Mapping Methodology

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Product-Live

- **Prioritization**

- **Tips**

Prioritization

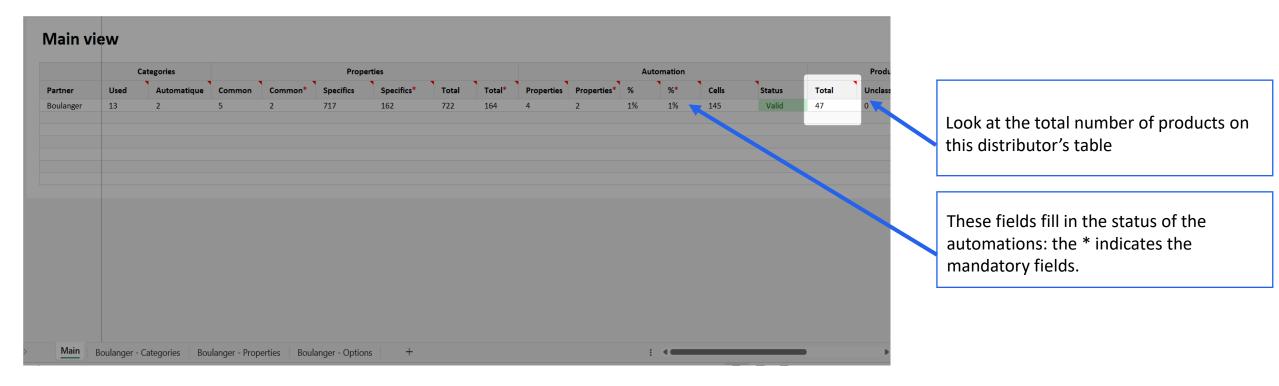|	
Mapping objective	From your product table (called source table), automatically populate the tables of distributors, according to the formats requested by each
Good practices	**A. You will not automate 100% of the fields** • Some data requested by your distributors does not concern your products • Some fields are specific to a distributor so it is not a priority to implement automation • You don't have all the data in the source table **B. Use the 80/20 rule** Map the 20% of fields/distributors that affect 80% of your business. A targeted effort quickly delivers a lot of value and accelerates the return on investment

This document is not intended to be a mapping training. It gives the keys to better prioritize mappings to realize.
=> Here is the learning center link to guide you through the mappings : https://learn.product-live.com/guides/users/rules-engine/

The goal of prioritization is to target the rules that will impact the most products, the most distributors, and get value quickly. Here are some recommendations.

Index	Recommendation
1	Create a rule on the classification attribute
2	Create a rule on mandatory common attributes
3	Target the families for which you have the most product
4	Create a rule on specific mandatory attributes
4	Create simple rules in the first place

Prerequisites: Analysis mapping excel export

1. As soon as you have a product database in the table linked to the distributor, generate the export 'Generate the mapping report at XXX' present in your list of actions.

2. The 'Main' sheet shows the overall results on the completion and automation rates of your products at the distributor concerned. You can use this inventory to prioritize distributors to work with first.

Main view

	Categories		Properties						Automation						Produ
Partner	Used	Automatique	Common	Common*	Specifics	Specifics*	Total	Total*	Properties	Properties*	%	%*	Cells	Status	Total	Unclass
Boulanger	13	2	5	2	717	162	722	164	4	2	1%	1%	145	Valid	47	0

Main | Boulanger - Categories | Boulanger - Properties | Boulanger - Options | +

Look at the total number of products on this distributor's table

These fields fill in the status of the automations: the * indicates the mandatory fields.

The classification attribute corresponds to the category of your product. It is mandatory **in the enrichment of your products. Without the classification, your products cannot be sent to the distributor.**

❑ You must rank your products in a lower category to be able to view and complete the **marketing attributes specific to each category.**

❑ Therefore, the category is the first thing to fill.

Distributor tables include **mandatory common attributes.** They are common to all categories and mandatory for your products to be published**.**

❑ Creating a rule on these attributes will allow you to optimize the completion time on all your products.

