

# Oracle® Retail Analytic Parameter Calculator for Regular Price Optimization

Release Notes

Release 13.2.3.7

September 2011

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**Note:** This Release Notes document and the README.html provided with the Analytic Parameter Calculator for Regular Price Optimization (APC-RPO) package are being released in lieu of the .txt file because this hot fix includes significant enhancements and documentation updates to the *APC-RPO User Guide for the RPAS Fusion Client*, *APC-RPO User Guide for the RPAS Classic Client*, and *APC-RPO Implementation Guide*.

Oracle Customer Support investigates submitted issues assuming that all released updates have been applied. It is the customer's decision when to apply a new release; however, delays in applying updates can complicate the support process.

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Welcome to Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Release 13.2.3.7. This document describes the enhancements in this release. It includes the following sections:

- [Hardware and Software Requirements](#)
- [Functional Enhancements](#)
- [Technical Enhancement](#)
- [Fixed Issues](#)
- [Related Documentation](#)
- [Customer Support](#)
- [Oracle Retail Documentation on the Oracle Technology Network](#)
- [Documentation Accessibility](#)

## Hardware and Software Requirements

See the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide* for information about the following:

- Hardware and software requirements
- Oracle Retail application software compatibility information

## Functional Enhancements

This release includes the following functional enhancements:

### New Filters

APC-RPO has a new set of filters based on average sales, cumulative sales, and price variance. The filter that considers observations where a constant price is held for a period of time has been temporarily disabled. In addition, one- and two-week ticket prices are removed. Finally, the observations where sales price and ticket price are more than 5% different are filtered out as they were in earlier versions.

### Cleaner User Interface

The user interface has been updated to remove obsolete parameters and include parameters relevant to the new functionality.

### Calculation Enhancements

Several calculations enhancements were made in this release of APC-RPO:

- **Moving Average for Lifecycle Difference:** Previously, APC-RPO assumed that the base demand was constant and therefore did not consider the lifecycle of an item. Now, the lifecycle effect is considered when performing the elasticity estimation.
- **Exponential Smoothing of Second Difference:** A new optional feature has been added that allows the second differences to be smoothed exponentially so that recent observations are weighted higher.
- **Data Partitioning in One Time Period:** Previous versions of APC-RPO split data into two groups to check stability of parameters. In this release, standard errors are used to check for accuracy and stability of estimates.
- **Elasticity Calculation Without Regularization:** Regularization is no longer needed with the new approach for calculating the elasticities. Elasticities are now calculated by combining item/chain elasticities with a location profile.
- **Computed Elasticities:** Elasticities are now computed from underlying data. They are no longer aggregated to obtain higher-level elasticities.
- **Location Profile:** Elasticities are now computed at the merchandise chain level and spread down using a computed region profile.
- **Enhanced Escalation Logic:** The escalation logic for the merchandise hierarchy has been changed to the following:

SKU  
Class  
Category  
Department  
Chain

To see the region profile, the same hierarchy is used.

- **Anchor Price Now Weighted:** In previous versions, the anchor price was the most frequently used price. Now, the logic has been enhanced to weigh recent prices more than old prices by exponentially smoothing the price history.

- **Min/Max Percent Price Calculation Enhancement:** In addition to the calculation of the min/max absolute price changes, APC-RPO now calculates the min/max percent price changes as well.

## Technical Enhancement

This release includes the following technical enhancement:

### New Exported Measures

The `apcrpo_export` script now exports the following additional measures:

Measure Name	Intersection	Description
maxprcuprcent	item/price zone	The maximum price increase percentage change.
maxprcdwnpct	item/price zone	The maximum price decrease percentage change.
finstderr	item/price zone	The self elasticity standard error.
fintstat	item/price zone	The self elasticity T-Statistics.

For more information about these measures and the `apcrpo_export` script, see the "Batch Processing" chapter of the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Implementation Guide*.

## Fixed Issues

The following table contains issues that have been fixed in the current release.

Fixed Issue/Defect	Defect Number
Previously in APC-RPO, there was no elasticity error for the high escalation level. Now, there are standard errors for every level where elasticities are generated.	12754635, 12755113
APC-RPO did not calculate the anchor price using exponential smoothing. This issue has been resolved by calculating the anchor price based on an exponentially smoothed price history.	12754662
The Cross Elasticity worksheet was considered uninformative. Now, there is a Self Elasticity worksheet that displays the elasticity information such as standard error and t-statistics.	12754690
APC-RPO did not calculate the max price percentage ranges in the history. This issue has been resolved.	12755308

## Related Documentation

For more information, see the following documents in the Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Release 13.2.3.7 documentation set:

- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide*
- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization User Guide for the RPAS Fusion Client*
- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization User Guide for the RPAS Classic Client*
- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Implementation Guide*

For more information on RPAS, see the following documents in the Oracle Retail Predictive Application Server Release 13.2.3.7 documentation set.

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- Detailed step-by-step instructions to re-create
- Exact error message received
- Screen shots of each step you take

## Oracle Retail Documentation on the Oracle Technology Network

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

[http://www.oracle.com/technology/documentation/oracle\\_retail.html](http://www.oracle.com/technology/documentation/oracle_retail.html)

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

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

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