

Платформа планирования и оптимизации Oracle RPAS

RETAIL PREDICTIVE APPLICATION SERVER

АЛЕКСАНДРА СКРИПАЧЕВА (АСМ-15-4)

Оптимизация
пополнения

Оптимизация
розничных цен

Прогнозирование
спроса

Товарно-финансово
е планирование

Разработанное
решение

Средства настройки

Платформа RPAS



**Решение объединяет
измерения и правила для решения
конкретной бизнес задачи**

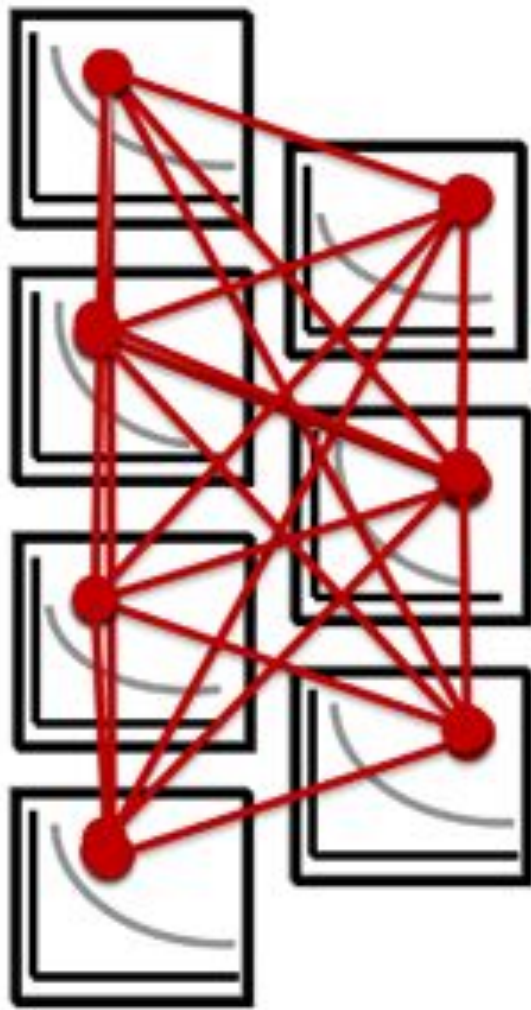
Конфигурация определяет:
Бизнес правила
Бизнес процесс
Удобный интерфейс пользователя

Единый интерфейс пользователя
Встроенное решение для расчетов
Встроенные решения для планирования и
оптимизации
Менеджер оповещений

Многомерная база данных

Особенности RPAS

- Наличие единой технологической платформы для реализации задач планирования и оптимизации
- Отсутствие необходимости внутренней интеграции — между различными задачами планирования и оптимизации
- Возможность функциональной модификации предлагаемых решений посредством инструментов конфигурирования, без необходимости программирования
- Возможность функционального расширения предлагаемых решений (открытость внутреннего языка)
- Поддержка многоуровневой системы разграничения прав доступа
- Поддержка кириллицы
- Возможность доступа к системе посредством — Web или ThinkClient, что обеспечивает доступность системы сотрудникам компании из любого места
- Наличие примеров применения предлагаемых решений на территории Российской Федерации
- Доказанная высокая производительности технологической платформы
- Возможность расширения использования платформы для реализации задач планирования и оптимизации



Стратегии
ценообразования
и цели



Эластичность и
кросс-эластичность

	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024	024
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SKU 02																							
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SKU 17																							
SKU 18																							
SKU 19																							
SKU 20																							

Ценовые
рекомендации на
уровне SKU / Зона

Конкуренты	Правила и ограничения	Маржа
Ценовые зоны		Эквиваленты
Бренд А vs Бренд В		«Красивые» цены



Состав RPAS как платформы для планирования

Основные компоненты платформы:

- Измерения для планирования
- Бизнес индикаторы (измерение и формулы расчета)
- Система бизнес предупреждений
- Система представления данных — табличные данные, графическое представление

