NielsenIQ Label Insight Platform

User Guide & Operations Manual

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Getting Started

System Requirements

- **Web Browser**: Chrome 80+, Firefox 75+, Safari 13+, or Edge 80+

- **Internet Connection**: Stable broadband connection recommended

- **Screen Resolution**: Minimum 1024x768, optimized for 1920x1080

- **JavaScript**: Must be enabled in your browser

First Login

1. Navigate to the application URL provided by your IT administrator

2. The application loads automatically - no login required for current version

3. You'll see the **Dashboard** tab selected by default

4. Take a moment to familiarize yourself with the four main navigation tabs

Interface Overview

The application consists of four main sections:

- 🏠 **Dashboard**: Overview metrics and key performance indicators

- 📦 **Product Catalog**: Search, view, and manage product information
- 🔄 **Data Migration**: Track progress of data integration processes
- 📊 **Attributes**: Analyze product attribute distribution and quality

Quick Start Checklist

☐ Verify you can see all four navigation tabs
☐ Notice the help button (green circle) on the right side of your screen
☐ Click the AI assistant (blue circle) in the bottom-right corner
☐ Try searching for a product in the Product Catalog tab

Dashboard Overview

Purpose

The Dashboard provides a real-time overview of your product data quality and system performance. It's designed for daily monitoring and quick health checks.

Key Metrics Explained

SKU Coverage (96.8%)

- **What it means**: Percentage of products with complete NielsenIQ Label Insight data
- **Color coding**:
  - Green (95%+): Excellent coverage
  - Yellow (90-94%): Good coverage, minor gaps
  - Red (<90%): Needs attention
- **Action items**: When coverage drops below 95%, investigate specific product categories

Data Freshness (16 hours)

- **What it means**: Average time since product data was last updated
- **Target**: Under 24 hours for optimal freshness
- **Action items**: If exceeding 48 hours, check data sync processes

Enriched Attributes (27 avg/SKU)

- **What it means**: Average number of verified attributes per product
- **Benchmark**: Industry standard is 20-25 attributes
- **Action items**: Focus on categories with fewer than 20 attributes

Migration Progress (94.7%)

- **What it means**: Overall completion of data integration project
- **Milestones**:
  - 80%: Basic integration complete
  - 90%: Advanced features available
  - 95%: Full functionality
  - 100%: Project complete

Store Brand Performance Section

This section tracks the performance of Albertsons' private label products:

- **O Organics Clean Labels (89%)**: Products meeting clean label standards
- **Premium Products (156)**: Count of products identified as premium quality
- **Certifications (94%)**: Products with verified third-party certifications

Daily Workflow

1. **Morning Check**: Review overnight changes in key metrics
2. **Trend Analysis**: Compare current metrics to previous day/week
3. **Issue Identification**: Note any red or declining metrics
4. **Action Planning**: Prioritize categories or products needing attention

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Product Catalog Management

Overview

The Product Catalog is your primary tool for searching, viewing, and managing individual product information.

Search Functionality

Basic Search

1. Click on the **Product Catalog** tab
2. Use the search bar to enter:
   - Product names (e.g., "Oat Cereal")
   - Brand names (e.g., "O Organics")

- Attributes (e.g., "organic", "gluten-free")

3. Results appear in real-time as you type

Advanced Filtering

1. **Category Filter**: Select from dropdown to narrow by product category

2. **Brand Filter**: Choose specific brands from dropdown

3. **Advanced Button**: Access additional filtering options (future feature)

Search Tips

- Use partial terms: "org" will find "organic" products

- Try brand names: "Stockman" will find all Stockman & Dakota products

- Use attributes: "grass-fed" will find all grass-fed products

- Combine terms: "organic cereal" for organic breakfast cereals

Product Card Information

Basic Information Display

Each product card shows:

