



Pricefx Accelerators
Price Optimization Package

January 2022

Accelerate Price Optimization Package (POP)

The Accelerate Price Optimization Package helps you set up a Segmentation / Optimized Deal guidance model in the Pricefx Optimization module. You can run the complete Segmentation/Optimization process and view the results in the included Optimization Realization Dashboard.

- [Price Optimization Configuration](#)
- [Basic Analysis Dashboard](#)
- [Segmentation Model](#)
- [Optimization Realization Dashboard](#)
- [POP v0.1 Limitations](#)
- [Archive of Documentation \(POP\)](#)

Price Optimization Configuration

This section is intended for Configuration Engineers to guide them through package deployment and features setup and to provide technical documentation.

- [Price Optimization Deployment](#)

Price Optimization Deployment

The easiest way to deploy Price Optimization Package to a partition is via PlatformManager:

1. Access PlatformManager at <https://platform.pricefx.com/> and log in using your account or O365.
2. Follow the steps described in the [PlatformManager documentation](#) to deploy Sales Insights Package.
3. Log into the partition, add a calculated field named GrossMarginPercentage to Transaction Datamart. Sample expression: `IF(Revenue < 0.01, -999, Margin/Revenue)`
4. Follow the steps described in the [PlatformManager documentation](#) to deploy Price Optimization Package.

Basic Analysis Dashboard

Basic Analysis Dashboard is a tool for pricing scientists which helps them choose among possible segmentation levels.

Basic Analysis Dashboard Configuration

Dashboard content is configured by the following parameters:

- [Datamart with Transaction Data](#)
- [AP Called POP_AdvancedConfiguration](#)
- [User Input in InputConfigurator](#)

Datamart with Transaction Data

Below fields are used in Basic Analysis Dashboard:

- Product ID
- Product Name
- Product Group
- Customer ID
- Customer Name
- Customer Class
- Customer Type
- Invoice Price
- Quantity
- Pricing Date
- Pricing Date Week
- Pricing Date Month
- Pricing Date Quarter
- Pricing Date Year
- (Gross) Margin
- (Gross) Margin Percentage
- Sales Channel Discount (optional)
- Promotion Discount (optional)
- Competitor Discount (optional)
- Volume Discount (optional)
- Customer Negotiated Discount (optional)

Please keep in mind that only proper data is needed, there is no need to match name/label with POP's predefined names. Mapping Datamart fields to the dashboard is done in the next step.

AP Called POP_AdvancedConfiguration

Advanced Configuration (AP), set during deployment through PlatformManager, is used to map Datamart data to our internal names. Caution is recommended while editing any AP object.

Example of an AP:

```
{
  "datamartName": "Standard_Sales_Data",
  "productId": "ProductId",
  "productName": "ProductName",
  "productGroup": "ProductGroup",
  "customerId": "CustomerId",
  "customerName": "name",
  "customerClass": "CustomerClass",
  "customerType": "CustomerType",
  "invoicePrice": "InvoicePrice",
  "quantity": "Quantity",
  "pricingDate": "PricingDate",
  "pricingDateWeek": "PricingDateWeek",
  "pricingDateMonth": "PricingDateMonth",
  "pricingDateQuarter": "PricingDateQuarter",
  "pricingDateYear": "PricingDateYear",
  "grossMargin": "GrossMargin",
  "grossMarginPct": "GrossMarginPct",
  "salesChannelDiscount": "SalesChannelDiscounts",
  "promotionDiscount": "PromotionDiscount",
  "competitorDiscount": "CompetitorDiscount",
  "volumeDiscount": "VolumeDiscounts",
  "customerNegotiatedDiscount": "CustomerNegotiatedDiscount"
}
```

User Input in InputConfigurator

Data shown to a user will differ, depending on what has been set in InputConfigurator:

Dashboard Settings

Select Dashboard

Basic Analysis Dashboard

DATA FILTER

Product(s)

Customer(s)

Date From

Date To

Currency

General Filter [Edit Filter](#)

Apply data cleansing filters

Configure charts

- **Product(s)** - Only transactions regarding products from this list will be taken into consideration. Empty means all.
- **Customer(s)** - Only transactions regarding customers from this list will be taken into consideration. Empty means all.
- **Date From** - Transaction before this date will be ignored.
- **Date To** - Transaction after this date will be ignored.
- **Currency** - In which currency values should be displayed. Remember that Datamart has already converted prices to the Datamart's currency.
- **General Filter** - Allows user to put any Filter on transactions.
- **Apply data cleansing filters** - Creates four additional filters which are used to remove incorrect data.
- **Configure charts** - Opens another configurator (with config per portlet). The string before semicolon ":" refers to the portlet name, the string after it refers to what is being set (Filter, Time Frame or Field).