Основные действия по работе с платформой:

- Агрегирование и распределение
- Копирование по шаблону
- Блокировки массивов данных
- Анализ «что-если»
- Сценарный анализ

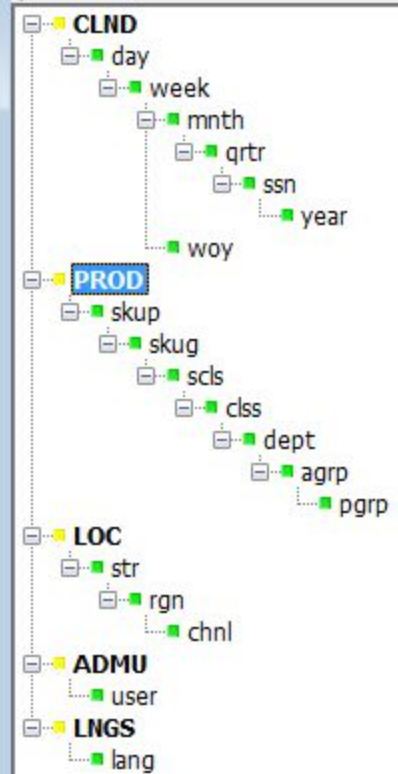
- Rev
- Hierarchies
- Data Interface
- Styles
- Taskflow
- Solution
- Measures
- Rules
- Workbooks
- Wizards

Hierarchy Definition

New Hierarchy New Dimension

Position Format for Calendar's Root Dimension

%YEAR%MO%DAY



Hierarchies

Tools Name	RPAS Name	User Label	Purge Age	Order	Security Dimension
CLND	CLND	Calendar	10000	999	
PROD	PROD	Product	10000	1001	
LOC	LOC	Location	10000	1002	
ADMU	ADMU	Admu	10000	1003	
LNGS	LNGS	Lngs	10000	1004	

Dimensions

CLND PROD LOC ADMU LNGS

Tools Name	RPAS Name	User Label	Column	Start	Width	Label Start	Label Width	Aggs	Database	User Dimension	Translate
skup	skup	Style-Color	0	1	20	21	60		hmaint	<input type="checkbox"/>	<input type="checkbox"/>
skug	skug	Style	1	81	20	101	60	skup	hmaint	<input type="checkbox"/>	<input type="checkbox"/>
scls	scls	Subclass	2	161	20	181	40	skug	hmaint	<input type="checkbox"/>	<input type="checkbox"/>
ccls	ccls	Class	3	221	10	231	40	scls	hmaint	<input type="checkbox"/>	<input type="checkbox"/>
dept	dept	Dept	4	271	10	281	40	ccls	hmaint	<input type="checkbox"/>	<input type="checkbox"/>
agrp	agrp	Group	5	321	10	331	40	dept	hmaint	<input type="checkbox"/>	<input type="checkbox"/>
pgrp	pgrp	Gender	6	371	10	381	40	agrp	hmaint	<input type="checkbox"/>	<input type="checkbox"/>

Task List

* Configuration Element	Description
<input checked="" type="checkbox"/> BUMargin1, Profile - BUOpVATp	Invalid Profile Measure.
<input checked="" type="checkbox"/> BUMargin1, Profile - BUWaVATp	Invalid Profile Measure.
<input checked="" type="checkbox"/> PCFcSlsUVCP (Default Sread)	Default Spread: Invalid spread type for recalc measure.

