Oracle® Retail Analytic Parameter Calculator

Configuration Guide

Release 13.0.2

December 2008

ORACLE®

Oracle Retail Analytic Parameter Calculator, Release 13.0.2

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Preface

The Oracle Retail Analytic Parameter Calculator 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 Oracle Retail Analytic Parameter Calculator application.

Related Documents

For more information, see the following documents in the Oracle Retail Analytic Parameter Calculator Release 13.0 documentation set:

- *Oracle Retail Analytic Parameter Calculator Release Notes*
- *Oracle Retail Analytic Parameter Calculator Installation Guide*
- *Oracle Retail Analytic Parameter Calculator Configuration Guide*
- *Oracle Retail Analytic Parameter Calculator User Guide*

Customer Support

- https://metalink.oracle.com

When contacting Customer Support, please provide:

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

Review Patch Documentation

For a base release (".0" release, such as 13.0), Oracle Retail strongly recommends that you read all patch documentation before you begin installation procedures. Patch

documentation can contain critical information related to the base release, based on new information and code changes that have been made since the base release.

Oracle Retail Documentation on the Oracle Technology Network

In addition to being packaged with each product release (on the base or patch level), all Oracle Retail documentation is available at the following website:

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

Documentation should be available on this Web site within a month after a product release. Note that documentation is always available with the packaged code on the release date.

Conventions

The following text conventions are used in this document:

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

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Getting Started

This chapter contains the following:

- Introduction on page 1-1.
- APC Data Requirements on page 1-1.
- Configuring APC on page 1-1.

Introduction

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

APC Data Requirements

The APC requires a minimum of 18 months of historical data, including at least 1 complete, fiscal year.

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

Configuring APC

Once you have installed the APC, you are ready to begin the configuration process. At a high level, the APC 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 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 the APC, 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 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 will need to 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 sku’s.
- 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 on the computer where APC is installed.
- **pe.company.name**—(optional). APC will use 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 will hold 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 will be apc_output_scalar_parameters_vXX_CompanyName.zip, where XX is a version number generated by APC.
- **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.

End of Week Parameter

The End of Week parameter specifies which day of the week will be 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

Note: The default value for this field is "SAT".

Ignoring Inventory when Determining Elasticity

The rawap.inventory.source setting in the apc.properties file is used to set up APC 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 sections:

- Creating User Accounts on page 2-1.

Creating User Accounts

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

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

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