Programmation R Pack Pricing

Créer le df test avec les bons packs

hm\_distribution=hm\_distribution[hm\_distribution$SKU!=""]

sku=as.character(hm\_distribution$SKU)

Remplacer

for (i in 1:8) {

pack=paste(i,"X",sep="");

pack2=paste(";",pack,sep="");

pack3=paste(pack2,";",sep="");

sku=gsub(pack,pack3,sku);

}

test=data.frame(do.call('rbind', strsplit(sku,';')))

Changer les colonnes pour y inclure le pack

> insertpacks=function(x) {

+ x$SKU=test$SKU

+ target <- which(names(x) == 'SKU')[1]

+ x=cbind(x[,1:target],data.frame('Pack.2nd'=test$Pack.2nd,'STD.REFILL'=test$STD.REFILL),x[,(target+1):length(x)]);

+ return(x)

+ }

insertpacksHM

function(x) {

x$SKU=testHM$SKU

target <- which(names(x) == 'SKU')[1]

x=cbind(x[,1:target],data.frame('Pack.2nd'=testHM$Pack.2nd,'STD.REFILL'=testHM$STD.REFILL),x[,(target+1):length(x)])

}

Function(x) {

x$Total=rowSums(subset(x,X4.S.20.01.12:X4.S.28.12.14))

return(x)

}

fichersGlobaux=function(x) {

assign(paste(comment(x),"\_g",sep=""),x[x$Retail=="SM" | x$Retail=="HM"], envir = .GlobalEnv)

}

hm\_distributionLong <- reshape(hm\_distribution2, varying=c("X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12"), direction="long", idvar=c("Retail", "SKU","Pack.2nd","STD.REFILL","MARQUE.UL","HDLS.HDHS.LD.UL","FORM.UL","STD.VS.SUPER.CONC.UL","NB.LAVAGES.UL"), v.names="WD", timevar="Period")

resLong <- **reshape**(dfWide, varying=**c**("DV\_t1", "DV\_t2", "DV\_t3"),

direction="long", idvar=**c**("id", "IVbtw"),

v.names="DV", timevar="IVwth")

\*)colNames

"X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12", "X4.S.17.06.12", "X4.S.15.07.12", "X4.S.12.08.12", "X4.S.09.09.12", "X4.S.07.10.12", "X4.S.04.11.12", "X4.S.02.12.12", "X4.S.30.12.12", "X4.S.27.01.13", "X4.S.24.02.13", "X4.S.24.03.13", "X4.S.21.04.13", "X4.S.19.05.13", "X4.S.16.06.13", "X4.S.14.07.13", "X4.S.11.08.13", "X4.S.08.09.13", "X4.S.06.10.13", "X4.S.03.11.13", "X4.S.01.12.13", "X4.S.29.12.13", "X4.S.26.01.14", "X4.S.23.02.14", "X4.S.23.03.14", "X4.S.20.04.14", "X4.S.18.05.14", "X4.S.15.06.14", "X4.S.13.07.14", "X4.S.10.08.14", "X4.S.07.09.14", "X4.S.05.10.14", "X4.S.02.11.14", "X4.S.30.11.14", "X4.S.28.12.14"

**Function sumifs:**

sumifsGlobal=function(x) {

x=group\_by(x,Retail, SKU, Pack.2nd, MARQUE.UL, HDLS.HDHS.LD.UL, FORM.UL, STD.VS.SUPER.CONC.UL, NB.LAVAGES.UL)

