard question or window.
>Next	Accepts the entry and moves to the next question or window.
Finish	Completes the wizard entries and builds the windows for the planning steps.

3 Define products to be optimized.

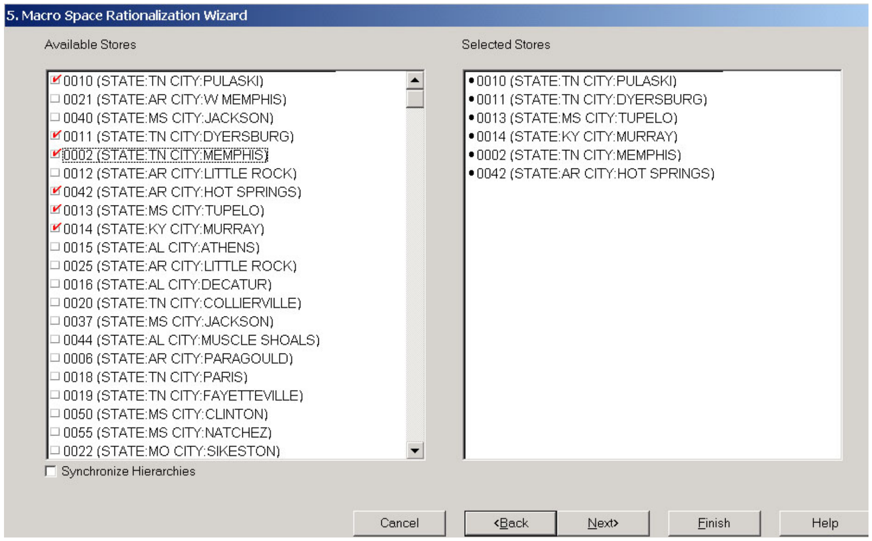


Define products page

a Select the products to be optimized.

b Click **Next**. The define location page is displayed.

4 Define locations to be optimized.

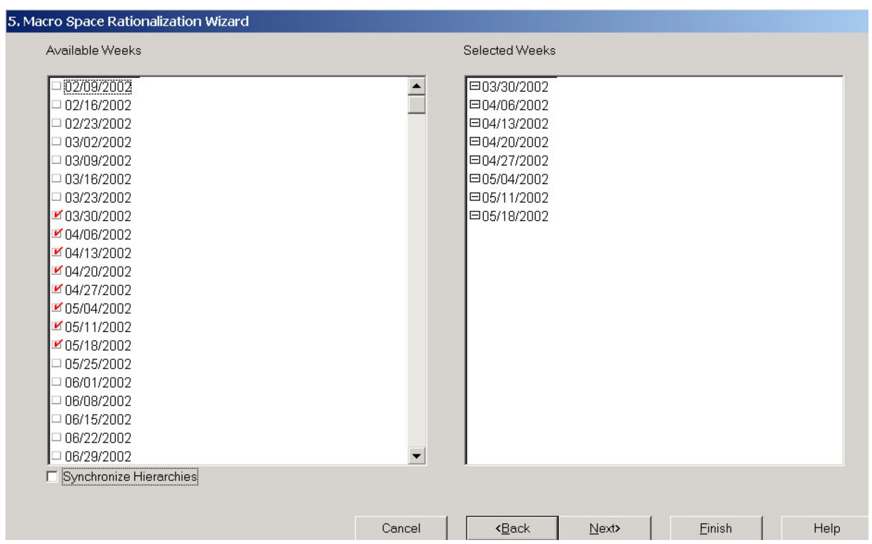


Define locations page

a Select the appropriate locations to be optimized.

b Click **Next**. The define timeframe page is displayed.

5 Define time frame to be optimized.



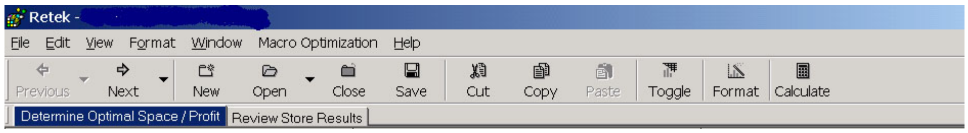
Define time frame page

a Select the time frame to be assessed.

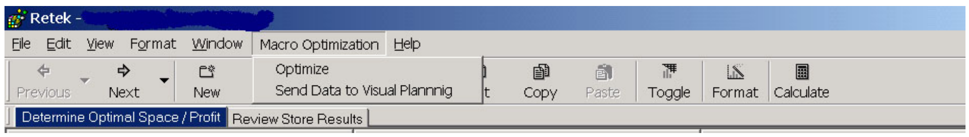
b Click **Finish.** The workbook build begins. This process may take several minutes. Once completed, the workbook opens to the first window in the first process step. The workflow tabs are used in order from left to right as you go through the macro space optimization steps.

Toolbar buttons

Now that a Macro Optimization workbook has been created, Assort displays an expanded toolbar and workflow tabs for navigating through the assortment plan:



Assort toolbar and Macro Optimization workflow tabs



Assort toolbar with Macro Optimization custom menu displayed

The table below contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the Retek Predictive Application Server User Guide or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.

Button Name	Button Description
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard and clears the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations.

Menu options

The main menu options are described in detail in the online help accessible from the Help menu when running Assort, and in the Retek Predictive Application Server User Guide.

The custom menu component of the tool bar labeled Macro Optimization, once clicked on, produces a drop down list of User initiated actions that take place inside of the Marco Optimization workbook. They are detailed below:

Action	Action Description
Optimize	Initiates the running of the optimization routine.
Send Data to Visual Planning	Initiates the sending of optimized space recommendations to the visual planning application.

Macro Space Optimization workflow tabs

The macro space optimization workflow tabs are below the Assort toolbar and are used to move between sets of windows displaying aspects of optimizing category profit and space. You can either click on the workflow tabs, or use Next and Previous on the toolbar to move between them. The workflow tabs for macro rationalization are as follows:

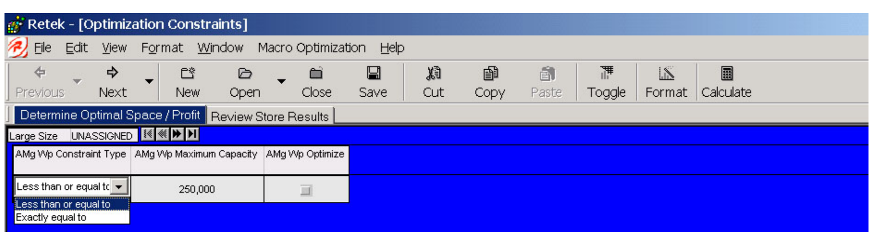
Process Step	Tab Descriptions
Determine Optimal Space / Profit	The Determine Optimal Space / Profit tab provides the ability to manipulate optimization constraints, view, and assess the results of the optimization routine. The results of this process step are viewed at aggregated levels such as store cluster and phase.
Review Store Results	The Review Store Results tab provides a store level view of the optimization routine produced in the first step of the process. If desired, individual stores may be re-optimized in this view.

Determine Optimal Space / Profit

Identification of constraints and macro space optimization take place on worksheets found under the Determine Optimal Space / Profit workflow tab. An additional worksheet is provided supplying a visual representation of the space to profit relationship data points. The worksheet procedures are described below.

Optimization Constraints

1 On the Macro Space Optimization workflow tabs, select Determine Space / Profit. Select the Optimization Constraints worksheet from the window drop down list on the Assort toolbar. Descriptions of the worksheet fields follow this procedure.



Optimization Constraints Worksheet

2 Select the constraint type from the drop down list provided.

3 Enter the maximum space available for optimization.

4 Select **Calculate** to apply data entered.

5 Select **Save** to retain the data.

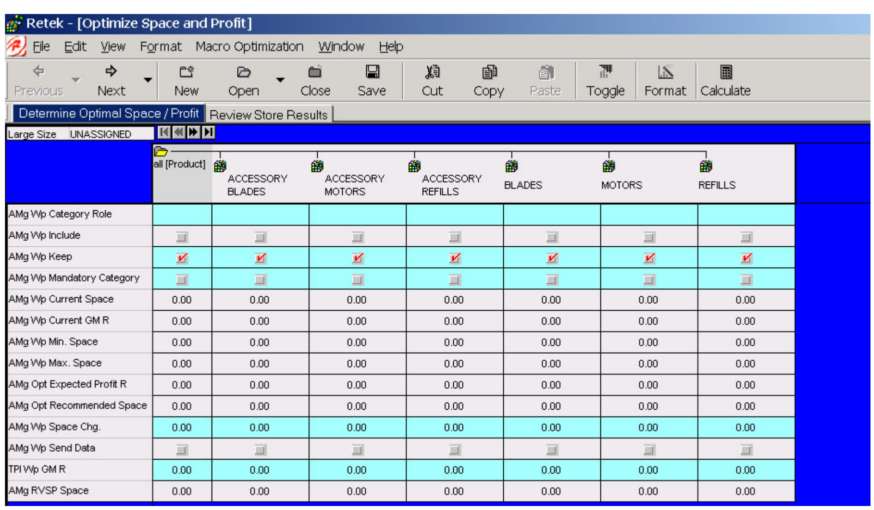
Note: The Optimize check box measure will not be used until all optimization information is provided in the step below.

Key Field Descriptions – Optimization Constraints

Field Label	Field Description
Constraint Type	Constraint type is a single select drop down list consisting of two options. Choosing 'less than or equal to' produces the highest profit recommendation which is based upon using less space than or equal to the space constraint. Choosing 'exactly equal to' forces the optimization routine to choose the highest profit using the exact amount of space provided by the constraint.
Maximum Capacity	The maximum space available to be allocated.
Optimize	Check box measure that must be initialized to produce optimization results.

Optimize Space and Profit

1 Move to the window option on the toolbar and select the Optimize Space and Profit worksheet. Descriptions of the worksheet fields follow this procedure.



Optimal Space and Profit Worksheet

2 Review Category Role as designated in the Macro Rationalization workbook.

3 Enable Include check box measure if the category is to be included in the optimization routine.

4 Review Keep measure as designated in the Macro Rationalization workbook.

5 Review the Mandatory Category check box measure as designated in the Macro Rationalization workbook.

6 Review Current Space measure.

7 Review Current GM R measure.

8 Review Space recommendation from visual store planning application.

9 Enter numeric value into the Min. Space measure.

10 Enter numeric value into the Max. Space measure.

11 Select **Calculate** to apply inputs.

12 Return to the Optimization Constraints Worksheet. Enable the Optimize check box. Select **Calculate** to apply.

13 Click on Macro Optimization label on the Assort toolbar.

14 Select **Optimize** from the drop down options to begin the optimization routine.

15 Return to the Optimal Space and Profit worksheet.

16 Review optimized results Expected Profit R measure.

17 Review optimized results Recommended Space measure.

18 Review Space Chg. Measure

19 Compare the Expected Profit R measure to the GM R target from the financial planning process.

20 Review / adjust optimization inputs as needed.

21 Select **Calculate** to apply changes.

22 Return to the Optimization Constraints Worksheet. Enable the Optimize check box. Select **Calculate** to apply.

23 Click on Macro Optimization label on the Assort toolbar.

24 Select **Optimize** from the drop down options to re-initialize the optimization routine.

25 Click on the Send Data check box to initiate the passing of data from the optimal routine to the space planning application.

Note: You may choose to send data for selected categories by checking the Send Data check box at the Category level.

26 Select **Calculate** to apply the Send Data command

27 Click on Macro Optimization label on the Assort toolbar.

28 Select Send Data to Visual Planning to pass optimized space and profit to the space planning application.

29 Review adjusted space recommendations in the RVSP Space measure.

30 Enter the space planning recommendation into both the Min. Space and Max.Space measures, to accept the space planning recommendation.

31 Repeat optimization steps outlined above.

32 Select **Save** to retain the information

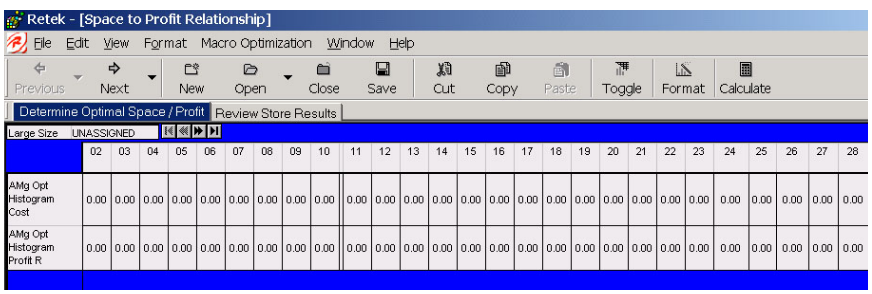
Key Field Descriptions – Optimize Space and Profit Worksheet

Field Label	Field Description
Category Role	Strategic role assigned to categories in the Macro Rationalization process.
Include	Check box measure indicating whether the category should be included in the optimization routine.
Keep	Check box measure from Macro Rationalization process step indicating the keep or de-list status of a category.
Mandatory Category	Check box measure indicating if it is mandatory that space be recommended for the category
Current Space	Current space that the category occupies at the time of the optimization activity.
Current GM	Current gross margin of the category resulting from the current space
Min. Space	Minimum amount of space allowed to be recommended
Max. Space	Maximum amount of space allowed to be recommended

Field Label	Field Description
Expected Profit	Expected profit resulting from the optimization routine
Recommended Space	Recommended space resulting from the optimization routine.
Space Chg.	Difference between Current Space and the Recommended Space
Send Data	Check box used to initiate the passing of data between Assort and the space planning application
GM	Target gross margin from financial planning
Space	Space recommendation from the space planning application

Space to Profit Relationship

1 Move to the window option on the toolbar and select the Space to Profit Relationship worksheet. Descriptions of the worksheet fields follow this procedure.



Space to Profit Relationship Worksheet

Key Field Descriptions – Space to Profit Relationship

Field Label	Field Description
Histogram Cost	Represents the cost value of space used in the optimization routine.
Histogram Profit R	Represents the profit value used in the optimization routine.

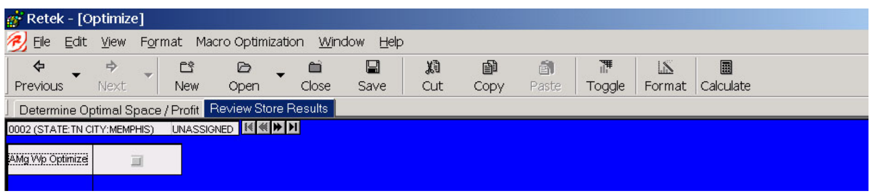
Review Store Results

Reviewing store level optimization results takes place in the worksheets found under the Review Store Results workflow tab. Once the space planning application processes the initial optimal space recommendations, and execution of floor layouts begins, there may be a need to communicate back to Assort exceptions to the initial optimal recommendations. After review, there may be a need to re- optimize in Assort based on those space planning, individual store constraints.

Optimize

1 Click on the Review Store Results workflow tab. Descriptions of the worksheet fields follows this procedure.

2 Move to the window option on the toolbar and select the Optimize worksheet



Optimize Worksheet

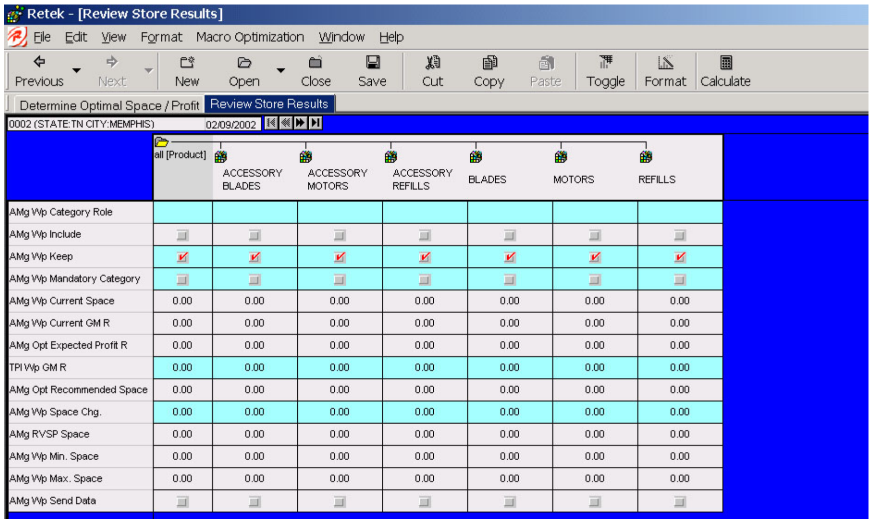
Note: We will return to this worksheet after completing the pre-optimization steps on the next worksheet.

Key Field Descriptions – Optimize

Field Label	Field Description
Optimize	Check box measures that must be initiated prior to the running of the optimization routine.

Review Store Results

1 Move to the window option on the toolbar and select the Review Store Results worksheet. Descriptions of the worksheet fields follow this procedure.



Review Store Results Worksheet

2 Review Space measure recommendation from the visual space planning application.

Note: To view individual store category optimization results focus on the location portion of the slice and, using the VCR buttons, page through the stores.

3 Review optimized Recommended Space quantity

4 Review optimized Expected Profit R value.

5 Review Current Space measure

6 Review Current GM R measure

7 Enter Space measure numeric value into the Min. Space measure to accept the space planning recommendation

8 Enter Space measure numeric value into the Max. Space measure to accept the space planning recommendation

9 Select **Calculate** to apply inputs

10 Enable Include check box measure if the category is to be included in the individual store optimization routine

11 Review Keep measure as designated in the Macro Rationalization workbook

12 Enable the Mandatory Category check box measure if it is mandatory that the category be allocated space in the optimization routine

13 Select **Calculate** to apply inputs

14 Return to the Optimize worksheet. Enable the Optimize check box. Select **Calculate** to apply

15 Click on Macro Optimization label on the Assort toolbar

16 Select Optimize from the drop down options to begin the optimization routine

17 Review optimized Recommended Space quantity

18 Review optimized Expected Profit R value

19 Click on the Send Data check box to initiate the passing of data from Assort to the space planning application

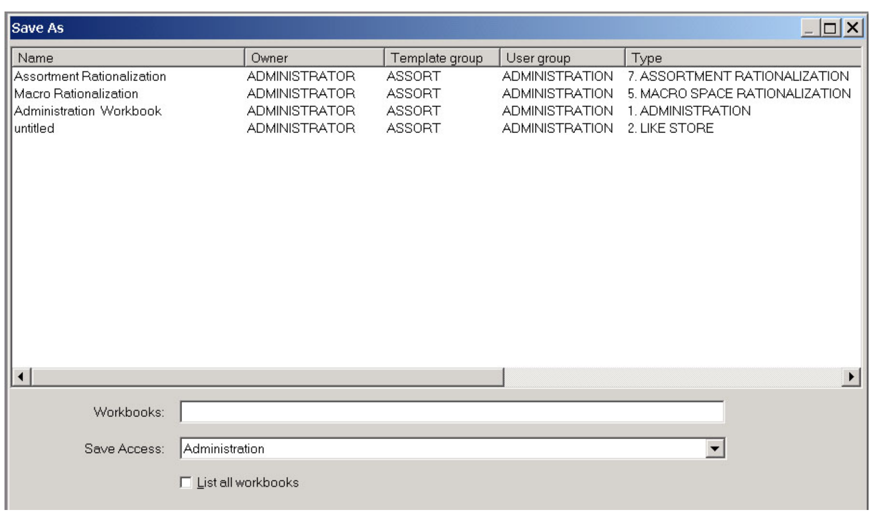
20 Select **Calculate** to apply the Send Data command

21 Click on Macro Optimization label on the Assort toolbar

22 Select Send Data to Visual Planning to pass optimized space and profit to the space planning application.

23 Go to File > Commit Now. The Save and Commit dialog box appears with the prompt: "Do you want to save changes to this workbook before committing?"

