

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

User Guide

Release 13.2

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Contents

Send Us Your Comments	ix
Preface	xi
Audience	xi
Documentation Accessibility	xi
Related Documents	xii
Customer Support	xii
Review Patch Documentation	xii
Oracle Retail Documentation on the Oracle Technology Network	xii
Conventions	xiii
1 Getting Started	
Introduction	1-1
APC-MDO Data	1-1
User Requirements	1-2
Overview of the APC-MDO User Interface	1-2
Logging Into APC-MDO	1-3
Features of the Stage Screens	1-3
The APC-MDO Process	1-5
Changing Parameter Settings	1-6
Dependencies	1-7
Tools Bar	1-7
Data Validation	1-7
Stage Status and Custom Run	1-8
Parameter Histogram	1-9
Raw Seasonality Viewer	1-11
Output Seasonality Viewer	1-12
2 Preprocessing	
Introduction	2-1
The Preprocessing Interface	2-1
Item Week Filters	2-1
Item Filters	2-2
Loading a Configuration	2-3
Preprocessing Results Page	2-3

3	Season Code Setup	
	Introduction.....	3-1
	The Season Code Setup Interface	3-1
	Item Week Filters.....	3-1
	Start Date Code.....	3-2
	End Buckets.....	3-3
	Adjacent Weeks.....	3-3
	Attribute Mapping	3-4
4	Raw AP	
	Introduction.....	4-1
	The Raw AP Interface.....	4-1
	Selecting Hierarchy Levels	4-1
	Seasonality Settings.....	4-2
	Item-Week Filters	4-3
	Markdowns.....	4-3
	Partition Filters	4-4
5	Smoothing	
	Introduction.....	5-1
	The Smoothing Interface	5-1
	Seasonality Correlation Period.....	5-1
6	Pruning	
	Introduction.....	6-1
	The Pruning Interface.....	6-1
	Data Sufficiency	6-1
	Partition Filters	6-2
	Year-to-Year Filters	6-2
	Base Historic Period.....	6-3
	Pruning Filtering Results.....	6-4
	Pruning Seasonality Results	6-4
7	Corrections	
	Introduction.....	7-1
	The Corrections Interface	7-1
	Curve Creation	7-1
	Events.....	7-2
	Holidays	7-3
	Promotions	7-3
8	Propagation	
	Introduction.....	8-1
	The Propagation Interface	8-1
	Seasonality Coverage.....	8-1

9 Output and Parameter Export

Introduction.....	9-1
The Output Interface	9-1
Item Week Filters.....	9-1
Escalation Path	9-2
Parameter Export	9-3

Glossary

Index

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Oracle Retail Analytic Parameter Calculator for Markdown Optimization User Guide,
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Preface

Analytic Parameter Calculator for Markdown Optimization (APC-MDO) is an analytical tool used to calculate demand parameters and produce results in a format appropriate for other applications.

Audience

This document is intended for analysts and scientists who will configure and use APC-MDO.

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For more information, see the following documents in the Oracle Retail Analytic Parameter for Markdown Optimization documentation set:

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

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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Oracle Retail Documentation on the Oracle Technology Network

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

http://www.oracle.com/technology/documentation/oracle_retail.html

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

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

Conventions

The following text conventions are used in this document:

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

Getting Started

Analytic Parameter Calculator for Markdown Optimization (APC-MDO) is an analytical tool used to calculate demand parameters, seasonality and price elasticity, and view the results. These demand parameters are produced in the format required by the analytical application.

This chapter contains the following:

- [Introduction](#)
- [APC-MDO Data](#)
- [User Requirements](#)
- [Overview of the APC-MDO User Interface](#)
- [The APC-MDO Process](#)
- [Tools Bar](#)

Introduction

This chapter provides a general overview of the features and functionality found in the APC-MDO application. The APC-MDO application is organized into stages. Each stage occupies a separate screen in the UI. Each stage contains parameters that are configurable. The functionality of the UI is the same in each screen. That functionality is described in this chapter. The details of each stage is described in a subsequent chapter.

APC-MDO Data

APC-MDO requires at least two years of historical data. However, long life-cycle customers will need more data. These requirements exist because the data at the beginning and end of the historical period may have to be removed from the data analysis for the following reasons:

- The year-dependent season codes that overlap the first eight weeks (on average) of historical data can, in general, not be used. Year-dependent season codes are used to classify items by their start dates, and a year-dependent season code that overlaps the first eight weeks of historical data generally contains items whose true start date occurred before the start of the historical data.
- The last eight weeks (on average) also cannot be used because the year-dependent season codes may contain items that extend past the end of the historical data

Which season codes cannot be used depends on the length of the life cycles of the items in the data.

The seasonality correlation determines which seasonality curves are reliable by comparing one season code to another season code one year earlier or one year later. Because of this, the process requires at least two years of historical data. Without two years of data, APC-MDO will skip running the correlation.

The Corrections stage generates a catch-all curve and a padding curve. This requires a complete set a historical data for the specified fiscal year. This requirement can be satisfied with at least two years of historical data.

Historical data must be aggregated to a high-enough level that APC-MDO can provide meaningful demand parameters. If APC-MDO performs calculations at levels such as color/store, the weekly rate of sales may be too low (below five units per week). The typical solution is to aggregate to a higher location level.

User Requirements

As an APC-MDO user, you must have an understanding of the historical data and an understanding of how the retail industry works in order to use APC-MDO effectively. In particular, you must have enough of an understanding of the historical data and the length of the life cycle of the items in the data to be able to identify:

- the weeks at the beginning of the historical data that contain the tail-end data for items whose life cycle began before the start of the historical data
- the weeks at the end of the historical data that contain items whose life cycle ends after the historical data

You must also understand which promotions and holidays provide the most lift. Only the most significant events should be enabled for APC-MDO to be effective. If you enables more than 25 events a year, the results may not be reliable.

Overview of the APC-MDO User Interface

The interface for the APC-MDO application consists of a series of nine screens that represent the nine stages you must complete to generate the analytical parameters. Each stage screen has the same basic layout. Each stage screen has different fields for the parameters that you configure for that particular stage. The stage screens have both common and unique buttons for navigation and operation.

Each of the nine stages is described in a separate chapter of this guide. The nine stages are:

1. Preprocessing – filters the historical data and does the first determination of item eligibility.
2. Season Code Setup – determines season codes to use and maps them to items.
3. Raw AP – produces demand parameters.
4. Smoothing – calculated seasonality correlations.
5. Pruning – removes merchandise/location/season code partitions.
6. Corrections – corrects seasonality curves to account for holidays and promotions.
7. Propagation – removes holiday lift and promotion lift.
8. Output – converts APC-MDO results into the format required for data export.
9. Parameter Export – output text file generation.

Logging Into APC-MDO

The login screen requires the user to provide the user name and password for the database. Once the database authenticates the user, the APC-MDO application is available. Only one user can log into the application at a time. APC-MDO is a single-user application.

Features of the Stage Screens

Once you log into APC-MDO, you see the Preprocessing stage screen, shown in Figure 1-1, "Item Week Filters" and Figure 1-2, "Item Filters".

Figure 1-1 Item Week Filters

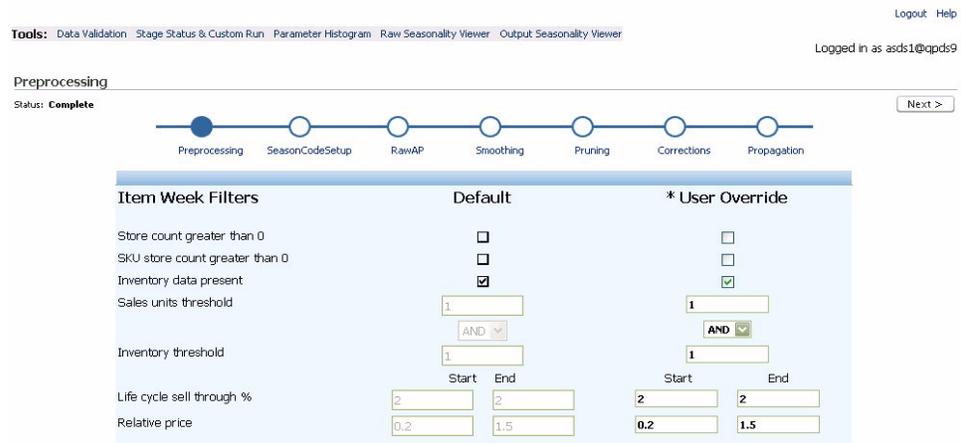


Figure 1-2 Item Filters



The following features, illustrated in the Preprocessing stage screen, are common to all the stage screens.

Tools

The Tools Bar, shown in Figure 1-3, "Tools Bar", is located at the top of each stage screen.

Figure 1-3 Tools Bar



It provides access to Data Validation, Stage Status and Custom Run, Parameter Histogram, Raw Seasonality Viewer, and Output Seasonality Viewer, which are used

for supplementary processes in some of the stages. The functionality of each of these tools is discussed in "Tools Bar".

Process Train

Below the Tools bar, you see the Process Train, shown in Figure 1–4, "Process Train".

Figure 1–4 Process Train



You use the Process Train to navigate between stages. The Process Train displays the stage names, from left to right, in the order in which they are generally run. (A stage can be re-run. All stages subsequent to that stage must then be re-run.) Click on the name of a stage to access that stage.

The Process Train also displays the status of each stage. A closed circle indicates that the user is currently accessing the associated stage. Only one circle can be filled in at a time; all the other circles will be open.

The Status value indicates the status of the associated stage.

Note: When you click Stop from any stage, the stage that is currently running will be terminated.

The possible values for the status include:

Table 1–1 Stage Status Values

Status Value	Meaning of Status Value
Complete	The stage ran to completion.
Running	The stage is currently in the process of executing.
Stopped	The user terminated the run.
Incomplete	The stage has not finished.
Exception	An error occurred.

Other Screen Features

Here is a list of the common features generally available in the User Interface. Features limited to specific stage screens are described in the specific stage chapter.

Note: When you click Stop from any stage, the stage that is currently running will be terminated.

- Back – returns to previous page.
- Next – navigates to the next stage in the process train.
- Restore Default – clears any values that you have entered into the override fields and replaces them with the defaults.