- **Product Name**: Full product title

- **Brand**: Manufacturer or private label brand

- **Category & Subcategory**: Product classification

- **Price & Size**: Current pricing and package size

- **UPC Code**: Universal Product Code for identification

Coverage Indicators

- **Green Badge (95%+)**: Excellent data completeness

- **Yellow Badge (90-94%)**: Good data with minor gaps

- **Red Badge (<90%)**: Significant data missing

Special Badges

- 🏆 **Organic**: USDA Organic certified products

- ⭐ **Premium**: High-quality or artisan products

Detailed Product View

Expanding Product Information

Click the **"More"** button to see:

- **Claims & Certifications**: All verified product claims

- **Nutritional Profile**: Complete nutrition facts

- **Allergen Information**: Allergy warnings and advisories

Complete Attribute View

Click **"All Attributes"** to open detailed modal showing:

- **Dietary & Lifestyle**: Organic, Vegan, Kosher, etc.

- **Health & Nutrition**: High Fiber, Low Sodium, Heart Healthy, etc.

- **Clean Label**: No Artificial Colors, Natural, etc.

- **Sourcing & Production**: Sustainable, Local, Premium, etc.

Product Management Workflow

Daily Product Review Process

1. **Search by Category**: Review products in your assigned categories

2. **Coverage Check**: Identify products with yellow or red coverage

3. **Data Verification**: Use "All Attributes" to verify completeness

4. **Issue Documentation**: Note products needing data updates

5. **Export Reports**: Generate lists for follow-up actions

Quality Assurance Process

1. **Random Sampling**: Select random products for detailed review

2. **Claim Verification**: Ensure claims match actual product attributes

3. **Completeness Check**: Verify all expected attributes are present

4. **Accuracy Validation**: Compare with source documentation

5. **Update Tracking**: Monitor last updated timestamps

Data Migration Tracking

Overview

The Data Migration tab provides comprehensive tracking of the integration process between NielsenIQ Label Insight data and Albertsons' product catalog.

Migration Overview Section

Key Statistics

- **Processed**: Products successfully integrated
- **In Progress**: Currently being processed
- **Pending**: Awaiting processing
- **Complete %**: Overall project completion

Progress Bar

- Visual representation of overall completion
- Color coding indicates health status
- Updates in real-time as processing occurs

Migration Categories

Category Breakdown

Each category shows:

- **Category Name**: Type of data being migrated
- **Progress Percentage**: Completion rate for this category
- **Status**: Complete, In Progress, or Pending
- **Item Count**: Processed vs. Total items

Understanding Status Colors

- **Green (Complete)**: Category fully processed
- **Yellow (In Progress)**: Currently being worked on
- **Red (Pending)**: Not yet started or blocked

Recent Activity Feed

Activity Types

- **Success**: Completed operations
- **Info**: General progress updates

- **Warning**: Non-critical issues identified

- **Error**: Problems requiring attention

Reading Activity Entries

Each entry includes:

- **Timestamp**: When the activity occurred

- **Description**: What was accomplished

- **Item Count**: Number of products affected

- **Status Indicator**: Visual status representation

Migration Monitoring Workflow

Daily Migration Check

1. **Review Overall Progress**: Check percentage increase from previous day

2. **Category Status**: Identify any categories showing warnings or errors

3. **Recent Activity**: Review last 24 hours of processing

4. **Bottleneck Identification**: Note categories with slow progress

5. **Escalation Planning**: Document issues needing IT support

Weekly Migration Review

1. **Trend Analysis**: Compare progress rates week-over-week

2. **Category Performance**: Identify fastest and slowest categories

3. **Resource Planning**: Adjust priorities based on progress rates

4. **Stakeholder Reporting**: Prepare summary for management

Attribute Analytics

Overview

The Attribute Analytics section provides insights into product attribute distribution, quality metrics, and trends across your product catalog.

Attribute Distribution Cards

Understanding the Cards

Each card displays:

- **Attribute Category**: Type of attributes (Store Brand, Organic, etc.)

