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| **Business Requirements Document** |

The objective of this Business Requirements Document (BRD) is to establish clear communication between business process owners and Business Services Program Managers/ Application Services Project Managers while they jointly establish the capabilities needed to be delivered as part of the project. To this end, the requirements must be written so that both perspectives have a clear understanding of what is being proposed for delivery.

It will be used by the Business Analyst at the start of the project to determine effort required for delivering the capabilities, it will be used during design to ensure that all capabilities are included in the delivery, and it will be referenced by the test designers to ensure that all agreed capabilities are being delivered.

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| **Project Name: Strategic Insights Project (estoreMedia)**  **Business Unit**: **Strategic Insights**  **Program Manager:** Glen Moser  **Project Manager**: Amjad Mahari |

**Document Revision History**

This section lists revisions for this Systems Requirements Specification and descriptions of particular changes made.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Version** | **Section/Page** | **Update Description** | **Contact Name** |
| 02-15-2022 | V.1 |  | Initial draft | LakshmiSailaja Sripathi |
| 03-04-2022 | V.2 |  | Technical documentation | LakshmiSailaja Sripathi |
| 04-26-2022 | V.3 |  | API filters | LakshmiSailaja Sripathi |
| 05-25-2022 | V.4 |  | Landscape Endpoints | LakshmiSailaja Sripathi |
| 06-06-2022 | V.5 |  | Additional details on API and regions | LakshmiSailaja Sripathi |
| 06-17-2022 | V1.6 |  | Made changes to the overall BRD - added additional sections (General Overview, Business requirement, Proposed solution etc.), made changes to requirements after interviewing business stakeholder, added assumptions etc. | Sheetal Abbi |

**Document Approval History**

The section provides a means of tracking the review and approval of this Systems Requirements Specification. This is also the list of who has authority to approve changes in the document.

| **Name** | **Project Role** | **Date** | **Responsibility** |
| --- | --- | --- | --- |
| Wielenga, Austin | Manager |  | Approver / Reviewer |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# **Requirement List**

List out each requirement of this project using the “Description” column - this describes the information, actions or process that the business needs information systems to support.

Use the “Outline Number” column to show relationships between the sub-level-requirements.

Use the “Scope” Column to determine what is IN or OUT of scope

Identify who is responsible for the requirement using the “Owner” column, this is person you go to for an answer or who is ultimately responsible. Should only be one person. Examples: Business Process Owners (BPO), Key Business Users etc

Assess the priority in the “Priority” column using the following terms:

• M - **Must-Have**: Describes a requirement that must be satisfied in the final solution for the solution to be considered a success.

• N - **Nice-to-Have:** Describes a requirement which is considered desirable but not necessary. This will be included if time and resources permit.

• H - **High**: Describes a requirement that should be satisfied in the final solution for the solution to be considered a success.

## **General Overview**

E-store media is a digital shelf automation software that provides consumer product manufactures with SaaS to maximize e-commerce sales. It’s a web scraping tool mainly used within SBD for content auditing and shared search services – also helps with SBD data with Competitors.

E-store media data is currently being used within SBD by various e-commerce businesses within Southeast Asia and India. The regions are listed below:

1. India – IN (4430)
2. Korea – KO (4419)
3. Indonesia – ID (4682)
4. Japan – JP (4482)
5. Malaysia – MY (4684)
6. Philippines – PH (4683)
7. Thailand – TH (4687)
8. Vietnam – VN (4526)

## **Current Existing Process**

Currently the business users across all regions access the estoreCheck Dashboard and pull various reports related to total retailers, imedia, additional sellers, stock availability report etc. and use it for their various reporting needs.

## **BUSINESS REQUIREMENT**

The business requirement is to ingest various data elements listed (with the associated Business priority) in the enclosed excel file for all the 8 regions into Caspian (Snowflake) via the available API links daily.



## **Proposed Solution**

The solution proposed is to acquire the data requested by business users via API links made available by the vendor daily. The details of the API landscape are enclosed below –



Please note that there are various filters and keywords within each of the API endpoints(shared below), but the business has given the priority to bring in data related to all keywords currently(default) as well as get the data with default filers. More details are part of the “E-storemedia\_Analysis’ excel file attached in this document as part of the Business Requirement.