24 Select **Yes**. Save As dialog window appears.



Save As Window

25 Name the workbook.

26 Select **OK.**

27 Select **OK** on Commit Successful dialog box

28 Select File > Exit to exit the workbook.

29 Select File > Exit to exit the workbook.

Key Field Descriptions – Review Store Results Worksheet

Field Label	Field Description
Category Role	Strategic role assigned to categories in the Macro Rationalization process.
Include	Check box measure indicating whether the category should be included in the optimization routine.
Keep	Check box measure from Macro Rationalization process step indicating the keep or de-list status of a category.
Mandatory Category	Check box measure indicating if it is mandatory that space be recommended for the category
Current Space	Current space that the category occupies at the time of the optimization activity.
Current GM	Current gross margin of the category resulting from the current space
Min. Space	Minimum amount of space allowed to be recommended
Max. Space	Maximum amount of space allowed to be recommended
Expected Profit	Expected profit resulting from the optimization routine
Recommended Space	Recommended space resulting from the optimization routine.
Space Chg.	Difference between Current Space and the Recommended Space
Send Data	Check box used to initiate the passing of data between Assort and the space planning application
GM	Target gross margin from financial planning
Space	Space recommendation from the space planning application

What's next

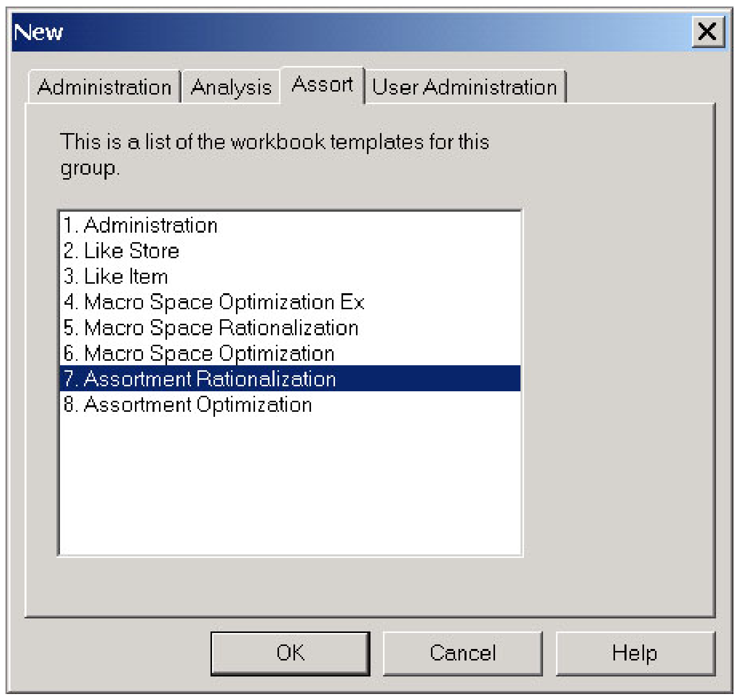
All of the entries are complete for the Macro Space Optimization step of the assortment and space optimization process. Proceed to Step 3, Assortment Rationalization, described in the next chapter.

Chapter 4 – Assortment Rationalization

The assessment of item performance and item relevance within the product mix takes place inside the assortment rationalization process step. As in the prior steps, workbooks must be built using wizard steps to establish the content of the workbook. Product, feature, location, and time hierarchies are defined in the workbook build using wizards

Create Assortment Rationalization Workbook

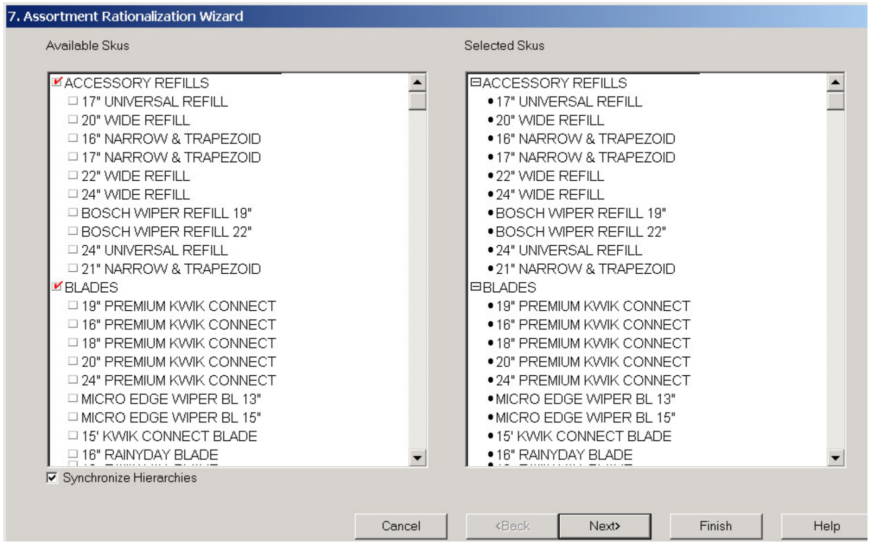
1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window is displayed.



New Workbook dialog for Assort

2 On the Assort tab, select Assortment Rationalization and click **OK**. The Assortment Rationalization wizard opens. Using this wizard, you define several important plan parameters

3 Define products to be assessed.

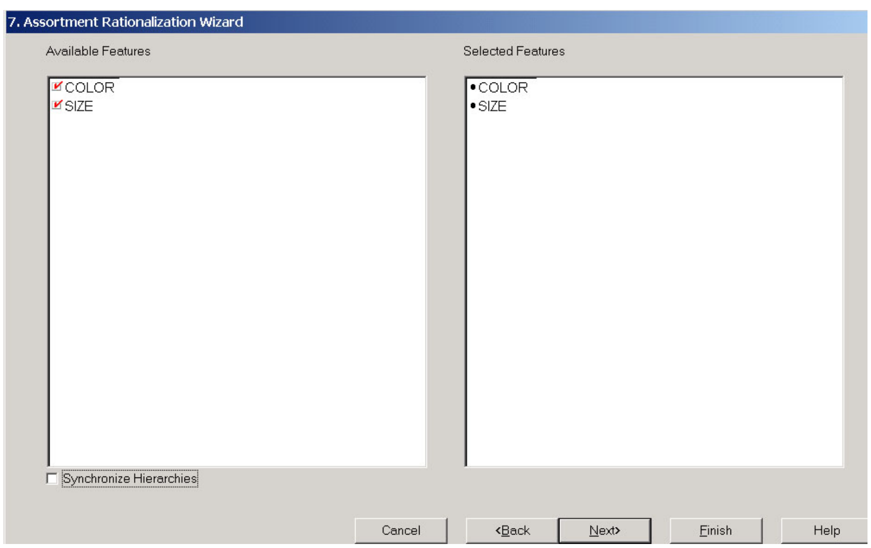


Define products page

a Select the products to be assessed.

b Click **Next**. The define item features page is displayed.

4 Define item features to be assessed.

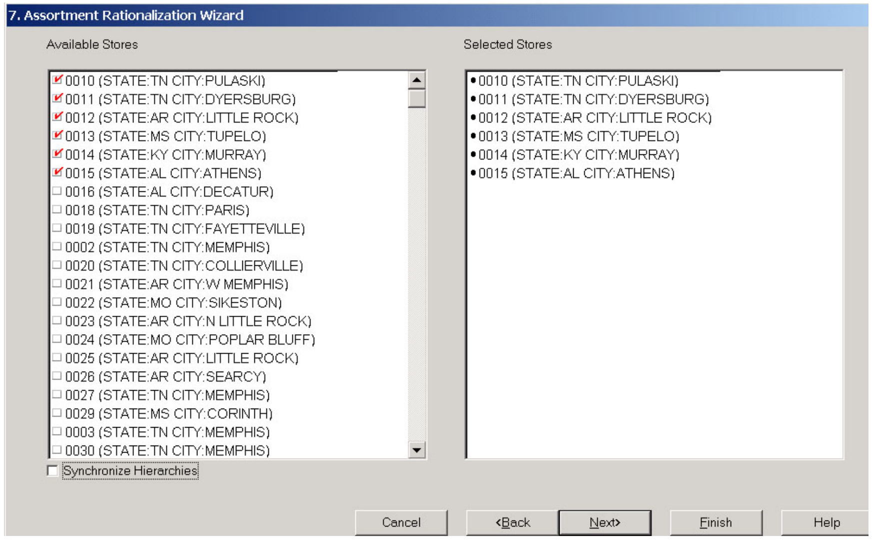


Define item features page

a Select the appropriate item features to be assessed.

b Click **Next**. The define location page is displayed.

5 Define locations to be assessed.

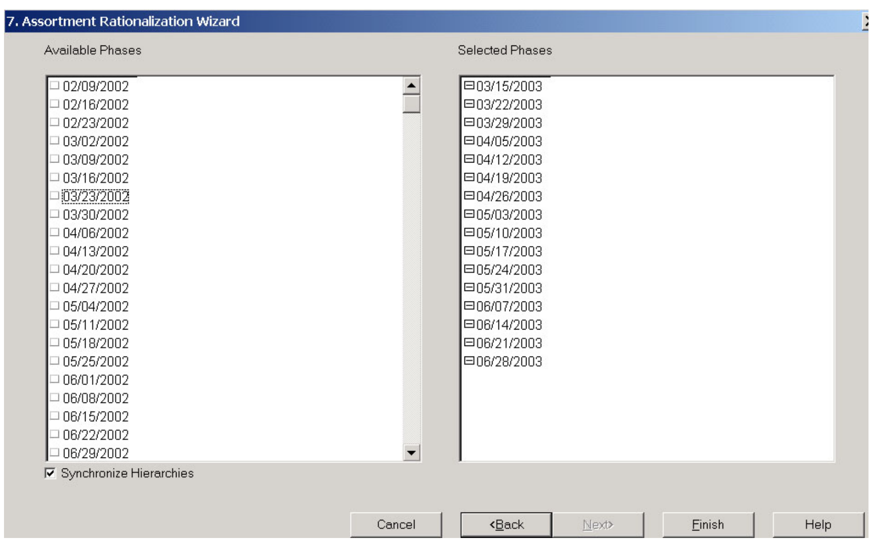


Define locations page

a Select the appropriate locations to be assessed.

b Click **Next**. The define timeframe page is displayed.

6 Define time frame to be assessed.



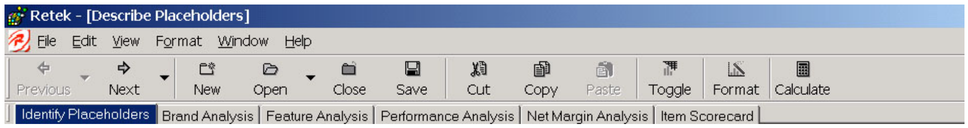
Define time frame page

a Select the time frame to be assessed.

b Click **Finish.** The workbook build begins. This process may take several minutes. Once completed, the workbook opens to the first window in the first process step. The workflow tabs are used in order from left to right as you go through the assortment rationalization steps.

Toolbar buttons

Now that an Assortment Rationalization workbook has been created, Assort displays an expanded toolbar and workflow tabs for navigating through Assortment Rationalization.



Assort toolbar and assortment rationalization workflow tabs

The table below contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the Retek Predictive Application Server User Guide or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.

Button Name	Button Description
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard and clears the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations.

Menu options

The main menu options are described in detail in the online help accessible from the Help menu when running Assort, and in the Retek Predictive Application Server User Guide.

Assortment Rationalization workflow tabs

The assortment rationalization workflow tabs are below the Assort toolbar and are used to move between sets of windows displaying the process steps used in assortment rationalization. You can either click on the workflow tabs, or use Next and Previous on the toolbar to move between them. The workflow tabs for assortment rationalization are as follows:

Process Step	Tab Descriptions
Identify Placeholders	When placeholder items are added to the assortment mix, they are described (labeled) using the worksheet provided on the Identify Placeholders tab.
Brand Analysis	The Brand Analysis tab provides a view to item performance by brand, the ability for you to assign an importance ranking to each brand, and a calculated brand ranking.
Feature Analysis	The Feature Analysis tab provides the ability to weight importance of pre-defined features in order to calculate a feature ranking.
Performance Analysis	The Performance Analysis tab provides a view facilitating financial performance analysis. Financial and item planning targets are provided.
Net Margin Analysis	The Net Margin Analysis tab provides an assessment view to the net margin components for each item.
Item Scorecard	Items are ranked and roles assigned using worksheets on the Item Scorecard tab.

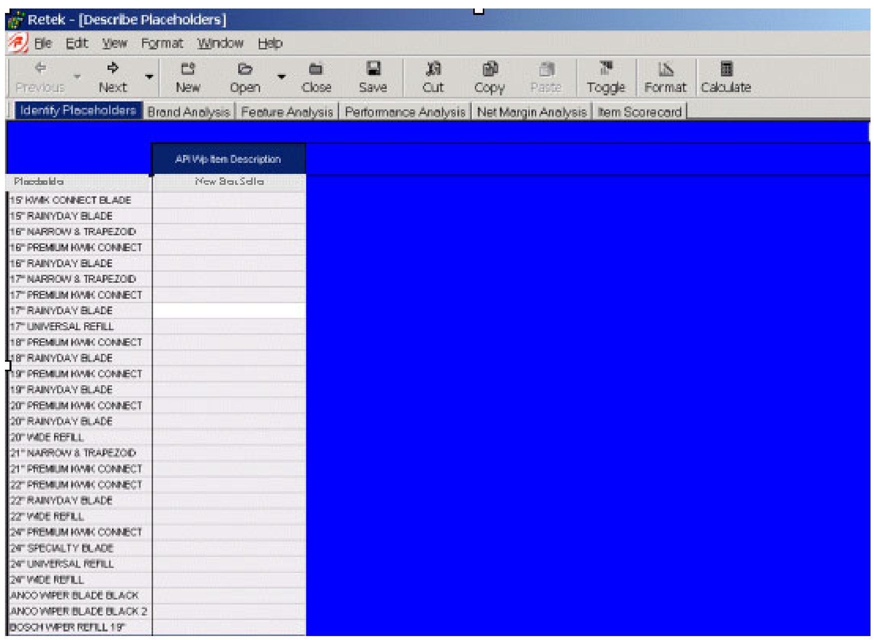
Identify Placeholders

Identification of placeholder items while in the assortment rationalization process takes place on the Describe Placeholders worksheet found by accessing the Identify Placeholders tab in the workflow process.

Note: If placeholder functionality is not required, this step may be skipped, beginning the workflow at the Brand Analysis tab.

Describe Placeholders

1 On the Assortment Rationalization workflow tabs, select Identify Placeholders. The Describe Placeholders worksheet appears. Descriptions of the worksheet fields follow this procedure.



Describe Placeholders Worksheet

2 Enter Placeholder description into the Item Description measure.

3 Select **Calculate** to apply descriptions.

4 Select **Save** to save the data.

Key Field Descriptions – Describe Placeholders

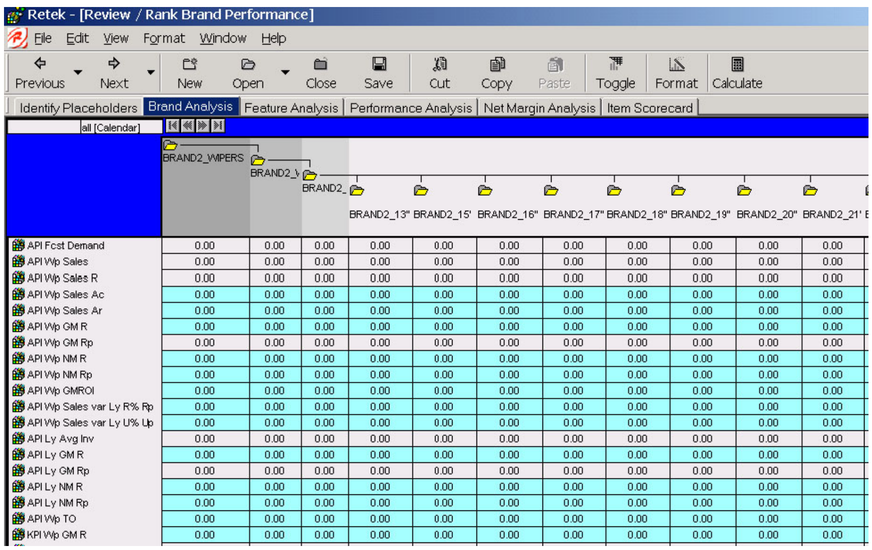
Field Label	Field Description
Item Description	User provided label used to describe a placeholder item

Brand Analysis

Analysis of item performance on the Brand Analysis workflow tab is supported by three worksheets. Overall SKU by brand performance is viewed on the Review / Rank Brand Performance worksheet. The Brand Rank (Brand) worksheet is used for assigning ranks to brands found within the assortment mix. The Brand Rank (SKU) worksheet where the brand rank by SKU is calculated and text notes are added.

Review / Rank Brand Performance

1 Move to the window option on the toolbar and select the Review / Rank Brand Performance worksheet. Descriptions of the worksheet fields follow this procedure.



Review / Rank Brand Performance Worksheet

2 Review item by brand forecasted item demand

3 Review item by brand performance assessment measures such as sales, gross margin, net margin, GMROI, and average inventory.

4 Compare current item by brand performance with last year's performance using assessment measures such as sales, gross margin, net margin, GMROI and average inventory.