x=summarise(x, X4.S.29.01.12=sum(X4.S.29.01.12, na.rm=TRUE), X4.S.26.02.12=sum(X4.S.26.02.12, na.rm=TRUE), X4.S.25.03.12=sum(X4.S.25.03.12, na.rm=TRUE), X4.S.22.04.12=sum(X4.S.22.04.12, na.rm=TRUE), X4.S.20.05.12=sum(X4.S.20.05.12, na.rm=TRUE), X4.S.17.06.12=sum(X4.S.17.06.12, na.rm=TRUE), X4.S.15.07.12=sum(X4.S.15.07.12, na.rm=TRUE), X4.S.12.08.12=sum(X4.S.12.08.12, na.rm=TRUE), X4.S.09.09.12=sum(X4.S.09.09.12, na.rm=TRUE), X4.S.07.10.12=sum(X4.S.07.10.12, na.rm=TRUE), X4.S.04.11.12=sum(X4.S.04.11.12, na.rm=TRUE), X4.S.02.12.12=sum(X4.S.02.12.12, na.rm=TRUE), X4.S.30.12.12=sum(X4.S.30.12.12, na.rm=TRUE), X4.S.27.01.13=sum(X4.S.27.01.13, na.rm=TRUE), X4.S.24.02.13=sum(X4.S.24.02.13, na.rm=TRUE), X4.S.24.03.13=sum(X4.S.24.03.13, na.rm=TRUE), X4.S.21.04.13=sum(X4.S.21.04.13, na.rm=TRUE), X4.S.19.05.13=sum(X4.S.19.05.13, na.rm=TRUE), X4.S.16.06.13=sum(X4.S.16.06.13, na.rm=TRUE), X4.S.14.07.13=sum(X4.S.14.07.13, na.rm=TRUE), X4.S.11.08.13=sum(X4.S.11.08.13, na.rm=TRUE), X4.S.08.09.13=sum(X4.S.08.09.13, na.rm=TRUE), X4.S.06.10.13=sum(X4.S.06.10.13, na.rm=TRUE), X4.S.03.11.13=sum(X4.S.03.11.13, na.rm=TRUE), X4.S.01.12.13=sum(X4.S.01.12.13, na.rm=TRUE), X4.S.29.12.13=sum(X4.S.29.12.13, na.rm=TRUE), X4.S.26.01.14=sum(X4.S.26.01.14, na.rm=TRUE), X4.S.23.02.14=sum(X4.S.23.02.14, na.rm=TRUE), X4.S.23.03.14=sum(X4.S.23.03.14, na.rm=TRUE), X4.S.20.04.14=sum(X4.S.20.04.14, na.rm=TRUE), X4.S.18.05.14=sum(X4.S.18.05.14, na.rm=TRUE), X4.S.15.06.14=sum(X4.S.15.06.14, na.rm=TRUE), X4.S.13.07.14=sum(X4.S.13.07.14, na.rm=TRUE), X4.S.10.08.14=sum(X4.S.10.08.14, na.rm=TRUE), X4.S.07.09.14=sum(X4.S.07.09.14, na.rm=TRUE), X4.S.05.10.14=sum(X4.S.05.10.14, na.rm=TRUE), X4.S.02.11.14=sum(X4.S.02.11.14, na.rm=TRUE), X4.S.30.11.14=sum(X4.S.30.11.14, na.rm=TRUE), X4.S.28.12.14=sum(X4.S.28.12.14, na.rm=TRUE))  
return(x)

}

df.summary <- summarise(df,

sales = sum(Sales.in.USD),

units = sum(Sum.Units),

curr = sum(Sales.in.Loc.currency)

)

Faire tous les sumifs

hm\_nonpromo\_value\_s=sumifsGlobal(hm\_nonpromo\_value\_s)

hm\_nonpromo\_volume\_s=sumifsGlobal(hm\_nonpromo\_volume\_s)

hm\_promo\_value\_s=sumifsGlobal(hm\_promo\_value\_s)

hm\_promo\_volume\_s=sumifsGlobal(hm\_promo\_volume\_s)

sm\_nonpromo\_value\_s=sumifsGlobal(sm\_nonpromo\_value\_s)

sm\_nonpromo\_volume\_s=sumifsGlobal(sm\_nonpromo\_volume\_s)

sm\_promo\_value\_s=sumifsGlobal(sm\_promo\_value\_s)

sm\_promo\_volume\_s=sumifsGlobal(sm\_promo\_volume\_s)