- **Product Count**: Number of products with these attributes

- **Coverage Percentage**: What portion of relevant products have these attributes

- **Progress Bar**: Visual representation of coverage

Key Categories

1. **Store Brand Attributes (847 products, 76%)**
   - Tracks Albertsons private label attribute coverage
   - Target: 90%+ coverage for all store brands

2. **Organic & Clean Label (1,205 products, 89%)**
   - Monitors organic certification and clean label claims
   - Critical for health-conscious customer segments

3. **Allergen Information (534 products, 94%)**
   - Tracks allergen declarations and warnings
   - Regulatory requirement, target: 100%

4. **Nutritional Claims (892 products, 82%)**
   - High protein, low sodium, heart healthy claims
   - Important for dietary restriction filtering

5. **Dietary Preferences (678 products, 67%)**
   - Vegan, keto, paleo, gluten-free attributes
   - Growing customer demand area

6. **Premium & Artisan (234 products, 45%)**
   - Premium quality and artisan product identification
   - Higher-margin product differentiation

Quality Score Indicators

Circular Progress Charts

Each quality metric displays as a circular indicator:

- **Completeness (94%)**: Percentage of products with full attribute data

- **Accuracy (98%)**: Verified information accuracy rate

- **Freshness (91%)**: How recent attribute updates are

- **Consistency (96%)**: Standardization across product categories

Quality Benchmarks

- **Excellent**: 95%+ (Green)
- **Good**: 90-94% (Blue)
- **Fair**: 85-89% (Yellow)
- **Needs Improvement**: <85% (Red)

Analytics Workflow

Weekly Attribute Review

1. **Coverage Analysis**: Identify categories below target percentages
2. **Quality Assessment**: Review all four quality metrics
3. **Trend Identification**: Compare to previous weeks
4. **Priority Setting**: Focus on lowest-performing categories
5. **Action Planning**: Develop improvement strategies

Monthly Deep Dive

1. **Category Comparison**: Analyze relative performance across categories
2. **Seasonal Trends**: Identify patterns related to product seasonality
3. **Competitive Analysis**: Compare coverage to industry standards
4. **Resource Allocation**: Plan staff time for maximum impact
5. **Goal Setting**: Establish targets for next month

AI Assistant

Overview

The AI Assistant provides instant help and answers to questions about the platform and your data.

Accessing the Assistant

1. **Location**: Blue circular button in bottom-right corner
2. **Opening**: Click the blue circle to open chat window
3. **Minimizing**: Click the minimize button to reduce to circle
4. **Closing**: Click X in chat header to close completely

Using the Assistant

Getting Started

- The assistant greets you when first opened

- Type questions in natural language

- Press Enter or click Send button to submit

Question Types

The assistant can help with:

- **Coverage Questions**: "What does coverage mean?"

- **Attribute Explanations**: "Explain product attributes"

- **Search Help**: "How do I search for organic products?"

- **Export Guidance**: "How do I export data?"

- **Migration Status**: "What is data migration?"

- **General Help**: "What features are available?"

Best Practices

- Use clear, specific questions

- Try keywords like "coverage", "attributes", "search"

- Ask follow-up questions for clarification

- Use the assistant for quick help instead of reading documentation

Sample Conversations

Example 1: Understanding Coverage

You: "What does coverage mean?"
Assistant: "Coverage shows data completeness: Green (95%+) = excellent, Yellow (90-94%) = good, Red (<90%) = needs improvement. Higher coverage means better product information for customers."

Example 2: Search Help

You: "How do I search for products?"
Assistant: "Use the search bar to find products by name, brand, or tags. Try 'organic', 'gluten-free', or specific brands. The filters help narrow results by category and brand."

Example 3: Export Guidance

You: "How do I export data?"

Assistant: "Export options: JSON (full data structure) or CSV (spreadsheet format). Use JSON for technical work, CSV for analysis in Excel."