- Run – starts the processing of a stage. In order to start a run, you must first select the stage.
- Stop – terminates the current run.
- Logout and Help – available at the top of each screen.
- For all options in all stages, a check box is used for parameters that are enabled or disabled and a text entry box is used to enter alternate values.
- A caution symbol indicates a parameter that should at least be examined to see if it should be configured.
- The headings Start/End, Minimum/Maximum, Low/High, and Preceding/Following are used for ranges of values.

The APC-MDO Process

The operation of APC-MDO is divided into stages. Each stage gathers related information and calculations together. The results of the computation of each stage can be kept for as long as the computation is valid. The stages can be run in order or a stage can be skipped if the results are still valid. Skipping stages, if a valid option, can improve performance.

Within each stage, you can perform the following three operations:

- Modifying the input values for the stage. Each stage has default values that you can change. Changing default values requires an in-depth understanding of how APC-MDO works and of the retail details of your business. You can modify the fields without immediately running the stage. Note that the Base Historical Period can only be modified after the Season Code stage has been successfully run. This dependency exists because the Base Period dialog box displays the results of the Season Code stage calculations.

Note: You must examine certain parameters, labelled with a Caution icon, before running any stages. See "[Changing Parameter Settings](#)" for details.

- Running the stage. Each stage performs its calculations during the run operation. In order to start a run, you must first select a stage. Stages cannot be run simultaneously. After you run a stage, you can modify some of the fields in the stage. However, until you re-run the stage, the results of the stage do not change. Thus, you can continue to modify the fields or change them back to original values. It is recommended that you retain the results of a stage for as long as possible.
- Viewing the stage results. You can view the calculated results for the Preprocessing and Pruning stages after that stage has finished running.

You cannot in general run all stages of APC-MDO on the very first run. You need at least two runs. In the first run, run APC-MDO through the Smoothing Stage, but not beyond. Based on this first run, set the Base Historic Period (in the Pruning Stage) by visually examining the chain-level seasonality curves using the Raw Seasonality Viewer. If the curve has a sharp fall-off, you should look at the sales dollars. You should make sure you have between 80% and 90% of the original sales dollars. After you have properly set the Base Historic Period, you can run the remaining stages (from Pruning onward). But to set the Base Historic Period from the results of Raw-AP

you must run at least two runs when you first use APC-MDO with brand-new data. (After the Base Historic Period is set, you can run all stages in a single run.).

Here is a summary of the complete APC-MDO workflow.

1. Logging in – one user can log in at a time. Only one user can use APC-MDO at a time.
2. Data Validation – a summary of historical data can be used to check that the historical data has been loaded correctly. This information only needs to be checked when the historical data is new or has been reloaded during a data refresh.
3. Preprocessing – these settings can be changed.
4. Examination of the Preprocessing Results – view details about how much data was filtered out by preprocessing. Verify that at least 80% of the sales dollars remain.
5. Season Code Selection – used to define the season code.
6. Levels Selection – within the Raw AP stage, select the merchandise and location levels for which APC-MDO will calculate the demand parameters.
7. Entering the Raw AP Filtering Parameter – Raw AP filtering (in addition to preprocessing filtering).
8. Running the Raw AP Calculation – produces the demand parameters.
9. Examination of the Demand Parameters – view seasonality curves using the Raw Seasonality viewer.
10. Performing Smoothing – calculate the seasonality correlations.
11. Entering the Base Historical Period – used to override a fiscal year. This can only be set after the Season Code Setup stage is run.
12. Pruning – prune the partitions by setting reliability tolerances for demand parameters. This is used to eliminate unreliable partitions.
13. Examination of the Pruning Results – view results of the partition filtering by using the Parameter Histogram viewer.
14. Examination of the Summary Statistics – click **View Results** to view details about the pruning filtering (the partitions after pruning).
15. Performing Corrections – adjust curves for holidays and promotions.
16. Performing the Propagation of the Seasonality Curves – copy curves to other fiscal years.
17. Entering the Escalation Path – this is used by APC-MDO for the output. The default is to escalate along the merchandise hierarchy first, and then along the location hierarchy.
18. Output Stage – specify the output path.
19. Parameter Export – generate files for other analytical products.

Changing Parameter Settings

The following parameters, labelled with a Caution icon, must be examined before running any of the stages in APC-MDO. You do this in order to determine whether or not the parameter values should be changed. Usually these are the only parameters you will need to change in order to run APC-MDO.

- Season Code Setup

- Start Date Code
- End Buckets
- Map Attributes
- Raw AP
 - Merchandise Hierarchy
 - Location Hierarchy
 - Pruning Base Historical Period
- Corrections
 - Catch-All Curve Fiscal Year
 - Padding Curve Fiscal Year (The fiscal year for this parameter and the above parameter must be a complete fiscal year.)
 - Holidays
 - Promotions (Only enable promotions and holidays that have a large traffic lift.)
- Output – escalation path

Dependencies

Each stage must be run in the order listed in the process train. Each stage is dependent on the previous one (that is, all previous stages must have a status of complete before the current stage can be run).

Tools Bar

The Tools Bar appears at the top of each screen.

Figure 1–5 Tools Bar

Tools: Data Validation Stage Status & Custom Run Parameter Histogram Raw Seasonality Viewer Output Seasonality Viewer

It provides access to:

- Data Validation – provides a summary of the historical data for a given period of time.
- Stage Status and Custom Run - provides access to the stage status and provides a way to run all the stages or a subset of the stages sequentially without interruption.
- Parameter Histogram - displays a histogram of the elasticities or inventory effect for selected partitions that have passed pruning.
- Raw Seasonality Viewer – displays a graph of selected seasonality curves after the Raw AP stage has been run.
- Output Seasonality Viewer – displays a graph of selected seasonality curves after the Output stage has been run.

Data Validation

Here is an example of the Data Validation data.

Figure 1–6 Data Validation

Summary		
merchandise count	115423	
location count	1	
item count	115423	
calendar extent	11-MAR-01	28-OCT-18
data extent	09-OCT-05	25-NOV-07
merchandise levels	9	
location levels	3	
data merchandise level	COLOR	
data location level	STORE_CLSTR	

Level Desc	Element Count
Location-STORE	65
Location-STORE_CLSTR	1
Location-CHAIN	1
Merchandise-COLOR	115427
Merchandise-ARTICLE/STYLE	62401
Merchandise-SUBMERCHANDISE_GROUP	2660
Merchandise-MERCHANDISE_GROUP	1311
Merchandise-MAJORMERCH_GROUP	399
Merchandise-DEPARTMENT	62
Merchandise-FASHION_WORLD	6
Merchandise-MAJOR_AREA	3
Merchandise-CHAIN	1

APC-MDO validates historical data and loads it into the APC-MDO database after the application is first configured. The data validation chart is useful for examining a summary of the data after a change, such as a data refresh, has occurred in the historical data.

The data validation chart contains the following:

- merchandise count – the number of distinct merchandise IDs in the historical items.
- location count – the number of distinct location IDs in the historical items.
- item count – the total number of historical items.
- calendar extent – the extent of the `asds_calendars_in_tbl` imported from the related application.
- data extent – the extent of the historical data.
- merchandise levels – from the `asds_client_hierarchy_tbl`, the input table that is constructed from the `merch_hierarchy_in_tbl`.
- location levels – the count of the location levels.
- data merchandise levels – the name of the merchandise level used.
- data location levels – the name of the location level used.
- Level Desc/Element Count – the counts for each location and merchandise hierarchy level.

Stage Status and Custom Run

Here is an example of the Stage Status and Custom Run data.

The Histogram screen is divided into two major sections, shown in [Figure 1–8](#), "Parameter Histogram Options" and [Figure 1–9](#), "Parameter Histogram Chart".

Here is an example of the options section.

Figure 1–8 Parameter Histogram Options



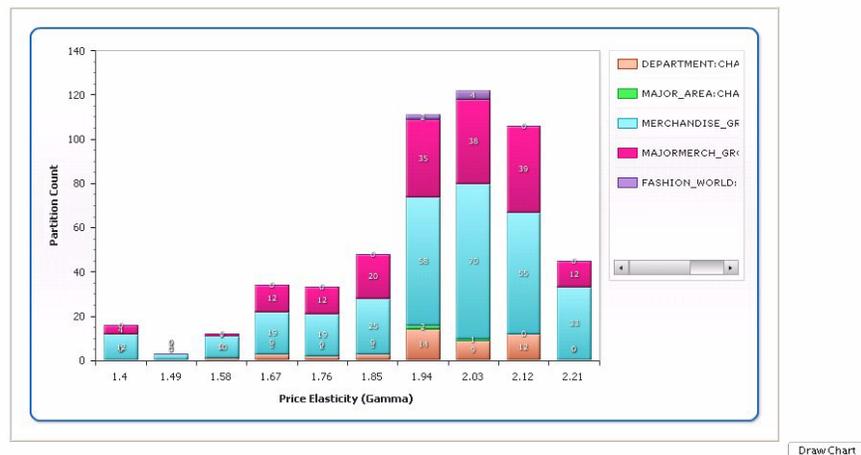
The top section contains selected lists for merchandise levels and location levels. These levels are derived from the levels you selected during the Raw AP stage. Using these two lists, you select the merchandise levels and locations levels you are interested in seeing charted.

Once you have selected the levels you are interested in, you must also select the demand parameter you are interested in seeing charted: Inventory Effect or Elasticity. Select one of these options and click **OK**. The display list is populated with all the combinations of the merchandise and location levels you originally selected. To maximize the display quality of the histogram, you should create a list of combinations that is no greater than 6.

After you have made all the necessary selections in the top part of the screen, click **Draw Chart** in order to generate the histogram.

Here is an example of the chart section.

Figure 1–9 Parameter Histogram Chart



Each of the merchandise level/location level combinations is assigned a different color. The partitions and their associated colors are listed in the top right-hand corner.

The histogram itself is dynamic: The size of the bars and the numbers used for the partition count along the y axis and the number used for the price elasticity or inventory effect along the x axis depends on the data used to generate the histogram.

The numbers along the x axis refer to the center of each bar. The bars are divided proportionally by the color of each partition.

You can click any of the color sub-divisions of any of the bars. The color of the selected sub-division changes color for easier visualization.

Raw Seasonality Viewer

The Raw Seasonality Viewer, shown in [Figure 1–10, "Raw Seasonality Viewer Options"](#) and [Figure 1–11, "Raw Seasonality Viewer Chart"](#), provides a graph of the seasonality curves after the Raw AP stage has been run.