**Filters**:

**Keywords** – pass empty to get all the values

**Space / Position** – top1, top3, top 10, top 20

**Aggregate** – manufacturer, producer (default), sub-producer

**Paid/ organic** – 1,2 (no need to pass empty value)

**API Token to be used**: 76a7a8e939d8f2f86c6e91f87debf137

**Project API: -** The below API is to get a list of all Project ids. Each region has a unique project id.

<https://estorecheck.com/api/projects?token=76a7a8e939d8f2f86c6e91f87debf137>

All the APIs in scope should be run for each region (8 regions in total) by passing the corresponding project ID mentioned in the BRD. However, the data from each data set for all regions needs to be collected in a Single table – that will have an additional column for ‘Region’ as part of the data ingestion.

Technical documentation: <https://estoremedia.atlassian.net/wiki/spaces/EAPI/overview?homepageId=1371898072>

Example of an API link for ‘Brand Rating Reviews’ -

[https://estorecheck.com/api/brand-rating-reviews-total?token=76a7a8e939d8f2f86c6e91f87debf137&project\_id=4430&date\_start=2020-01-01}&date\_end={2022-05-31](https://estorecheck.com/api/brand-rating-reviews-total?token=76a7a8e939d8f2f86c6e91f87debf137&project_id=4430&date_start=2020-01-01%7d&date_end=%7b2022-05-31)}

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Outline Number | Scope | Description | Owner | Priority |
| BR\_1.0 | IN | **High Level Data Requirements – Functional:** At high level, we need to acquire the e-store media datasets in scope, for all regions and ingest within the 11 tables listed below on a recurring basis.  **Create a schema named “estoremedia” and create the following tables**   1. all\_products 2. brand\_listing\_share 3. brand\_first\_page\_listing\_share 4. brand\_first\_page\_listing\_share\_by\_store 5. promotions 6. ratings\_and\_reviews\_brand\_rating\_reviews\_total 7. ratings\_and\_reviews\_brand\_rating\_reviews\_total\_by\_store 8. brand\_search\_share 9. brand\_search\_share\_by\_store 10. searchdetails\_sku\_in\_search 11. search\_first\_occurence   Ensure the ‘region’ column gets added so data from all regions gets appended within the same table.  The data will be ingested in ‘json” format within each individual table within the “estoremedia” schema. | Sheetal | H |
| BR 1.1 | IN | **History Requirements & Frequency:**  All the tables listed above will need to get “one time History” pulled from Sept 2021 onwards until current date, followed by daily delta (API links will need to be modified with start date – end-date). Data Samples shared below in Appendix A. |  |  |

# **Assumptions / Dependencies / Constraints (optional)**

The business stakeholder has the priority of the datasets available listed and the same is being considered as a scope for this request. If the business comes back with additional filters or keywords to be added, this may impact the scope.

Also, for some of the datasets like ‘All products” we don’t have the API link available from the vendor as of now – we have a dependency on the vendor to provide the API links.

**\*\*Detail Functional requirement must be captured in Functional Requirements/SRS document.\*\*Infrastructure requirements need to be documented in Infrastructure Requirements document template. A/S PM should work with I/S PM to document the requirements prior to ISR submission and envision phase gate review.**

## APPENDIX A

**API Links**

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**Example of API to get a list of all Project-ids**

**URL** <https://estorecheck.com/api/projects?token=76a7a8e939d8f2f86c6e91f87debf137>

### Data Sample

{"code":200,"message":"OK","data":[{"id":**4430**,"name":"Hand &amp;amp; Power Tools IN"},{"id":**4419**,"name":"Hand &amp;amp; Power Tools KR"},{"id":**4682**,"name":"Hand and Power Tools ID"},{"id":4482,"name":"Hand and Power Tools JP"},{"id":**4684**,"name":"Hand and Power Tools MY"},{"id":**4683**,"name":"Hand and Power Tools PH"},{"id":**4687**,"name":"Hand and Power Tools TH"},{"id":**4526**,"name":"Hand and Power Tools VN"}]}