5 Compare item performance by brand against key item targets (if available).

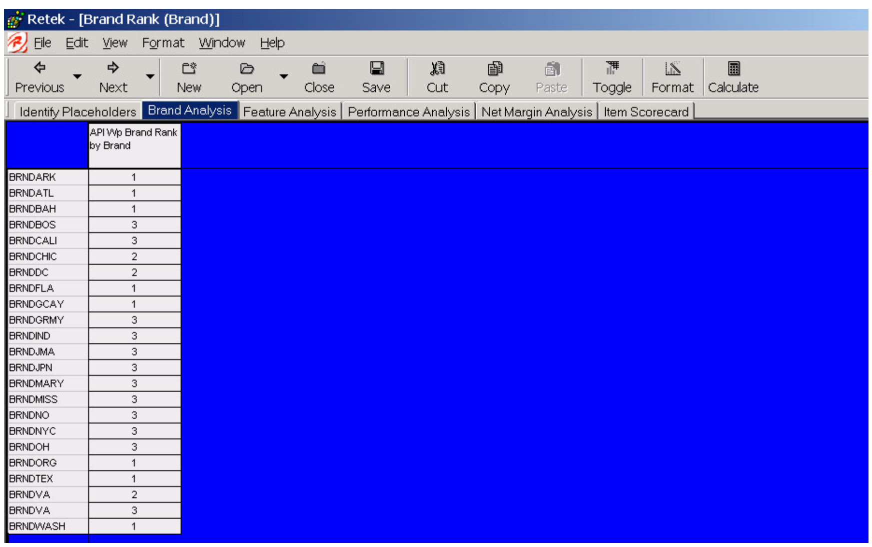
6 Review aggregated item performance against financial targets (if available).

Key Field Descriptions – Review / Rank Brand Performance

Field Label	Field Description
TO	Inventory turn over
Sales var Ly	Sales variance to last year expressed as a percentage
Sales	Sales
NM	Net margin
GMROI	Gross margin return on investment
GM	Gross margin
Demand	Forecasted unit demand
Avg Inv	Average inventory
% Cont. Sales	Child sales contribution to parent sales expressed as a percentage

Brand Rank (Brand)

1 Move to the window option on the toolbar and select the Brand rank (Brand) worksheet. Descriptions of the worksheet fields follow this procedure.



Brand Rank (Brand) Worksheet

2 Enter 1 to 3 ranking for each brand with 1 being assigned to the best performing brands and 3 the least in performance.

Note: The rankings assigned to brands will be used in calculating the overall item rank used in the keep / de-list decision making the end of the assortment rationalization process.

3 Select **Calculate** to apply the rankings.

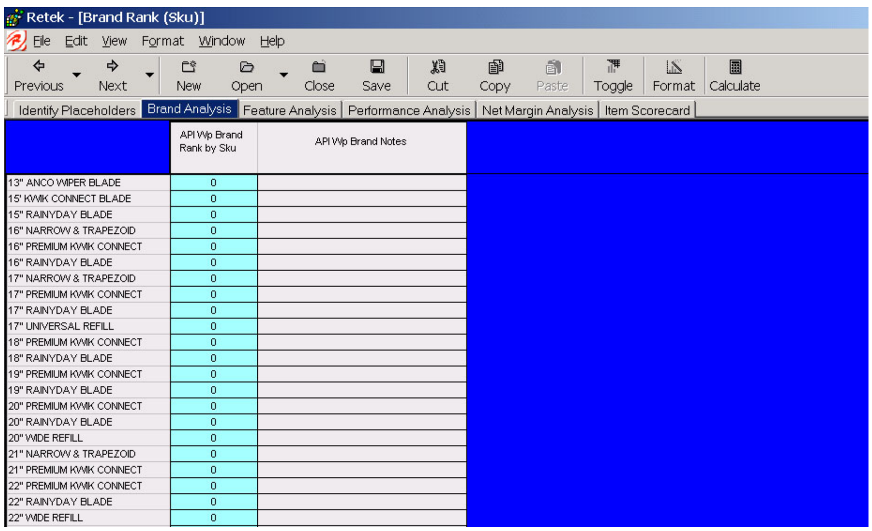
4 Select **Save** to retain the information.

Key Field Descriptions – Brand Rank (Brand)

Field Label	Field Description
Brand Rank By Brand	Ranking from 1 to 3 of brand performance.

Brand Rank (SKU)

1 Move to the window option on the toolbar and select the Brand rank (Brand) worksheet. Descriptions of the worksheet fields follow this procedure.



Brand Rank (SKU) Worksheet

2 Click on the Brand Rank by SKU measure label.

3 From the Assort Toolbar, select View > Sort. Create Sort Attribute wizard appears.

Create Sort Attribute Wizard

4 Define sorting parameters. Click **OK**.

5 Review SKUs sorted by brand ranking. SKUs with the highest ranking will be ranked with a 1.

6 Enter comments into Brand Notes text measure provided.

7 Select **Calculate** to apply the text information.

8 Select **Save** to retain the information.

Key Field Descriptions – Brand Rank (SKU)

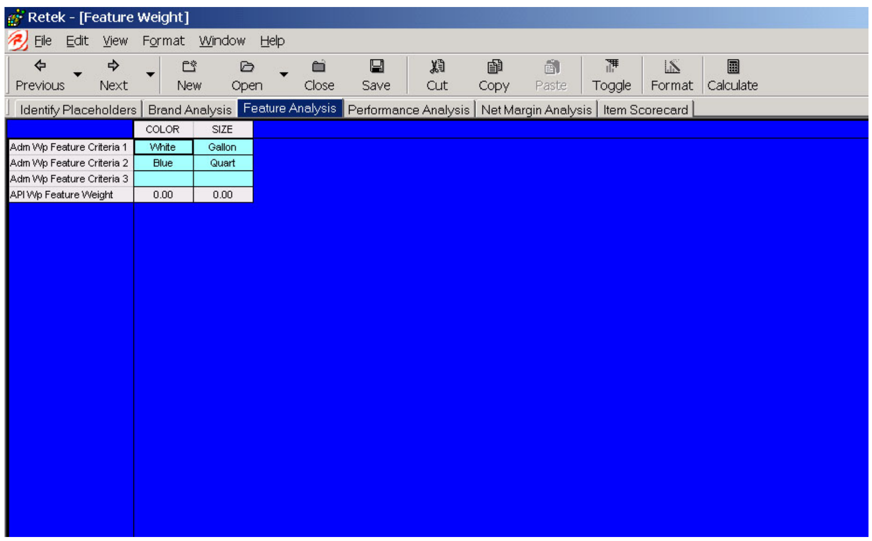
Field Label	Field Description
Brand Rank by SKU	Item by brand ranking assignment reflecting previously assigned brand rank.
Brand Notes	Text field for entering item by brand rank observations.

Feature Analysis

The analysis of item by feature performance on the Feature Analysis workflow tab is supported by three worksheets. Feature weight, used in the feature rank calculation, is determined on the Feature Weight worksheet. The final feature ranking, as well as the Notes field to enter comments, are found on the Feature Rank worksheet. The Review / Rank Item Features worksheet provides the item performance measures for review.

Feature Weight

1 Move to the window option on the toolbar and select the Feature Weight worksheet. Descriptions of the worksheet fields follow this procedure.



Feature Weight Worksheet

2 Review feature categories and criteria listed as important in the categories.

Note: Categories are updated by way of scheduled batch routines that update the feature hierarchy. The feature criteria are managed administratively. See Administration section.

3 Enter desired weight of each feature. This weight will be used in the final item by feature ranking.

Note: The sum of all the categories weights must equal 1.

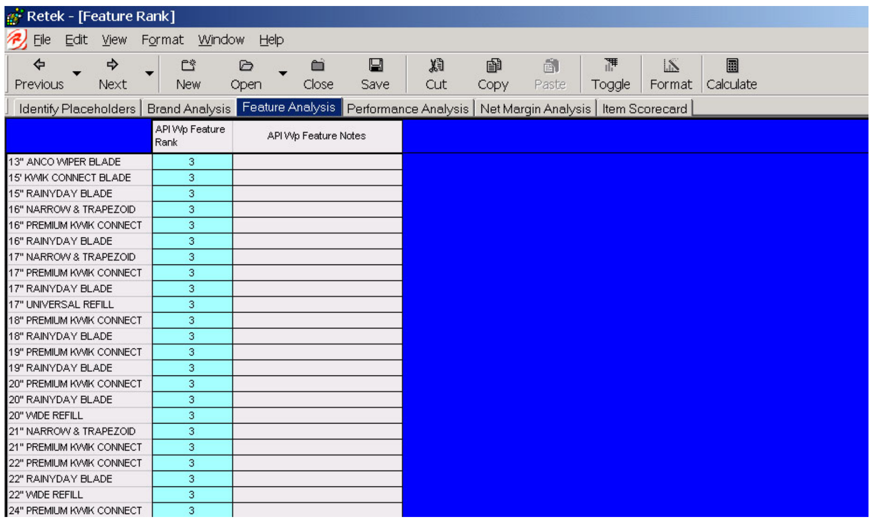
4 Select **Calculate** to apply the category weight assignments.

Key Field Descriptions – Feature Weight

Field Label	Field Description
Feature Criteria	Category attributes that are recognized as being important in evaluating items by feature.
Feature Weight	Weight assigned to each feature category.

Feature Rank

1 Move to the window option on the toolbar and select the Feature Rank worksheet. Descriptions of the worksheet fields follow this procedure.



Feature Rank Worksheet

2 Sort the product hierarchy using the Feature Rank measure.

Note: For sorting instructions, refer to the Brand Analysis process step section, Brand Rank (SKU) worksheet.

3 Review item by feature ranking.

4 Enter observations in the Features Notes text field.

5 Click **Save** to apply entered information.

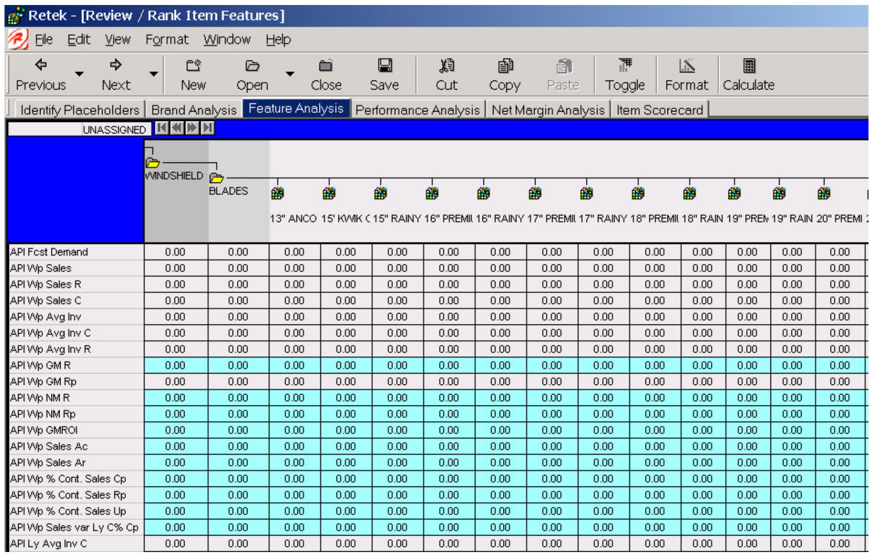
Key Field Descriptions – Feature Rank

Field Label	Field Description
Feature Rank	Item by feature calculated ranking assignment using assigned feature weight and Administratively assigned feature thresholds.
Feature Notes	Text field for entering item by brand rank observations.

Review / Rank Item Features (Optional)

Note: The Review / Rank Item Features worksheet is optional as it is a duplicate view the Performance Analysis and Net Margin Analysis workflow tabs.

1 Move to the window option on the toolbar and select the Review / Rank Item Features worksheet. Descriptions of the worksheet fields follow this procedure.



Review / Rank Item Features Worksheet

2 Review item forecasted item demand.

3 Review item performance assessment measures such as sales, gross margin, net margin, GMROI, and average inventory.

4 Compare current item performance with last year's performance using assessment measures such as sales, gross margin, net margin, GMROI and average inventory.

5 Compare item performance against key item targets (if available).

6 Review aggregated item performance against financial targets (if available)

Key Field Descriptions – Review / Rank Item Features

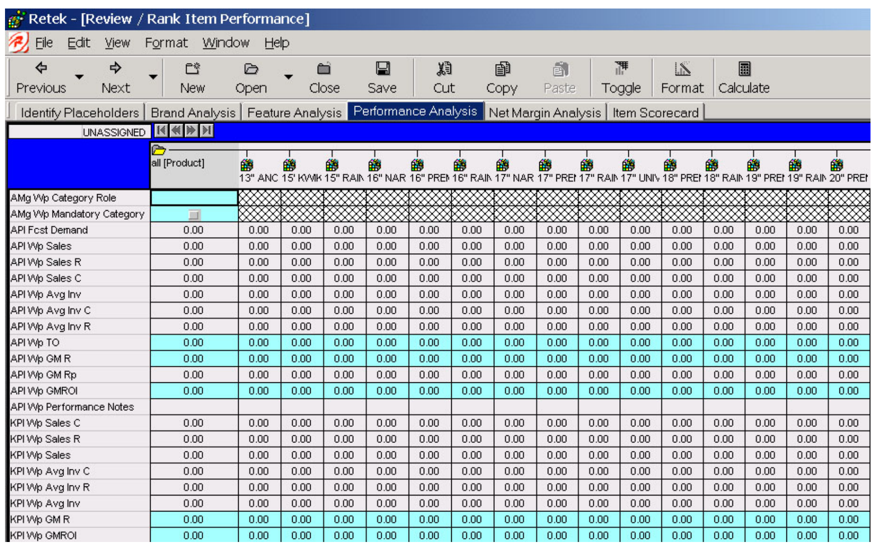
Field Label	Field Description
TO	Inventory turn over
Sales var Ly	Sales variance to last year expressed as a percentage
Sales	Sales
NM	Net margin
GMROI	Gross margin return on investment
GM	Gross margin
Demand	Forecasted unit demand
Ave Inv	Average inventory
% Cont. Sales	Child sales contribution to parent sales expressed as a percentage

Performance Analysis

The analysis of item gross margin performance on the Performance Analysis workflow tab is supported by the Review / Rank Item Performance worksheet. The purpose of the Review / Rank Item Performance worksheet is to provide a view to all the measures needed to accurately assess the gross margin performance of an item. The role the item plays within the product mix towards achieving the financial goals of the total category is also assessed. The role of the category as determined in the Macro Rationalization process is visible. Targets from item planning and financial planning are also support available to support this process step.

Review / Rank Item Performance

1 On the Assortment Rationalization workflow tabs, select Performance Analysis. The Review / Rank Item Performance worksheet appears. Descriptions of the worksheet fields follow this procedure.



Review / Rank Item Performance Worksheet

2 Review Category Role measure from Macro Rationalization.

3 Review Mandatory Category measure for category status.

4 Review Demand measure for the forecasted demand.

5 Review key assessment measures such as sales, average inventory, inventory turn over and gross margin.

6 Sort products using the GM Rp measure to view items in order of gross margin % contribution.

7 Compare performance against last year’s, financial and key item targets.

8 Enter observations into the Performance Notes text measure.

9 Select **Calculate** to apply the information.

10 Select **Save** to retain the information.

Key Field Descriptions – Review / Rank Item Performance

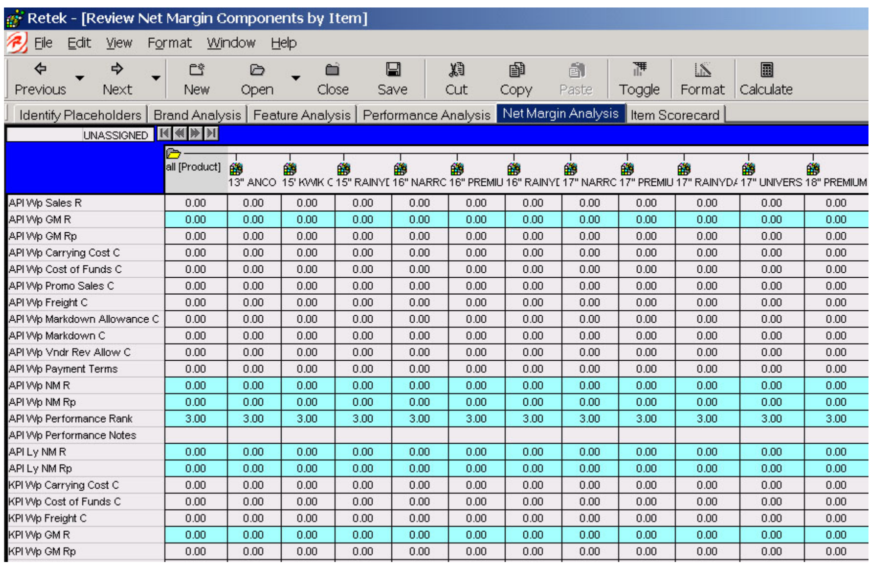
Field Label	Field Description
TO	Inventory turn over
Sales var Ly	Sales variance to last year expressed as a percentage
Sales	Sales
NM	Net margin
GMROI	Gross margin return on investment
GM	Gross margin
Demand	Forecasted unit demand
Ave Inv	Average inventory
% Cont. Sales	Child sales contribution to parent sales expressed as a percentage
Performance Rank	Calculated performance rank
Performance Notes	Text field for entering item performance observations

Net Margin Analysis

The analysis of the net margin components by item on the Net Margin Analysis workflow tab is supported by the Review Net Margin Components by Item worksheet. The purpose of the Review Net Margin Components by Item worksheet is to provide a vehicle for reviewing the individual net margin components at the item level. The net margin percent provides the metric used in calculating the item performance ranking used in the score carding process step.

Review Net Margin Components by Item

1 On the Assortment Rationalization workflow tabs, select Net Margin Analysis. The Review Net Margin Components by Item worksheet appears. Descriptions of the worksheet fields follow this procedure.