Note that because of a missing CHAIN level escalation search path record, curves for data at the CHAIN/CHAIN level are not displaying in either the Output Seasonality Viewer or the Raw Seasonality Viewer.

Here is an example of the Raw Seasonality options.

Figure 1–10 Raw Seasonality Viewer Options

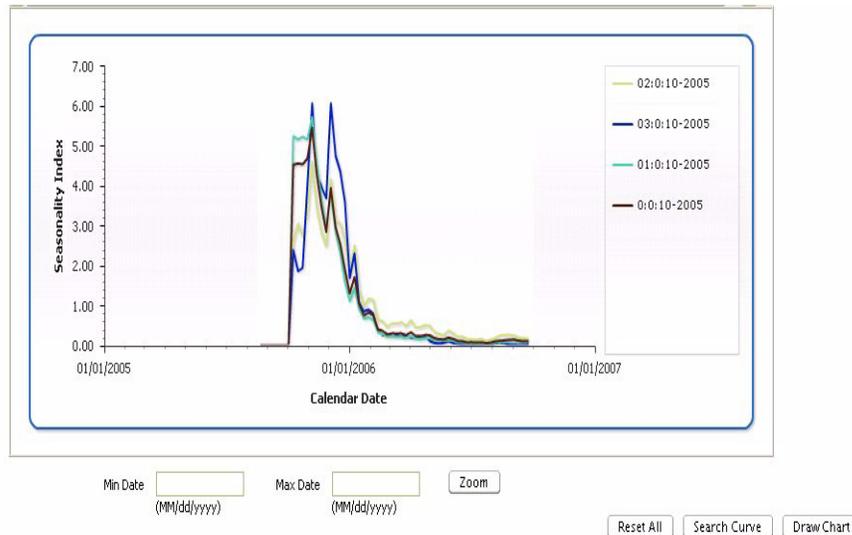


Use the topmost section to select the merchandise levels, location levels, and season codes you are interested in seeing graphed. Click **Search Curve**. You will see a list of the available seasonality curves.

To generate the graph, click the check boxes for the seasonality curves you want to display and click **Draw Chart**.

Here is an example of the Raw Seasonality Viewer chart.

Figure 1–11 Raw Seasonality Viewer Chart



The list of available seasonality curves and their associated colors are listed in the top right-hand corner of the bottom section of the screen. A graph is displayed for each seasonality curve listed. The values used in the x axis and the y axis are dynamic, and depend on the data used to generate the graphs.

You can narrow the time range used in the x axis by entering the Minimum and Maximum dates you are interested in, using the format MM/DD/YYYY, and clicking **Zoom**. The display changes to show the time range you specified. To change the date range, enter the new dates and click **Zoom** again.

Use **Reset All** to clear all the fields and make new selections.

Output Seasonality Viewer

The Output Seasonality Viewer, shown in [Figure 1–12, "Output Seasonality Viewer Options"](#) and [Figure 1–13, "Output Seasonality Viewer Chart"](#), provides a graph of the seasonality curves after the Output stage has been run.

Note that because of a missing CHAIN level escalation search path record, curves for data at the CHAIN/CHAIN level are not displaying in either the Output Seasonality Viewer or the Raw Seasonality Viewer.

Here is an example of the Output Seasonality options.

Figure 1–12 Output Seasonality Viewer Options

Logout Help

Tools: [Data Validation](#) [Stage Status & Custom Run](#) [Parameter Histogram](#) [Raw Seasonality Viewer](#) [Output Seasonality Viewer](#)

Logged in as asds3@qads9

Output Seasonality Viewer

○ Preprocessing
 ○ Season Code Setup
 ○ Raw AP
 ○ Smoothing
 ○ Pruning
 ○ Corrections
 ○ Propagation

Merchandise	Location	Output Season Code
<input checked="" type="checkbox"/> CHAIN TOP LEVEL <input checked="" type="checkbox"/> 9000 : WORLDWIDE <input checked="" type="checkbox"/> 1 : Softlines <input checked="" type="checkbox"/> 2 : Hardlines <input checked="" type="checkbox"/> 3 : Consumables <input type="checkbox"/> 5 : Expense Items	<input checked="" type="checkbox"/> CHAIN TOP LEVEL <input checked="" type="checkbox"/> 1 : DE	W04 W05 W06 W07 W08 W09 W10 W11 W12

Use the topmost section to select the merchandise levels, location levels, and season codes you are interested in seeing graphed. Click **Search Curve**. You will see a list of the available seasonality curves.

To generate the graph, click the check boxes for the seasonality curves you want to display and click **Draw Chart**.

Here is an example of the Output Seasonality Viewer chart.

Figure 1–13 Output Seasonality Viewer Chart



The list of available seasonality curves and their associated colors are listed in the top right-hand corner of the bottom section of the screen. A graph is displayed for each seasonality curve listed. The values used in the x axis and the y axis are dynamic, depending on the data used to generate the graphs.

You can narrow the time range used in the x axis by entering the Minimum and Maximum dates you are interested in, using the format MM/DD/ YYYY), and clicking **Zoom**. The display changes to show the time range you specified. To change the date range, enter the new dates and click **Zoom** again.

Use **Reset All** to clear all the fields and make new selections.

Preprocessing

This chapter contains descriptions of the parameters contained in the Preprocessing stage, which are used for filtering, as well as the default values and range of values for each parameter and an example of the Preprocessing results.

The default values of the parameters of the Preprocessing stage can be used to run the Preprocessing stage.

This chapter contains the following:

- ["Introduction"](#)
- ["The Preprocessing Interface"](#)
- ["Item Week Filters"](#)
- ["Item Filters"](#)
- ["Preprocessing Results Page"](#)

Introduction

The Preprocessing stage filters the historical data to produce a subset of data that will produce reliable demand parameters. It filters at the item and week level. It performs the initial pruning of bad activity data. It does the first stage of determining item eligibility and figures certain values that can later be used in the calculation of raw parameters.

The Preprocessing Interface

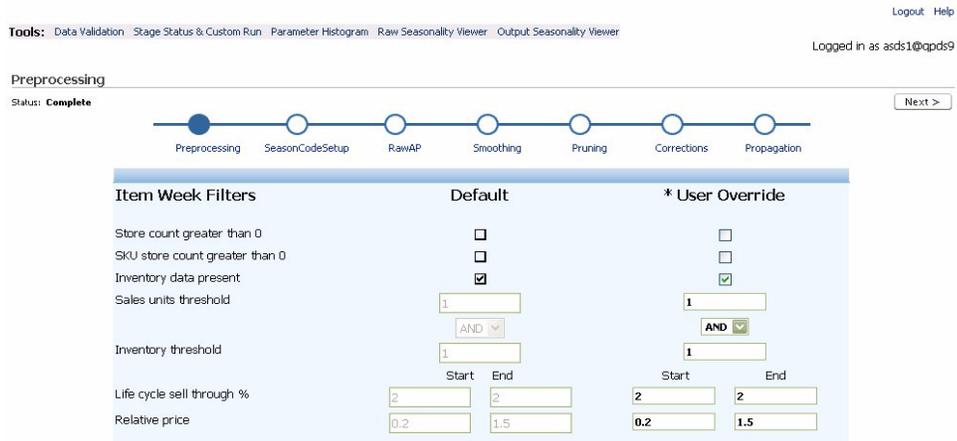
Access the Preprocessing page by clicking **Preprocessing** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Item Week Filters

The Item Week Filters section of the Preprocessing stage is shown in [Figure 2-1, "Item Week Filters"](#).

Figure 2–1 Item Week Filters



These filters are used to filter out values that do not meet the requirement defined as specified for each filter, as described below.

Table 2–1 Item Week Filters

Filter Name and Description	Default Value	Range of Values
Store count greater than 0 – used to filter activities with null or zero store count.	False	True/False
SKU store count greater than 0 – used to filter activities with null or zero sku store count.	False	True/False
Inventory data present – this check box is used to indicate that the inventory data is thought to be reliable. If inventory data is thought to be reliable, then Preprocessing and RawAP will use inventory data for filtering and other calculations. If inventory data is thought to be unreliable, then it is ignored.	True	True/False
Sales unit threshold – used to filter sales unit activities with sales units below threshold values.	1	> = 1
Inventory threshold – used to filter inventory activities with inventory units below threshold values.	1	> = 0
Life cycle sell thru % – the item start and end dates are calculated using percentage sell through. The start date is the date when Life cycle sell through % (Start) is reached. The end date is the date when Life cycle sell through % (End) is reached. Life cycle sell through % (Start) is expressed relative to 0% so entering 2 means that the start date is when 2% of total sales has been achieved. Life cycle sell through % (End) is expressed relative to 100% so entering 2 means that the end date is when (100-2)% i.e., 98%, of total sales has been achieved.	Start: 2.0 End: 2.0	Start: > = 0; < = 50 End: > = 0; < start date
Relative price – relative price thresholds are used to filter out item weeks with a ratio of sales price to maximum ticket price that fall outside the specified range for the start date and the end date.	Start: 0.2 End: 1.5	Start: > 0 End: > start value

Item Filters

The Item Filters section of the Preprocessing stage is shown in [Figure 2–2, "Item Filters"](#).

Figure 2–2 Item Filters

Item Filters

Minimum # eligible weeks

Minimum season (weeks)

Minimum sales units

Fraction of eligible weeks

* If no override default will be used

These filters are used to filter out values that do not meet the requirement specified for each filter, as described below.

Table 2–2 Item Filters

Filter Name and Description	Default Value	Range of Values
Minimum # eligible weeks – a certain number of weeks are necessary in order to determine item eligibility.	6	> 0
Minimum season (weeks) – a certain season length (the number of weeks between the first and last activity) is required in order to determine item eligibility.	6	> 0
Minimum sales units – the total number of units sold must be at least this value.	10	> 0
Fraction of eligible weeks – the percentage of eligible weeks, expressed as a fraction of the season length. The season length is the number of weeks between the start and end dates. (See Life cycle sell thru % above.)	0.6	> 0.0; < = 1.0

Loading a Configuration

When you click Load Config, you see the following dialog box.

Figure 2–3 Load Config

Use this dialog box to load the xml file that contains the configuration you created in the Output stage. This xml file contains a snapshot of your APC-MDO configuration.