**Example of API to get Brand listing Share data for Project id = 4430, India region**

### URL

[**https://estorecheck.com/api/brand-listing-share?token=76a7a8e939d8f2f86c6e91f87debf137&project\_id=4430&date\_start=2020-01-01&date\_end=2022-05-31**](https://estorecheck.com/api/brand-listing-share?token=76a7a8e939d8f2f86c6e91f87debf137&project_id=4430&date_start=2020-01-01&date_end=2022-05-31)

### Data Sample

**{"code":200,"message":"OK","data":{"brand-listing-share":{"producers":{"Stanley":{"producer\_count":"69546","manufacturer\_id":"469","producer\_id":"851","sub\_producer\_id":null,"producer\_name":"Stanley","element\_id":"851","element\_type":"producer","color":"#7cb5ec","average":724},"TAPARIA":{"producer\_count":"50019","manufacturer\_id":"70382","producer\_id":"73381","sub\_producer\_id":null,"producer\_name":"TAPARIA","element\_id":"73381","element\_type":"producer","color":"#434348","average":521},"Bosch":{"producer\_count":"35580","manufacturer\_id":"157","producer\_id":"427","sub\_producer\_id":null,"producer\_name":"Bosch","element\_id":"427","element\_type":"producer","color":"#90ed7d","average":371},"Digital Craft":{"producer\_count":"27404","manufacturer\_id":"70352","producer\_id":"73351","sub\_producer\_id":null,"producer\_name":"Digital Craft","element\_id":"73351","element\_type":"producer","color":"#f7a35c","average":285},"Inditrust":{"producer\_count":"24358","manufacturer\_id":"70370","producer\_id":"73369","sub\_producer\_id":null,"producer\_name":"Inditrust","element\_id":"73369","element\_type":"producer","color":"#8085e9","average":254},"Yato":{"producer\_count":"23412","manufacturer\_id":"439","producer\_id":"725","sub\_producer\_id":null,"producer\_name":"Yato","element\_id":"725","element\_type":"producer","color":"#f15c80","average":244},"Makita":{"producer\_count":"20893","manufacturer\_id":"357","producer\_id":"623","sub\_producer\_id":null,"producer\_name":"Makita","element\_id":"623","element\_type":"producer","color":"#e4d354","average":218},"DeWalt":{"producer\_count":"20207","manufacturer\_id":"359","producer\_id":"625","sub\_producer\_id":null,"producer\_name":"DeWalt","element\_id":"625","element\_type":"producer","color":"#ff421b","average":210},"Generic":{"producer\_count":"19264","manufacturer\_id":"3039","producer\_id":"3863","sub\_producer\_id":null,"producer\_name":"Generic","element\_id":"3863","element\_type":"producer","color":"#2b908f","average":201},"Ingco":{"producer\_count":"18449","manufacturer\_id":"68983","producer\_id":"71975","sub\_producer\_id":null,"producer\_name":"Ingco","element\_id":"71975","element\_type":"producer","color":"#f45b5b","average":192},"DUMDAAR":{"producer\_count":"18263","manufacturer\_id":"70353","producer\_id":"73352","sub\_producer\_id":null,"producer\_name":"DUMDAAR","element\_id":"73352","element\_type":"producer","color":"#91e8e1","average":190},"Facom":{"producer\_count":"17382","manufacturer\_id":"68883","producer\_id":"71875","sub\_producer\_id":null,"producer\_name":"Facom","element\_id":"71875","element\_type":"producer","color":"#2f7ed8","average":181},"Hillgrove":{"producer\_count":"17332","manufacturer\_id":"70364","producer\_id":"73363","sub\_producer\_id":null,"producer\_name":"Hillgrove","element\_id":"73363","element\_type":"producer","color":"#0d233a","average":181},"Sauran":{"producer\_count":"13741","manufacturer\_id":"70380","producer\_id":"73379","sub\_producer\_id":null,"producer\_name":"Sauran","element\_id":"73379","element\_type":"producer","color":"#8bbc21","average":143},"Black&Decker":{"producer\_count":"12597","manufacturer\_id":