×

Discount per Product Group and Customer: Filter
[Set Filter](#)

Trend Revenue and Margin: Filter
[Set Filter](#)

Trend Revenue and Margin: Time Frame

Customer Type Contribution: Filter
[Set Filter](#)

Revenue vs Margin (by Customer): Filter
[Set Filter](#)

Revenue vs Margin (by Product): Filter
[Set Filter](#)

Margin % Variation: Filter
[Set Filter](#)

Margin % Variation: X Axis Field

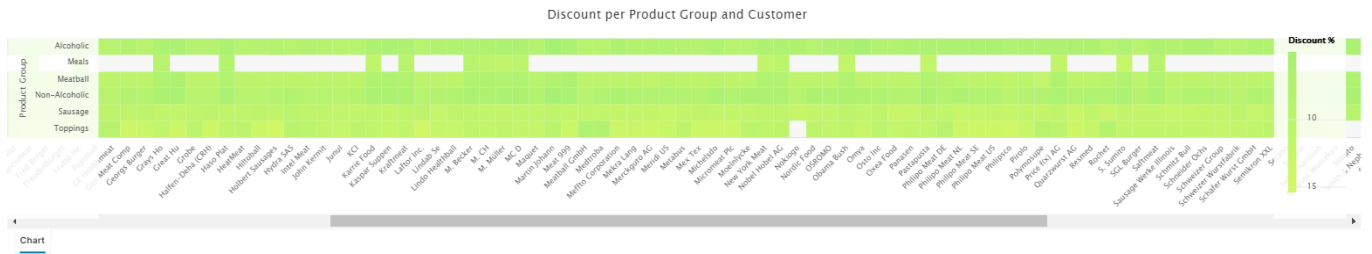
Margin % Distribution: Filter
[Set Filter](#)

Portlets (Basic Analysis Dashboard)

- [Discount per Product Group and Customer](#)
- [Trend Revenue and Margin](#)
- [Customer Type Contribution](#)
- [Revenue vs. Margin \(by Customer\)](#)
- [Revenue vs. Margin \(by Product\)](#)
- [Margin % Variation](#)
- [Margin % Distribution](#)