❑ **<u>Goal:</u> 90% of mandatory common attributes should be automated**

Example: In the "Boulanger – Properties" sheet:

By filtering on the column Required to 'Yes', you will only see the required attributes.

By filtering on column D, on empty values, you will only see attributes common to all categories

On the "XXX – Categories" sheet, find the details of the completion and automation rates by product category, at the distributor concerned. You can use it to prioritize categories to automate.

Boulanger - Categories

Categories		Automation						Products		Completion		Time
Boulanger	PRODUCTS	Properties	Properties*	Properties	%	Properties*	%*	Total	Invalid	Properties	Average days	Sent
RASAGE_HOMME	No link	59	19	3	5%	1	5%	13		67%	108	13
TONDEUSE-HOMME	No link	90	24	3	3%	1	4%	11	9	38%	1	11
ACCESSOIRES_DE_RASAGE	No link	120	4	3	3%	1	25%	6	0	13%	0	6
EPILATION_DURABLE	No link	73	24	3	4%	1	4%	4	2	47%	28	4
HYGIENE_DENTAIRE		114	18	4	4%	2	11%	4	3	32%	0	4
ACCESSOIRES_HYGIENE_BUCC	No link	46	16	3	7%	1	6%	2	0	68%	511	2
EPILATION_ELECTRIQUE	No link	129	18	3	2%	1	6%	1	1	60%	12	1
BROSSE	No link	58	12	3	5%	1	8%	1	0	53%	186	1
SURVEILLANCE_BEBE	No link	77	23	3	4%	1	4%	1	0	52%	0	1
STERILISATEUR_BEBE	No link	50	7	3	6%	1	14%	1	0	50%	0	1
CHAUFFE_BIBERON	No link	70	10	3	4%	1	10%	1	0	33%	0	1
LUMINOTHERAPIE-SIMULATEL	No link	90	9	3	3%	1	11%	1	0	19%	0	1
EPILATION_RASOIR_FEMME	No link	50	9	3	6%	1	11%	1	0	22%	3	1

Main | **Boulanger - Categories** | Boulanger - Properties | Boulanger - Options | +

By filtering from the largest to the smallest number of products by category in the 'Boulanger – Categories' sheet, you can identify in the first lines the categories for which you have the most existing products.

NB: It is also necessary to determine the most important or priority categories according to your business challenges and your current/ future product catalog.

Once priority categories have been identified**, target the mandatory specific attributes related to those categories.**

❑ Again, it is possible to rely on the "Generate mapping report at XXX" export present in your list of actions to identify these attributes.

In the 'Boulanger – Properties' sheet, filter on the desired categories and then on the 'Required ' column. You will be able to see the attributes specific to each category and if they are mandatory (Required'yes').

❑ As mentioned in slide 1, **first automate the common fields** [the category is empty] **.** Then automate the fields mentioned above, **specific mandatory fields** ('Required' 'yes') to the desired category**.**

❑ Once the mandatory specific attributes have been automated, you will be able to automate the **optional specific attributes** in the 'Required' 'no' column.

NB: not all fields can be automated: some are specific to a distributor, others do not concern your products. Identify the mappable fields for which you have the information internally and work on continuous improvement on mappings .
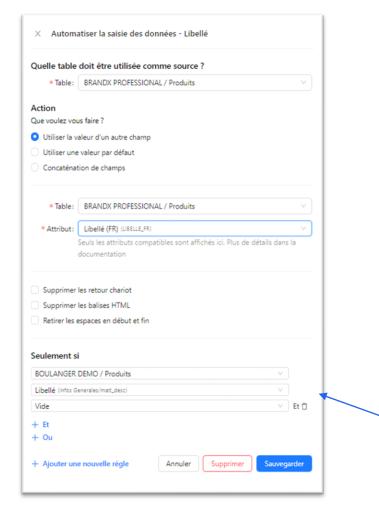
Data automation allows rule creation at multiple levels:

❑ 'Simple' rules: The source attribute* and the target attribute** are the same type and there is no specific condition for the application of the rule. (Example)

❑ 'Intermediate' rules: The source attribute and the target attribute are the same type or not and there are specific conditions for applying the rule. (Example)

❑ 'Complex' rules: Multiple sources or data types are possible or a default value can only be used under certain conditions. (Example)

As the creation of 'simple' rules is the quickest, we recommend starting with this type of rule.