Preprocessing Results Page

The Preprocessing Results table is shown in [Figure 2–4, "Preprocessing Results"](#).

Figure 2–4 Preprocessing Results

Filter Name	Items Initial Count	Item Final Count	Activities Initial Count	Activities Final Count	NetSales Units Initial Count	NetSales Units Final Count	NetSales Dollars Initial Count	NetSales Dollars Final Count
1 : Preliminary filtering	99084	51861	0	0	0	0	0	0
2 : Low/High Sales %	0	0	4362385	1057723	17415715	16491026	333736764	318171958
3 : Low/High Relative Price	0	0	4362385	1034266	17415715	16351552	333736764	317410401
4 : Min # Eligible Weeks	99084	50065	4362385	1026064	17415715	15939026	333736764	312211900
5 : Min Sales Units	99084	49173	4362385	1019927	17415715	15931374	333736764	312027100
6 : Min Season Length	99084	49173	4362385	1019927	17415715	15931374	333736764	312027100
7 : Min % Eligible Weeks	99084	44753	4362385	958692	17415715	15772806	333736764	308333754

The Preprocessing Results page displays when you click **View Results** on the Preprocessing stage screen. Use the results of the preprocessing filtering to alter the settings, if necessary. The filters are applied in the order listed in the table. The initial count is the value before the filters are applied. Items are defined as the intersection of the Merchandise Hierarchy and the Location Hierarchy. Activities are defined per item week. Net Sales units are defined as the sum total in units for all weeks/all items. Net Sales dollars are defined as the sum total in dollars for all weeks/all items.

Note that even if the percentage of surviving activities or items is much lower than 90%, it is still possible for a very high percentage of the units sold and dollars sold to survive filtering, since the activities or items that did not survive filtering could be responsible for only a very low percentage of units sold and dollars sold. In fact, typically, when you view the preprocessing filter results page, you will see that a high percentage of units sold and dollars sold have survived filtering even though the percentage of surviving activities and items is quite low

Season Code Setup

This chapter contains the following sections:

- ["Introduction"](#)
- ["The Season Code Setup Interface"](#)
- ["Item Week Filters"](#)
- ["Adjacent Weeks"](#)
- ["Attribute Mapping"](#)

Introduction

The Season Code Setup stage determines the season codes to be used and maps them to items. It creates additional partitioning in the dataset by introducing a time dimension. This stage contains parameters for start week, end buckets, adjacent weeks, and attributes, all of which are discussed in the following sections.

The Season Code Setup Interface

Access the Season Code Setup page by clicking **Season Code Setup** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Item Week Filters

The Item Week Filters section of the Season Code Setup stage is shown in [Figure 3-1, "Item Week Filters"](#).

Figure 3–1 Item Week Filters



This section describes the start date code, end buckets, adjacent weeks, and attributes.

Start Date Code

Items (the intersection of the merchandise hierarchy and the location hierarchy) are assigned to a season code. Season codes identify the division of items by a time dimension. Seasonality curves are associated with season codes. The start date code is another name for the season code.

Season codes can be year-dependent or year-independent. All the season codes used in the Season Code Setup stage are year-dependent.

The start date is defined by the beginning of the life cycle (life cycle sell through of 2%) and the end of the life cycle (life cycle sell through of 98%) These are defined in the Preprocessing stage.

The default start date code type is Monthly. Other options (which you choose from the drop-down list) include Weekly, Biweekly, Quarterly, and Custom. All the items within a given start date code type are assigned the same start date code, which is associated with that type.

Start date codes are formatted as MM-YYYY. For example:

Table 3–1 Start Date Code Formats

Start Date Code Type	Format
Weekly	01-2008
	02-2008
	03-2008

	07-2008
BiWeekly	01-2008
	02-2008
	03-2008

	26-2008
Monthly	01-2008
	02-2008

Table 3–1 (Cont.) Start Date Code Formats

Start Date Code Type	Format
	03-2008

	12-2008
Quarterly	01-2008
	02-2008
	03-2008
	04-2008

End Buckets

End Buckets can be used to further partition the start date codes based on the season length. The end buckets define the extensions to the start date code lengths at either end of the start date code. Each start date code can have a maximum of four buckets. The numbers defining the length of the buckets must be listed sequentially, beginning with the lowest number. End buckets are optional.

End buckets are formatted as an extension of the start date code formatting. For example:

01-2008-10 is used for an item that is in the start date code 01-2008 and has a bucket of <= 10 weeks.

01-2008-40 is used for an item that is in the start date code of 01-2008 and has a bucket of <= 40 weeks.

The default value for the end buckets is no season lengths. The range of values in a sequence of 0, 1, 2, 3, or 4 positive integers. The sequence must be a strictly increasing sequence.

Adjacent Weeks

The Adjacent Week and Attribute Mapping sections of the Season Code Setup stage are shown in [Figure 3–2, "Adjacent Weeks and Attribute Mapping"](#).

Figure 3–2 Adjacent Weeks and Attribute Mapping

Adjacent weeks	Default Weight	User Override Weight
3 weeks before	0	0.0
2 weeks before	0	0.0
1 week before	0	0.0
In season	1	1.0
1 week after	0	0.0
2 weeks after	0	0.0
3 weeks after	0	0.0

Attribute	Season Code Type
None	Both
All	Both

* If no override default will be used

Adjacent weeks are infrequently used. When adjacent weeks are used, the start date code includes items that are adjacent to a season and that contribute to the smoothing

of the seasonality curve. The weeks before extend the beginning of the start date code. The weeks after extend the end of the start date code.

The weight is a multiplier used in the construction of the seasonality curve. A weight of zero does not assign the item to the adjacent season code. A weight of one treats the item as if it were a normal item in the season code. The weighting does not affect the normal contribution of an item to its base season code.

The values for the adjacent weights are:

Table 3–2 Adjacent Weight Parameters

Name	Default Value	Range of Values
Adjacency weight (start - 3)*	0.0	> = 0.0, < = 1.0
Adjacency weight (start - 2)*	0.0	> = 0.0, < = 1.0
Adjacency weight (start - 1)*	0.0	> = 0.0, < = 1.0
Adjacency weight (end+ 1)*	0.0	> = 0.0, < = 1.0
Adjacency weight (end + 2)*	0.0	> = 0.0, < = 1.0
Adjacency weight (end + 3)*	0.0	> = 0.0, < = 1.0

The In Season value cannot be changed.

Attribute Mapping

Attributes are used to associate every piece of merchandise with a customer-specific classification. Attributes serve to sub-divide the merchandise. Attributes are loaded from the APC-MDO database table `asds_item_level_user_attr` by clicking the **Reload Attributes List** button.

Seasonality curves can be regular, basic, or both. Basic curves ignore the start date.

If, for example, a retailer uses a set of classifications such as short, long, and basic, then the Attribute Mapping table would look like this.

Table 3–3 Example Attribute Mapping Table

Attribute	Basic	Regular
Short (S)	<check box>	<check box>
Long (L)	<check box>	<check box>
Basic (B)	<check box>	<check box>
None	<check box>	<check box>
All	<check box>	<check box>

Note that the Save Changes button and the Undo Changes button are used only with the Attribute Mapping table. Save Changes writes your updates to the XML file. Undo Changes does not revert your changes after you click Save Changes. That is, once you have used Save Changes to write your changes to the XML file, you cannot undo those changes.

If both regular and basic are checked in the Attribute Mapping table, then both calculations are used to determine the seasonality curve. The Attribute Mapping table must contain at least one entry.

Every customer has the attributes None and All. If All is checked, then the attributes are disregarded.

Attributes are formatted as follows (including buckets):

S-01-2008-10

S-02-2008-20

The attribute mapping table must have at least one check box selected. The default value is that the All row has both the Regular and Basic check boxes checked and all other check boxes unchecked.

This chapter contains the following:

- ["Introduction"](#)
- ["The Raw AP Interface"](#)
- ["Selecting Hierarchy Levels"](#)
- ["Seasonality Settings"](#)
- ["Item-Week Filters"](#)
- ["Markdowns"](#)
- ["Partition Filters"](#)

Introduction

The Raw AP stage produces the demand parameters. It analyzes the filtered and partitioned data to estimate raw seasonality parameters and price elasticity. The results are summarized at various merchandise/location hierarchy levels.

The Raw AP Interface

Access the Raw AP page by clicking **Raw AP** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Selecting Hierarchy Levels

The Hierarchy Levels section of the Raw AP stage is shown in [Figure 4-1, "Hierarchy Levels"](#).

Figure 4–1 Hierarchy Levels



Select the merchandise and location levels for which APC-MDO should calculate demand parameters. APC-MDO calculates demand parameters for the partitions of the levels that are the cross-products of all the levels you select. For example, if you select Chain and Division for the merchandise levels and Chain and Region for the location levels, then APC-MDO calculates demand parameters for the partitions in Chain/Chain, Chain/Region, Division/Chain, and Division/Region.

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.

Seasonality Settings

The Seasonality Settings section of the Raw AP stage is shown in [Figure 4–2, "Raw AP Seasonality Settings"](#).

Figure 4–2 Raw AP Seasonality Settings

Seasonality Settings	Default	* User Override
Seasonality length	52 weeks	52
Start week	1	1
Eligible items threshold	10	10

The seasonality settings establish the length and start date of the raw seasonality curve.

Table 4–1 Seasonality Settings

Setting Name and Description	Default Value	Range of Values
Seasonality length – determines the length of the raw curves for regular (non-basic) season codes. The length from the start determines how many weeks after the start date are in the curve. This value does not take length buckets into consideration.	52	> = 1
Start week – raw curves for basic season codes are always 53 weeks long. This parameter sets the starting week of the basic season code curves in terms of fiscal week number.	1	> = 1, < = 52
Eligible items threshold – the minimum number of items that a Merchandise Hierarchy/Location Hierarchy/Season Code partition must contain so that Raw-AP can produce a seasonality curve for the partition.	10	>= 0, <= 50

Item-Week Filters

The Item Week Filters of the Raw AP stage is shown in [Figure 4-3, "Raw AP Item Week Filters"](#).

Figure 4-3 Raw AP Item Week Filters

The following item-week filters are more stringent than the preprocessing filters.