Discount per Product Group and Customer

Discount per Product Group and Customer

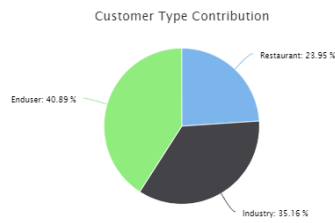


Trend Revenue and Margin



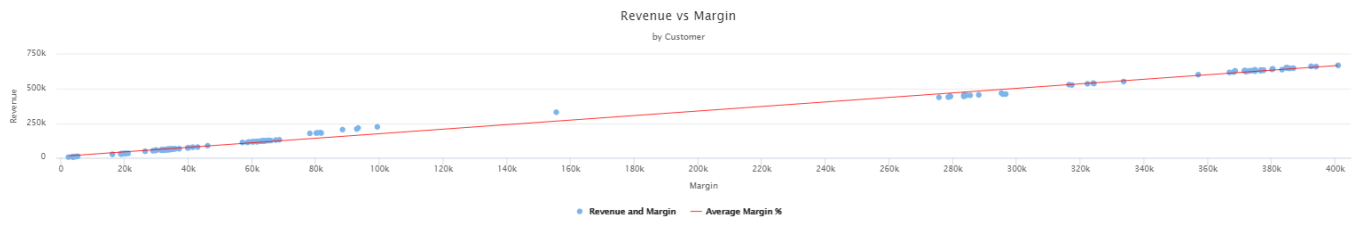
Customer Type Contribution

Customer Type Contribution



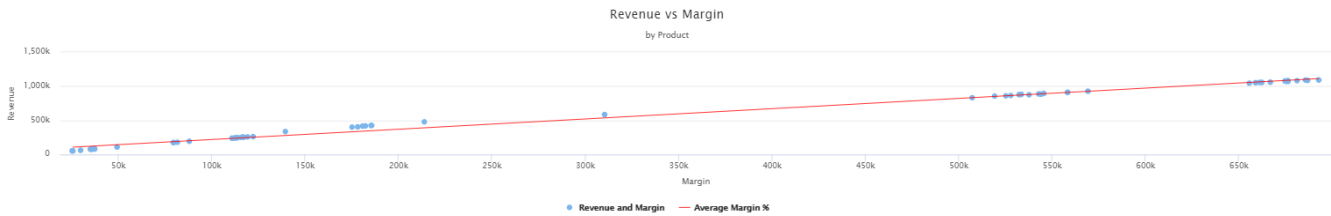
Revenue vs. Margin (by Customer)

Revenue vs Margin (by Customer)



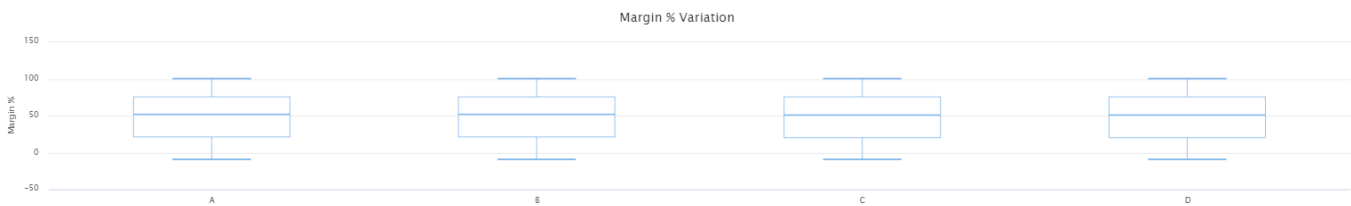
Revenue vs. Margin (by Product)

Revenue vs Margin (by Product)



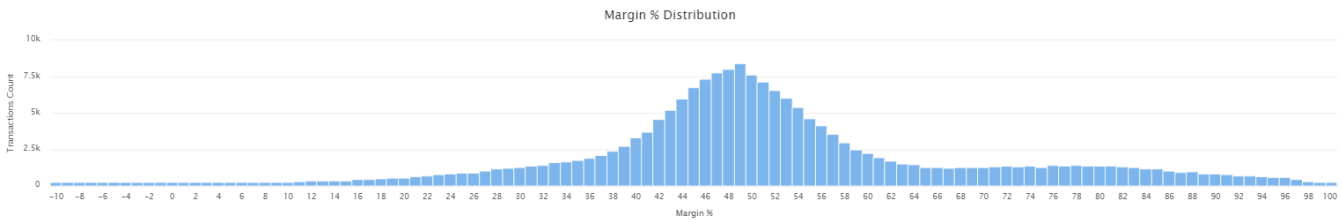
Margin % Variation

Margin % Variation



Margin % Distribution

Margin % Distribution



Segmentation Model

- Create PolicyRecords with Segments
- Potential Forecast

Create PolicyRecords with Segments

Original Segmentation Model documentation has not yet been integrated to the Accelerator documentation. Please refer to the [Unity documentation](#).