Creer tous les Long

hm\_distributionLong <- reshape(hm\_distribution\_s, varying=c("X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12", "X4.S.17.06.12", "X4.S.15.07.12", "X4.S.12.08.12", "X4.S.09.09.12", "X4.S.07.10.12", "X4.S.04.11.12", "X4.S.02.12.12", "X4.S.30.12.12", "X4.S.27.01.13", "X4.S.24.02.13", "X4.S.24.03.13", "X4.S.21.04.13", "X4.S.19.05.13", "X4.S.16.06.13", "X4.S.14.07.13", "X4.S.11.08.13", "X4.S.08.09.13", "X4.S.06.10.13", "X4.S.03.11.13", "X4.S.01.12.13", "X4.S.29.12.13", "X4.S.26.01.14", "X4.S.23.02.14", "X4.S.23.03.14", "X4.S.20.04.14", "X4.S.18.05.14", "X4.S.15.06.14", "X4.S.13.07.14", "X4.S.10.08.14", "X4.S.07.09.14", "X4.S.05.10.14", "X4.S.02.11.14", "X4.S.30.11.14", "X4.S.28.12.14"), direction="long", idvar=c("Retail", "SKU","Pack.2nd"), v.names="WD", timevar="Period")

sm\_distributionLong <- reshape(sm\_distribution\_s, varying=c("X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12", "X4.S.17.06.12", "X4.S.15.07.12", "X4.S.12.08.12", "X4.S.09.09.12", "X4.S.07.10.12", "X4.S.04.11.12", "X4.S.02.12.12", "X4.S.30.12.12", "X4.S.27.01.13", "X4.S.24.02.13", "X4.S.24.03.13", "X4.S.21.04.13", "X4.S.19.05.13", "X4.S.16.06.13", "X4.S.14.07.13", "X4.S.11.08.13", "X4.S.08.09.13", "X4.S.06.10.13", "X4.S.03.11.13", "X4.S.01.12.13", "X4.S.29.12.13", "X4.S.26.01.14", "X4.S.23.02.14", "X4.S.23.03.14", "X4.S.20.04.14", "X4.S.18.05.14", "X4.S.15.06.14", "X4.S.13.07.14", "X4.S.10.08.14", "X4.S.07.09.14", "X4.S.05.10.14", "X4.S.02.11.14", "X4.S.30.11.14", "X4.S.28.12.14"), direction="long", idvar=c("Retail", "SKU","Pack.2nd"), v.names="WD", timevar="Period")

KickMir

hm\_distribution\_s=kickMir(hm\_distribution\_s)

hm\_nonpromo\_value\_s=kickMir(hm\_nonpromo\_value\_s)

hm\_nonpromo\_volume\_s=kickMir(hm\_nonpromo\_volume\_s)

hm\_promo\_value\_s=kickMir(hm\_promo\_value\_s)

hm\_promo\_volume\_s=kickMir(hm\_promo\_volume\_s)

Long

hm\_nonpromo\_valueLong=longOrdered(hm\_nonpromo\_value\_s,"NonPromo.Value")

hm\_nonpromo\_volumeLong=longOrdered(hm\_nonpromo\_volume\_s,"NonPromo.Volume")

hm\_promo\_valueLong=longOrdered(hm\_promo\_value\_s,"Promo.Value")

hm\_promo\_volumeLong=longOrdered(hm\_promo\_volume\_s,"Promo.Volume")

sm\_nonpromo\_valueLong=longOrdered(sm\_nonpromo\_value\_s,"NonPromo.Value")

sm\_nonpromo\_volumeLong=longOrdered(sm\_nonpromo\_volume\_s,"NonPromo.Volume")

sm\_promo\_valueLong=longOrdered(sm\_promo\_value\_s,"Promo.Value")

sm\_promo\_volumeLong=longOrdered(sm\_promo\_volume\_s,"Promo.Volume")

**Colonnes splittées copies sur Fichiers\_S**

hm\_distribution\_s=cbind(hm\_distribution[,1],data.frame('SKU'=hm\_clear$SKU,'PROMO.STD'=hm\_clear$PROMO.STD,'Pack.2nd'=hm\_clear$Pack.2nd,'REFILL.STD'=hm\_clear$REFILL.STD),hm\_distribution[,5:50])

hm\_nonpromo\_value\_s=cbind(hm\_nonpromo\_value[,1],data.frame('SKU'=hm\_clear$SKU,'PROMO.STD'=hm\_clear$PROMO.STD,'Pack.2nd'=hm\_clear$Pack.2nd,'REFILL.STD'=hm\_clear$REFILL.STD),hm\_nonpromo\_value[,5:50])