- Rev
- Hierarchies
- Data Interface
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- Taskflow
- Solution
- Measures**
- Rules
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- Role**
 - PC
- Versions**
 - Fc
 - Cp
 - Ac
- Metric**
 - Sls
 - Margin
 - Dev
- Unit of Measurement**
 - RUR
 - V
 - U
 - AUC
 - AUR
 - C
 - Bool
- Variances**
 - var CP
 - var FC



Measure Components | Measures | **Realized Measures** | External Measures

Realized Measures









Name	Label	Description	Type	NA value	Base Intx	Default Agg	Agg Spec	Default Spread	Base State	Agg State	Data
PCAcMarginV	PC Ac Margin V	Price Control ...	real		week_skup_str	total		prop	read	read	
PCAcMarginVVC	PC Ac Margin ...	Price Control ...	real	0	week_skup_str	redc		none	read	read	
PCAcSlsAUC	PC Ac Sls AUC	Price Control ...	real		week_skup_str				read	read	pcac
PCAcSlsAUR	PC Ac Sls AUR	Price Control ...	real		week_skup_str	redc		none	read	read	
PCAcSlsC	PC Ac Sls C	Price Control ...	real		week_skup_str	total		prop	read	read	
PCAcSlsR	PC Ac Sls RUR	Price Control ...	real		week_skup_str	total		prop	read	read	pcac
PCAcSlsRVCP	PC Ac Sls RU...	Price Control ...	real	0	week_skup_str	redc		none	read	read	
PCAcSlsRVFC	PC Ac Sls RU...	Price Control ...	real	0	week_skup_str	redc		none	read	read	
PCAcSlsU	PC Ac Sls U	Price Control ...	real		week_skup_str	total		prop	read	read	pcac
PCAcSlsUVCP	PC Ac Sls U v...	Price Control ...	real	0	week_skup_str	redc		none	read	read	
PCCpMarginV	PC Cp Margin V	Price Control ...	real		week_skup_str	total		prop	read	read	
PCCpSlsAUC	PC Cp Sls AUC	Price Control ...	real		week_skup_str				read	read	pccp
PCCpSlsAUR	PC Cp Sls AUR	Price Control ...	real		week_skup_str	redc		none	read	read	
PCCpSlsC	PC Cp Sls C	Price Control ...	real		week_skup_str	total		prop	read	read	
PCCpSlsR	PC Cp Sls RUR	Price Control ...	real		week_skup_str	total		prop	read	read	pccp
PCCpSlsU	PC Cp Sls U	Price Control ...	real		week_skup_str	total		prop	read	read	pccp
PCDevBool	PC Dev Bool	Price Control ...	boolean		week_skup_str			repl	read	read	
PCDevV	PC Dev V	Price Control ...	real		Scalar				write	write	
PCFcMarginV	PC Fc Margin V	Price Control ...	real		week_skup_str	total		prop	read	read	

Task List

* Configuration Element	Description
<input checked="" type="checkbox"/> BUMargin1, Profile - BUOpVATp	Invalid Profile Measure.
<input checked="" type="checkbox"/> BUMargin1, Profile - BUWaVATp	Invalid Profile Measure.
<input checked="" type="checkbox"/> PCFcSlsUVCP (Default Soread)	Default Spread: Invalid spread type for recal measure.

- Rev
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Rule Definition

No Filtering        

- PC
 - PC_load
 - PC_commit
 - PC_calc
 - PC_refresh

Include External Measures

- Role
 - PC
- Versions
 - Fc
 - Cp
 - Ac
- Metric
 - Sls
 - Margin
 - Dev
- Unit of Measurement
 - RUR
 - V
 - U
 - AUC
 - AUR
 - C
 - Bool