Potential Forecast

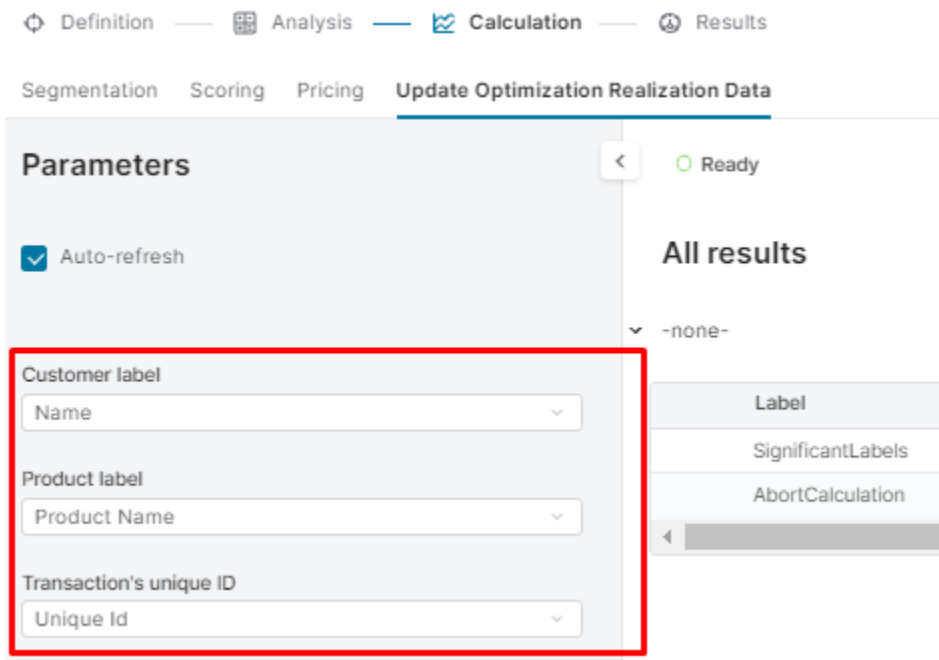
Potential Forecast is a set of calculations done as the last step of PO Segmentation model. It creates a new Datamart table which is an enhanced copy of the source Datamart. That Datamart is used later as a source for Optimization Realization Dashboard.

Potential Forecast Configuration

All necessary logics and model type will be deployed together with PlatformManager. Please be aware that PO Segmentation is an old model which has recently been integrated into Accelerator. Ensure that there are no logics/model types present on the partition which would override the behavior of the Accelerator due to target dates.

When a manual change of the model type is needed, add another step (as the last one), with the Segmentation_PotentialForecast logic.

Three fields needs to be filled in the step:



These fields belong to the source Datamart:

- **Customer label** - Customer's name/label. Not to be confused with Customer ID. Used in Optimization Realization Dashboard in matrix portlets.
- **Product label** - Product's name/label. Not to be confused with Product ID. Used in Optimization Realization Dashboard in matrix portlets.
- **Transaction's unique ID** - Used in Potential Forecast calculation as primary key.

Potential Forecast Output

After running Potential Forecast, a new Datamart table should be created, named "OptimizationRealizationSource". This table can be accessed at:

- Model Tables (Unity UI)
- Model Calculations Tables (Classic UI)

Please keep in mind that it is not possible to check the "schema" of the table in Unity.

This table will have all source Datamart fields (except those marked as auxiliary), joined with data calculated from a mix of transactions and Policy Records:

- PotentialForecast_RevenuePotential
- PotentialForecast_MarginPotential
- PotentialForecast_ProjectedMargin
- PotentialForecast_TargetPrice

- PotentialForecast_SegmentId
- PotentialForecast_ProjectedRevenue

Optimization Realization Dashboard

Optimization Realization Dashboard is set of portlets used to evaluate segmentation process.

- [Optimization Realization Dashboard Configuration](#)
- [Portlets \(Optimization Realization Dashboard\)](#)

Optimization Realization Dashboard Configuration

- [PO Segmentation's Model Input](#)
- [User Configuration](#)

PO Segmentation's Model Input

Configuration of a model is persisted on a partition in the "Model Params \$NameOfModel" Price Parameter, after the segmentation has been done. Optimization Realization Dashboard uses this configuration to display proper values.

User Configuration

Data shown to users will differ, depending on what has been set in InputConfigurator:

DATA FILTER

Model name: Tagging_Test01

Date Period: Month

Scenario:

Start Date: 20/09/2020

To Date: 20/09/2021

Segment Level:

Currency: EUR

Generic filter: [Set Filter](#)

BusinessUnit: Select a filter value...