Review Net Margin Components by Item Worksheet

2 Review the GM R value measure.

3 Review the individual net margin components measures.

4 Compare the net margin components against last years, item planning targets and financial aggregate targets.

5 Review net margin measures.

6 Review the calculated item performance ranking.

7 Sort items using the Performance Rank measure.

8 Enter observations into the Performance Notes text measure.

9 Select **Calculate** to apply the information.

10 Select **Save** to retain the information.

Key Field Descriptions – Review / Rank Item Performance

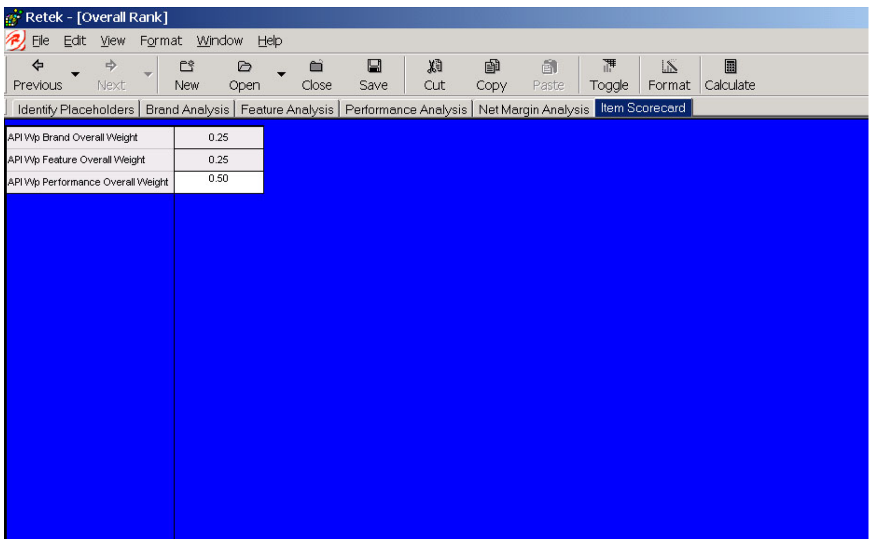
Field Label	Field Description
Vndr Rev Allow	Vendor revenue allowance
Sales	Sales
Promo Sales	Promotional sales (temporary price reductions)
Payment Terms	Payment terms on invoices
NM Notes	Net margin notes
NM	Net margin
Markdown Allowance	Markdown allowances
Markdown	Markdowns
GM	Gross margin
Freight	Freight costs
Cost of Funds	Cost of funds
Carrying Costs	Carrying costs

Item Scorecard

Assortment rationalization is complete once items are assigned roles and types. This activity is accomplished on the Item Scorecard workflow tab. There are two worksheets supporting the final task. The first is the Overall Rank worksheet where the relative importance of brand, feature and performance is weighted. The second is the Assign Item Role and Type worksheet. Here the overall calculated item rank is reviewed, each item is assigned a role, and the decision to keep or de-list an item is made. In addition, an item's mandatory status and scorecard notes are added.

Overall Rank

1 On the Assortment Rationalization workflow tabs, select Item Scorecard. Move to the window option on the toolbar and select the Overall Rank worksheet. Descriptions of the worksheet fields follow this procedure.



Overall Rank Worksheet

2 Assign relative to importance weight to the brand, feature and performance analysis steps. This weight will be used in calculating the final rank of an item. The weight must sum to 1.

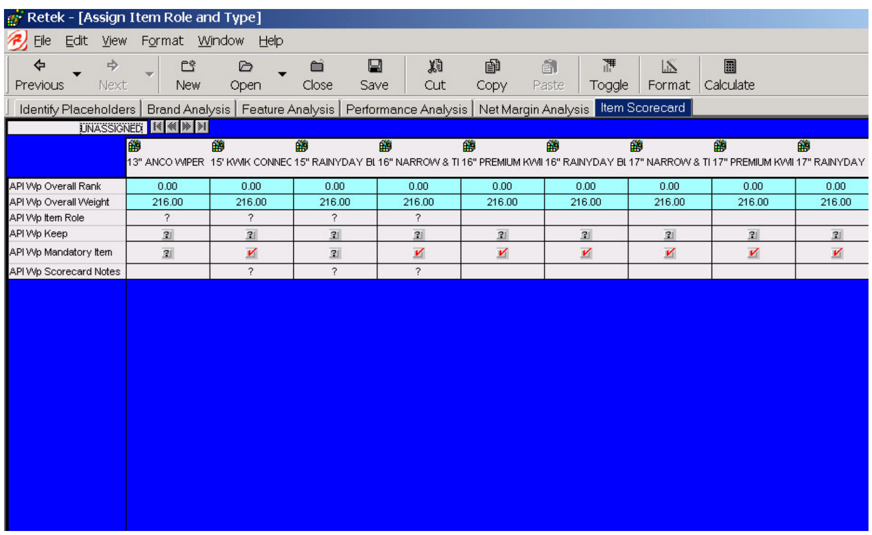
3 Select **Calculate** to apply the data just entered.

Key Field Descriptions – Overall Rank

Field Label	Field Description
Brand Overall Weight	Weight expressed as a percentage and assigned to represent the importance of brand in evaluating an item.
Feature Overall Weight	Weight expressed as a percentage and assigned to represent the importance of features in evaluating an item.
Performance Overall Weight	Weight expressed as a percentage and assigned to represent the importance of performance in evaluating an item.

Assign Item Role and Type

1 Move to the window option on the toolbar and select the Assign Item Role and Type worksheet. Descriptions of the worksheet fields follow this procedure.



Assign Item Role and Type Worksheet

2 Review calculated overall rank measure.

3 Review calculated Overall Weight measure.

4 Assign Item Role using the drop down list of available options.

5 Assign list, de-list status of the item using the Keep check box measure.

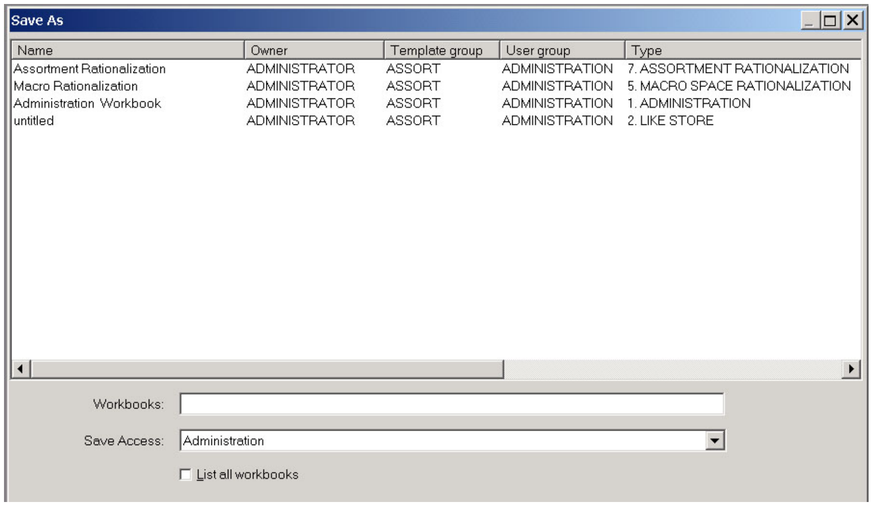
6 Assign item type for assortment optimization status using the Mandatory Item check box measure.

7 Enter Scorecard Notes in the text field provided.

8 Select **Calculate** to apply the data entered.

9 Go to File > Commit Now. The Save and Commit dialog box appears with the prompt: “Do you want to save changes to this workbook before committing?”

10 Select **Yes**. The Save As dialog window appears.



Save As Window

11 Name the workbook.

12 Enter **OK.**

13 Select **OK** on Commit Successful dialog box.

14 Select File > Exit to exit the workbook.

Key Field Descriptions – Assign Item Role and Type

Field Label	Field Description
Overall Weight	Calculated overall weight combining brand, feature, and performance thresholds and weights.
Overall Rank	Calculated ranking using inputs from prior steps.
Item Role	Measure consisting of a drop down list of item roles.
Keep	Check box measure indicating the item is to be kept or de-listed.
Mandatory Item	Check box measure indicating if an item is to be considered mandatory as the assortment is optimized.
Scorecard Notes	Text field for entering observations and action points as a result of the score carding process.

What’s next

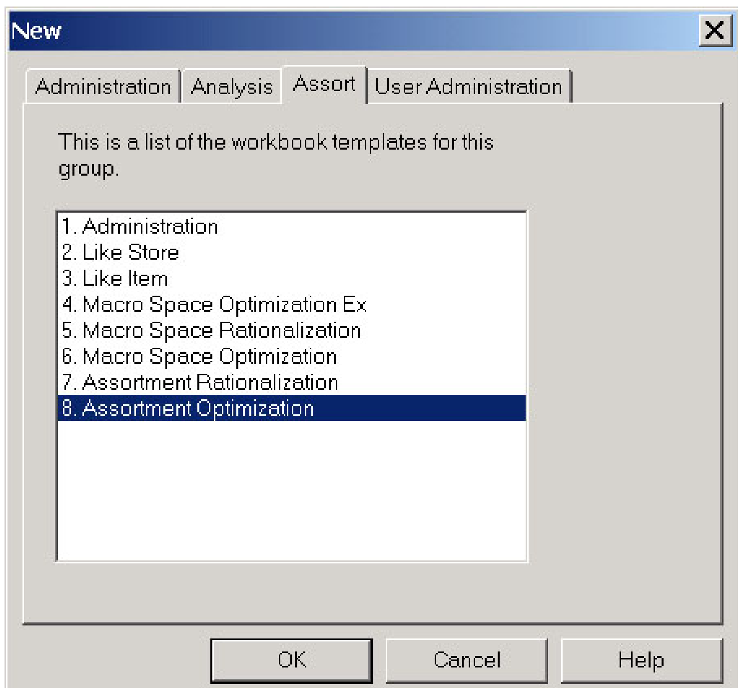
All of the entries are complete for the Assortment Rationalization step of the Assortment and Space Optimization process. Proceed to Step 3, Assortment Optimization, described in the next chapter.

Chapter 5 – Assortment Optimization

In this step of the Assortment and Space Optimization process, category mix is optimized within the context of available space and profit potential. As in the prior steps, workbooks must be built using wizard steps to establish the content of the workbook. Product, location, and time hierarchies are defined in the workbook build using wizards.

Create Assortment Optimization Workbook

1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window opens.



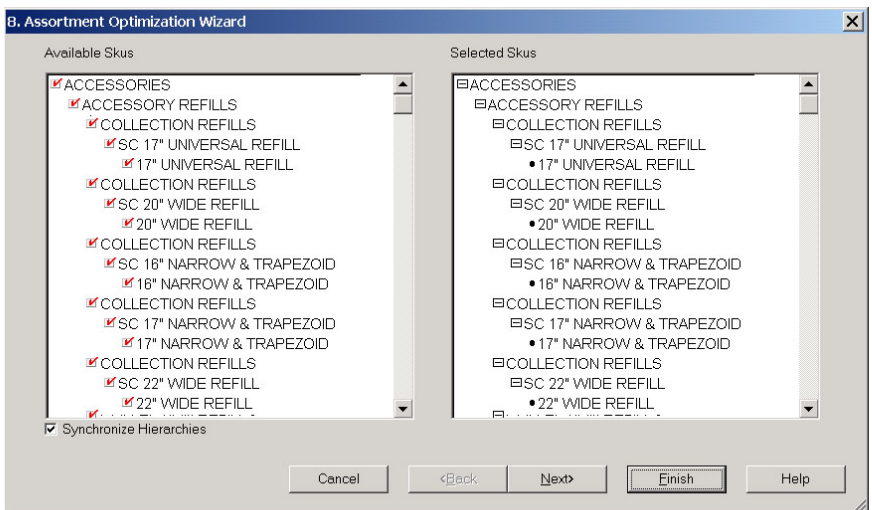
New Workbook dialog for Assort

2 On the Assort tab, select Assortment Optimization and click **OK**. The Assortment Optimization Wizards are displayed. Using these wizards, you will define several important plan parameters that will be

The Assortment Optimization wizards have several buttons for navigating the wizard windows.

Button Name	Button Description
Cancel	Exits the window without saving changes or entries.
Help	Displays a list of help topics available in Assort.
<Back	Returns to the previous wizard question or window.
>Next	Accepts the entry and moves to the next question or window.
Finish	Completes the wizard entries and builds the windows for the planning steps.

3 Define products to be optimized.

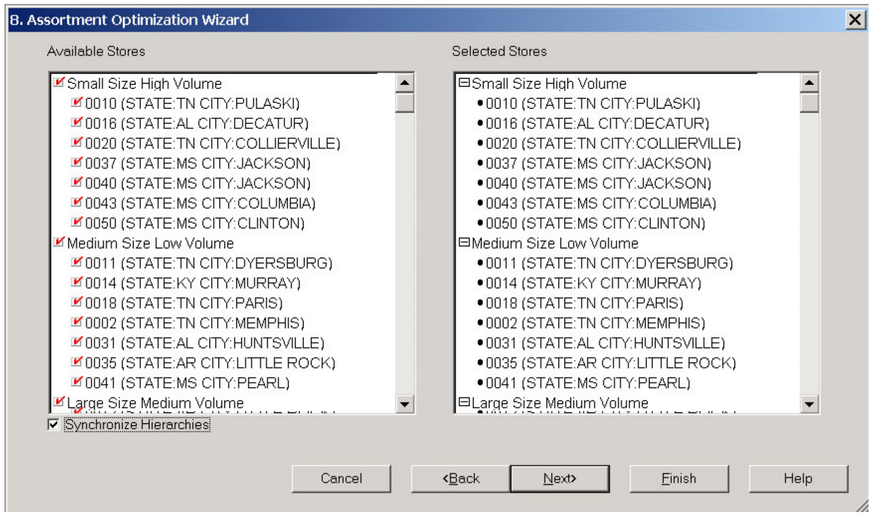


Define products page

a Select the products to be optimized.

b Click **Next**. The define location page is displayed.

4 Define locations to be optimized.

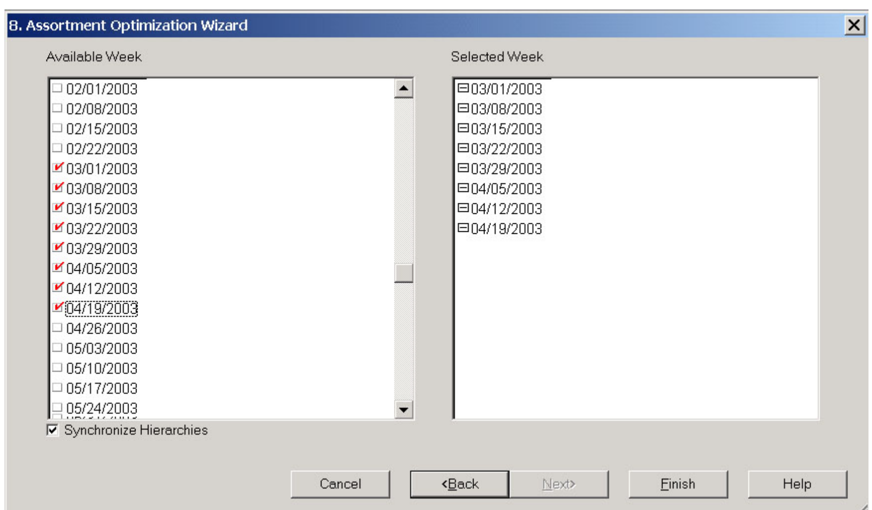


Define locations page

a Select the appropriate locations to be optimized.

b Click **Next**. The define timeframe page is displayed.

5 Define time frame to be optimized.



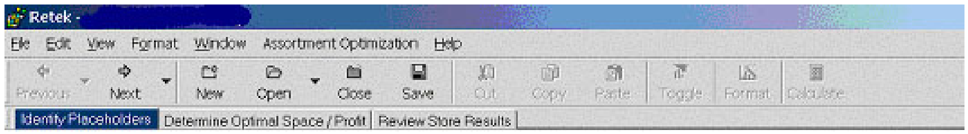
Define time frame page

a Select the time frame to be assessed.

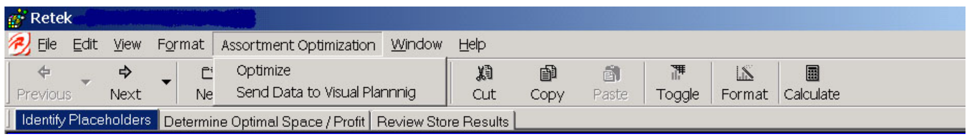
b Click **Finish.** The workbook build begins. This process may take several minutes. Once completed, the workbook opens to the first window in the first process step. The workflow tabs are used in order from left to right as you go through the assortment optimization steps.

Toolbar buttons

Now that an Assortment Optimization workbook has been created, Assort displays an expanded toolbar and workflow tabs for navigating through the Assortment Optimization process steps.



Assort toolbar and Assortment Optimization workflow tabs



Assort toolbar with Assortment Optimization custom menu displayed

The following table contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the *Retek Predictive Application Server User Guide* or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.

Button Name	Button Description
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard and clears the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations. To undo an uncalculated cell entry, right click on the cell in question and select ‘Undo’ from the list of available options.

Menu options

The main menu options are described in detail in the online help accessible from the Help menu when running Assort, and in the Retek Predictive Application Server User Guide.

The custom menu component of the tool bar labeled Assortment Optimization, once clicked on, produces a drop down list of User initiated actions that take place inside of the Assortment Optimization workbook. They are detailed below:

Action	Action Description
Optimize	Initiates the running of the optimization routine.
Send Data to Visual Planning	Initiates the sending of optimized space recommendations to the visual planning application.

Assortment Optimization workflow tabs

The assortment optimization workflow tabs are below the Assort toolbar and are used to move between sets of windows displaying aspects of optimizing category profit and space. You can either click on the workflow tabs, or use Next and Previous on the toolbar to move between them. The workflow tabs for assortment optimization are as follows:

Process Step	Tab Descriptions
Identify Placeholders	When placeholder items are added to the assortment mix during assortment optimization, they are described (labeled) using the worksheet provided on the Identify Placeholders tab.
Determine Optimal Space / Profit	The Determine Optimal Space / Profit tab provides the ability to manipulate optimization constraints, view, and assess the results of the optimization routine. The results of this process step are viewed at aggregated levels such as store cluster and phase.
Review Store Results	The Review Store Results tab provides a store level view of the optimization routine produced in the first step of the process. If desired, individual stores may be re-optimized in this view.