Table 4-2 Item Week Filters

Filter Name and Description	Default Values	Range of Values
Relative price – used to filter out item-weeks with a ratio of sales price to maximum ticket price that falls outside the specified range.	0.2, 1.5	> = 0, > lower value
Relative inventory – the upper and lower bounds for the value for inventory relative to maximum inventory.	0.2, 1.0	> = 0, > lower value
Range filter – used to eliminate unreliable data using start date and end date for the period. Both the start date and the end date are Null by default. A Null value means that the field is not used in the filter. One or both of the fields can have a value of Null. If both of the fields are Null, then the data is not filtered.	Null/Null	

Markdowns

The Markdowns Parameters section of the Raw AP stage is shown in [Figure 4-4, "Raw AP Markdown Parameters"](#).

Figure 4-4 Raw AP Markdown Parameters

Use the markdowns parameters to define what you consider a markdown to be.

Table 4–3 Markdowns Parameters

Markdowns Parameters Name and Description	Default Value	Range of Values
Time window – defines the weeks before and after the markdown. The preceding weeks value is the # weeks before the markdown occurred. The following weeks value is the # weeks after the markdown and includes the week of the markdown. A week is a calendar week.	2	> = 2
Minimum eligible weeks – the minimum of the actual number of weeks in the Time Window that have data. The Time Window is in calendar weeks, and not every calendar week actually has sales data. So the actual number of weeks with data that are within the Time Window can actually be smaller than the Time Window.	2	2
Maximum deviation – the standard deviation of the regular price in the weeks before and after the markdown. Provides stability on the variance.	0.1	> 0.0
Markdown ratio – a maximum of the ratio of the average sales price during the following weeks to the average sales price during the preceding weeks. In other words, this parameter controls how much of a price decrease is required in order for the price decrease to count as a markdown.	0.9	> 0.0; < 1.0

Partition Filters

The Partition Filters section of the Raw AP stage is shown in [Figure 4–5, "Partition Filters"](#).

Figure 4–5 Partition Filters



The eligible items threshold filter is used to filter merchandise/location/season code partitions with the number of eligible items below the specified threshold. It looks at the items that have already been filtered using the above filters. This defines the minimum number of items required for raw AP to continue calculating demand parameters. The default value is 10. The range is > = 0.

This chapter contains the following:

- ["Introduction"](#)
- ["The Smoothing Interface"](#)
- ["Seasonality Correlation Period"](#)

Introduction

The Smoothing stage calculates the seasonality correlations. This process calculates the year-to-year correlation for different years of data by using the portion of the seasonality curve that falls between the low and high sales percentages. By default, the first 2% and the last 15% are not considered in defining the seasonality correlation period. This prevents an artificial inflation of the seasonality curves.

The Smoothing Interface

Access the Smoothing page by clicking **Smoothing** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Seasonality Correlation Period

The Seasonality Correlation Period of the Smoothing stage is shown in [Figure 5-1](#), "Seasonality Correlation Period".

Figure 5-1 Seasonality Correlation Period

Tools: [Data Validation](#) [Stage Status & Custom Run](#) [Parameter Histogram](#) [Raw Seasonality Viewer](#) [Output Seasonality Viewer](#) Logout Help

Logged in as asds3@qps9

Smoothing
Status: **Incomplete**

< Back Next >

○ Preprocessing ○ Season Code Setup ○ Raw AP ● Smoothing ○ Pruning ○ Corrections ○ Propagation

Seasonality Correlation Period	Default		* User Override	
Sales %	Low	High	Low	High
	2	85	2	85

This stage has two parameters (low and high) for the seasonality correlation period Sales%.

Table 5-1 Seasonality Correlation Period

Filter Name	Description	Default Value	Range of Values
Sales%	the low and high sales percentage values	Low: 2% High: 85%	Low: > = 0% High: < = 50%

This chapter contains the following:

- "Introduction"
- "The Pruning Interface"
- "Data Sufficiency"
- "Partition Filters"
- "Year-to-Year Filters"
- "Base Historic Period"
- "Pruning Filtering Results"
- "Pruning Seasonality Results"

Introduction

The Pruning stage is used to remove unreliable demand parameters. It removes merchandise/location/season code partitions from APC-MDO. The two pruning methods are:

- remove all partitions except for those in the Base Historic Period
- determine which curves in the Base Historic Period are sufficient and reliable

The Pruning Interface

Access the Pruning page by clicking **Pruning** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

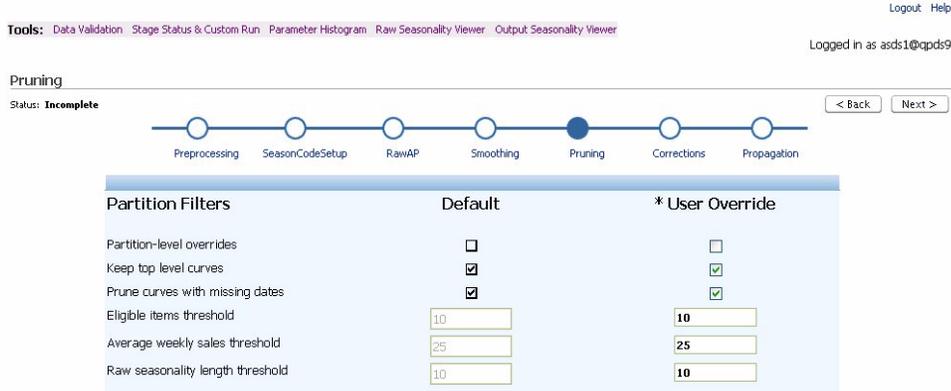
Data Sufficiency

Default data sufficiency thresholds are appropriate for most clients. If a client has low item counts or low rates of sale at the lowest parameter level, then the corresponding threshold can be lowered. More parameters will be kept, but future reliability may suffer. Note that pruning curves with missing dates and top-level curves are generally kept enabled.

Partition Filters

The Partition Filters section of the Pruning stage is shown in [Figure 6–1, "Partition Filters"](#).

Figure 6–1 Partition Filters



The following table provides descriptions, default values, and the range of values for the item week filters.

Table 6–1 Partition Filters

Filter Name and Description	Default Value	Range of Values
Partition-level overrides – pruning can be done at the partition level if all partitions are defined in the asds_pruning_parameters table. This will override the pruning parameters. Any partitions not specified in this table will not be pruned.	True	True/False
Keep top level curves – all the highest level curves are kept, regardless of threshold values.	True	True/False
Prune curves with missing dates – pruning of basic curves with missing dates is permitted.	True	True/False
Eligible items threshold – partitions with fewer numbers of eligible items than the threshold value are removed. Eligibility is defined during preprocessing.	10	> = 0.0
Average weekly sales threshold – partitions with average weekly sales below the threshold are removed. Weekly sales are the sum of all sales for all activities for a given week.	25	> = 0
Raw seasonality length threshold – curves can be discarded when the number of weeks from the first non-zero seasonality value to the last non-zero seasonality value is less than the threshold. In Raw AP, it is possible, that many seasonality values of zero have been added to the curves. Note that basic season codes have a length of 53, so picking a value greater than 53 will prune out any basic season codes.	10	> = 0

Year-to-Year Filters

The Year-to-Year Filters section of the Pruning stage is shown in [Figure 6–2, "Year-to-Year Filters"](#).

Figure 6–2 Year-to-Year Filters

The year-to-year pruning setting requires additional analysis. The default seasonality correlation is 0.5, but curves between 0.5 and 0.7 should be inspected or run through parent-to-child correlation analysis. Curves with only one year of data should also be inspected or run through parent-to-child correlation analysis.

The following table provides descriptions, default values, and the range of values for the year-to-year pruning parameters.

Table 6–2 Year-to-Year Filters

Filter Name and Description	Default Value	Range of Values
Year-to-year pruning – allows pruning based on the BHP.	True	True/False
Pruning single cycle – allows pruning of curves with only one year of data.	True	True/False
Seasonality correlation threshold – removes curves if the maximum correlation between the BHP curve and the other curves with that merchandise and location ID and the same year-invariant season code is lower than the threshold. For example, if the merchandise/location ID of 1/1 had a curve for 2001 - 01, 2002-01, and 2003-01, and the 2003-01 curve is the bhp curve, if the correlation between either 2001-01 and 2003-01 or 2002-01 and 2003-01 is greater than the threshold, then it passes the threshold.	0.5	> = 0.0; < = 1.0

Base Historic Period

The Base Historic Period (BHP) table, shown in [Figure 6–3, "Year-to-Year Pruning"](#), can only be loaded by clicking the **Reload Season Codes** button after the Season Code setup stage is complete. Save Changes writes your updates to the XML file. Undo Changes does not revert your changes after you click Save Changes. That is, once you have used Save Changes to write your changes to the XML file, you cannot undo those changes.

The table contains two columns. The first column lists the year-independent client-specific season codes. The second column lists the base fiscal year.

Figure 6–3 Year-to-Year Pruning

Year to Year Pruning

Season Code	Base Year
IN05	2006
IN02	2006
IN11	2006
BP03	2006
BP12	2006
BP07	2006
BP02	2006
BP08	2006
SO2	2006
W12	2006

* If no override default will be used

Different rows can have different years. Alternatively, you can set the fiscal year for all rows by selecting a year using the table tool bar and then clicking the **Set all BHPD** button.

The year selected must contain some historical data; however, it does not have to be a complete year of data. For example, you cannot select the year 1980 if the year contains no historical data. Note that this rule is not enforced. The only rule that is enforced is the rule requiring that the year must be later than 1900.

Pruning Filtering Results

The Pruning Filtering Results are shown in [Figure 6–4, "Pruning Filtering Results"](#).

Figure 6–4 Pruning Filtering Results

Filter Name	Initial Count	Final Count
1 : Base Historic Period Data	4187	1380
2 : Seasonality Correlation	4187	650
3 : # of Eligible Items	4187	650
4 : Average Weekly Sales	4187	637
5 : Raw Seasonality Length	4187	637
6 : Basic seasonality missing dates	4187	637
7 : Unpruned Top Level	4187	639

The Filtering Results page displays the initial count before the specified filter is applied and the final count after the specified filter is applied. The filters are listed in the order they are applied.

Pruning Seasonality Results

The Pruning Seasonality results are shown in [Figure 6–5, "Pruning Seasonality Results"](#).