Help System

Contextual Help Icons

Throughout the application, you'll see help icons (?) that provide quick explanations:

Location and Usage

- **Next to Metrics**: Hover over (?) for metric explanations
- **Near Features**: Click (?) for feature descriptions
- **In Headers**: Context-sensitive help for current section

Green Help Button

- **Location**: Fixed green button on right side of screen
- **Purpose**: Opens overview help for current section
- **Content**: Feature explanations and usage tips

Help Content Types

Tooltips

- Appear on hover over help icons
- Provide quick definitions and explanations
- Don't interrupt your workflow

Help Modals

- Opened by clicking help button
- Comprehensive feature documentation
- Changes based on current tab/section

Contextual Guidance

- Tips and recommendations within the interface
- Error messages with helpful suggestions
- Success messages confirming actions

Import/Export Operations

Export Functionality

JSON Export

1. **Purpose**: Complete data structure preservation

2. **Use Cases**: Technical integrations, backups, detailed analysis

3. **How to Use**:
   - Go to Product Catalog tab
   - Click "Export JSON" button
   - File downloads automatically with timestamp

CSV Export

1. **Purpose**: Spreadsheet analysis and reporting

2. **Use Cases**: Excel analysis, presentations, simplified reports

3. **How to Use**:
   - Go to Product Catalog tab
   - Click "Export CSV" button
   - File downloads with simplified column structure

Import Functionality

Accessing Import

1. Go to Product Catalog tab

2. Click "Add Products" button

3. Import modal opens with template and upload options

Template Download

1. **JSON Template**: Complete structure with sample data

2. **CSV Template**: Simplified format for basic imports

3. **Usage**: Download before creating import files

Upload Process

1. **Prepare File**: Use downloaded template as starting point

2. **Upload**: Click upload area or drag-and-drop file

3. **Validation**: System checks file format and data

4. **Review**: Check for any errors or warnings

5. **Confirm**: Complete import process

Best Practices for Import/Export

Export Guidelines

- Export regularly for backup purposes

- Use JSON for complete data preservation

- Use CSV for analysis and reporting

- Include date stamps in file names

Import Guidelines

- Always use provided templates

- Validate data before upload

- Test with small batches first

- Keep backup of original data

- Review results after import

Troubleshooting

Common Issues and Solutions

Performance Issues

Problem: Slow loading or response times **Solutions**:

- Clear browser cache and cookies

- Close unnecessary browser tabs

- Check internet connection speed

- Try different browser

- Restart browser application

Problem: Search results taking too long **Solutions**:

- Use more specific search terms

- Apply category or brand filters first

- Clear search field and try again

- Check if large dataset is causing delays

Display Issues

Problem: Layout appears broken or misaligned **Solutions**:

- Refresh the page (F5 or Ctrl+R)

- Zoom to 100% (Ctrl+0)

- Try different browser window size

- Clear browser cache

- Update browser to latest version

Problem: Missing icons or graphics **Solutions**:

- Check internet connection

- Disable ad blockers temporarily

- Clear browser cache

- Try incognito/private mode

Functionality Issues

Problem: Search not working **Solutions**:

- Clear search field completely

- Try different search terms

- Check spelling and try partial matches

- Remove filters and try again

- Refresh page and retry

Problem: Export buttons not working **Solutions**:

- Check popup blocker settings

- Allow downloads in browser settings

- Try right-click and "Save As"

- Clear browser cache

- Try different browser

Problem: AI Assistant not responding **Solutions**:

- Close and reopen chat window

- Try simpler question phrases

- Check internet connection

- Refresh page and retry

- Try different question format

Data Issues

Problem: Missing product information **Solutions**:

- Check migration status for that category

- Verify product is in current database

- Try searching by UPC code

- Check if product was recently added

- Contact system administrator

Problem: Incorrect attribute information **Solutions**:

- Document specific discrepancies

- Check last updated timestamp

- Verify against source documentation

- Report to data quality team

- Note for next migration cycle

Error Messages

Understanding Error Types

- **Red Messages**: Critical errors requiring attention

- **Yellow Messages**: Warnings that may need action

- **Blue Messages**: Informational messages

- **Green Messages**: Success confirmations

Common Error Messages

"No products found"

- Try broader search terms

- Remove or adjust filters

- Check spelling

- Verify product exists in catalog

"Export failed"

- Check browser download settings

- Ensure sufficient disk space

- Try smaller data subset

- Retry operation

"Import validation failed"

- Check file format matches template

- Verify all required fields present

- Check for special characters

- Ensure data types match requirements

Getting Additional Help

Internal Support

1. **Document Issue**: Record specific error messages and steps

2. **Screenshots**: Capture error states for reference

3. **Contact IT**: Reach out to internal IT support team

4. **Escalation**: Provide detailed information for faster resolution

Self-Service Options

1. **AI Assistant**: Ask specific questions about issues

2. **Help System**: Check contextual help for guidance

3. **Browser Reset**: Try incognito mode to isolate issues

4. **Alternative Browser**: Test in different browser

Best Practices

Daily Operations

Morning Routine

1. **Dashboard Check**: Review overnight metrics and changes

2. **Migration Status**: Check progress and any issues

3. **Priority Setting**: Identify focus areas for the day

4. **Team Communication**: Share relevant updates with colleagues

Throughout the Day

1. **Regular Monitoring**: Check dashboard metrics periodically

2. **Proactive Search**: Look for products needing attention

3. **Documentation**: Record issues and resolutions

4. **Quality Checks**: Verify data accuracy when adding/updating

End of Day

1. **Status Review**: Summarize day's progress

2. **Issue Logging**: Document unresolved problems

3. **Next Day Planning**: Prepare priority list

4. **Data Backup**: Export critical data if needed

Data Quality Management

Continuous Improvement

1. **Regular Audits**: Schedule weekly data quality reviews

2. **Trend Monitoring**: Track quality metrics over time

3. **Category Focus**: Rotate attention across product categories

4. **Team Collaboration**: Share findings with relevant stakeholders

Error Prevention

1. **Template Usage**: Always use provided templates for imports

2. **Validation Checks**: Review data before importing

3. **Incremental Updates**: Make small, frequent changes

4. **Backup Strategy**: Maintain current backups before major changes

User Efficiency

Keyboard Shortcuts

- **Ctrl+F**: Browser find function for page search

- **Tab**: Navigate between form fields

- **Enter**: Submit search or send AI message

- **Esc**: Close modals and pop-ups

Workflow Optimization

1. **Bookmark Application**: Save URL for quick access

2. **Browser Setup**: Dedicate browser tab for application

3. **Regular Exports**: Schedule routine data exports

4. **Filter Presets**: Remember effective filter combinations

Learning and Development

1. **Feature Exploration**: Try new features regularly

2. **AI Assistant**: Use for learning about capabilities

3. **Help System**: Read contextual help for efficiency tips

4. **Team Training**: Share discoveries with colleagues

User Guide Version: 1.0
Last Updated: January 22, 2025
Next Review: April 22, 2025

Quick Reference Card

Essential Actions

- **Search Products**: Product Catalog → Search Bar

- **Check Coverage**: Dashboard → SKU Coverage metric

- **Export Data**: Product Catalog → Export JSON/CSV

- **Get Help**: AI Assistant (blue circle) or Help button (green circle)

- **View Details**: Product Card → "All Attributes" button

Key Metrics to Monitor

- SKU Coverage: Target 95%+

- Data Freshness: Target <24 hours

- Migration Progress: Track weekly improvements

- Quality Scores: All metrics 90%+

Emergency Contacts

- IT Support: [Contact Information]

- Data Quality Team: [Contact Information]

- System Administrator: [Contact Information]