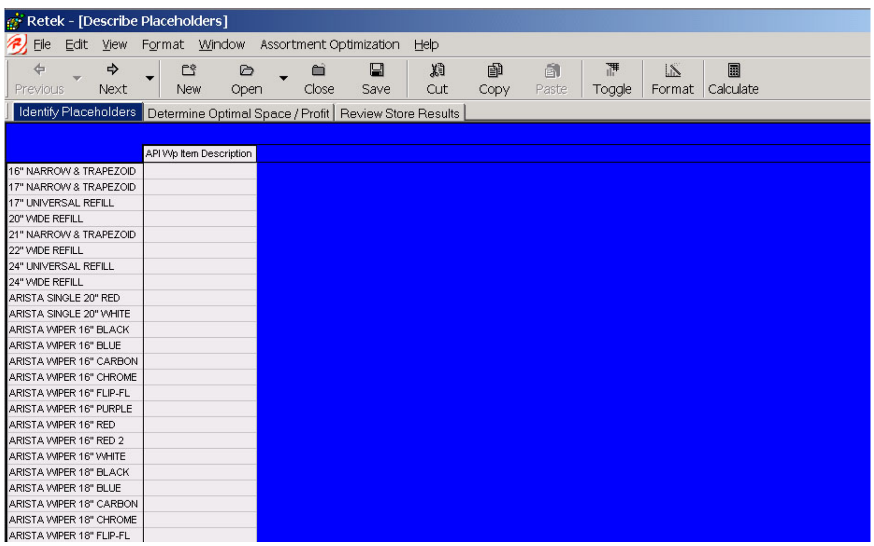
Identify Placeholders

Identification of placeholder items while in the assortment optimization process takes place on the Describe Placeholders worksheet found by accessing the Identify Placeholders tab in the workflow process.

Note: If placeholder functionality is not required, this step may be skipped, starting the workflow at the Determine Optimal Space / Profit tab. This placeholder identification process is the same as described in Assortment Rationalization and Like Item. Placeholders identified in Assortment Rationalization or Like Item will appear here as already defined.

Describe Placeholders

1 On the Assortment Optimization workflow tabs, select Identify Placeholders. The Describe Placeholders worksheet appears. Descriptions of the worksheet fields follow this procedure.



Describe Placeholders Worksheet

2 Enter Placeholder description into the Item Description measure.

3 Select **Calculate** to apply descriptions.

4 Select **Save** to save the data.

Key Field Descriptions – Describe Placeholders

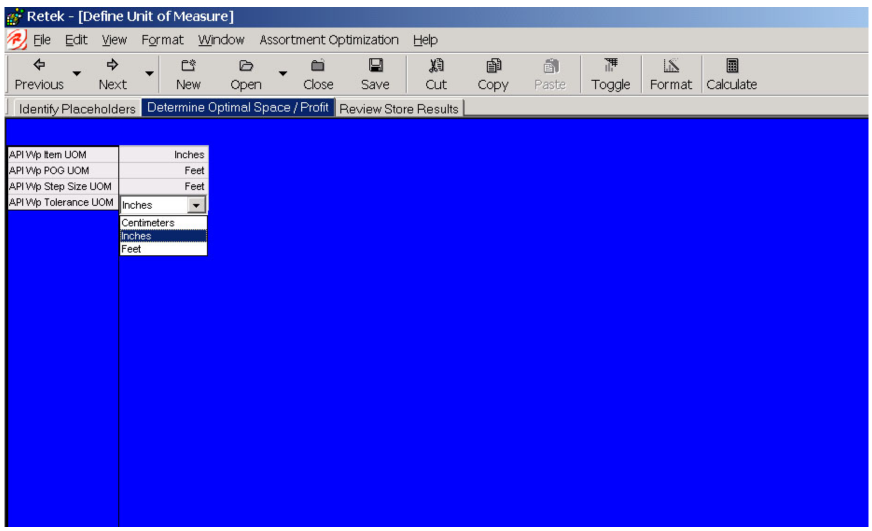
Field Label	Field Description
Item Description	User provided label used to describe a placeholder item

Determine Optimal Space / Profit

Identification of optimization constraints and assortment optimization take place on worksheets found under the Determine Optimal Space / Profit workflow tab. Worksheets are provided to enter constraints, define units of measure, and provide a visual representation of the space to profit relationship data points. An optional step of the process allows for optimization at the collection level. This option is used when the decision to carry items is dependant upon the performance of several related items. The worksheet procedures are described below.

Define Unit of Measure

1 On the Assortment Optimization workflow tabs, select Determine Optimal Space / Profit. Select the Define Unit of Measure worksheet from the window drop down list on the Assort toolbar. Descriptions of the worksheet fields follow this procedure.



Define Unit of Measure Worksheet

2 From drop down list, select item unit of measure using the item UOM measure.

3 From Drop down list, select planogram unit of measure using the POG UOM measure.

4 From the drop down list, select the planogram size tolerance using the Tolerance UOM measure.

Note: Tolerance is described as the amount of leeway the optimizer has in recommending space in the optimization routine. For example, if a planogram is 2 feet, and the tolerance assigned is 1 foot, the optimizer could recommend anywhere between 1 to 3 feet of space.

5 From the drop down list, select the step size (increment of acceptable size deviance from the planogram) unit of measure using the Step Size UOM measure.

Note: Step size is the increment in which the optimizer is allowed to recommend space. For example, if a planogram is 2 feet and the step size is 2 feet, the optimizer will only recommend in increments of 2 feet.

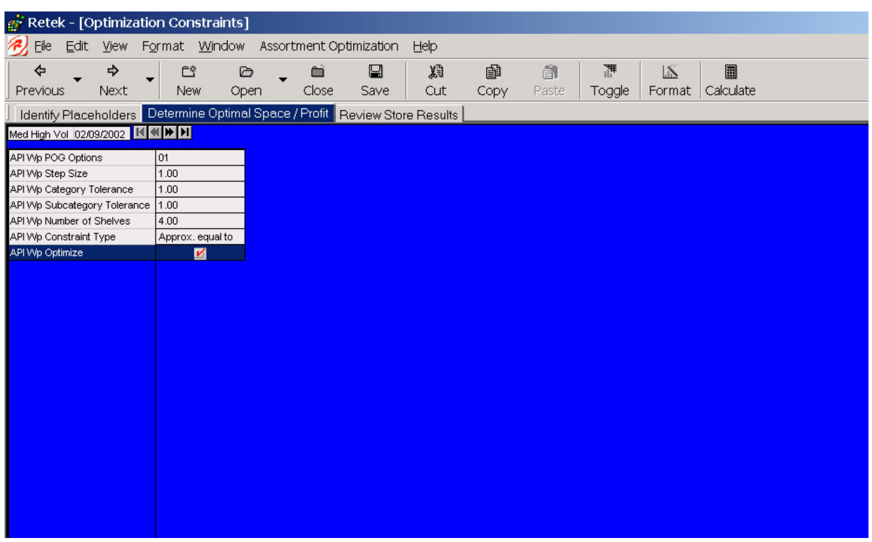
6 Select **Calculate** to apply the entries.

Key Field Descriptions – Define Unit of Measure

Field Label	Field Description
Item UOM	Drop down list of unit of measure options (inches, centimeters, feet) for each item
POG UOM	Drop down list of unit of measure options (inches, centimeters, feet, yards) for each planogram
Step Size UOM	Drop down list of unit of measure options (inches, centimeters, feet, yards) defining increments of size increases for each planogram.
Tolerance UOM	Drop down list of unit of measure options (inches, centimeters, feet, yards) for tolerance size deviation of each planogram.

Optimization Constraints

1 Select the Optimization Constraints worksheet from the window drop down list on the Assort toolbar. Descriptions of the worksheet fields follow this procedure.



Optimization Constraints Worksheet

2 Select from the drop down list of options, the desired planogram length using the POG options measure.

3 Enter the step size for this planogram length in the Step Size measure.

4 Enter the tolerance level for the category in the Category Tolerance measure.

5 Enter the tolerance level for the subcategory in the Subcategory Tolerance measure.

6 Enter the number of shelves, using the Number of Shelves measure, located on the planogram selected in Step 1.

7 Using the Constraint Type measure, select the constraint type from the options appearing in the drop down list.

Note: Selecting 'Approx. equal to' will require the optimizer to recommend the most profitable option of space that is approximately equal to the amount of space you entered. Selecting 'Exactly equal to' requires the optimizer to recommend the space with the highest profit that is the closet to the amount of space that you entered.

The Optimize measure will be used after completing the remaining worksheets in the steps that follow.

8 Select **Calculate** to apply the data.

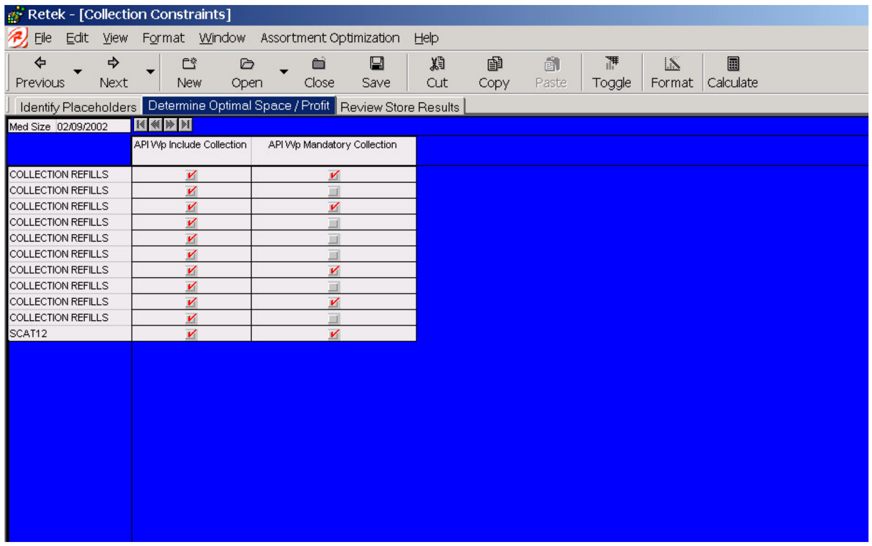
Key Field Descriptions – Define Unit of Measure

Field Label	Field Description
POG Options	Single select measure with a list of appropriate planogram lengths for the subcategory to be optimized.
Step Size	Increments of size allowed in the optimization recommendations.
Category Tolerance	Amount of leeway allowed from the category planogram length specified by the User.
Subcategory Tolerance	Amount of leeway allowed from the subcategory planogram length specified by the User.
Number Of Shelves	Number of shelves on the planogram to be optimized.
Constraint Type	Single select measure specifying the level of tolerance the space / profit recommendation.
Optimize	Check box measure that when enabled, initiates the optimization routine.

Collection Constraints (Optional Step)

1 Select the Collection Constraints worksheet from the window drop down list on the Assort toolbar. Descriptions of the worksheet fields follow this procedure.

Note: A collection is defined as a group of items that needs to be considered in the optimization routine as a single entity.



Collection Constraints Worksheet

2 Select product to be optimized as a collection by enabling the check box measure Include Collection.

3 Indicate whether the items indicated as collections are mandatory to be optimized as such by enabling the Mandatory Collection check box measure.

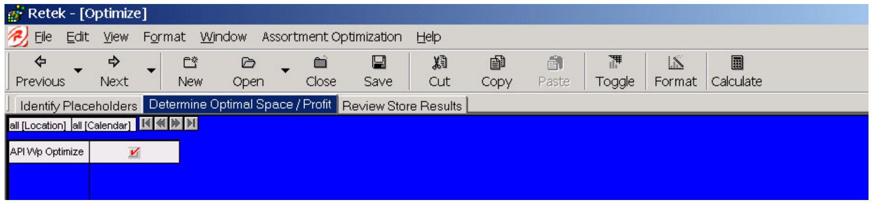
4 Select **Calculate** to apply the information.

Key Field Descriptions – Define Unit of Measure

Field Label	Field Description
Include Collection	Check box measure used to indicate multiple items that need to be considered as a single entity in the optimization routine.
Mandatory Collection	Check box measure that indicates if an item is a mandatory member of the collection. If it is not enabled, the optimizer may recommend that all members of the collection be allocated zero space.

Optimize

1 Move to the window option on the toolbar and select the Optimize worksheet



Optimize Worksheet

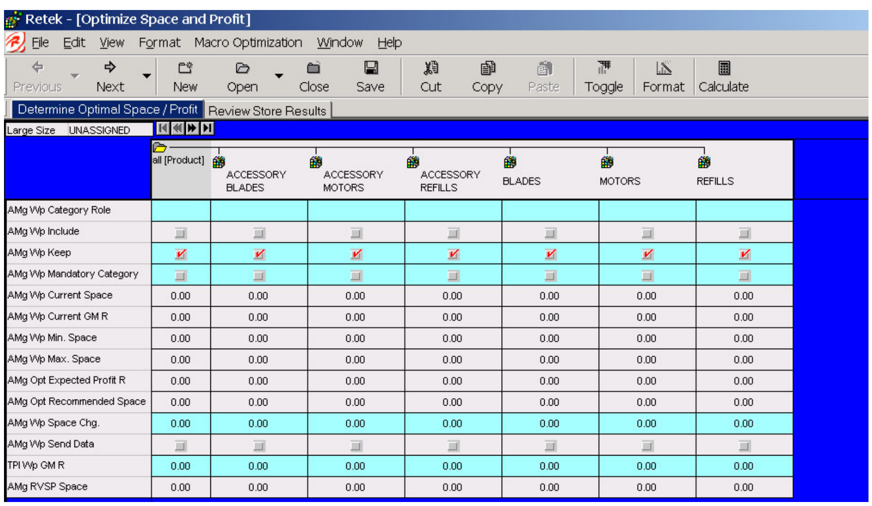
Note: We will return to this worksheet after completing the pre-optimization steps on the next worksheet.

Key Field Descriptions – Optimize

Field Label	Field Description
Optimize	Check box measure that must be initiated prior to the running of the optimization routine.

Optimize Space and Profit

1 Select the Optimize Space and Profit worksheet from the window drop down list on the Assort toolbar. Descriptions of the worksheet fields follow this procedure.



Optimal Space and Profit Worksheet

2 Review Item Role as designated in the Assortment Rationalization workbook.

3 Enable Include check box measure if the item is to be included in the optimization routine.

4 Review Keep measure as designated in the Assortment Rationalization workbook.

5 Enable the Mandatory Category check box measure if it is mandatory that the category be allocated space in the optimization routine.

6 Review / adjust item cost using the Item Cost measure.

7 Review / adjust item retail using the Item Retail measure.

8 Enter anticipated average selling price in the Sales Ar measures.

9 Review forecasted item demand in the Demand measure.

10 Review default item presentation standard. Change item presentation standard by selecting from the drop down list of options provided in the Item Presentation Standard measure.

11 Review resulting new Item Depth, Item Height, Item Width, and Facing Capacity measurements that changed with the new item presentation.

12 Enter the number of weeks between reorders in the Lead Time measure.

13 Using the Min. Presence measure, enter the number of items on a shelf that would trigger the need to restock that shelf.

14 Review the current Gross Margin value and Gross Margin percentage measures.

15 Enter the minimum number of facings for this item on this planogram (see Optimization Constraints worksheet described earlier in this section) in the Min. Facings measure.

16 Enter the maximum number of facings for this item on this planogram in the Max. Facings measure.

17 Select **Calculate** to apply the optimization information.

18 Return to the Optimize worksheet. Enable the Optimize check box. Select **Calculate** to apply.

19 Click on Assortment Optimization custom menu on the Assort toolbar.

20 Select Optimize from the drop down options to begin the optimization routine.

21 Return to the Optimal Space and Profit worksheet.

22 Review the optimized number of facings in the Item Facings measure.

23 Review optimized sales information in the Sales, Sales C, and Sales R measures.

24 Review the anticipated gross margin value resulting from the optimization routine.

25 Revise optimization inputs as necessary.

26 Select **Calculate** to apply changes.

27 Return to the Optimize worksheet. Enable the Optimize check box. Select **Calculate** to apply.

28 Click on Assortment Optimization label on the Assort toolbar.

29 Select Optimize from the drop down options to re-initialize the optimization routine.

30 **Click** on the Send Data check box on the Optimize Space / Profit worksheet box to initiate the passing of data from Assort to the space planning application.

Note: You may choose to send data for selected items by checking the Send Data check box at the item level.

31 Select **Calculate** to apply the Send Data command

32 Click on Assortment Optimization custom measure on the Assort toolbar.

33 Select Send Data to Visual Planning to pass optimized space and profit to the space planning application.

34 Review adjusted space recommendations in the RVSP Space measure.

35 Enter the space planning recommendation into both the Min. Facing and Max. Facing measures, to accept the space planning recommendation.

36 Repeat optimization steps outlined above.

37 Select **Save** to retain the information.

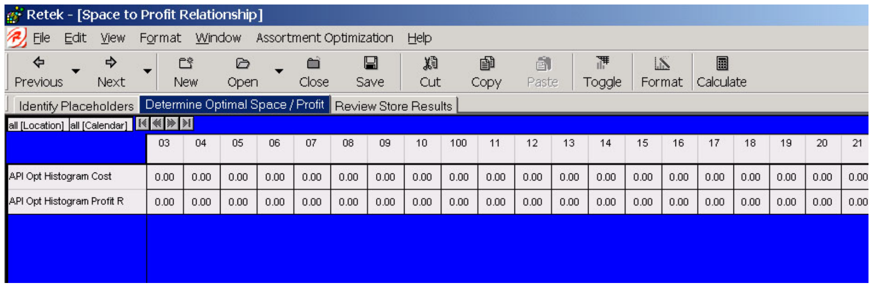
Key Field Descriptions – Optimize Space / Profit

Field Label	Field Description
Item Role	Strategic role assigned to items in the Assortment Rationalization process.
Include	Check box measure indicating whether the item should be included in the optimization routine.
Keep	Check box measure from Assortment Rationalization process step indicating the keep or de-list status of an item.

Field Label	Field Description
Mandatory Item	Check box measure indicating if it is mandatory that space be recommended for the item.
Item Cost	Amount paid to the Vendor for the item.
Item Retail	Full retail value of the item.
Sales Ar	Average selling price for the item.
Demand	Embedded unconstrained forecasted consumer demand for the item.
Item Presentation Standard	Single select drop down list of presentation options for each item. Each item is seeded with a default presentation style such as front or side.
Item Depth	Depth of the item given the presentation standard chosen.
Item Height	Height of the item given the presentation standard chosen.
Item Width	Width of the item given the presentation standard chosen.
Facing Capacity	Number of items behind each facing given the presentation standard chosen.
Lead Time	Number of weeks between reorders.
Min. Presence	Shelf quantity that triggers the restocking of that shelf.
GM	Gross margin
Min. Facings	Minimum number of facings to be considered in the optimization routine.
Max. Facings	Maximum number of facings to be considered in the optimization routine.
Item Facings	The number of item facings returned by the optimization routine between the minimum and maximum boundaries.
Sales	Sales
Send Data	Check box measure indicating which optimized items may be sent to the visual space planning solution.

Space to Profit Relationship

1 Move to the window option on the toolbar and select the Space to Profit Relationship worksheet. Descriptions of the worksheet fields follow this procedure.



Space to Profit Relationship Worksheet

2 Review data points for a visual representation of the diminished point of return used in the optimization routine for determining the most optimal space to profit relationship.