[Apply Settings](#)

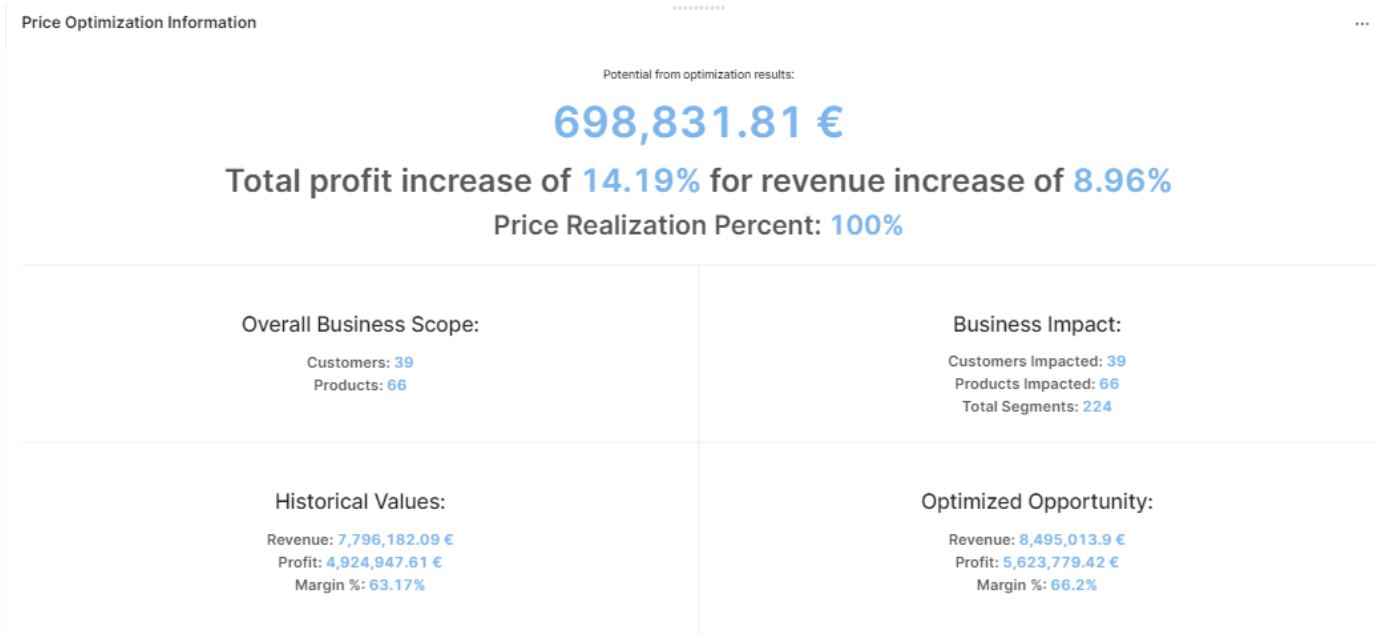
- Model name - Name of the model for which calculation has been done.
- Date Period - For what time period the data should be aggregated.
- Scenario - Which price scenario from POP_TargetPriceRealizationScenarios is being used.
- Start Date - Transactions before this date will be ignored.
- To Date - Transactions after this date will be ignored.

- Segment Level - Several portlets show data only for chosen segment.
- Currency - In which currency values should be displayed. Remember that Datamart has already converted prices to its currency. Conversion from the model's source to this currency is applied.
- Generic filter - Allows you to put any Filter on transactions.
- Dynamic list of filters - Allows you to choose which segment to analyze.

Portlets (Optimization Realization Dashboard)

- Price Optimization Information
- Historical Transaction Profit
- Profit Potential
- Historical vs. Projected Profit
- Historical vs. Projected Revenue
- Historical Transaction Revenue
- Products Matrix
- Customers Matrix