"441","producer\_id":"727","sub\_producer\_id":null,"producer\_name":"Black&Decker","element\_id":"727","element\_type":"producer","color":"#910000","average":131},"Hitachi":{"producer\_count":"12557","manufacturer\_id":"231","producer\_id":"499","sub\_producer\_id":null,"producer\_name":"Hitachi","element\_id":"499","element\_type":"producer","color":"#1aadce","average":131},"VYAS":{"producer\_count":"11156","manufacturer\_id":"70386","producer\_id":"73385","sub\_producer\_id":null,"producer\_name":"VYAS","element\_id":"73385","element\_type":"producer","color":"#492970","average":116},"KROST":{"producer\_count":10722,"manufacturer\_id":"92854","producer\_id":"96104","sub\_producer\_id":null,"producer\_name":"KROST","element\_id":"96104","element\_type":"producer","color":"#77a1e5","average":112},"FADMAN":{"producer\_count":"10671","manufacturer\_id":"70356","producer\_id":"73355","sub\_producer\_id":null,"producer\_name":"FADMAN","element\_id":"73355","element\_type":"producer","color":"#f28f43","average":111},"VISKO":{"producer\_count":"9064","manufacturer\_id":"70385","producer\_id":"73384","sub\_producer\_id":null,"producer\_name":"VISKO","element\_id":"73384","element\_type":"producer","color":"#c42525","average":94},"Qualigen":{"producer\_count":"8939","manufacturer\_id":"70378","producer\_id":"73377","sub\_producer\_id":null,"producer\_name":"Qualigen","element\_id":"73377","element\_type":"producer","color":"#a6c96a","average":93},"Mass Pro":{"producer\_count":"8241","manufacturer\_id":"70376","producer\_id":"73375","sub\_producer\_id":null,"producer\_name":"Mass Pro","element\_id":"73375","element\_type":"producer","color":"#4572A7","average":86},"Baum":{"producer\_count":"7429","manufacturer\_id":"88793","producer\_id":"92025","sub\_producer\_id":null,"producer\_name":"Baum","element\_id":"92025","element\_type":"producer","color":"#AA4643","average":77},"Tulsway":{"producer\_count":"7266","manufacturer\_id":"70384","producer\_id":"73383","sub\_producer\_id":null,"producer\_name":"Tulsway","element\_id":"73383","element\_type":"producer","color":"#89A54E","average":76},"Homdum":{"producer\_count":"6954","manufacturer\_id":"70366","producer\_id":"73365","sub\_producer\_id":null,"producer\_name":"Homdum","element\_id":"73365","element\_type":"producer","color":"#80699B","average":72},"gizmo":{"producer\_count":"6656","manufacturer\_id":"70360","producer\_id":"73359","sub\_producer\_id":null,"producer\_name":"gizmo","element\_id":"73359","element\_type":"producer","color":"#3D96AE","average":69},"PROSKIT":{"producer\_count":"6582","manufacturer\_id":"98047","producer\_id":"101360","sub\_producer\_id":null,"producer\_name":"PROSKIT","element\_id":"101360","element\_type":"producer","color":"#DB843D","average":69},"GSK":{"producer\_count":"6393","manufacturer\_id":"70362","producer\_id":"73361","sub\_producer\_id":null,"producer\_name":"GSK","element\_id":"73361","element\_type":"producer","color":"#92A8CD","average":67},"MALFAH ENTERPRISES":{"producer\_count":"5698","manufacturer\_id":"70373","producer\_id":"73372","sub\_producer\_id":null,"producer\_name":"MALFAH