Key Field Descriptions – Space to Profit Relationship

Field Label	Field Description
Histogram Cost	Represents the cost value of space used in the optimization routine
Histogram Profit R	Represents the profit value used in the optimization routine.

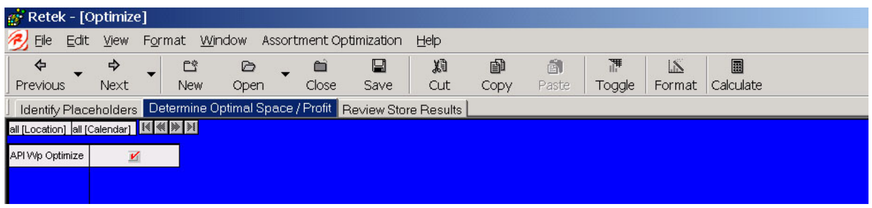
Review Store Results

Reviewing store level optimization results takes place in the worksheets found under the Review Store Results workflow tab. Once the space planning application processes the initial optimal space recommendations, and execution of item on fixture layouts begins, there may be a need to communicate back to Assort exceptions driven by factual space constraints to the initial optimal recommendations. After review, there may be a need to re- optimize in Assort based on those space planning, individual store constraints.

Optimize

1 Click on the Review Store Results workflow tab. Descriptions of the worksheet fields follows this procedure.

2 Move to the window option on the toolbar and select the Optimize worksheet.



Optimize Worksheet

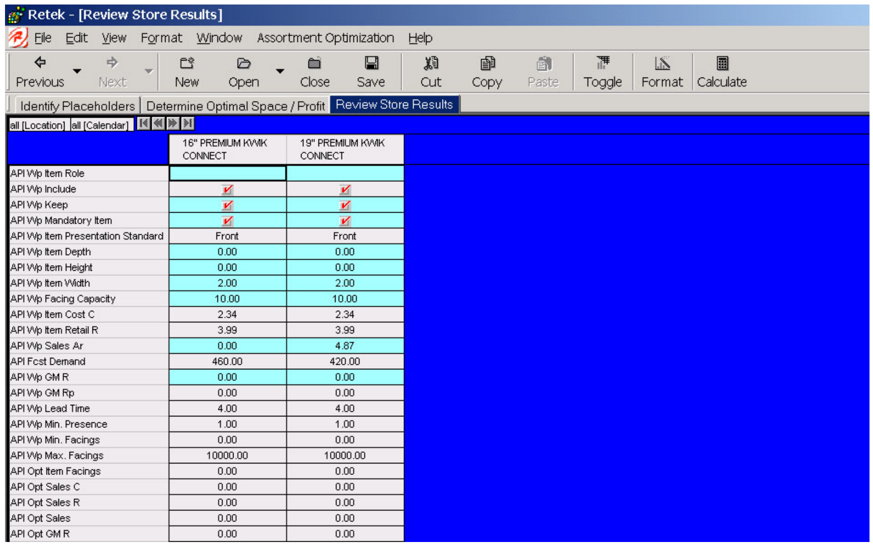
Note: We will return to this worksheet after completing the pre-optimization steps on the next worksheet.

Key Field Descriptions – Optimize

Field Label	Field Description
Optimize	Check box measures that must be initiated prior to the running of the optimization routine.

Review Store Results

1 Move to the window option on the toolbar and select the Review Store Results worksheet. Descriptions of the worksheet fields follow this procedure.



	16" PREMIUM KWIK CONNECT	19" PREMIUM KWIK CONNECT
API Wp Item Role		
API Wp Include	✔	✔
API Wp Keep	✔	✔
API Wp Mandatory Item	✔	✔
API Wp Item Presentation Standard	Front	Front
API Wp Item Depth	0.00	0.00
API Wp Item Height	0.00	0.00
API Wp Item Width	2.00	2.00
API Wp Facing Capacity	10.00	10.00
API Wp Item Cost C	2.34	2.34
API Wp Item Retail R	3.99	3.99
API Wp Sales Ar	0.00	4.87
API Fcst Demand	460.00	420.00
API Wp GM R	0.00	0.00
API Wp GM Rp	0.00	0.00
API Wp Lead Time	4.00	4.00
API Wp Min. Presence	1.00	1.00
API Wp Min. Facings	0.00	0.00
API Wp Max. Facings	10000.00	10000.00
API Opt Item Facings	0.00	0.00
API Opt Sales C	0.00	0.00
API Opt Sales R	0.00	0.00
API Opt Sales	0.00	0.00
API Opt GM R	0.00	0.00

Review Store Results Worksheet

2 Review Number of Facings measure recommendation from the visual space planning application.

> **Note**: To view individual store item optimization results focus on the location portion of the slice and, using the VCR buttons, page through the stores.

3 Review optimized Sales, Sales R, and Sales C quantities.

4 Review optimized number of facings.

5 Review optimized gross margin value.

6 To accept visual planning recommendations, enter Number of Facings quantity into the Min. and Max. Facings measures.

7 Enable Include check box measure if the item is to be included in the individual store optimization routine.

8 Review Keep measure as designated in the Assortment Rationalization workbook

9 Review the Mandatory Item check box measure as designated in the Assortment Rationalization workbook.

10 Select **Calculate** to apply inputs.

11 Return to the Optimize worksheet. Enable the Optimize check box. Select **Calculate** to apply.

12 Click on Assortment Optimization label on the Assort toolbar

13 Select Optimize from the drop down options to begin the optimization routine.

14 Review optimized Item Facings measure quantity.

15 Review optimized Sales, Sales R, Sales C, and GM quantities.

16 Click on the Send Data check box to initiate the passing of data from Assort to the space planning application

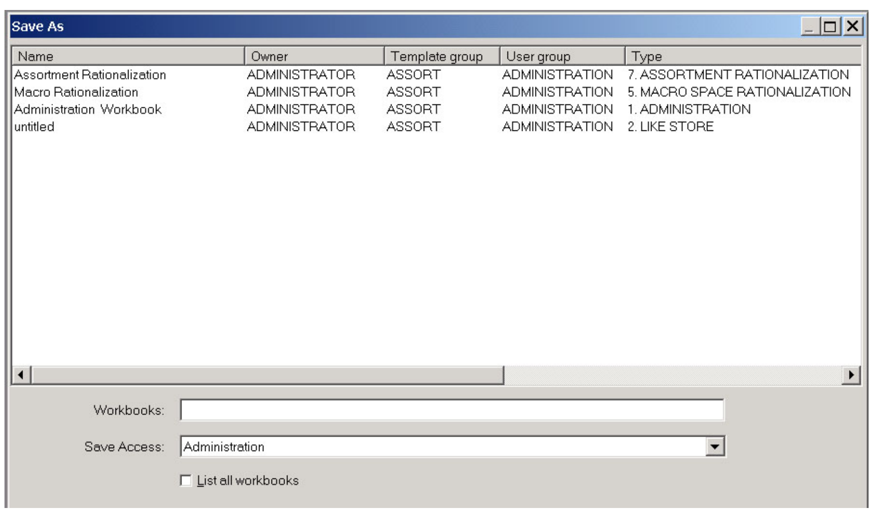
17 Select **Calculate** to apply the Send Data command.

18 Click on Assortment Optimization label on the Assort toolbar.

19 Select Send Data to Visual Planning to pass optimized facings and profit to the space planning application.

20 Go to File > Commit Now. The Save and Commit dialog box appears with the prompt: “Do you want to save changes to this workbook before committing?”

21 Select **Yes**. The Save As dialog window appears.



Save As Window

22 Name the workbook.

23 Enter **OK.**

24 Select **OK** on Commit Successful dialog box

25 Select File > Exit to exit the workbook.

Key Field Descriptions – Review Store Results Worksheet

Field Label	Field Description
Item Role	Strategic role assigned to items in the Assortment Rationalization process.
Include	Check box measure indicating whether the item should be included in the optimization routine.
Keep	Check box measure from Assortment Rationalization process step indicating the keep or de-list status of an item.
Mandatory Item	Check box measure indicating if it is mandatory that space be recommended for the item.
Item Cost	Amount paid to the Vendor for the item.
Item Retail	Full retail value of the item.
Sales Ar	Average selling price for the item.
Demand	Embedded unconstrained forecasted consumer demand for the item.
Item Presentation Standard	Single select drop down list of presentation options for each item. Each item is seeded with a default presentation style such as front or side.
Item Depth	Depth of the item given the presentation standard chosen.
Item Height	Height of the item given the presentation standard chosen.
Item Width	Width of the item given the presentation standard chosen.
Facing Capacity	Number of items behind each facing given the presentation standard chosen.
Lead Time	Number of weeks between reorders.
Min. Presence	Shelf quantity that triggers the restocking of that shelf.
GM	Gross margin
Min. Facings	Minimum number of facings to be considered in the optimization routine.
Max. Facings	Maximum number of facings to be considered in the optimization routine.
Item Facings	The number of item facings returned by the optimization routine between the minimum and maximum boundaries.
Sales	Sales

Field Label	Field Description
Send Data	Check box measure indicating which optimized items may be sent to the visual space planning solution.

What's next

All of the entries are complete for the Assortment Optimization step. Number of Facing recommendations is sent to the space planning organization for execution into item presentations in the stores. There are several functions supporting Assortment and Space Optimization. They are found in the next sections.

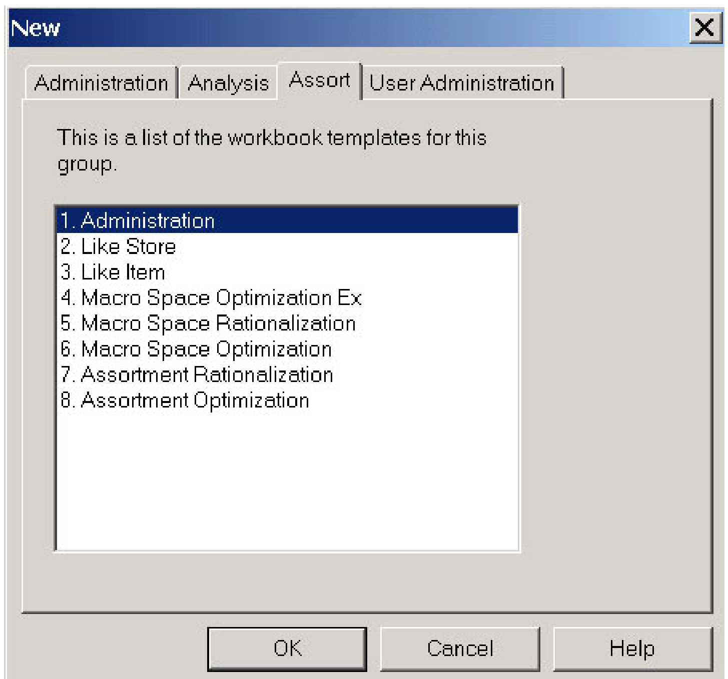
Chapter 6 – Administration

An Administrative workbook is provided for defining the corporate guidelines and data required in the assessment and optimization process steps. The workbook consists of workflow tabs and worksheets that mirror the Assortment and Space Optimization workflow. Each worksheet requires the entry of corporate level data. As such, an Administrator or Power User would manage and maintain this workbook.

As with the other workbooks described in this document, the Administrator workbook must be created.

Create Administration Workbook

1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window is displayed.



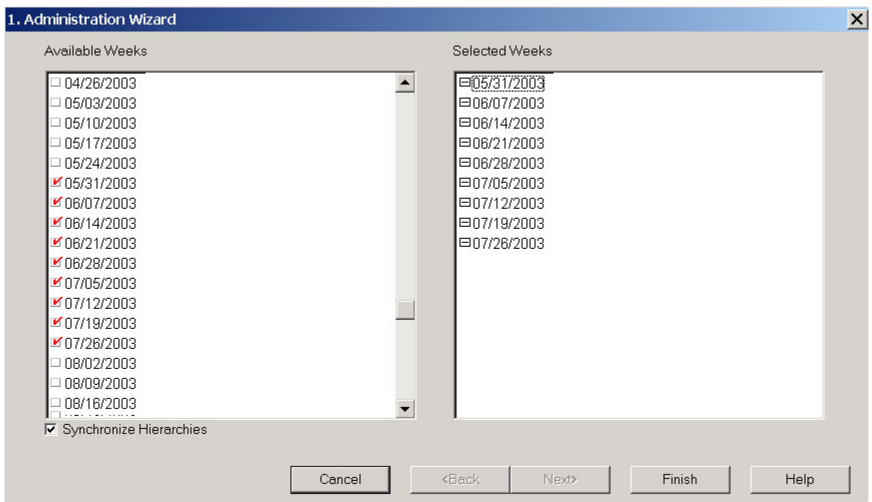
New Workbook dialog for Assort

2 On the Assort tab, select Administration and click **OK**. The Administration Wizard is displayed. Using this wizard, you will define the time frame for defining corporate phases.

The Administration wizard has several buttons for navigating the wizard window.

Button Name	Button Description
Cancel	Exits the window without saving changes or entries.
Help	Displays a list of help topics available in Assort.
<Back	Returns to the previous wizard question or window.
>Next	Accepts the entry and moves to the next question or window.
Finish	Completes the wizard entries and builds the windows for the planning steps.

3 Define time frame for naming phases.



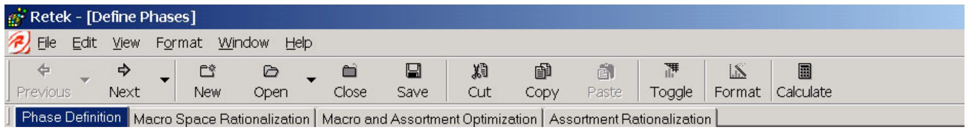
Define time frame page

a Select the time period for which phases will be defined.

b Click **Finish**. The workbook build begins. (This process may take several minutes). Once completed, the workbook opens to the first window in the first process step. The workflow tabs are used in order from left to right as you go through the Administration process steps.

Toolbar buttons

Now that an Administration workbook has been created, Assort displays an expanded toolbar and workflow tabs for navigating through the administrative processes.



Assort toolbar and Administration workflow tabs

The table below contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the Retek Predictive Application Server User Guide or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.

Button Name	Button Description
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard and clears the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations.

Menu options

The main menu options are described in detail in the online help accessible from the Help menu when running Assort, and in the Retek Predictive Application Server User Guide.

Administration workflow tabs

The Administration workflow tabs are below the Assort toolbar and are used to move between sets of windows supporting the assortment and space optimization workflow. You can either click on the workflow tabs, or use Next and Previous on the toolbar to move between them. The workflow tabs for the Administration functionality are as follows:

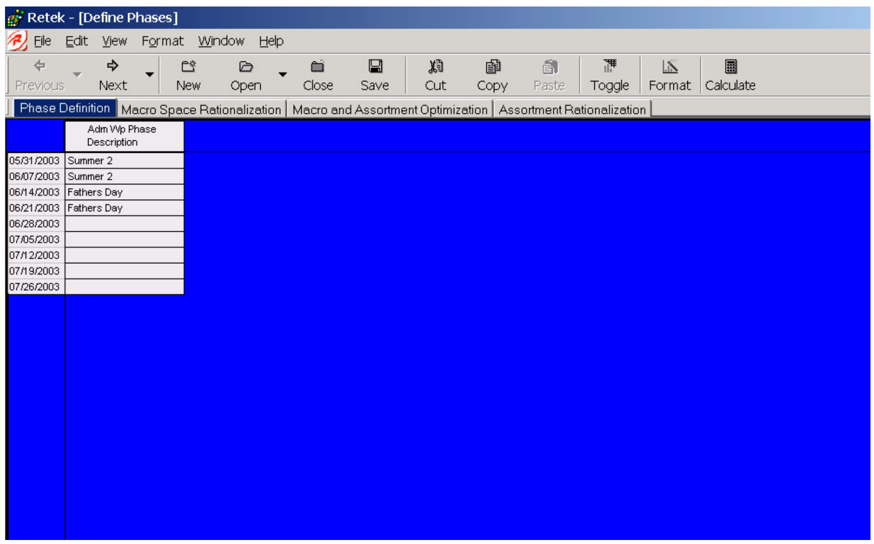
Process Step	Tab Descriptions
Phase Definition	Corporate phases are defined, appearing in the solution workbooks as an alternate hierarchy based at the week level.
Macro Rationalization	Location for the definition of competitors and the input of market share data supporting the Competitive Analysis process step.
Macro and Assortment Optimization	Corporate optimization parameters are defined, macro level profit / space relationship information is provided, and store level optimization parameters are inputted.
Assortment Rationalization	Feature criteria and thresholds for each of the assessment categories are defined in this process step.

Phase Definition

Corporate phases are defined on the Phase Definition workflow tab using the Define Phases worksheet. Once the phases are named and committed, a batch process occurs, workbooks are built, and the phases are visible in the workbook, ready to be planned.

Define Phases

1 On the Administration workflow tabs, select Phase Definition. The Define Phases worksheet appears. Descriptions of the worksheet fields follow this procedure.



Define Phases Worksheet

2 Enter phase description in the Phase Description text measure.

Note: Only one phase may be assigned to a week.

3 Select **Calculate** to apply the phase information.

4 Select **Save** to retain the data.

Key Field Descriptions – Define Phases Worksheet

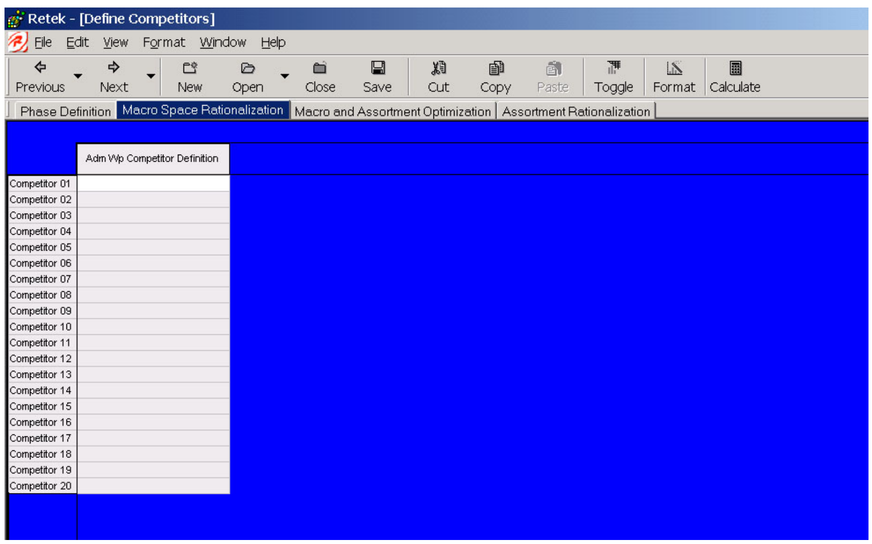
Field Label	Field Description
Phase Description	Text field used for defining phases by week.