Figure 6-5 Pruning Seasonality Results

Total	Minimum Value	Maximum Value	Value Average	Earliest	Latest
37062	.001	21.341	1	Jul 22, 2006	Aug 2, 2008

Level Name	Curve Count
Location-CHAIN	639
Merchandise-CLASS	75
Merchandise-DEPT	263
Merchandise-SUPER DEPT	187
Merchandise-SUPER DIV	85
Merchandise-BRAND	17
Merchandise-CHAIN	12
Total	639

Previous 1-10 of 12 Next 2

Season Code	Curve Count
01-None-2007	30
02-None-2007	44
03-None-2007	55
04-None-2007	43
05-None-2007	68
06-None-2007	52
07-None-2007	73
08-None-2006	77
09-None-2006	75
10-None-2006	77

Return

The Seasonality Results page displays when you click the **View Seasonality Results** button. It provides a check on the quality of the data. It is divided into three sections and shows the counts of the curves that survived pruning.

The first section displays information about season codes over all partitions. The value for Value Average should be close to 1.

The second section displays the number of curves by level.

The third section displays the number of seasonality curves per season code.

Corrections

This chapter contains the following:

- "Introduction"
- "The Corrections Interface"
- "Curve Creation"
- "Events"

Introduction

In the Corrections stage, the curves for the regular season codes are extended, all curves are padded, and corrections are calculated. The purpose of this is to correct seasonality curves in order to account for holiday and promotion lifts.

The Corrections Interface

Access the Corrections page by clicking Corrections on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Curve Creation

The Curve Creation section of the Corrections stage is shown in [Figure 7-1, "Curve Creation"](#).

Figure 7-1 Curve Creation

Logout Help

Tools: [Data Validation](#) [Stage Status & Custom Run](#) [Parameter Histogram](#) [Raw Seasonality Viewer](#) [Output Seasonality Viewer](#)

Logged in as asds3@qpd9

Corrections

Status: **Incomplete**

[< Back](#) [Next >](#)

Curve Creation	Default	* User Override
Create catch-all curve	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Catch-all curve fiscal year	<input type="text" value="2006"/>	<input type="text" value="2006"/>
Padding curve weight	<input type="text" value=".4"/>	<input type="text" value="0.4"/>
Padding curve fiscal year	<input type="text" value="2006"/>	<input type="text" value="2006"/>
Padding curve gamma	<input type="text" value="2.0"/>	<input type="text" value="2.0"/>
Weeks to prepend	<input type="text" value="6"/>	<input type="text" value="6"/>
Seasonality length	<input type="text" value="52"/>	<input type="text" value="52"/>

The following parameters are used to configure the padding of all curves and the extension of regular season code curves.

Table 7-1 Catch-All Curves

Catch-All Curve Parameter Name and Description	Default Value	Range of Values
Create catch-all curve – the catch-all seasonality curve is created above the Chain/Chain level so that all items will be given a minimum of one seasonality curve.	True	True/False
Catch-all curve fiscal year – the year specified for the creation of the seasonality curve.	No default value	A fiscal year from the historical data.

The padding curve parameters include Padding Curve Weight, Padding Curve Fiscal Year, Weeks to Prepend, and Seasonality Length. These parameters determine:

- the shape of the padding curve
- how much of the curve is applied to each extended curve

The padding seasonality curve is determined by creating a depreiced curve for the highest merchandise/location partition for each season code in the given fiscal year. The final seasonality curve is calculated as $\text{weight} * \text{padding curve} + (1 - \text{weight}) * \text{seasonality curve}$.

The fiscal year entered for the padding curve must be completely within the range of the historical data.

Table 7-2 Padding Curves

Padding Curve Parameter Name and Description	Default Value	Range of Values
Padding curve weight – the value used in determining the final seasonality curve.	0.4	> 0.0; < 1.0
Padding curve fiscal year – the year specified for the creation of the padding curve.	No default value	No range
Weeks to prepend – number of weeks to add to the curve	0	>= 0
Seasonality length – the seasonality curve is extended before it is padded. If the length of the curve from start date to end date is longer than the length of the Raw AP, then the difference is added. Otherwise, it is not changed. This applies to regular season codes only.	52	>= 1

Events

The Corrections stage is responsible for estimating the lift for events. These estimates are used in the Propagation stage.

Save Changes writes your updates to the XML file. Undo Changes does not revert your changes after you click Save Changes. That is, once you have used Save Changes to write your changes to the XML file, you cannot undo those changes.

The Events section of the Corrections stage is shown in [Figure 7-2, "Events"](#).

Figure 7-2 Events

The screenshot shows a software interface for managing events. At the top, there are buttons for 'Save Changes', 'Undo Changes', a 'Holiday Set' dropdown menu, and a 'Load Holiday Set' button. Below this is a table with the following columns: Event ID, Year, Event Description, Start Date, End Date, Days Prior, Days After, Used, Year-Ind. ID, and Baseline Type. The table currently contains one row with the text 'No rows yet.' Below the table is a section titled 'Promos' with a 'Load Promos' button. Underneath the 'Promos' section is another table with columns: Event ID, Event Description, Start Date, End Date, Used, and Baseline Type. This table also contains one row with the text 'No rows yet.'. At the bottom right of the interface are buttons for 'Restore Default', 'Run', and 'Stop'. A small note at the bottom left states '* If no override default will be used'.

Event ID	Year	Event Description	Start Date	End Date	Days Prior	Days After	Used	Year-Ind. ID	Baseline Type
No rows yet.									

Event ID	Event Description	Start Date	End Date	Used	Baseline Type
No rows yet.					

Holidays

This section describes the holiday list.

After you select the holiday set from the drop-down list, you can load the holidays into APC-MDO using the Load Holiday Set button. The holidays are located in `asds_event_holiday_set_tbl`.

The baseline type determines how to smooth the seasonality curve. If you select the linear option, APC-MDO looks at X days before and X days after and draws a straight line between them.

Promotions

This section describes the promo list.

You can load promotions into APC-MDO using the Load Promos button. The promotions are located in `asds_event_promos_tbl`.

Propagation

This chapter contains the following:

- ["Introduction"](#)
- ["The Propagation Interface"](#)
- ["Seasonality Coverage"](#)

Introduction

The Propagation stage is used to copy historical seasonalities backward and forward in time. This includes re-applying corrections according to the event calendar configured in the previous stage. This stage removes promo lifts and holiday lifts.

During propagation, you can:

- decide whether or not to remove a promotion from a curve
- determine how many years to create output curves for
- determine the type of output seasonality, single cycle or multi-cycle

The Propagation Interface

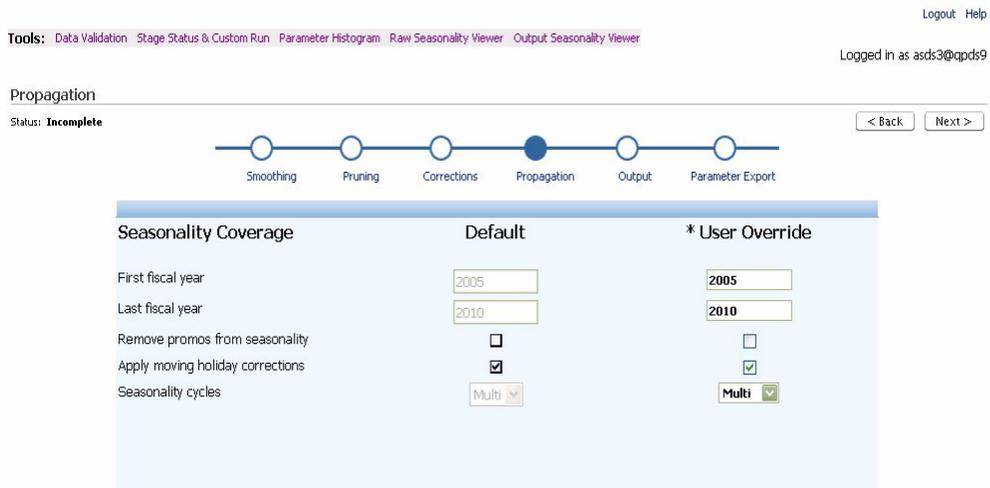
Access the Propagation page by clicking **Propagation** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Seasonality Coverage

The Propagation stage is shown in [Figure 8-1, "Propagation"](#).

Figure 8–1 Propagation



The following parameters are used for propagation.

Table 8–1 Propagation Parameters

Propagation Parameter Name and Description	Default Value	Range of Values
First fiscal year – The first fiscal year and the last fiscal year are used to create copies of the base curves for each of the years you enter. Holidays are re-applied to these curves, so it is important that the coverage matches the events table, or the moving holiday and promotions corrections will not be applied for those years. Seasonality curves should be propagated at least five years beyond the current year.	2005	> 2004
Last fiscal year – The first fiscal year and the last fiscal year are used to create copies of the base curves for each of the years you enter. Holidays are re-applied to these curves, so it is important that the coverage matches the events table, or the moving holiday and promotions corrections will not be applied for those years. Seasonality curves should be propagated at least five years beyond the current year.	2010	> 2004
Remove promos from seasonality – used to remove promotions from the seasonality curves.	False	True/False
Apply moving holiday corrections – used to propagate moving holiday corrections. It is recommended that this almost always be enabled.	True	True/False
Seasonality cycles – the value is either single-cycle or multi-cycle. The life-cycle-length histogram and information about your planned outdates should determine whether you should use multi-cycle or single-cycle seasonalities. For the multi-cycle seasonality type, each curve has multiple yearly seasonal cycles, one cycle per year. The length of the curve is determined by the first fiscal year and the last fiscal year. A multi-cycle is limited to 52 weeks. For the single-cycle seasonality type, each curve has a single cycle. The length of the curve is determined by the Raw AP and Corrections stages. The number of curves is determined by the first fiscal year and the last fiscal year. A single cycle can be longer than 52 weeks.	Multi	Single/Multi

Output and Parameter Export

The output files are produced in the format required by the analytical application. Once you are finished with the Output stage, you are taken to the Parameter Export stage.

This chapter contains the following:

- ["Introduction"](#)
- ["The Output Interface"](#)
- ["Item Week Filters"](#)
- ["Escalation Path"](#)
- ["Parameter Export"](#)

Introduction

The Output stage is used after the analyst has completed the configuration. It converts propagated seasonalities and other parameters into the final format required by the analytical application. You can enable or disable particular parameters in the output. You can also specify the merchandise hierarchy-location hierarchy search escalation path. The first time you access the Output stage, the table is empty.