Price Optimization Information



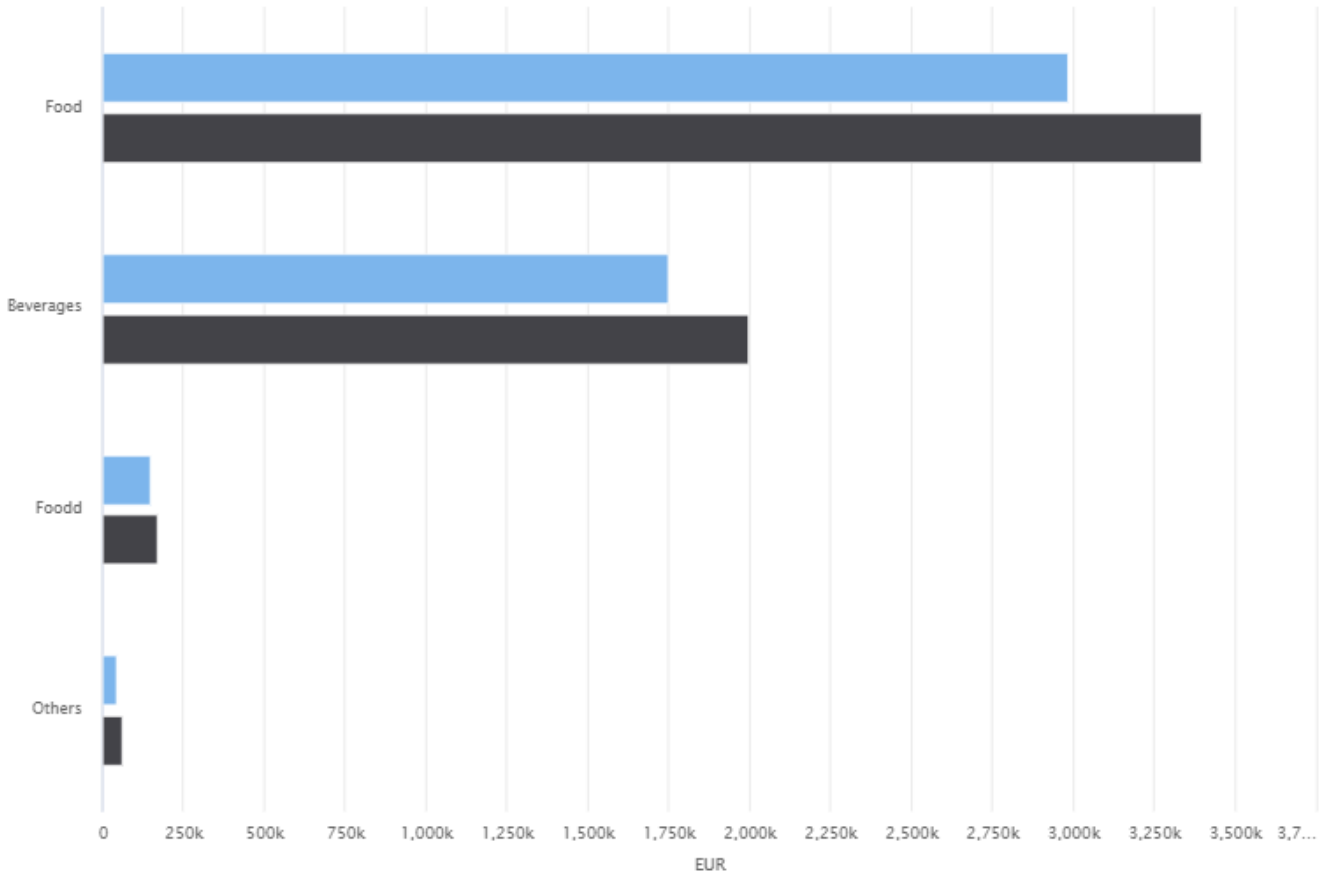
Historical Transaction Profit

Historical Transaction Profit

Historical Transaction Profit

BusinessUnit

● Profit ● Projected Profit



Profit Potential

Profit Potential

BusinessUnit	ProductClass	BuyingGroup	Country	ProfitPotential (€)
Beverages	A	Buy All Meat	China	104.36
Beverages	A	Buy All Meat	France	4,207.11
Beverages	A	Buy All Meat	Italy	3,421.11
Beverages	A	Buy All Meat	Japan	3,827.08
Beverages	A	Buy All Meat	Sweden	53.54
Beverages	A	Buy All Meat	UK	4,065.34
Beverages	A	Buy All Meat	USA	2,667.38
Beverages	A	Buy Small	Australia	3,166.98
Beverages	A	Buy Small	China	2,767.36
Beverages	A	Buy Small	France	1,681.29
Beverages	A	Buy Small	Germany	1,385.75
Beverages	A	Buy Small	Italy	3,179.91
Beverages	A	Buy Small	Japan	3,220.53
Beverages	A	Buy Small	Netherlands	4,459.73
Beverages	A	Buy Small	Poland	4,017.62
Beverages	A	Buy Small	Switzerland	254.87
Beverages	A	Buy Small	UK	993.19
Beverages	A	Buy Small	USA	2,749.22
Beverages	A	Buy US	USA	6,536.39

224 rows

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Historical vs. Projected Profit

