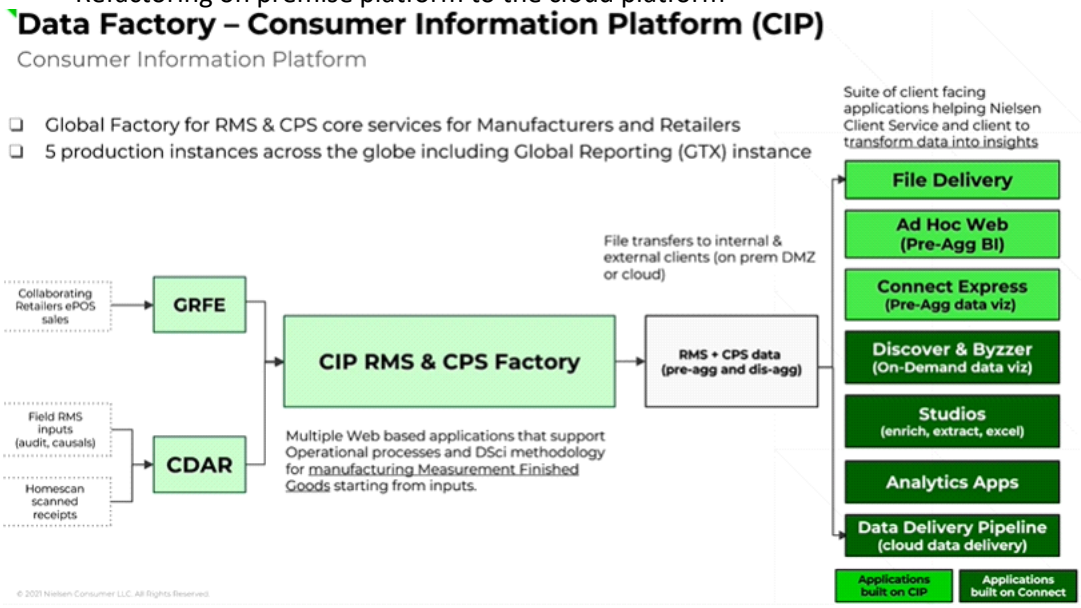
CIP

Tuesday, May 10, 2022 4:26 PM

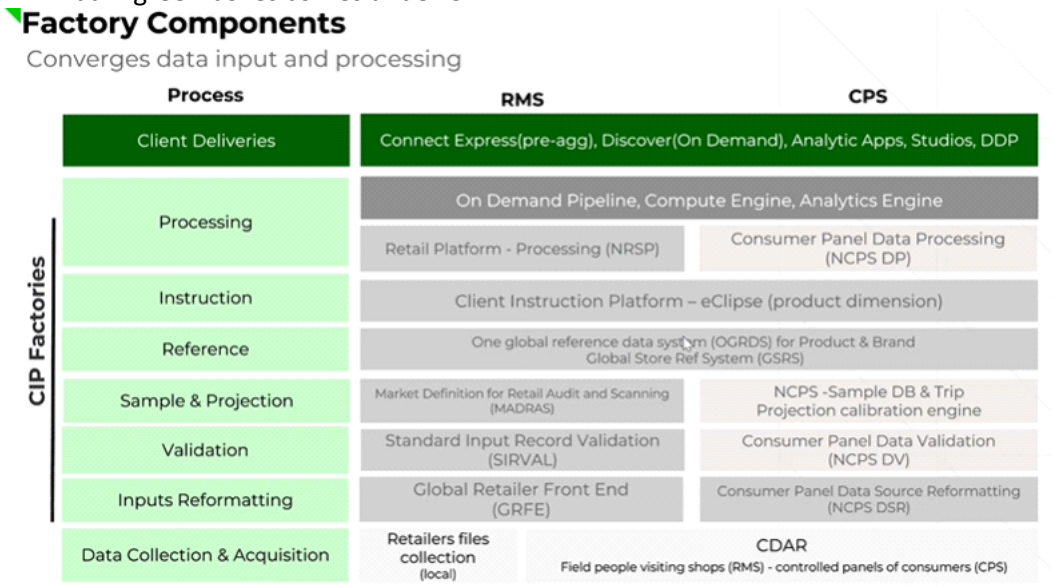
Nielsen => Buy (NielsenIQ) (RMS , CPS , etc.)
=> Watch (Nielsen)
RMS => (market , product , promotional , time dimension)
CPS => (market , product , promotional , time dimension and detail about purchaser)
Consumer Information Platform (CIP) => factory in nielseniq