*   attribute present in your table

** attribute requested by the distributor in its table
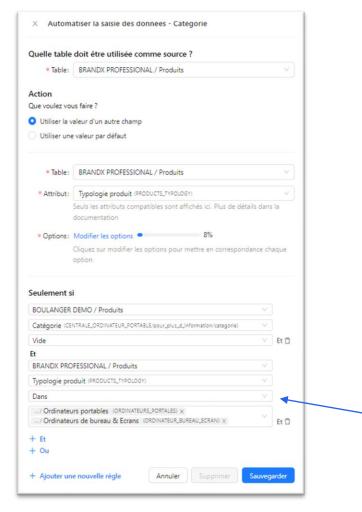
- Simple rule example

The target attribute 'Label' is text type and the source attribute ' Label(FR)' is also text type.
So we can use the value of the source attribute to fill the target attribute directly.
No particular condition is to be added because the value of the source attribute corresponds exactly to what is expected in the target attribute.

This condition is the default condition that allows the rule to be applied only if the target attribute is originally empty. (This condition can be removed).

- Example of an 'intermediary' rule

The target attribute 'Category' corresponds to the source attribute 'Product typology' only if the product is in the category 'Laptops' or 'Desktop & Screens'.
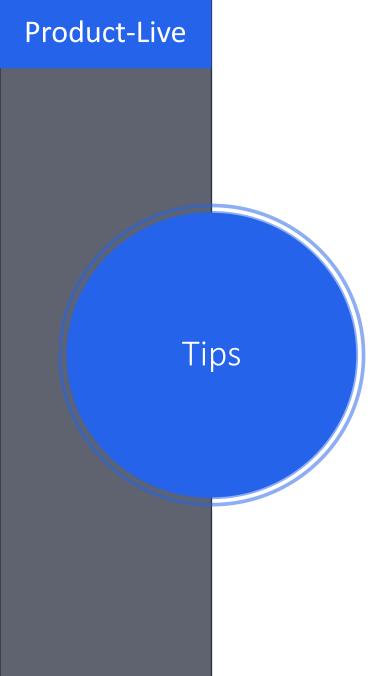
This last condition is specified here

Example of a 'complex' rule

- Example of a 'complex' rule

  The "Category" target attribute is of the value list type. No source attribute of this type matches. We will therefore create as many rules as possible values by using each time a default value and conditions that are specific to it.

Order of magnitude of fields to map

Attribute type	Time
Simple rule	2-5 minutes
Intermediate rule	5-10 minutes
Complex rule	10-30 minutes

It should be noted that this order of magnitude will vary according to the quality of your data and your mastery, which will improve with each new creation.

Tips

❑ Before you start creating rules on the platform, if you have an Excel file of your structure. You can rely on it by adding the attribute matches requested by distributors.
This can allow you to quantify the number of rules that can technically be created and highlight attributes that would be added to your own structure.

❑ When creating mapping rules, we advise you to open 2 tabs. A tab displaying your table and a tab displaying the distributor table for which you will create rules. Thus, you can easily switch from one to the other to check and copy the source attributes in your table.

❑ If you already have existing products, you can take 1 or 2 products to display in the source table and in the target table and thus compare the existing values of these products. This can help you determine which source attribute would match which target attribute.

❑ When creating a rule with a condition, prefer the use of the 'contains', it is not case-sensitive unlike the 'equal to'.

❑ Test the rules you create on a newly created product that you can then delete. You can use the 'Update Products at XXX' action. You will then identify if the recovered value matches the expected.

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