hm\_nonpromo\_volume\_s=cbind(hm\_nonpromo\_volume[,1],data.frame('SKU'=hm\_clear$SKU,'PROMO.STD'=hm\_clear$PROMO.STD,'Pack.2nd'=hm\_clear$Pack.2nd,'REFILL.STD'=hm\_clear$REFILL.STD),hm\_nonpromo\_volume[,5:50])

hm\_promo\_value\_s=cbind(hm\_promo\_value[,1],data.frame('SKU'=hm\_clear$SKU,'PROMO.STD'=hm\_clear$PROMO.STD,'Pack.2nd'=hm\_clear$Pack.2nd,'REFILL.STD'=hm\_clear$REFILL.STD),hm\_promo\_value[,5:50])

hm\_promo\_volume\_s=cbind(hm\_promo\_volume[,1],data.frame('SKU'=hm\_clear$SKU,'PROMO.STD'=hm\_clear$PROMO.STD,'Pack.2nd'=hm\_clear$Pack.2nd,'REFILL.STD'=hm\_clear$REFILL.STD),hm\_promo\_volume[,5:50])

sm\_distribution\_s=cbind(sm\_distribution[,1],data.frame('SKU'=sm\_clear$SKU,'PROMO.STD'=sm\_clear$PROMO.STD,'Pack.2nd'=sm\_clear$Pack.2nd,'REFILL.STD'=sm\_clear$REFILL.STD),sm\_distribution[,5:50])

sm\_nonpromo\_value\_s=cbind(sm\_nonpromo\_value[,1],data.frame('SKU'=sm\_clear$SKU,'PROMO.STD'=sm\_clear$PROMO.STD,'Pack.2nd'=sm\_clear$Pack.2nd,'REFILL.STD'=sm\_clear$REFILL.STD),sm\_nonpromo\_value[,5:50])

sm\_nonpromo\_volume\_s=cbind(sm\_nonpromo\_volume[,1],data.frame('SKU'=sm\_clear$SKU,'PROMO.STD'=sm\_clear$PROMO.STD,'Pack.2nd'=sm\_clear$Pack.2nd,'REFILL.STD'=sm\_clear$REFILL.STD),sm\_nonpromo\_volume[,5:50])

sm\_promo\_value\_s=cbind(sm\_promo\_value[,1],data.frame('SKU'=sm\_clear$SKU,'PROMO.STD'=sm\_clear$PROMO.STD,'Pack.2nd'=sm\_clear$Pack.2nd,'REFILL.STD'=sm\_clear$REFILL.STD),sm\_promo\_value[,5:50])

sm\_promo\_volume\_s=cbind(sm\_promo\_volume[,1],data.frame('SKU'=sm\_clear$SKU,'PROMO.STD'=sm\_clear$PROMO.STD,'Pack.2nd'=sm\_clear$Pack.2nd,'REFILL.STD'=sm\_clear$REFILL.STD),sm\_promo\_volume[,5:50])

Remplacer nom première colonne

colnames(hm\_distribution\_s)[1]="Retail"

colnames(hm\_nonpromo\_value\_s)[1]="Retail"

colnames(hm\_nonpromo\_volume\_s)[1]="Retail"

colnames(hm\_promo\_value\_s)[1]="Retail"

colnames(hm\_promo\_volume\_s)[1]="Retail"

colnames(sm\_distribution\_s)[1]="Retail"

colnames(sm\_nonpromo\_value\_s)[1]="Retail"

colnames(sm\_nonpromo\_volume\_s)[1]="Retail"

colnames(sm\_promo\_value\_s)[1]="Retail"

colnames(sm\_promo\_volume\_s)[1]="Retail"

