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| Harmonization Rules |
| Description Document |
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# Objective:

The objective of this document is to:

* Share new findings (that are relevant for harmonization) based on the new data sets
* Assumptions and business rules for Forex, scaling, serving and time period conversion
* Assumptions and rules for product mapping

**Note:** We have used the data file <XXXX> received on <XXX> for this analysis. Subsequently we have received a new file on ….. date. We are currently reviewing the same

# 1. Currency Conversion

The representation of *Value Sales* in reporting currency (USD, EURO) requires the use of the standard conversion rates.

We have observed that the currency conversion rates in the output file provided by Pepsi vary for Product – Time Period combination. Thus, we have made assumption and picked the most common factor for conversion across respective time period.

# 2. Scaling Factors

In the order to represent data in scale of thousands (‘000s) as in the output file received from Pepsi, scaling factor of *Thousand* is applied to Value, Volume and Units for GB Chilled Juices and Ambient Juices data.

# 3. Serving Rule

To identify servings of the products we have defined the below mentioned rule

## Rule

## 3.1 Russia

* If size <= 750 ML then Single Serve
* If size > 750 ML then Multi Serve

## 3.2 Great Britain

* If size <= 750 ML and No. in multipack = x1 then Single Serve
* If size > 750 ML and No. in multipack = x2,x3,x4,x5…x48 then Multi Serve

Methods / Examples

# 4. Time - Period Conversion

The input data received for GB market is weekly.

Rule used: converted weekly to a standard monthly format in the harmonized output.

Method used: weekly to monthly conversion:

## Weekly format – WE 22.02.14

* *For Additive Measures*: The daily data is derived using the weekly data (7 days); the monthly total is then obtained by adjusting the daily data for total number of days in that month
* *For Non-Additive Measures: The data is populated by obtaining the maximum of the weekly data falling under a month for each product line*

# 5. Product Mapping

## 5.1 Trademark Mapping

The Trademark name is the Global Brand Name

## 5.2 Flavor Mapping

In flavor column where there are multiple flavors listed–e.g.

* ***APPLE*** & COCONUT
* ***COCONUT*** & TROPICAL MIX
* ***LEMON*** & LIME & MINT & COCONUT
* ***TROPICAL FRUIT*** & COCONUT
* ***BANANA*** & STRAWBERRY

Rule Used: We have considered the first flavor as highlighted in ***bold*-*italic*** above as the global flavor. If the flavor is not a distinguished flavor like ***Banana*** in the global list derived from output shared by Pepsi then we have mapped it to ***All Others***

There were some manufacturers where the flavors in flavor column were from the global list of flavors. However, in the output shared by Pepsi those manufacturers did not have that flavor. So we have assumed this is a new flavor for the respective manufacturer.

Table below shows the examples:

|  |  |  |  |
| --- | --- | --- | --- |
| **TRADING COMPANY** | **FLAVOUR** | **Global Flavor** | **Comments** |
| ALL OTHER | GINGER & LEMON | GINGER | Ginger is not tracked for this manufacturer in global file |
| ARIZONA BEVERAGE CO | CRANBERRY ICED TEA | CRANBERRY | Cranberry not tracked for this manufacturer in global file |
| FOLKINGTONS JUICES | GINGER BEER | GINGER | Ginger is not tracked for this manufacturer in global file |
| HECTOR BEVERAGES | GINGER & LEMON | GINGER | Ginger is not tracked for this manufacturer in global file |
| LUCOZADE RIBENA SUNTORY | CRANBERRY & BLACKCURRANT | CRANBERRY | Cranberry not tracked for this manufacturer in global file |