<input type="checkbox"/> PC_calc001	$PCFcSlsAUR = PCFcSlsR / PCFcSlsU$	{ PCFcSlsAUR PCFcSlsR PCFc
<input type="checkbox"/> PC_calc002		{ PCCpSlsAUR PCCpSlsR PCCp
<input type="checkbox"/> PC_calc003		{ PCAcSlsAUR PCAcSlsR PCAc
<input type="checkbox"/> PC_calc004		{ PCFcSlsC PCFcSlsU PCFcSls
<input type="checkbox"/> PC_calc005		{ PCCpSlsC PCCpSlsU PCCpSls
<input type="checkbox"/> PC_calc006		{ PCAcSlsC PCAcSlsU PCAcSls
<input type="checkbox"/> PC_calc007		{ PCFcMarginV PCFcSlsR PCFc
<input type="checkbox"/> PC_calc008		{ PCCpMarginV PCCpSlsR PCCp
<input type="checkbox"/> PC_calc009		{ PCAcMarginV PCAcSlsR PCAc
<input type="checkbox"/> PC_calc010		{ PCFcMarginV PCFcMarginV PCCpMar
<input type="checkbox"/> PC_calc011		{ PCAcMarginV PCAcMarginV PCCpMar
<input type="checkbox"/> PC_calc012		{ PCFcSlsUVCP PCFcSlsU PCCp
<input type="checkbox"/> PC_calc013		{ PCAcSlsUVCP PCAcSlsU PCCp
<input type="checkbox"/> PC_calc014		{ PCFcSlsRVCP PCFcSlsR PCCp
<input type="checkbox"/> PC_calc015		{ PCAcSlsRVCP PCAcSlsR PCCp
<input type="checkbox"/> PC_calc016		{ PCAcSlsRVFC PCAcSlsR PCFc
<input type="checkbox"/> PC_calc017		
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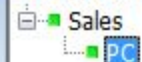
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Workbook Designer

Price Control



- General
- Measure Profiles
- Position Queries
- Style Overrides

Attribute	Value
RPAS Name	PC
User Label	PC
X-Axis	CLND
Y-Axis	MEAS
Z-Axis	LOC,PROD
Unassigned	
Base Intersection	week_skup_str

Include External Measures Matching Measures

- Role**
 - PC
- Versions**
 - Fc
 - Cp
 - Ac
- Metric**
 - Sls
 - Margin
 - Dev
- Unit of Measure**
 - RUR
 - V
 - U
 - AUC
 - AUR
 - C
 - Bool
- Variations**
 - ...

Viewable

PCAcSlsR
 PCCpSlsR
 PCDevBool
 PCDevV
 PCFcSlsR

Default

PCAcSlsR
 PCCpSlsR
 PCDevBool
 PCDevV
 PCFcSlsR

Task List

* Configuration Element	Description
BUMargin1, Profile - BUOpVATp	Invalid Profile Measure.
BUMargin1, Profile - BUWaVATp	Invalid Profile Measure.
PCFcSlsUVCP (Default Spread)	Default Spread: Invalid spread type for recalc measure.

Oracle Predictive Solutions [StorePlan1024] untitled

File Edit View Format Window

Previous Next New

Save Cut Copy Paste Toggle Format Calculate Update

Ascending Descending

Clustering Init Plan Sales Markdown Margin Space Inventory_Receipt Reconcile Approval

Sales Plan Brand Store Level

Time Spring/Summer 2008 Measure

		LY Total Sales €	LY Total Sales %	LY Total Sales %	Total Sales €	Total Sales %	Total Sales %	Total Sales Var LY %
Zone 1 London	1000 - Clothing	774	50.75%	100.00%	967	61.68%	100.00%	25.0%
	1001 - Childrenswear	408	26.74%	52.70%	510	32.50%	52.70%	25.0%
	4001 - Womenswear	366	24.00%	47.30%	457	29.18%	47.30%	25.0%
Zone 2 South	1000 - Clothing	751	49.25%	100.00%	601	38.32%	100.00%	-20.0%
	1001 - Childrenswear	365	25.29%	51.34%	308	19.67%	51.34%	-20.0%
	4001 - Womenswear	365	23.97%	48.66%	292	18.65%	48.66%	-20.0%

Измерения для планирования

Предупреждения

Интерактивные графики

1: Jan-2008
2: Feb-2008
3: Mar-2008
4: Apr-2008
5: May-2008
6: June-2008
7: July-2008
8: Aug-2008
9: Sept-2008
10: Oct-2008
11: Nov-2008
12: Dec-2008

all [Location] LY Regular Sales € Zone 1 London LY Regular Sales € Zone 2 South LY Regular Sales €

Location Measure

Ready Sales