Macro Rationalization

The worksheets found under the Macro Rationalization workflow tab support the Competitive Analysis assessment functionality in the Macro Rationalization process step. The first worksheet, Define Competitors, supports the definition of corporate competitors. Once they are defined, these competitors will appear in the Define Competitors wizard and are chosen for assessment in the workbook build process. The second worksheet, Market Share Information, provides the vehicle by which market share information by category will appear in the workbooks.

Define Competitors

1 Click on the Macro Rationalization workflow tab. Descriptions of the worksheet fields follows this procedure.



Define Competitors Worksheet

2 Move to the window option on the toolbar and select the Define Competitors worksheet.

3 Enter Competitor names using the Competitor Definition text measure.

4 Select **Calculate** to apply the information.

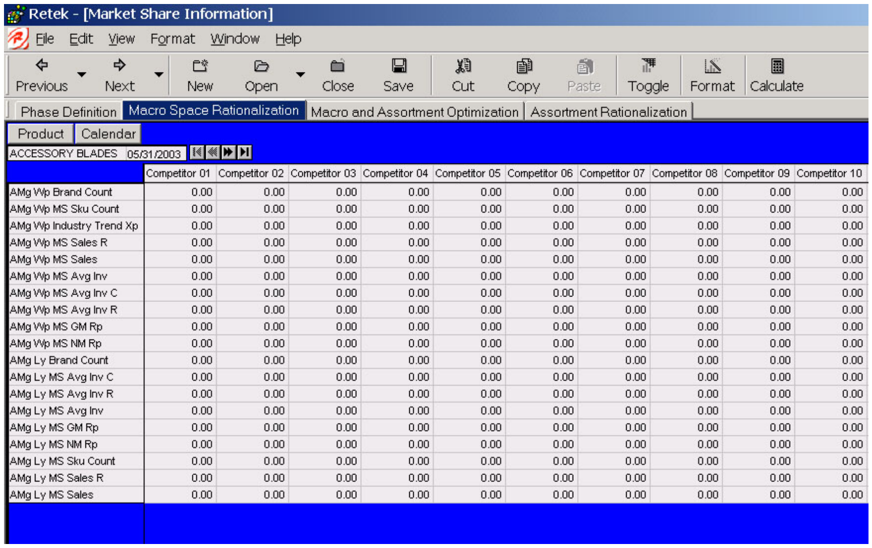
5 Select **Save** to retain the data.

Key Field Descriptions – Define Competitors Worksheet

Field Label	Field Description
Competitor Definition	Text field used for defining competitors.

Market Share Information

1 Click on the Macro Rationalization workflow tab. Descriptions of the worksheet fields follows this procedure.



Market Share Information Worksheet

2 Move to the window option on the toolbar and select the Define Competitors worksheet.

3 Enter category level competitive information using the key performance measures provided.

4 Select **Calculate** to apply the data.

5 Select **Save** to retain the data.

Key Field Descriptions – Market Share Information Worksheet

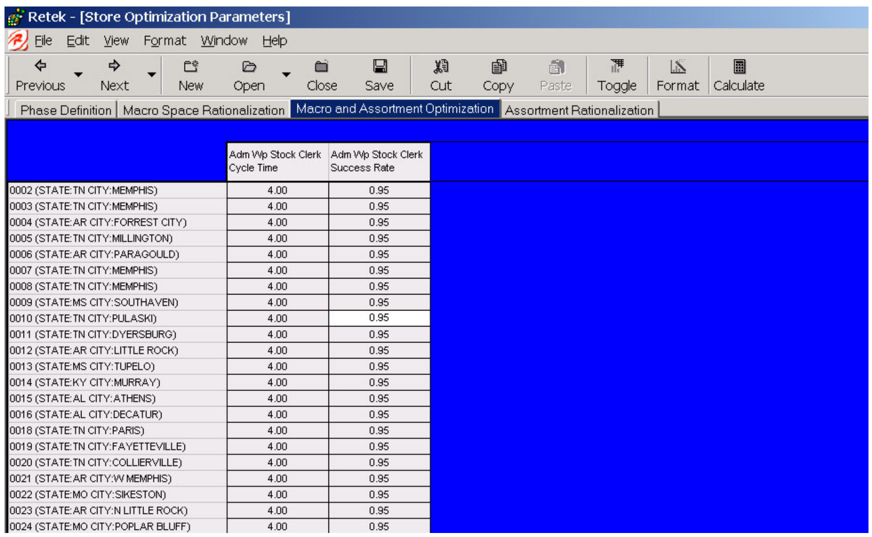
Field Label	Field Description
Brand Count	The number of brands carried in the category
MS SKU Count	The number of SKU's carried in the category
Industry Trend	Category penetration, by competitor, expressed as a percentage.
MS Sales	Market share sales
MS Ave Inv	Marker share average inventory
MS GM	Market share gross margin
MS NM	Market share net margin

Macro and Assortment Optimization

The data and constraints required for optimization are found on the Macro and Assortment Optimization workflow tab. There are several worksheets supporting this information. Planogram information used in Macro Space Optimization is applied on the Planogram Properties and Planogram Properties (Ex) worksheets. Store level optimization parameters are applied on the Store Operating Hours worksheets and the Store Optimization Parameters worksheets.

Store Optimization Parameters

1 Click on the Macro and Assortment Optimization workflow tab. Descriptions of the worksheet fields follows this procedure.



Store Optimization Parameters Worksheet

2 Move to the window option on the toolbar and select the Store Optimization Parameters worksheet.

3 Enter the average number of hours between re-stocking events in the Stock Clerk Cycle Time measure.

4 Enter the probability rate, using the Stock Clerk Success Rate measure, at which the Clerk is successfully able to re-stock shelves when they are below the minimum presence.

5 Select **Calculate** to apply the data.

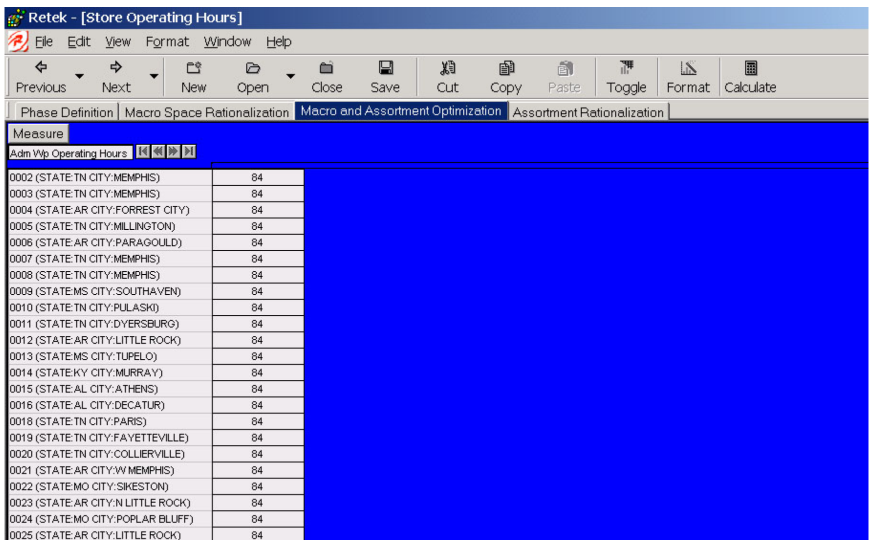
6 Select **Save** to retain the data.

Key Field Descriptions – Store Optimization Parameters Worksheet

Field Label	Field Description
Stock Clerk Cycle Time	Average number of hours between re-stocking events
Stock Clerk Success Rate	Probability rate that the stock clerk will successfully replenish items when they fall below minimum presence.

Store Operating Hours

1 Move to the window option on the toolbar and select the Store Operating Hours worksheet.



Store Operating Hours Worksheet

2 Enter the average number of hours a week that the store is open in the Operating Hours measure.

Note: Using a smart edit is helpful, especially if all stores with in a position of the location hierarchy have the same number of hours. At the parent level, enter the numeric value followed by 'r'. The value entered will replicate to each store. The total number of hours will appear at the parent level.

3 Select **Calculate** to apply the data.

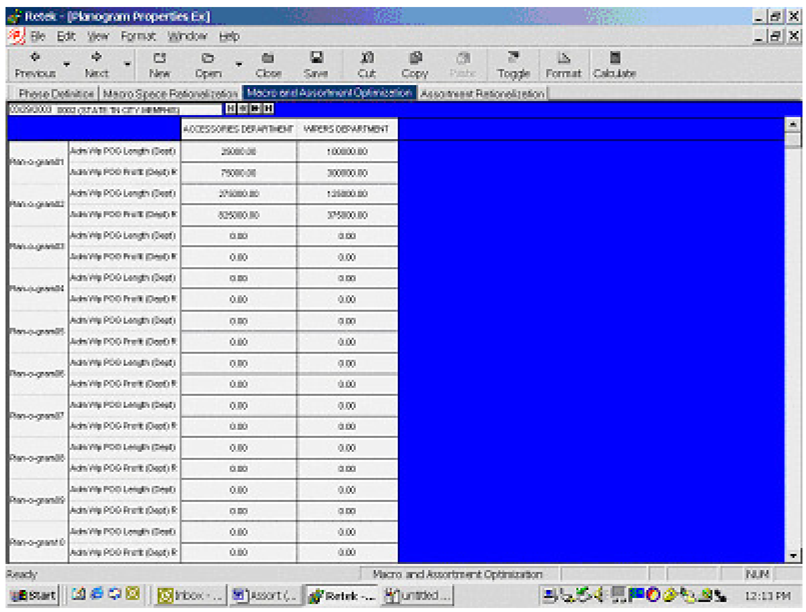
4 Select **Save** to retain the data.

Key Field Descriptions – Store Operating Hours worksheet

Field Label	Field Description
Operating Hours	Average number of hours per week that a store is open for business.

Planogram Properties (Ex)

1 Move to the window option on the toolbar and select the Planogram Properties (Ex) worksheet.



Planogram Properties (Ex) Worksheet

2 Enter the space options in the POG Length (Dept) measure.

3 Enter the expected return in values for each of the space amounts in the POG Profit (Dept) measure.

4 Select **Calculate** to apply the data.

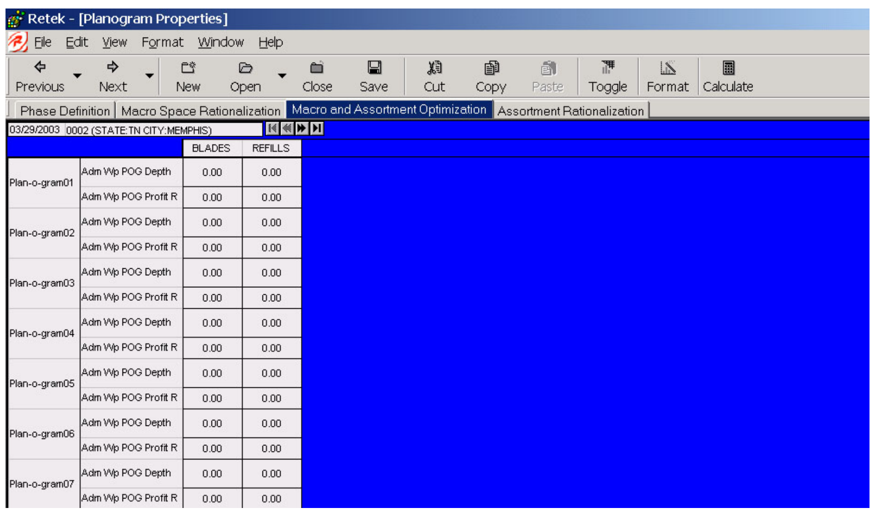
5 Select **Save** to retain the data.

Key Field Descriptions – Planogram Properties (Ex) worksheet

Field Label	Field Description
POG Length (Dept.)	Space amount options to be used in Macro Space Optimization. This measures exits at the department and above levels of the product hierarchy.
POG Profit (Dept.)	Expected return expressed in values for each space amount option in the POG length (Dept.) measure. This measures exits at the department and above levels of the product hierarchy.

Planogram Properties

1 Move to the window option on the toolbar and select the Planogram Properties worksheet.



Planogram Properties Worksheet

2 Enter the space options in the POG Length measure.

3 Enter the expected return in values for each of the space amounts in the POG Profit measure.

4 Select **Calculate** to apply the data.

5 Select **Save** to retain the data.

Key Field Descriptions – Planogram Properties worksheet

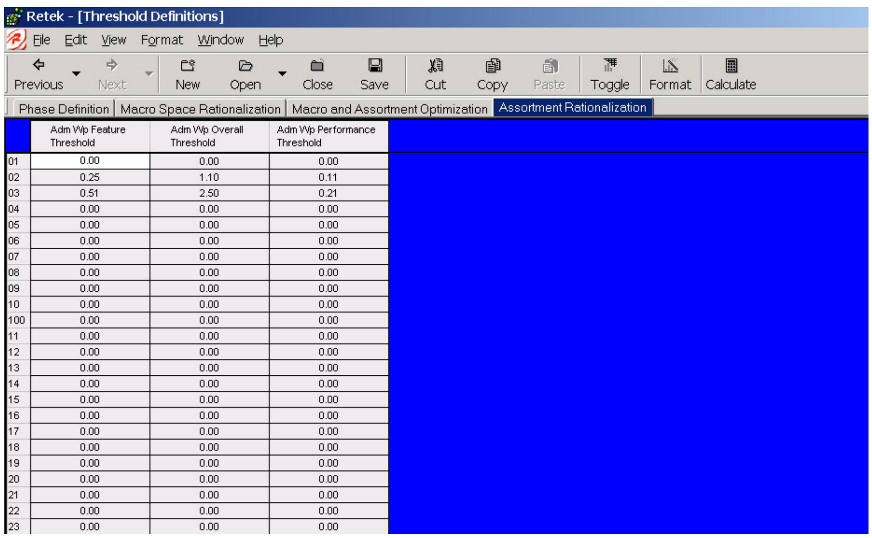
Field Label	Field Description
POG Length	Space amount options to be used in Macro Space Optimization. This measures exits at the sub-category to department levels of the product hierarchy.
POG Profit	Expected return expressed in values for each space amount option in the POG length measure. This measures exits at the sub-category to department levels of the product hierarchy.

Assortment Rationalization

Administrative activity supporting the Assortment Rationalization process step concentrates on defining thresholds used in deriving item rankings and defining corporately determined attributes. The Threshold Definitions worksheet facilitates the setting of feature, performance, and overall break points. Attributes are defined using the Determine Feature Criteria worksheet.

Threshold Definition

1 Click on the Assortment Rationalization workflow tab. A Description of the worksheet field follows this procedure.



	Adm Wp Feature Threshold	Adm Wp Overall Threshold	Adm Wp Performance Threshold
01	0.00	0.00	0.00
02	0.25	1.10	0.11
03	0.51	2.50	0.21
04	0.00	0.00	0.00
05	0.00	0.00	0.00
06	0.00	0.00	0.00
07	0.00	0.00	0.00
08	0.00	0.00	0.00
09	0.00	0.00	0.00
10	0.00	0.00	0.00
100	0.00	0.00	0.00
11	0.00	0.00	0.00
12	0.00	0.00	0.00
13	0.00	0.00	0.00
14	0.00	0.00	0.00
15	0.00	0.00	0.00
16	0.00	0.00	0.00
17	0.00	0.00	0.00
18	0.00	0.00	0.00
19	0.00	0.00	0.00
20	0.00	0.00	0.00
21	0.00	0.00	0.00
22	0.00	0.00	0.00
23	0.00	0.00	0.00

Threshold Definition Worksheet

2 Move to the window option on the toolbar and select the Threshold Definitions worksheet.

3 Enter the lowest numerical value of each breakpoint in the Feature Threshold and Performance Threshold measures. The breakpoints must be within a range of 0 to 1.

Note: For example, if you wanted to have 3 breakpoints, using 0-.24 for low, .25-.74 for medium, and .75- 1.00 for high, 0 would be entered as the first, .25 would denote the second, and .75 would designate the third. Thresholds are used in determining the rank of an item as described in the Assortment Rationalization process.

4 Enter the break points into the Overall Threshold. These breakpoints should range from 1 (low) to 3 (high). As with the measures above, the lower of the range should be entered at each breakpoint.

5 Select **Calculate** to apply the data.

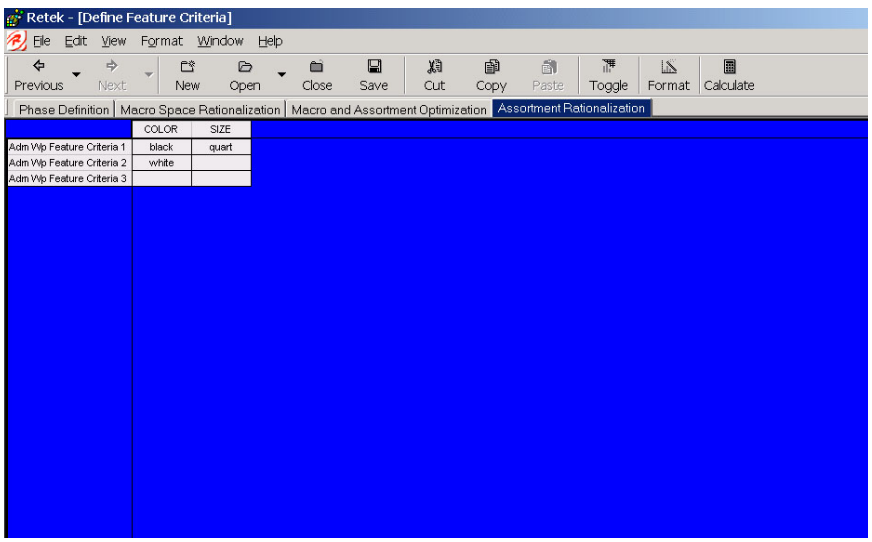
6 Select **Save** to retain the data

Key Field Descriptions – Threshold Definitions

Field Label	Field Description
Feature Threshold	Breakpoints ranging between 0-1 (low to high) used in determining item rank.
Performance Threshold	Breakpoints ranging between 0-1 (low to high) used in determining item rank.
Overall Threshold	Breakpoints ranging between 1-3 (high to low) used in determining item overall rank.