The Output Interface

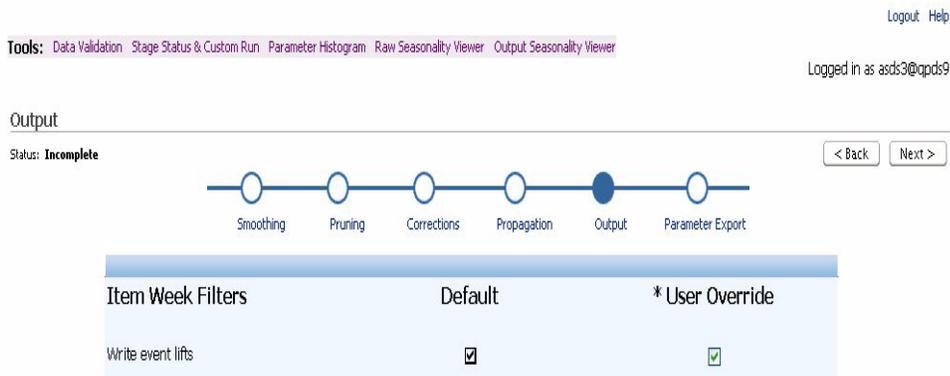
Access the Output page by clicking **Output** on the Process Train.

Details about using the interface to APC-MDO can be found in the "Getting Started" chapter.

Item Week Filters

The Item Week Filters section of the Output stage is shown in [Figure 9-1, "Item Week Filters"](#).

Figure 9–1 Item Week Filters



The following values determine the APC-MDO output.

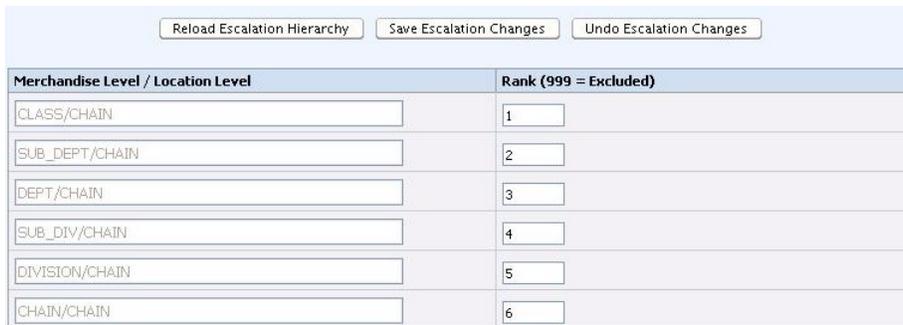
Table 9–1 Item Week Filters

Filter Name and Description	Default Value	Range of Values
Write event lifts – enables event lifts as an output value.	True	True/False

Escalation Path

The Escalation Path section of the Output stage is shown in [Figure 9–2, "Escalation Path"](#).

Figure 9–2 Escalation Path



You load the escalation hierarchy using the Reload Escalation Hierarchy button. Save Escalation Changes writes your updates to the XML file. Undo Escalation Changes does not revert your changes after you click Save Escalation Changes. That is, once you have used Save Escalation Changes to write your changes to the XML file, you cannot undo those changes.

The Rank defines the escalation path, which is part of the APC-MDO output (but is not used by APC-MDO). The default escalation path is first along the location hierarchy, and then along the merchandise hierarchy. It is based on the levels selected in the Raw AP stage and is only available after the Raw AP stage has been run. It runs consecutively from the lowest value to the highest value. The value 999 indicates that the associated level should not be included in the escalation path.

Use the Save Config button to save the configuration you have created. You are prompted to indicate where the file should be saved. This configuration file can be

used in the Preprocessing stage, as described in "Loading a Configuration" on page on page 2-3.

Use the Restore Default button to return to the original default values.

Parameter Export

Once all the previous stages are complete, you see the Parameter Export screen, shown in Figure 9-3, "Parameter Export". Run this stage to produce the Zip files. These files are written to the directory specified in the apc.properties file. This directory is not located on the local machine where the browser is running; it is located on the machine where APC-MDO is installed. For more information on specifying this directory, see the APC-MDO *Configuration Guide*.

Two Zip files are produced, each with four text files. One Zip file contains text files that specify the values for the scalar demand parameters such as elasticity. The other Zip file contains text files that specify the values for the seasonality curves.

Here is a list of the text files:

- Scalar demand parameters
 - price_parameter_values_tbl.txt
 - price_client_search_levels_tbl.txt
 - price_promo_events_tbl.txt
 - cplv_parameters_out_tbl.txt
 - cplv_search_levels_out_tbl.txt
- Seasonality Curves
 - price_seasonality_maps_tbl.txt
 - price_seasonality_values_tbl.txt
 - cplv_item_seas_cd_map_out_tbl.txt
 - cplv_search_levels_out_tbl.txt
 - cplv_seasonalities_out_tbl.txt

Figure 9-3 Parameter Export



Glossary

Aggregation

Combining data to a higher level in order to obtain more effective data that has a higher rate of sales.

Alpha

The learning rate. A large alpha places high weight on the last week. Alpha can be considered as the inverse of the number of weeks of sales to consider. For example, when considering ten weeks of sales, then $\alpha = 0.1$.

Attribute

Used to categorize an item's season, inventory flow, or..., and to distinguish between different selling patterns.

Attribute Mapping

Mapping the type of seasonality curve to the type of merchandise (indicated by the attribute for the merchandise). The two types of seasonality curves are Basic and By Start Date.

ASDS

The database schema used by APC-MDO.

Base Historical Period

The year-specific season code for each year-independent season code that is used to calculate the output demand parameters. For example, the base historical period for the season code January is January-2005.

Basic Season Code

A season code that does not have a start date or an end date. It is year-independent.

Catch-all Curve

This curve is defined at the highest merchandise/location level and is associated with a single season code that is mapped to all historical items.

Corrections Stage

One of the APC-MDO stages. It extends regular season code curves and calculates the event lift.

Data Sufficiency

Enough data for reasonably meaningful calculations.

Demand Model

It consists of a set of demand parameters that are combined to determine the modeled sales units for a given item/week.

Demand Parameters

A set of numeric values that are required for the calculation of forecast model values for the customer. Demand parameters include seasonality values, price elasticity, inventory effect parameters, store count effect parameters, and promotional lifts.

Depriced

Corrected value for sales based on price elasticity (price effect removed).

Effective End Date

The last day a markdown can be recommended.

Effective Start Date

The first day a markdown can be recommended.

Eligible Item

An item that meets the defined eligibility requirements. This is defined in the Preprocessing stage. Only eligible items can be used to generate demand parameters.

Eligible Week

Historical data that corresponds to a particular week for an eligible item. Only eligible weeks can be used to generate demand parameters.

Escalation Path

The order to use when searching through the merchandise levels and the location levels. The first level to be searched is always the top search level and the last level to be searched is always the bottom search level.

Filter

The process of removing historical data that should not be used in calculating demand parameters.

Filtered Eligible Item/Week

The eligible item/weeks that pass the following three filters:

- the ratio of sales price to max ticket price is within the user-specified range
- the weeks of a particular item belong to the date range that corresponds to the user-specified min/max percent of cumulative sales units of the item
- the ratio of end-of-week inventory units on hand to the max end-of-week inventory units for that item is greater than or equal to the user-specified threshold.

Historical Data

Past sales data that is used by AS to determine demand parameters.

Inventory Effect

Inventory effect is intended to approximate the effect of inventory depletion on the sales rate. As the inventory of an item depletes, it is possible for the sales rate to slow down. This can happen because the customer is unable to find the correct size or preferred color, for example. It can also happen because some stores stock out.

Inventory Ratio

The ratio of inventory at the end of the week to the maximum inventory of all weeks.

Item

A combination of merchandise and location nodes at a certain merchandise and location level. For example, possible items are Style/Region, SKU/Chain, or Chain/Chain.

Item Partition

A set of items for which the APC-MDO calculates a single set of demand parameters. The APC-MDO does not calculate demand parameters for a single item. Instead, the APC-MDO assigns demand parameters to a set of items. The APC-MDO divides the entire set of items in the historical data into partitions, and, for each partition, it calculates a single set of demand parameters for that partition. A single set of demand parameters consists of one seasonality curve and one value for each of the other demand parameters.

Level

One of the following:

- any element of the merchandise hierarchy or the location hierarchy
- any combination of levels in the individual hierarchies

Life Cycle

The time period during which an item is sold.

Lift

An increase in the sales for an item as a result of a promotion or a holiday sale.

Location Hierarchy

The levels or groupings of stores in your company. Typically the levels in location hierarchies are chain, region (or zone), and store

Lowest Pass Level

The merchandise/location level combination that corresponds to the lowest merchandise and location levels from the list of merchandise and location levels that are used to calculate demand parameters.

Merchandise Hierarchy

The levels or groupings of product in your company, typically extending from SKU or size at the lowest level to company at the highest.

Merchandise/Location Partition

A combination of the merchandise hierarchy node, the location hierarchy node, and the season code, used to create a grouping that is suitable for statistical analysis.

Moving Holiday

A moving holiday is defined as any holiday whose fiscal week can change over the course of multiple years, and whose presence causes a lift in sales. Examples include Labor Day and Thanksgiving.

A moving holiday's date is defined as the actual calendar date that the moving holiday occurs on. A moving holiday is also defined with a range of dates in which sales are affected by the holiday

Multi-cycle Curve

A multi-cycle curve contains multiple cycles of the seasonality pattern, one for each future year. A cycle is limited to 52 weeks.

Output Stage

One of the APC-MDO stages. It determines output parameters, sets values for alpha, and sets the escalation path.

Padding Curve

The time series of weekly sums of depriced sales, normalized for weeks that belong to the user-specified fiscal year.

Preprocessing Stage

One of the APC-MDO stages. It is used for the initial filtering of bad weeks of data and bad items.

Price Effect

The price effect is a function of the relative price, which is computed as $\text{Relative price} = \text{salesPrice} / \text{fullPrice}$. The relative price is combined with input and configuration parameters to determine the price effect.

Price Elasticity

A measure of the increase in sales as the price decreases. Some items, such as Halloween candy, do not have price elasticity because demand is not determined by price.

