

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

Configuration Guide

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Oracle® Retail Analytic Parameter Calculator for Markdown Optimization Configuration Guide, Release 13.3

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Primary Author: Judith Meskill

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Oracle® Retail Analytic Parameter Calculator for Markdown Optimization Configuration Guide, Release 13.3.

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Preface

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

- Configuring Data Attributes
- Creating and Managing User Accounts

Audience

This guide is intended for system administrators of the APC-MDO application. It is designed to be used in conjunction with the both Oracle Retail Markdown Optimization and Oracle Retail Clearance Optimization Engine.

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Related Documents

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

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

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

- *Oracle Retail Markdown Optimization Administration Guide*
- *Oracle Retail Markdown Optimization Configuration Guide*
- *Oracle Retail Markdown Optimization Data Model Guide*
- *Oracle Retail Markdown Optimization Grid Designer User 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*

For more information about COE, see the following documents in the Oracle Retail Clearance Optimization Engine documentation set:

- *Oracle Retail Clearance Optimization Engine Configuration Guide*
- *Oracle Retail Clearance Optimization Engine Installation Guide*
- *Oracle Retail Clearance Optimization Engine Release Notes*
- *Oracle Retail Clearance Optimization Engine User Guide*

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- Screen shots of each step you take

Review Patch Documentation

When you install the application for the first time, you install either a base release (for example, 13.3) or a later patch release (for example, 13.3.1). If you are installing the base release, additional patch, and bundled hot fix releases, read the documentation

for all releases that have occurred since the base release before you begin installation. Documentation for patch and bundled hot fix releases can contain critical information related to the base release, as well as information about code changes since the base release.

Oracle Retail Documentation on the Oracle Technology Network

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

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

(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

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

This chapter contains the following:

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

Introduction

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

APC-MDO Data Requirements

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

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

When using APC-MDO with Clearance Optimization Engine, note the following:

Note: RPAS stores hierarchy position names in lower case. The hierarchy load files in RPAS for IP-COE can be in mixed case; however, they are stored in lower case internally. The conversion on the IP side is handled by the `convertDomain` utility, and no manual loads need to be performed.

COE, on the other hand, supports mixed case position names (that is, `merchandise_key` and `location_key`), both in load files and in database storage. Moreover, COE uses case-sensitive comparisons for position names (ids). As a result, customers must load lower case position names (that is, `merchandise-key` and `location_key`) in COE.

Configuring APC-MDO

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

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

Note that the APC-MDO UI uses the "Used" column in `asds_client_hierarchy_tbl` to determine which merchandise hierarchy and location hierarchy levels to display in the Raw AP stage display. The "Used" column is configurable. A value of N indicates the levels that are at or below the optimization level.

Assigning Attributes to Merchandise

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

To assign attributes to merchandise, do the following:

1. Open the `asds_item_level_user_attrs_tbl` within the `asds` schema.
2. Using SQL statements, update the `user_attr_text_1` column with one of the following values:
 - Basic – specifies basic merchandise.
 - Regular – specifies regular, or non-basic merchandise.
 - Blank – the field is empty and no attribute is specified. Merchandise given an attribute of this type have a value of "None".

Promotions

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

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

Table 1–1 The *asds_event_promos_tbl* Table

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

Configuring the `apc.properties` File

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

Parameter Export

Locate the following properties and enter the required information:

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

End-of-Week Parameter

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

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

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

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

Configuring the `apcfe.properties` File

The `apcfe.properties` file contains an entry for each parameter that is displayed in the APC-MDO UI. You can use this file to customize both the default values for each of the UI parameters and the acceptable range of values for each of the UI parameters.

Note: If you make changes to the `apcfe.properties` file, you must restart the WebLogic server in order for the changes to take effect.

The new default values will display when you log in for the first time and when you click Restore Defaults. However, if you have previously performed a stage run, any changes you have made to the default values will be overwritten with the values in the XML configuration file. In order to restore the new default values, click Restore Defaults from any screen.

The following examples demonstrate the results of changing a parameter:

If you change the value of the property `Preprocessing.lowEndSalesPercentage` from 2 to 3, the parameter Life Cycle Sell Through % Start field will display a default value of 3.

If you change the following two parameters as shown:

```
Preprocessing.lowEndSalesPercentage.minimum=0
```

```
Preprocessing.lowEndSalesPercentage.maximum=50
```

you will change the acceptable range of values for the parameter `LifeCycleSellThrough %Start` to a minimum of 0 and a maximum of 50. If the user enters a value that does not fall within this range then the stage run will not complete.

User Management

This chapter contains the following section:

- [Accessing APC-MDO](#)

Accessing APC-MDO

No user accounts need to be specified for APC-MDO. As a single-user application, only one user may access APC-MDO at a time.

A user accesses APC-MDO by logging into the application asds database. For information about setting up database passwords, see the *Oracle Retail Analytic Parameter Calculator for Markdown Optimization Installation Guide*.

Once APC-MDO is installed, you can access the application using the following URL:
`http://<host-name>:<port>/apc/faces/Login`