Problème de row names dans le reshape : vers un new row names

hm\_nonpromo\_valueLong = reshape(hm\_nonpromo\_value\_s, varying=c("X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12", "X4.S.17.06.12", "X4.S.15.07.12", "X4.S.12.08.12", "X4.S.09.09.12", "X4.S.07.10.12", "X4.S.04.11.12", "X4.S.02.12.12", "X4.S.30.12.12", "X4.S.27.01.13", "X4.S.24.02.13", "X4.S.24.03.13", "X4.S.21.04.13", "X4.S.19.05.13", "X4.S.16.06.13", "X4.S.14.07.13", "X4.S.11.08.13", "X4.S.08.09.13", "X4.S.06.10.13", "X4.S.03.11.13", "X4.S.01.12.13", "X4.S.29.12.13", "X4.S.26.01.14", "X4.S.23.02.14", "X4.S.23.03.14", "X4.S.20.04.14", "X4.S.18.05.14", "X4.S.15.06.14", "X4.S.13.07.14", "X4.S.10.08.14", "X4.S.07.09.14", "X4.S.05.10.14", "X4.S.02.11.14", "X4.S.30.11.14", "X4.S.28.12.14"), direction="long", idvar=c("Retail", "SKU","Pack.2nd"), v.names="nonPromo.Value", timevar="Period", new.row.names=1:304980)

hm\_nonpromo\_valueLong=hm\_nonpromo\_valueLong[order(hm\_nonpromo\_valueLong$Retail,hm\_nonpromo\_valueLong$SKU,hm\_nonpromo\_valueLong$Pack.2nd),]

longOrderedHM=function(x,name) {

y = reshape(x, varying=c("X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12", "X4.S.17.06.12", "X4.S.15.07.12", "X4.S.12.08.12", "X4.S.09.09.12", "X4.S.07.10.12", "X4.S.04.11.12", "X4.S.02.12.12", "X4.S.30.12.12", "X4.S.27.01.13", "X4.S.24.02.13", "X4.S.24.03.13", "X4.S.21.04.13", "X4.S.19.05.13", "X4.S.16.06.13", "X4.S.14.07.13", "X4.S.11.08.13", "X4.S.08.09.13", "X4.S.06.10.13", "X4.S.03.11.13", "X4.S.01.12.13", "X4.S.29.12.13", "X4.S.26.01.14", "X4.S.23.02.14", "X4.S.23.03.14", "X4.S.20.04.14", "X4.S.18.05.14", "X4.S.15.06.14", "X4.S.13.07.14", "X4.S.10.08.14", "X4.S.07.09.14", "X4.S.05.10.14", "X4.S.02.11.14", "X4.S.30.11.14", "X4.S.28.12.14"), direction="long", idvar=c("Retail", "SKU","Pack.2nd"), v.names=name, timevar="Period", new.row.names=1:304785)

y=y[order(y$Retail,y$SKU,y$Pack.2nd),]

}

longOrderedSM=function(x,name) {

y = reshape(x, varying=c("X4.S.29.01.12", "X4.S.26.02.12", "X4.S.25.03.12", "X4.S.22.04.12", "X4.S.20.05.12", "X4.S.17.06.12", "X4.S.15.07.12", "X4.S.12.08.12", "X4.S.09.09.12", "X4.S.07.10.12", "X4.S.04.11.12", "X4.S.02.12.12", "X4.S.30.12.12", "X4.S.27.01.13", "X4.S.24.02.13", "X4.S.24.03.13", "X4.S.21.04.13", "X4.S.19.05.13", "X4.S.16.06.13", "X4.S.14.07.13", "X4.S.11.08.13", "X4.S.08.09.13", "X4.S.06.10.13", "X4.S.03.11.13", "X4.S.01.12.13", "X4.S.29.12.13", "X4.S.26.01.14", "X4.S.23.02.14", "X4.S.23.03.14", "X4.S.20.04.14", "X4.S.18.05.14", "X4.S.15.06.14", "X4.S.13.07.14", "X4.S.10.08.14", "X4.S.07.09.14", "X4.S.05.10.14", "X4.S.02.11.14", "X4.S.30.11.14", "X4.S.28.12.14"), direction="long", idvar=c("Retail", "SKU","Pack.2nd"), v.names=name, timevar="Period", new.row.names=1:365742)

y=y[order(y$Retail,y$SKU,y$Pack.2nd),]

