SHC – Member Analytics Platform Team

ONBOARDING INFORMATION

## Important Information

* DATA SOURCES
  + ShopYourWay.com is the loyalty Program for Sears
  + CDW – Customer DataWarehouse (Teradata)
  + Non CDW – we request for data to be pushed in Teradata
* MAP (Member Analytics Platform) is the platform we build; dimensional modelling

Member Analytics Platform.

This tool/ portal has Individual and Aggregated member level reports & scorecards for SYW predominantly driven by Eddie’s requirements /inputs.

There are currently PII information in the tool which has very restricted access to few key executives. However aggregated data is being used by SYW BU for performance measurement.

* There are 2 dashboard applications based on the tables we build
  + MPS – Member Performance Scorecard
    - Aggregated; segment of data; is cubed
  + IMV – Individual Member View
    - Shopping Preferences, Householding, Demographic info
* Applications
  + Microstrategy – front end; another team manages this
  + TD SQL Assistant – for profiling ; we have TD developers
  + MS Office – for requirements
  + GIT HUB – Version control
  + CISCO VPN access
* Web Applications/Websites
  + Map.SearsHC.com – Microstrategy Dashboard
    - Developments - map-dev.searshc.com
  + CDW.intra.sears.com – CDW Metadata
  + 88sears.com – Web Outlook\
* Drives
  + P Drive: \\uskihfil4\public\KIS\Asorey\ProjectsByTigerTeams\MAP\

## Key People

### Team Members

* + Gaurav Srivastava – Business Systems Analyst
  + William “Bill” Draver – Data Architect
  + Manikandan Elangovan – Teradata Developer
  + Lohit Deshpande – Teradata Developer
  + Somya (India)
  + Syed (San Jose)
  + Gauvrav (India)
  + Akeel (India) – Data Architect
  + Vikas - Hadoop

### Clients

* + Bob De Young – Senior Director
  + Beth Corso – Director
  + They are business facing; also technical ; Bob provides data to use sometimes

## Key Functional Info

### BSA Need to Know

* Functions are
  + Gathering requirements
  + Finding sources
  + Creating business rules
  + Influence Data model
* Deliverables - no template to follow
  + Source to Target Mapping
  + Requirements document
* Cleansing rules are case to case – have some enterprise standards but not documented

### MAP Development Life Cycle

1. Analysis - Gaurav/Louella

- Requirements Gathering

- Create BRD

2. Data Modeling - Bill/Akil/Prasanna

- Add Row Level Codes (for MPS only)

- Build Look Up Tables - EngA

- recommend Production tables

3. Development and Testing

- Development

- Syed - YTD and Annual

- Soumya and Rao - Weekly

- Mani - Daily

- Testing

- Unit Testing with scripts (only for MPS)

- UAT with Business

- Peer Review

- Code move to GitHub - Lohit

4. Deployment

- Create tables in Production

- Create Deployment Checklist

- Control M Scheduling request CCMDB ; 3 days before implementation

- MPS for row level codes there is no new job but new dimensions would require a new job

- IMV – new sources will always be a new job

### MPS

- attributes sales of 1 loyalty member only to 1 group and all its drill downs

- BUCKETS THAT DOUBLE COUNT SALES: weather, competitor, competitor density, new competitor, population density, segments

## Databases and Servers

### UNIX servers

Test - hftscmdocdibat01.intra.searshc.com

Prod - trprcmdocdibat01.intra.searshc.com

Hadoop Test - trihadap01.vm.searshc.com

Hadoop Prod - trphadap03.vm.searshc.com

### Teradata Servers

**Test 6690 (Teradata Test Server SHC02 ?)**

uskihdbstcop1.kih.kmart.com

uskihdbstcop2.kih.kmart.com

**Teradata Production 6690-SHC03**

s00t0108.searshc.com

s00t0116.searshc.com

s00t0214.searshc.com

s00t0312.searshc.com

s00t0410.searshc.com

s00t0508.searshc.com

**Teradata Production 1700-SHC04**

tdadhoc.intra.searshc.com

### Teradata DB

**DEV**

export EDW\_MOKSHA\_SRC\_DB = L2\_SelfServAnlysEngADev\_S

export EDW\_MOKSHA\_STG\_DB = L2\_SelfServAnlysEngADev\_S

export EDW\_MOKSHA\_TMP\_DB = L2\_SelfServAnlysEngADev\_S

export EDW\_MOKSHA\_TGT\_DB = L2\_SelfServAnlysEngADev\_T

export EDW\_MOKSHA\_VIEWS\_DB = L2\_SelfServAnlysEngADev

**PROD**

export EDW\_MOKSHA\_SRC\_DB = L2\_SelfServAnlysEngineDev\_S

export EDW\_MOKSHA\_STG\_DB = L2\_SelfServAnlysEngineDev\_S

export EDW\_MOKSHA\_TMP\_DB = L2\_SelfServAnlysEngineDev\_S

export EDW\_MOKSHA\_TGT\_DB = L2\_SelfServAnlysEngineDev\_T

export EDW\_MOKSHA\_VIEWS\_DB = L2\_SelfServAnlysEngineDev

export TEMP\_DIR=/appl/data/L2\_MbrProfileSumm\_Dly/temp/1700

export TDSYSTEM=TD\_1700

export [SUMMARY\_EMAIL\_LIST=MAPBETEAM@searshc.com,MAP\_TEAM@searshc.com](mailto:SUMMARY_EMAIL_LIST=MAPBETEAM@searshc.com,MAP_TEAM@searshc.com)

export [MAP\_EMAIL\_LIST=MAPBETEAM@searshc.com](mailto:MAP_EMAIL_LIST=MAPBETEAM@searshc.com)

|  |  |
| --- | --- |
| **DATA SCHEMA** | **DEFINTION** |
| POS\_DW\_VIEWS |  |
| SPRS\_DW\_VIEWS |  |
| CRM\_PERM\_TBLS |  |
| CBR\_MART\_TBLS |  |
| LCI\_DW\_VIEWS |  |
| LCI\_LOYAL\_VIEWS | Telluride Data |
| L2\_SelfServAnlysEngADev | Development |
| L2\_SelfServAnlysEngADev\_S | Development Source |
| L2\_SelfServAnlysEngADev\_T | Development Target |
| L2\_SelfServAnlysEngineDev | Production |
| L2\_SelfServAnlysEngineDev\_S | Production Source |
| L2\_SelfServAnlysEngineDev\_T | Production Target |
| ALEX\_ARP\_VIEWS\_PRD |  |
| TI\_MART\_VIEWS |  |

### Database Naming Convention

|  |  |
| --- | --- |
|  | EngA - development  Engine - production  \_S – Staging; source and interim tables  \_T – Target; reporting tables  Without “\_” – view on top \_T  \_V – microstrategy views of without \_  \* both to  DEV –  QA and PROD - |

### Commonly Used Tables

#### Source

**Inferred Internal**

L2\_SelfServAnlysEngADev\_S.Vi\_segment\_mem\_TY\_Ly\_V3

#### Target

**KMART**

DlyKmtMpsRptTbl

(Wkly)KmtMpsRptTbl

AnnlKmtMpsRptTbl

YTDKmtMpsRptTbl

**SEARS**

DlySrsMpsRptTbl

(Wkly)SrsMpsRptTbl

AnnlSrsMpsRptTbl

YTDSrsMpsRptTbl

**IMV Additional Profiles**

SywProfAttr, category and then group

### Commonly Abbreviations for Tables

**PREFIX**

TELL and SYWR - Telluride

HSHLD - CDI Household | Infobase

SYW - Shop Your Way