ENTERPRISES","element\_id":"73372","element\_type":"producer","color":"#A47D7C","average":59},"Sunrise":{"producer\_count":"4909","manufacturer\_id":"98010","producer\_id":"101323","sub\_producer\_id":null,"producer\_name":"Sunrise","element\_id":"101323","element\_type":"producer","color":"#B5CA92","average":51},"Dremel":{"producer\_count":"4701","manufacturer\_id":"363","producer\_id":"629","sub\_producer\_id":null,"producer\_name":"Dremel","element\_id":"629","element\_type":"producer","color":"#660033","average":49},"Hikoki":{"producer\_count":"4675","manufacturer\_id":"68107","producer\_id":"71093","sub\_producer\_id":null,"producer\_name":"Hikoki","element\_id":"71093","element\_type":"producer","color":"#990033","average":49},"Metabo":{"producer\_count":"4662","manufacturer\_id":"367","producer\_id":"633","sub\_producer\_id":null,"producer\_name":"Metabo","element\_id":"633","element\_type":"producer","color":"#FF3366","average":49},"GROZ":{"producer\_count":"4385","manufacturer\_id":"92852","producer\_id":"96102","sub\_producer\_id":null,"producer\_name":"GROZ","element\_id":"96102","element\_type":"producer","color":"#9900CC","average":46},"Aasons":{"producer\_count":"4381","manufacturer\_id":"68031","producer\_id":"71017","sub\_producer\_id":null,"producer\_name":"Aasons","element\_id":"71017","element\_type":"producer","color":"#CC0066","average":46},"Gadariya 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Year":{"producer\_count":"2879","manufacturer\_id":"70361","producer\_id":"73360","sub\_producer\_id":null,"producer\_name":"Good Year","element\_id":"73360","element\_type":"producer","color":"#FF9999","average":30},"FIXKIT":{"producer\_count":"2819","manufacturer\_id":"70357","producer\_id":"73356","sub\_producer\_id":null,"producer\_name":"FIXKIT","element\_id":"73356","element\_type":"producer","color":"#FF0099","average":29},"Shanrya":{"producer\_count":"2685","manufacturer\_id":"70705","producer\_id":"73706","sub\_producer\_id":null,"producer\_name":"Shanrya","element\_id":"73706","element\_type":"producer","color":"#660099","average":28},"ICECLOUD":{"producer\_count":"2470","manufacturer\_id":"70368","producer\_id":"73367","sub\_producer\_id":null,"producer\_name":"ICECLOUD","element\_id":"73367","element\_type":"producer","color":"#FF00CC","average":26},"DIY 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King","iBELL","XDLB","Dongcheng","JK Super Drive","K\u00e4rcher","Inditools","Fluke","Good Year","FIXKIT","Shanrya","ICECLOUD","DIY Crafts","Harden"],"data\_available":true,"series\_colors":{"Other":{"color":"#E0E0E0"},"Stanley":{"color":"#7cb5ec"},"TAPARIA":{"color":"#434348"},"Bosch":{"color":"#90ed7d"},"Digital Craft":{"color":"#f7a35c"},"Inditrust":{"color":"#8085e9"},"Yato":{"color":"#f15c80"},"Makita":{"color":"#e4d354"},"DeWalt":{"color":"#ff421b"},"Generic":{"color":"#2b908f"},"Ingco":{"color":"#f45b5b"},"DUMDAAR":{"color":"#91e8e1"},"Facom":{"color":"#2f7ed8"},"Hillgrove":{"color":"#0d233a"},"Sauran":{"color":"#8bbc21"},"Black&Decker":{"color":"#910000"},"Hitachi":{"color":"#1aadce"},"VYAS":{"color":"#492970"},"FADMAN":{"color":"#f28f43"},"KROST":{"color":"#77a1e5"},"VISKO":{"color":"#c42525"},"Qualigen":{"color":"#a6c96a"},"Mass Pro":{"color":"#4572A7"},"Baum":{"color":"#AA4643"},"Tulsway":{"color":"#89A54E"},"Homdum":{"color":"#80699B"},"gizmo":{"color":"#3D96AE"},"PROSKIT":{"color":"#DB843D"},"GSK":{"color":"#92A8CD"},"MALFAH ENTERPRISES":{"color":"#A47D7C"},"Sunrise":{"color":"#B5CA92"},"Dremel":{"color":"#660033"},"Hikoki":{"color":"#990033"},"Metabo":{"color":"#FF3366"},"GROZ":{"color":"#9900CC"},"Aasons":{"color":"#CC0066"},"Gadariya King":{"color":"#CC00FF"},"iBELL":{"color":"#993366"},"XDLB":{"color":"#CC3399"},"Dongcheng":{"color":"#FF66CC"},"JK Super Drive":{"color":"#6666CC"},"K\u00e4rcher":{"color":"#FF99FF"},"Inditools":{"color":"#663399"},"Fluke":{"color":"#333366"},"Good Year":{"color":"#FF9999"},"FIXKIT":{"color":"#FF0099"},"Shanrya":{"color":"#660099"},"ICECLOUD":{"color":"#FF00CC"},"DIY Crafts":{"color":"#66CC66"},"Harden":{"color":"#33CC66"}}}}**