}

**Ajout des colonnes aux hm\_g et sm\_g**

hm\_g$NonPromo.Value=hm\_nonpromo\_valueLong$NonPromo.Value

hm\_g$NonPromo.Volume=hm\_nonpromo\_volumeLong$NonPromo.Volume

hm\_g$Promo.Value=hm\_promo\_valueLong$Promo.Value

hm\_g$Promo.Volume=hm\_promo\_volumeLong$Promo.Volume

sm\_g$NonPromo.Value=sm\_nonpromo\_valueLong$NonPromo.Value

sm\_g$NonPromo.Volume=sm\_nonpromo\_volumeLong$NonPromo.Volume

sm\_g$Promo.Value=sm\_promo\_valueLong$Promo.Value

sm\_g$Promo.Volume=sm\_promo\_volumeLong$Promo.Volume

**Variables simples SKU**

hm\_g$PNP.Value=hm\_g$NonPromo.Value+hm\_g$Promo.Value

hm\_g$PNP.Volume=hm\_g$NonPromo.Volume+hm\_g$Promo.Volume

hm\_g$NonPromo.Price=hm\_g$NonPromo.Value/hm\_g$NonPromo.Volume

hm\_g$Promo.Price=hm\_g$Promo.Value/hm\_g$Promo.Volume

hm\_g$PNP.Price= (hm\_g$NonPromo.Price\*hm\_g$NonPromo.Volume + hm\_g$Promo.Price\*hm\_g$Promo.Volume)/(hm\_g$NonPromo.Volume + hm\_g$Promo.Volume)

hm\_g$PNP.Value.WD=hm\_g$PNP.Value/hm\_g$WD

hm\_g$P.PNP.Volume = hm\_g$Pomo.Volume/(hm\_g$Promo.Volume+hm\_g$NonPromo.Volume)

sm\_g$PNP.Value=sm\_g$NonPromo.Value+sm\_g$Promo.Value

sm\_g$PNP.Volume=sm\_g$NonPromo.Volume+sm\_g$Promo.Volume

sm\_g$NonPromo.Price=sm\_g$NonPromo.Value/sm\_g$NonPromo.Volume

sm\_g$Promo.Price=sm\_g$Promo.Value/sm\_g$Promo.Volume

sm\_g$PNP.Price= (sm\_g$NonPromo.Price\*sm\_g$NonPromo.Volume + sm\_g$Promo.Price\*sm\_g$Promo.Volume)/(sm\_g$NonPromo.Volume + sm\_g$Promo.Volume)

sm\_g$PNP.Value.WD=sm\_g$PNP.Value/sm\_g$WD

sm\_g$P.PNP.Volume = sm\_g$Pomo.Volume/(sm\_g$Promo.Volume+sm\_g$NonPromo.Volume)

**Ajuster l'unités des values (milliers)**

hm\_g$NonPromo.Value= hm\_g$NonPromo.Value\*1000

hm\_g$Promo.Value= hm\_g$Promo.Value\*1000

sm\_g$NonPromo.Value= sm\_g$NonPromo.Value\*1000

sm\_g$Promo.Value= sm\_g$Promo.Value\*1000

**Fonction pour prix moyen**

PNP\_Price=function(x,y,u,v) {

if(u==0 & v==0) {return(NA)}

if (u==0) { return(y)}

if(v==0) {return(x)}

return( x\*u+ y\*v)/(u + v))

}

x:NP.Price

y:P.Price

u:NP.Volume

v:P.Volume

for (i in 1:304785) {

hm\_g$PNP.Price[i]=PNP\_Price(hm\_g$NonPromo.Price[i],hm\_g$Promo.Price[i],hm\_g$NonPromo.Volume[i],hm\_g$Promo.Volume[i])

}

for (i in 1:304785) {

sm\_g$PNP.Price[i]=PNP\_Price(sm\_g$NonPromo.Price[i],sm\_g$Promo.Price[i],sm\_g$NonPromo.Volume[i],sm\_g$Promo.Volume[i])

}

**Colonnes de global**

global$NonPromo.Value=rep(NA,78)  
global$Promo.Value=rep(NA,78)  
global$PNP.Value=rep(NA,78)  
global$NonPromo.Volume=rep(NA,78)  
global$Promo.Volume=rep(NA,78)  
global$PNP.Volume=rep(NA,78)

global$NonPromo.Price=rep(NA,78)  
global$Promo.Price=rep(NA,78)  
global$PNP.Price=rep(NA,78)

global$PNP.Value.WD=rep(NA,78)

global$Promo.Share.Volume=rep(NA,78)

