

**Oracle® Retail Analytic Parameter Calculator for  
Markdown Optimization**

Configuration Guide

Release 13.2

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# Preface

The *Oracle Retail Analytic Parameter Calculator for Markdown Optimization Configuration Guide* enables systems administrators to perform the following configuration tasks:

- Configuring Data Attributes
- Creating and Managing User Accounts

## Audience

This guide is intended for system administrators of the APC-MDO application.

## Documentation Accessibility

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## Related Documents

For more information about APC-MDO, see the following documents in the Oracle Retail Analytic Parameter Calculator for Markdown Optimization documentation set:

- *Oracle Retail Analytic Parameter Calculator for Markdown Optimization Installation Guide*
- *Oracle Retail Analytic Parameter Calculator for Markdown Optimization Release Notes*
- *Oracle Retail Analytic Parameter Calculator for Markdown Optimization User Guide*

For more information about MDO, see the following documents in the Oracle Retail Markdown Optimization documentation set:

- *Oracle Retail Markdown Optimization Administration Guide*
- *Oracle Retail Markdown Optimization Configuration Guide*
- *Oracle Retail Markdown Optimization Implementation Guide*
- *Oracle Retail Markdown Optimization Installation Guide*
- *Oracle Retail Markdown Optimization Operations Guide*
- *Oracle Retail Markdown Optimization Release Notes*
- *Oracle Retail Markdown Optimization User Guide*

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

## Review Patch Documentation

When you install the application for the first time, you install either a base release (for example, 13.1) or a later patch release (for example, 13.1.2). If you are installing the base release, additional patch, and bundled hot fix releases, read the documentation for all releases that have occurred since the base release before you begin installation. Documentation for patch and bundled hot fix releases can contain critical information related to the base release, as well as information about code changes since the base release.

## Oracle Retail Documentation on the Oracle Technology Network

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

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

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

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

## Conventions

The following text conventions are used in this document:

Convention	Meaning
<b>boldface</b>	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
<code>monospace</code>	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.



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# Getting Started

The Analytic Parameter Calculator for Markdown Optimization (APC-MDO) is an analytical tool that is used to create demand parameters for the Oracle Retail Markdown Optimization (MDO) application. It performs various calculations on historical data to derive the demand parameters.

This chapter contains the following:

- [Introduction](#)
- [APC-MDO Data Requirements](#)
- [Configuring APC-MDO](#)

## Introduction

The instructions in this guide assume knowledge of application servers, databases, and application installation or administration, and are intended for system administrators and experienced IT personnel. Before carrying out any of these activities, ensure that you understand UNIX commands (including shell configuration and scripting), directory operations, and symlinks.

## APC-MDO Data Requirements

APC-MDO requires a minimum of 18 months of historical data, including at least one complete fiscal year.

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**Note:** In order to use the Seasonality Correlation feature, a minimum of two years of historical data is required.

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## Configuring APC-MDO

Once you have installed APC-MDO, you are ready to begin the configuration process. At a high level, the APC-MDO configuration process is as follows:

1. Assign attributes to merchandise at an aggregated level.
2. Create or obtain a file of historical promotions.
3. Define properties within the `apc.properties` file for the following items: inventory units, parameter export files, and the end of week.

Note that the APC-MDO UI uses the "Used" column in `asds_client_hierarchy_tbl` to determine which merchandise hierarchy and location hierarchy levels to display in the

Raw AP stage display. The "Used" column is configurable. A value of N indicates the levels that are at or below the optimization level.

## Assigning Attributes to Merchandise

Within APC-MDO, attributes are used to segregate merchandise. These attributes ensure that different kinds of merchandise are not aggregated within the same seasonality curve.

To assign attributes to merchandise, do the following:

1. Open the **asds\_item\_level\_user\_attrs\_tbl** within the asds schema.
2. Using SQL statements, update the **user\_attr\_text\_1** column with one of the following values:
  - Basic – specifies basic merchandise.
  - Regular – specifies regular, or non-basic merchandise.
  - Blank – the field is empty and no attribute is specified. Merchandise given an attribute of this type have a value of "None".

## Promotions

Optionally, APC-MDO can use information from significant promotions; this data is stored within the **asds\_event\_promos\_tbl** table and is used within the Raw AP and Corrections stages. [Table 1–1, "The asds\\_event\\_promos\\_tbl Table"](#) lists the table fields and field descriptions.

Implementors of APC-MDO should fill this table with data using a SQL query.

**Table 1–1 The asds\_event\_promos\_tbl Table**

Field	Description
EVENT_KEY	Promotional Event Key.
EVENT_DESC	Promotional Event Description.
EVENT_START_DT	Promotional Event Start Date.
EVENT_END_DT	Promotional Event End Date.
ATTRIBUTE1	Usage (Y or N).
ATTRIBUTE2	Baseline (linear, max, average).

## Configuring the apc.properties File

The following properties within the **apc.properties** file must be configured.

### Definition of Inventory Units

Locate the **rawap.use.sku.store.count** property, and enter one of the following values:

- true – enter true to use SKUs.
- false – enter false to use inventory units.

A sample definition is provided below:

```
rawap.use.sku.store.count=false
```

## Parameter Export

Locate the following properties and enter the required information:

- **pe.output-dir** – specify the installation path of APC-MDO on the computer where APC-MDO is installed.
- **pe.company.name** – (optional). APC-MDO uses the value entered in this field within the titles of the generated parameter files. By default, this property is defined as “CompanyName”.
- **pe.parameter.file.name** – specifies the name of the file that holds the scalar demand parameters. By default, this property is defined as “apc\_output\_scalar\_parameters\_v”. The full name of the scalar demand parameter file when using the default setting is apc\_output\_scalar\_parameters\_vXX\_CompanyName.zip, where XX is a version number generated by APC-MDO.
- **pe.seasonality.file.name** – specifies the filename for the file that holds the seasonality curves. By default, it is “apc\_output\_seasonalities\_v”. When generated, the full name of this file using the default setting is “apc\_output\_seasonalities\_vXX\_CompanyName.zip”, where XX is a version number generated by APC-MDO.

## End-of-Week Parameter

The End-of-Week parameter specifies which day of the week is used as the end of the week.

Locate the **rawap.end.of.week** parameter. Acceptable values for this field are as follows:

- SAT
- SUN
- MON
- TUE
- WED
- THU
- FRI

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**Note:** The default value for this field is “SAT”.

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## Ignoring Inventory when Determining Elasticity

The rawap.inventory.source setting in the apc.properties file is used to set up APC-MDO so that it ignores inventory when determining elasticity.

Locate the rawap.inventory.source parameter.

This property can have one of three string values:

- **sku\_store** – Raw-AP will use sku-store count as a replacement for inventory (this is for clients who have sku-store data but no inventory data).
- **inventory** – the client historical data has reliable inventory data, and therefore Raw-AP should use this data.
- **none** – the client has neither sku-store count nor inventory data, and thus Raw-AP should ignore both when determining elasticity.





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## User Management

This chapter contains the following section:

- [Creating User Accounts](#)

### Creating User Accounts

No user accounts need to be specified for APC-MDO. As a single-user application, only one user may access APC-MDO at a time. All users share a single user name and password.

This user name and password combination is identical to the APC-MDO database user name and password as follows:

- User Name – enter the user name for the APC-MDO database.
- Password – enter the password for the APC-MDO database.