Define Feature Criteria

1 Move to the window option on the toolbar and select the Define Feature Criteria worksheet.



Define Feature Criteria Worksheet

2 Review previously defined types of feature attributes.

3 Enter in the significant attribute features for each feature type.

Note: The significant attributes are for reference only. They play no role in determining item rank other than to remind you that they are important to the corporate strategy. It is the understanding that an item has none or more of the attribute types that is weighed in the ranking.

4 Select **Calculate** to apply the data.

5 Select **Save** to retain the information.

6 Select File > Commit Now to commit all of the data in the Administrative workbook to the database.

What’s next

All of the Administrative functions are now complete. In the following sections, the ability to name and map history to placeholder stores and items is covered.

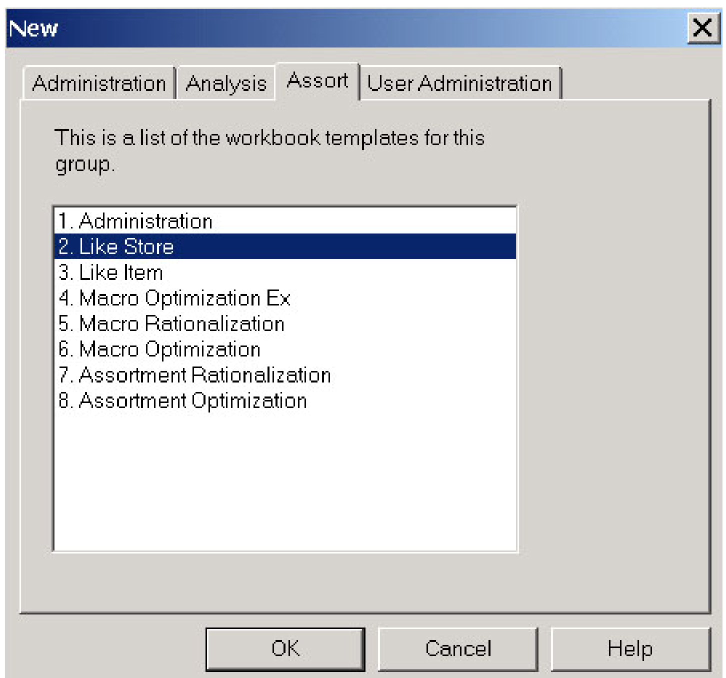
Chapter 7 – Like Store

Occasionally, you may want to include new stores, not yet part of the organizational hierarchy, in the optimization routine. These placeholder stores may be identified using the Like Store workbook template. In order for a forecast to be generated, the Like Store workbook template also facilitates the mapping history from one store to another. Once identified and mapped to a like store, a new store may be included in the space and assortment optimization routines.

As with the other workbooks described in this document, the Like Store workbook must be created.

Create Like Store Workbook

1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window is displayed.



New Workbook dialog for Assort

2 On the Assort tab, select Like Store and click **OK**. The Like Store Wizard is displayed. Using this wizard, you will select the pre-created placeholder store positions to name and map history.

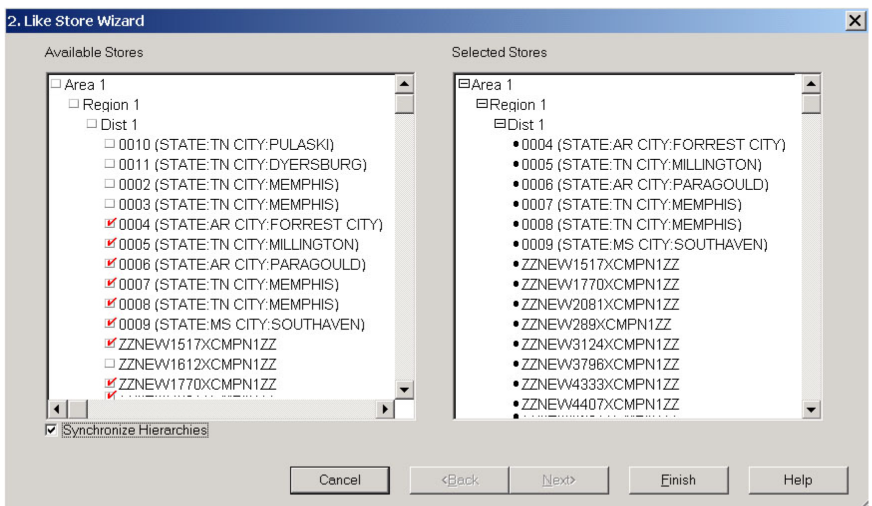
Note: The stores available to map history from must also be chosen in this wizard step.

The Like Store wizard has several buttons for navigating the wizard window.

Button Name	Button Description
Cancel	Exits the window without saving changes or entries.
Help	Displays a list of help topics available in Assort.
<Back	Returns to the previous wizard question or window.
>Next	Accepts the entry and moves to the next question or window.
Finish	Completes the wizard entries and builds the windows for the Like Store steps.

3 Select the pre-created placeholders and the existing stores to which they will be mapped.

Note: The selected already existing stores will appear in the pick list of stores available for mapping.

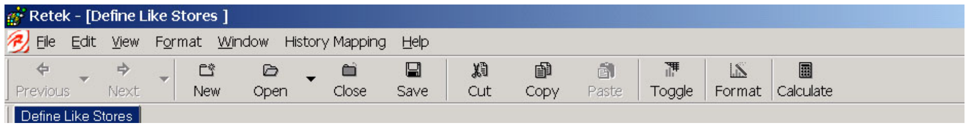


Define Placeholder and Existing Stores Wizard

4 Click **Finish**. The workbook build begins. (This process may take several minutes). Once completed, the workbook will open to the Define Like Stores worksheet.

Toolbar buttons

Now that a Like Store workbook has been created, Assort displays an expanded toolbar and a workflow tab for navigating through the like store processes.



Assort toolbar and Like Store workflow tab

The table below contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the Retek Predictive Application Server User Guide or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.

Button Name	Button Description
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard and clears the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations.

Menu options

The main menu options are described in detail in the online help accessible from the Help menu when running Assort, and in the *Retek Predictive Application Server User Guide*.

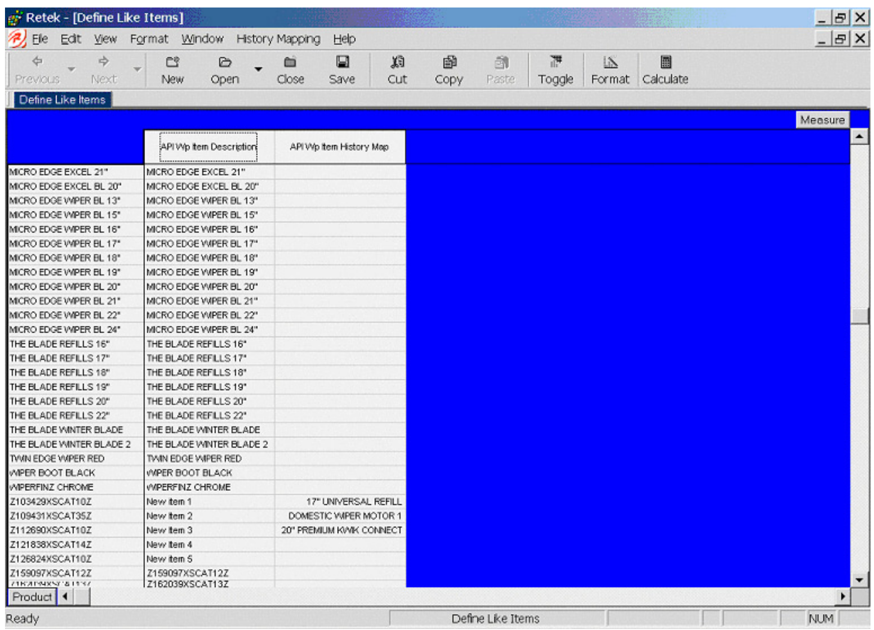
Like Store workflow tabs

The Like Store workflow tab is below the Assort toolbar and is used to access the worksheet supporting the Like Store functionality. The workflow tab for the Like Store functionality is as follows:

Process Step	Tab Description
Define Like Stores	Placeholder stores are named (described) and a like store is chosen for history mapping.

Define Like Stores

1 Click on the Define Like Stores workflow tab. Descriptions of the worksheet fields follows this procedure.



Define Like Stores Worksheet

2 Enter a description for the placeholder store in the Store Description measure.

3 From the list of stores available in the drop pick list, select the existing stores whose history will be mapped to the newly described placeholder store.

4 Select **Calculate** to apply the data.

5 Select **Save** to retain the information.

6 Select File > Commit Now to commit all of the data in the Like Store workbook to the database.

Key Field Descriptions – Define Like Stores

Field Label	Field Description
Store Description	Text field used for naming the placeholder stores.
Store History map	Select list from which stores are chosen to map history.

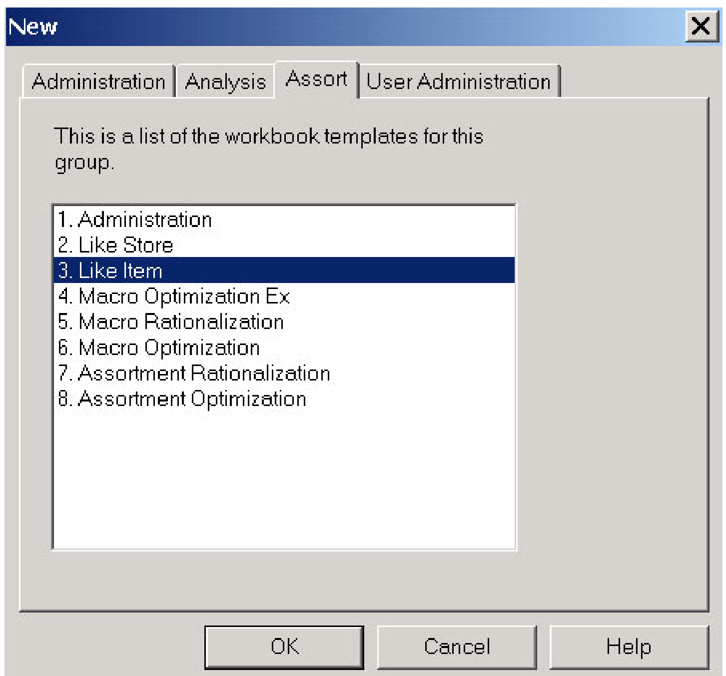
Chapter 8 – Like Item

Occasionally, you may want to include new items, not yet part of the product hierarchy, in the rationalization and optimization routines. These placeholder items may be identified using the Like Item workbook template. In order for a forecast to be generated, the Like Item workbook template also facilitates the mapping history from one item to another. Once identified and mapped to a like item, a new item may be included in the assortment rationalization and optimization routines.

As with the other workbooks described in this document, the Like Item workbook must be created.

Create Like Item Workbook

1 On the Assort menu bar, select File > New or click **New** on the toolbar. The New window is displayed.



New Workbook dialog for Assort

2 On the Assort tab, select Like Item and click **OK**. The Like Item Wizard is displayed. Using this wizard, you will select the pre-created placeholder item positions to name and map history.

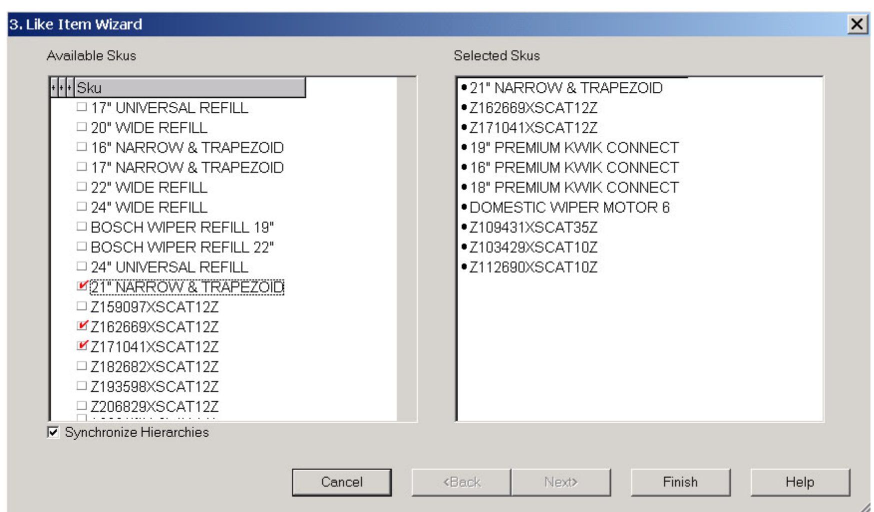
Note: The items available to map history from must also be chosen in this wizard step.

The Like Item wizard has several buttons for navigating the wizard window.

Button Name	Button Description
Cancel	Exits the window without saving changes or entries.
Help	Displays a list of help topics available in Assort.
<Back	Returns to the previous wizard question or window.
>Next	Accepts the entry and moves to the next question or window.
Finish	Completes the wizard entries and builds the windows for the Like Item steps.

3 Select the pre-created placeholders and the existing items to which they will be mapped.

Note: The selected already existing items will appear in the pick list of stores available for mapping.

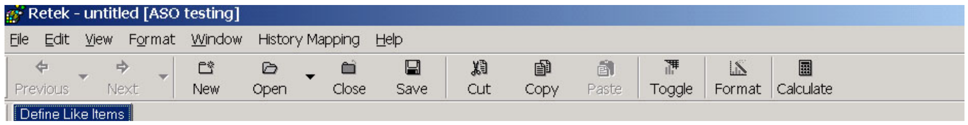


Define Placeholder and Existing Items Wizard

4 Click **Finish**. The workbook build begins. (This process may take several minutes). Once completed, the workbook will open to the Define Like Items worksheet.

Toolbar buttons

Now that a Like Item workbook has been created, Assort displays an expanded toolbar and workflow tabs for navigating through the like item processes.



Assort toolbar and Like Item workflow tab

The table below contains brief descriptions of the Assort toolbar buttons. For more detailed descriptions, see the Retek Predictive Application Server User Guide or online help.

Button Name	Button Description
Previous	Navigates to the previous step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Previous in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
Next	Navigates to the next step in the business process. Each distinct step is associated with a separate worksheet or set of worksheets. Clicking this toolbar button produces the same result as choosing View > Next in Flow Control. The steps in the business process are represented by the flow control tabs, which normally appear immediately beneath the application toolbar. To view the worksheet(s) associated with a particular step, you can simply click on the corresponding tab.
New	Activates the closing of the workbook process so that a new workbook may be opened.
Open	Opens a list of saved workbooks for editing or viewing. Selections made will trigger the closing steps of the current workbook. Once closed, the selected workbook will automatically open.
Close	Closes the currently opened workbook. There are a number of options for saving changes before closing.

Button Name	Button Description
Save	Saves all information in the plan, including the current layout of windows within the steps. This has the same result as selecting File > Save or clicking Save on the toolbar.
Cut	Copies selected worksheet data to an application clipboard and clears the data from the worksheet cells. Same action as choosing Edit > Cut. Only data from write able measures can be cut.
Copy	Copies data at base level.
Paste	Transfers data from the application clipboard to the cursor location. Multiple measure cut/copy in outline mode only supports read/write cells.
Toggle	Display changes from grid view to graph (chart) view.
Format	Allows you to customize the grid or chart view of assessment data.
Calculate	Reads recent entries and applies the entries across all calculations. **Note:** Assort calculates automatically when the active window is changed or when F9 is selected. In addition, deferred calculations can be undone by selecting Edit from the menu, then selecting Remove Last or Remove All Deferred Calculations.

Menu options

The main menu options are described in detail in the online help accessible from the Help menu when running Assort, and in the *Retek Predictive Application Server User Guide*.

Like Item workflow tab

The Like Item workflow tab is below the Assort toolbar and is used to access the worksheet supporting the Like Item functionality. The workflow tab for the Like Item functionality is as follows:

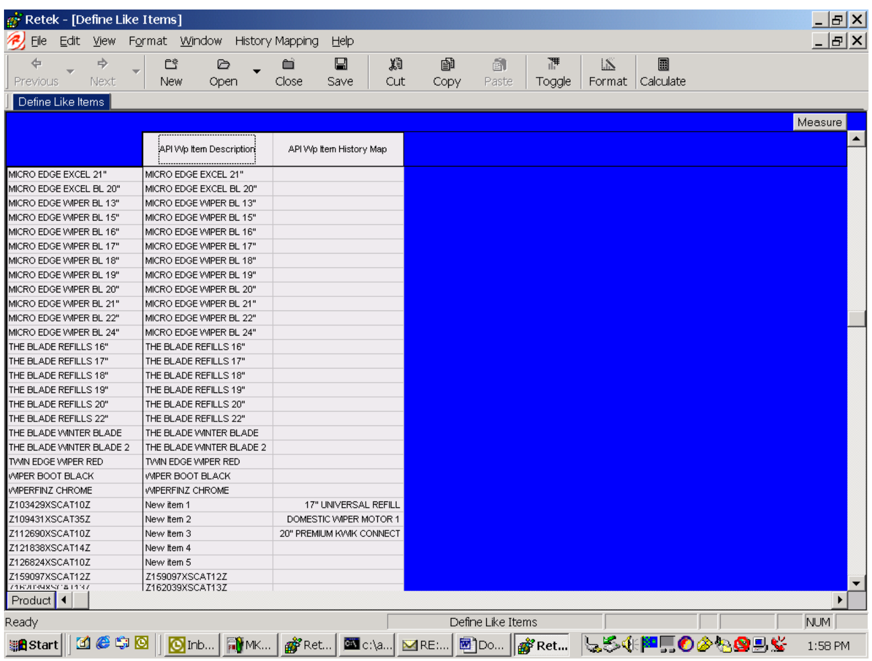
Process Step	Tab Description
Define Like Items	Placeholder items are named (described) and a like item is chosen for history mapping.

Define Like Items

The describing of placeholder items selected in the like item workbook build process takes place in the Define Like Items worksheet of the Define Like Items workflow tab. It is also on this worksheet that the selection of like items for the purpose of history mapping takes place.

Define Like Items

1 Click on the Define Like Items workflow tab. Descriptions of the worksheet fields follows this procedure.



Define Like Items worksheet

2 Enter a description for the placeholder item in the Item Description measure.

3 From the list of items available in the drop pick list, select the existing items whose history will be mapped to the newly described placeholder item.

4 Select **Calculate** to apply the data.

5 Select **Save** to retain the information.

6 Select File > Commit Now to commit all of the data in the Like Item workbook to the database

Key Field Descriptions – Define Like Items

Field Label	Field Description
Item Description	Text measure used for naming the placeholder item.
Item History Map	Pick list of items inside of the workbook from which may be chosen to map history.

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