**Table Globale avec Totaux**

for (i in 1:39) {

target = which(names(hm\_ggl) == 'NonPromo.Volume')[1]

global$NonPromo.Volume[i]= sum(hm\_ggl[hm\_ggl$Period==i,target])

target = which(names(hm\_ggl) == 'Promo.Volume')[1]

global$Promo.Volume[i]= sum(hm\_ggl[hm\_ggl$Period==i,target])

global$PNP.Volume=global$ NonPromo.Volume+ global$Promo.Volume

target = which(names(hm\_ggl) == 'NonPromo.Value')[1]

global$NonPromo.Value[i]= sum(hm\_ggl[hm\_ggl$Period==i,target])

target = which(names(hm\_ggl) == 'Promo.Value')[1]

global$Promo.Value[i]= sum(hm\_ggl[hm\_ggl$Period==i,target])

global$PNP.Value=global$ NonPromo.Value+ global$Promo.Value

}

//pour la partie SM: i in 40:78 avec (i-39)

// To be continued après avoir kické les SKUs non significatifs

}

Index des data frames

|  |
| --- |
| hm.sm\_ggl.period |
| hm.sm\_ggl.sku |
| hm.sm\_gglr.sku |
| hm.sm\_gglrc.sku |
| hm.sm\_gglrg.sku |
| hm.sm\_ggls.period |
| hm.sm\_ggls.sku |  |
| hm.sm\_gglsrcs.sku |  |
| hm.sm\_gglsrgs.sku |  |
| hm.sm\_gglsrs.sku |  |
| hm\_distribution\_s |
| hm\_distributionLong |
| hm\_g |
| hm\_gg |
| hm\_ggl |
| hm\_ggl.period |
| hm\_ggl.sku |
| hm\_ggl.sku\_sort |
| hm\_ggl.sku2 |
| hm\_ggl.sku2Pack.2nd |
| hm\_ggl.total |
| hm\_ggl.totalValue |
| hm\_ggl.tri9 |
| hm\_gglr |
| hm\_gglr.sku |
| hm\_gglrc |
| hm\_gglrc.sku |
| hm\_gglrg |
| hm\_gglrg.sku |
| hm\_ggls |
| hm\_ggls.period |
| hm\_ggls.sku |
| hm\_ggls9 |
| hm\_ggls9.period |
| hm\_ggls9r |
| hm\_gglS9rc |
| hm\_ggls9rcs9 |
| hm\_ggls9rg |
| hm\_ggls9rgs9 |
| hm\_ggls9rs9 |
| hm\_gglsr |
| hm\_gglsr.sku |
| hm\_gglsrc |
| hm\_gglsrc.sku |
| hm\_gglsrcs |
| hm\_gglsrcs.sku |
| hm\_gglsrg |
| hm\_gglsrgs |
| hm\_gglsrgs.sku |
| hm\_gglsrs |
| hm\_gglsrs.sku |
| hm\_nonpromo\_value\_s |
| hm\_nonpromo\_valueLong |
| hm\_nonpromo\_volume\_s |
| hm\_nonpromo\_volumeLong |
| hm\_promo\_value\_s |
| hm\_promo\_valueLong |
| hm\_promo\_volume\_s |
| hm\_promo\_volumeLong |

17/08

#-----------Test régression linéaire sur données seuillées centrée renormalisées-----------

lin = lm(PNP.Value.WD.Diff ~ Pack.2nd + Concentration + Count.Competitors + Count.Brand.Category +

Size.Wash + PNP.Price.Diff + WD + HDLS.HDHS.LD.UL + P.PNP.Volume, hm\_ggls9rcs9)

summary(lin)

#--Matrice de covariance et de corrélation--

test=cbind(data.frame(Pack.2nd = hm\_ggls9rcs9$Pack.2nd),hm\_ggls9rcs9[,10:length(hm\_ggls9rcs9)])

cor(test, use = "pairwise.complete.obs")

? cor

pairs(test)

? pairs