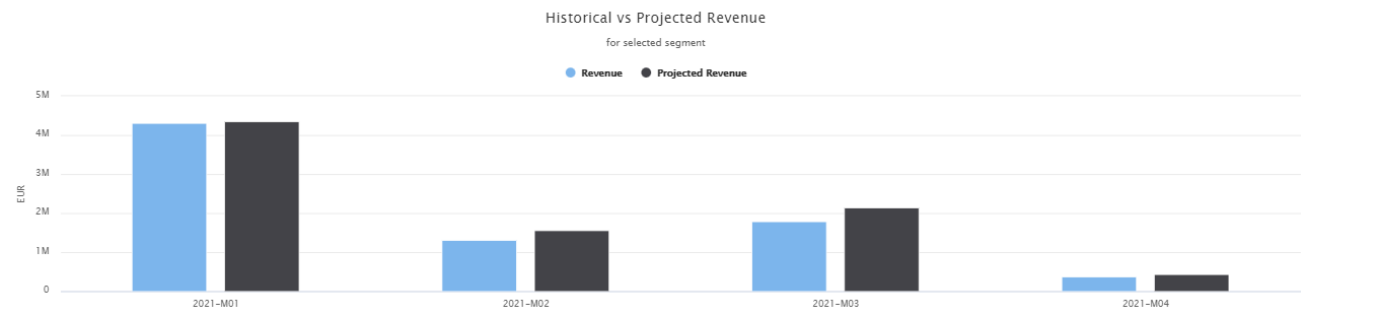
Historical vs Projected Profit



Chart

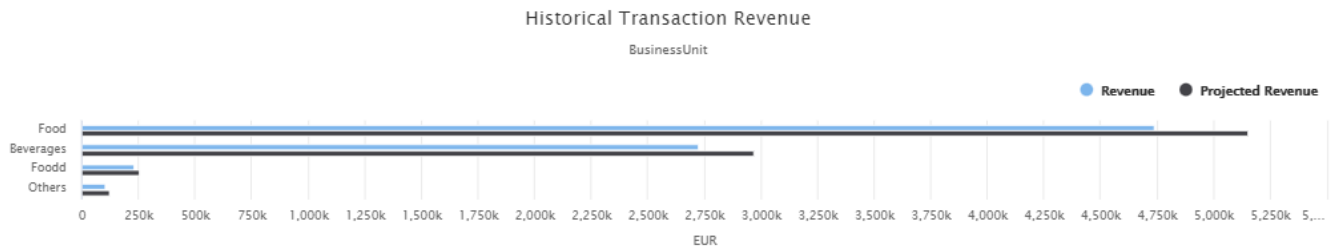
Historical vs. Projected Revenue

Historical vs Projected Revenue



Historical Transaction Revenue

Historical Transaction Revenue



Products Matrix

Products

Product Name	Historical Profit (€)	Projected Profit (€)	Profit Potential (€)
Long Island Iced Tea	72,849.11	91,475.64	18,626.53
Absinthe	200,372.41	225,353.45	24,981.04
SeaBreeze	182,823.67	208,658.40	25,834.73
MaiTai	183,148.05	205,556.23	22,408.18
Mojito	188,872.58	215,472.35	26,599.77
Still Water	195,494.93	221,653.94	26,159.01
Sparkling Water	171,652.26	197,923.64	26,271.38
Orange Juice	184,789.06	209,806.61	25,017.56

66 rows

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Customers Matrix

Customers

Customer Name	Historical Profit (€)	Projected Profit (€)	Profit Potential (€)
Appetito Mz	93,824.66	124,800.91	30,976.25
China Meat	313,559.14	355,266.99	41,707.85
Steak House	299,756.54	341,079.93	41,323.39
S. Sumito	307,861.15	346,911.32	39,050.17
D. Canelloni	324,903.48	367,019.15	42,115.68
US Steak	312,546.97	354,115.75	41,568.79
Appetito KA	303,069.24	345,965.23	42,895.99
Fritto Inc	293,124.47	337,773.52	44,649.06

39 rows

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POP v0.1 Limitations

1. Deployment of Data Source needs to be done through the SIP package.
2. Gross Margin Percentage needs to be added as a calculated field manually after the SIP deployment.
3. Dashboards might be displayed only in Unity UI.