Propagation Stage

One of the APC-MDO stages. This stage is used to remove moving holiday lifts and promotional lifts from seasonality curves.

Pruning Stage

One of the APC-MDO stages. It removes the demand parameters and seasonality curves that are unreliable.

Raw

Before pruning.

Raw AP Stage

One of the APC-MDO stages. This stage calculates the demand parameters.

Regular Season Code

A season code that has a start date and an end date. It is year-dependent.

Relative Price

$\text{relative price} = \text{sales price} / \text{full price}$.

Reliable Partition

A partition that has passed the pruning stage.

Richness

The number of items that are mapped, using the escalation logic defined in the search tables, to each merchandise level. Richness is a measure of the hierarchy levels at

which items are mapped to parameters. Richness can change after seasonality curves are filtered out.

Sales Units

The number of units sold for a week.

Season Code

The item attribute that represents an item's inventory flow. Season codes can be monthly, quarterly (for example, Spring or Summer), or based on a client-provided merchandise attribute.

Two types of season code exist within APC-MDO: year-dependent season codes and year-independent season codes.

A year-dependent season code is associated with an item that began or was selling during a particular fiscal year (for example, January 2004 or the first quarter of 2005).

A year-independent season code is associated with an item that began or was selling during a time period that is not identified with a particular year (for example, January or first quarter).

Season Code Setup Stage

One of the APC-MDO stages. It defines season codes and maps season codes to items.

Seasonality

Seasonal variations in the demand for merchandise.

Seasonality Correlation

A calculation of the year-to-year correlation for different years of data.

Single Cycle Curve

A single-cycle is specific to a future year and contains only one cycle. A cycle can be longer than 52 weeks.

Smoothing Stage

One of the APC-MDO stages. It calculates the seasonality curve reliability that is used to prune unreliable seasonality curves during the Pruning stage.

Stage

Data processing in APC-MDO consists of multiple stages that are executed sequentially. The input and output data for each stage persists in the database.

Standard Interface

The specification for the formatting of the historical data feeds.

Start Date

The earliest calendar date that the item started selling. The start date is associated with a year-dependent season code only.

Store Count Effect

The reduction in the relative strength of sales due to size/store level stock-outs.

Store Effect

The number of unique stores for a given item/week that either have positive sales units or positive end-of-week inventory units for that item.

Index

A

adjacent week parameters, 3-4
analytical parameters, 1-2
apc.properties, 9-3
Apply moving holiday corrections parameter, 8-2
attribute mapping, 3-4
authentication, user, 1-3
Average weekly sales threshold parameter, 6-2

B

Back button, 1-4
Base Historic Period, 1-5, 6-1, 6-3
baseline type, 7-3

C

calendar extent, 1-8
Catch-all curve fiscal year parameter, 7-2
catch-all seasonality curve, 7-2
Caution, 1-6
Complete status, 1-4
configuration loading, 2-3
Corrections stage, 7-1
corrections, re-applying, 8-1
correlation analysis, 6-3
cplv_item_seas_cd_map_out_tbl.txt, 9-3
cplv_parameters_out_tbl.txt, 9-3
cplv_search_levels_out_tbl.txt, 9-3
cplv_seasonalities_out_tbl.txt, 9-3
Create catch-all curve parameter, 7-2
curve creation, 7-1
curve, depriced, 7-2
custom run, 1-7

D

data aggregation, 1-2
data extent, historical, 1-8
data location level, 1-8
data merchandise levels, 1-8
data sufficiency threshold, 6-1
data validation, 1-7
dataset partition, 3-1
demand parameters, histogram, 1-9
demand parameters, reliable, 2-1

demand parameters, unreliable, 6-1
Draw Chart button, 1-10

E

elasticity, charts, 1-10
elasticity, histogram, 1-9
Eligible items threshold parameter, 4-2, 6-2
end bucket, partitioning, 3-3
end bucket, start date codes, 3-3
escalation path, 9-2
escalation path, default, 9-2
event calendar, 8-1
Exception status, 1-4

F

First fiscal year parameter, 8-2
Fraction of eligible weeks parameter, 2-3

H

Help, 1-5
hierarchy levels, 4-1
histogram characteristics, 1-11
historical data requirements, 1-1
historical data, filtering, 2-1
historical data, validation, 1-8
historical period definition, 1-1
historical seasonalities, 8-1
holiday corrections, 8-2
holiday lift, 7-1
holiday lift, removing, 8-1
holiday list, 7-3

I

Incomplete status, 1-4
Inventory data present check box, 2-2
inventory data, reliable, 2-2
inventory effect, charts, 1-10
inventory effect, histogram, 1-9
Inventory threshold parameter, 2-2
item count, historical, 1-8
item definition, 2-4
item eligibility, 2-1, 2-3

item end date, 2-2
item filters, 2-3
item mapping, season code, 3-1
item start date, 2-2
item week filters, 2-2, 3-1, 4-3, 9-1

K

Keep top level curves parameter, 6-2

L

Last fiscal year parameter, 8-2
length, raw seasonality curve, 4-2
Level Desc/Element Count, 1-8
Life cycle sell thru % parameter, 2-2
Load Config button, 2-3
Load Holiday Set button, 7-3
Load Promos button, 7-3
location count, historical, 1-8
location level, 1-8
login, 1-3
Logout, 1-5
long life-cycle data, 1-1
Low/High heading, 1-5

M

markdown parameters, 4-3
Markdown ratio parameter, 4-4
Maximum deviation parameter, 4-4
merchandise count, historical, 1-8
merchandise level, 1-8
Minimum # eligible weeks parameter, 2-3
Minimum eligible weeks parameter, 4-4
Minimum sales units parameter, 2-3
Minimum season (weeks) parameter, 2-3
Minimum/Maximum heading, 1-5
multi-cycle seasonality cycle, 8-2

N

net sales dollars, definition, 2-4
net sales units, definition, 2-4
Next button, 1-4

O

output files, 9-1
output seasonality viewer, 1-7, 1-12
output seasonality, type, 8-1
Output stage, 9-1

P

Padding curve fiscal year parameter, 7-2
padding curve parameters, 7-2
Padding curve weight parameter, 7-2
parameter export, 9-3
parameter histogram, 1-7, 1-9
parameter settings, 1-6

parameter values, changing, 1-6
partition filters, 4-4, 6-2
partition, eligible items threshold, 4-2
partition, season code, 1-2
Partition-level overrides parameter, 6-2
partitions, raw ap, 4-2
partitions, removing, 6-1
password, 1-3
planned outdate, 8-2
Preceding/Following heading, 1-5
preprocessing filters, 2-1
preprocessing results, 2-4
Preprocessing stage, 2-1
price elasticity, 4-1
price_client_search_levels_tbl.txt, 9-3
price_parameter_values_tbl.txt, 9-3
price_promo_events_tbl.txt, 9-3
price_seasonality_maps_tbl.txt, 9-3
price_seasonality_values_tbl.txt, 9-3
process train, 1-4
process, application, 1-5
promo lift, removing, 8-1
promotion lift, 7-1
promotion list, 7-3
promotions corrections, 8-2
promotions, loading, 7-3
propagation parameters, 8-2
Propagation stage, 8-1
pruning curve, 6-1
Pruning curves with missing dates parameter, 6-2
pruning filtering results, 6-4
pruning of data, preprocessing, 2-1
pruning seasonality results, 6-4
Pruning single cycle parameter, 6-3
Pruning stage, 6-1

R

Range filter parameter, 4-3
rank, escalation path, 9-2
Raw AP stage, 4-1
Raw seasonality length threshold parameter, 6-2
raw seasonality parameters, 4-1
raw seasonality viewer, 1-7, 1-11, 1-12
Relative inventory parameter, 4-3
Relative price parameter, 2-2, 4-3
relative price thresholds, 2-2
Reload Attributes List button, 3-4
Reload Escalation Hierarchy button, 9-2
Reload Season Codes button, 6-3
Remove promos from seasonality parameter, 8-2
Reset All button, 1-12, 1-13
Restore Default button, 1-4, 9-3
results, viewing, 1-5
Run button, 1-5
Running status, 1-4

S

Sales % parameter, 5-2

Sales unit threshold parameter, 2-2
Save Config button, 9-2
Save Escalation Changes button, 9-2
scalar demand parameters, 9-3
Search Curve button, 1-11, 1-13
Season Code Setup stage, 3-1
season code, basic, 6-2
season code, year-dependent, 1-1
season length, 2-3
seasonalities, propagated, 9-1
seasonality correlation, 1-2
seasonality correlation period, 5-1
Seasonality correlation threshold parameter, 6-3
seasonality correlation, default, 6-3
seasonality curve year, 7-2
seasonality curve, basic, 3-4
seasonality curve, correcting, 7-1
seasonality curve, padding, 7-2
seasonality curve, regular, 3-4
seasonality curve, reliability, 1-2
Seasonality cycles parameter, 8-2
Seasonality length parameter, 4-2, 7-2
seasonality settings, raw ap, 4-2
seasonality value, non-zero, 6-2
Set all BHPD button, 6-4
single-cycle seasonality cycle, 8-2
SKU store count greater than 0 parameter, 2-2
Smoothing stage, 5-1
stage dependencies, 1-7, 1-9
stage screens, 1-3
stage status, 1-4, 1-7, 1-8
stage, re-running, 1-4, 1-5
stages, application, 1-2, 1-5
stages, running iteratively, 1-5
start date code, 3-2
start date, raw seasonality curve, 4-2
Start week parameter, 4-2
Start/End heading, 1-5
Stop button, 1-4, 1-5
Stopped status, 1-4
Store count greater than 0 parameter, 2-2

T

text files, export, 9-3
time dimension, dataset partitioning, 3-1
Time window parameter, 4-4
tools, 1-7

U

Undo Escalation Changes button, 9-2
unreliable data, raw ap, 4-3
used column, asds_client_hierarchy_tbl, 4-2
Used column, raw ap, 4-2
user interface, 1-2
user name, 1-3
user requirements, 1-2

V

Value Average, 6-5
View Results button, 2-4
View Seasonality Results button, 6-5

W

Weeks to prepend parameter, 7-2
weight, seasonality curve, 3-4
workflow, application, 1-6
Write event lifts parameter, 9-2

Y

year-to-year filters, 6-3
Year-to-year pruning parameter, 6-3

Z

Zip files, 9-3