- Refactoring on premise platform to the cloud platform



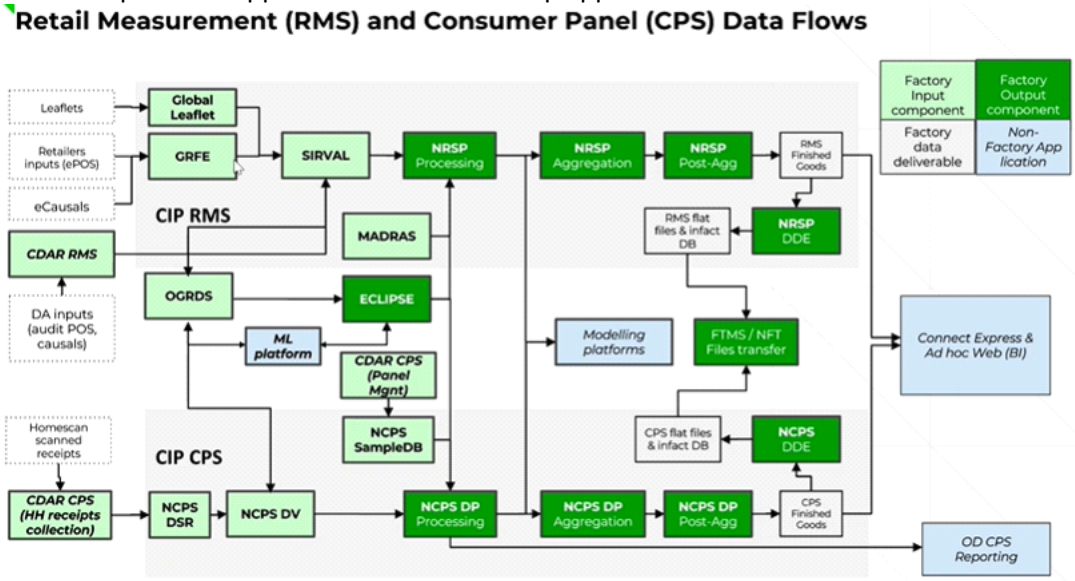
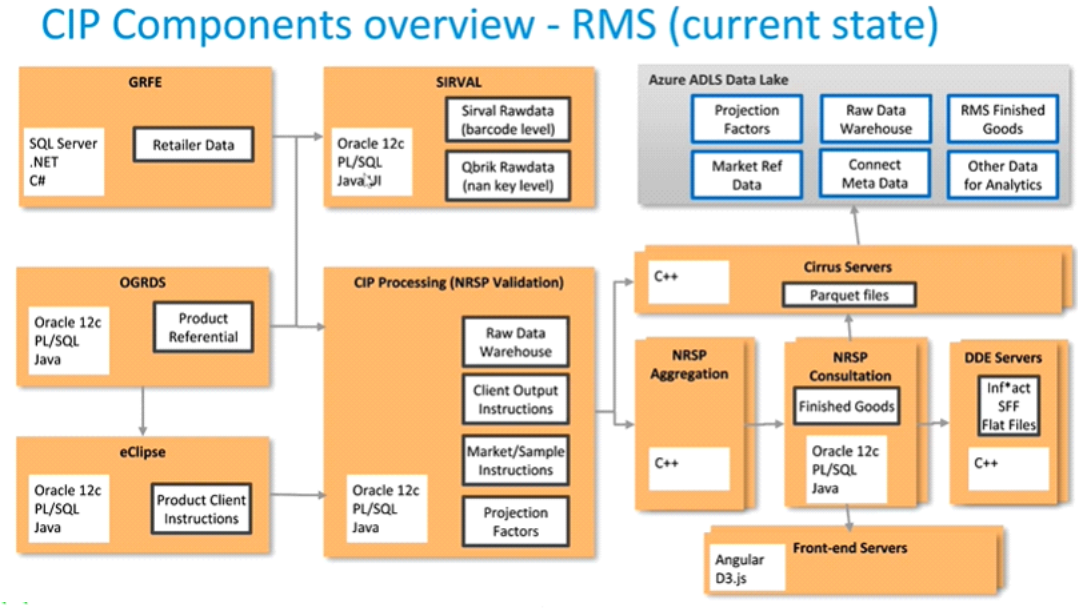
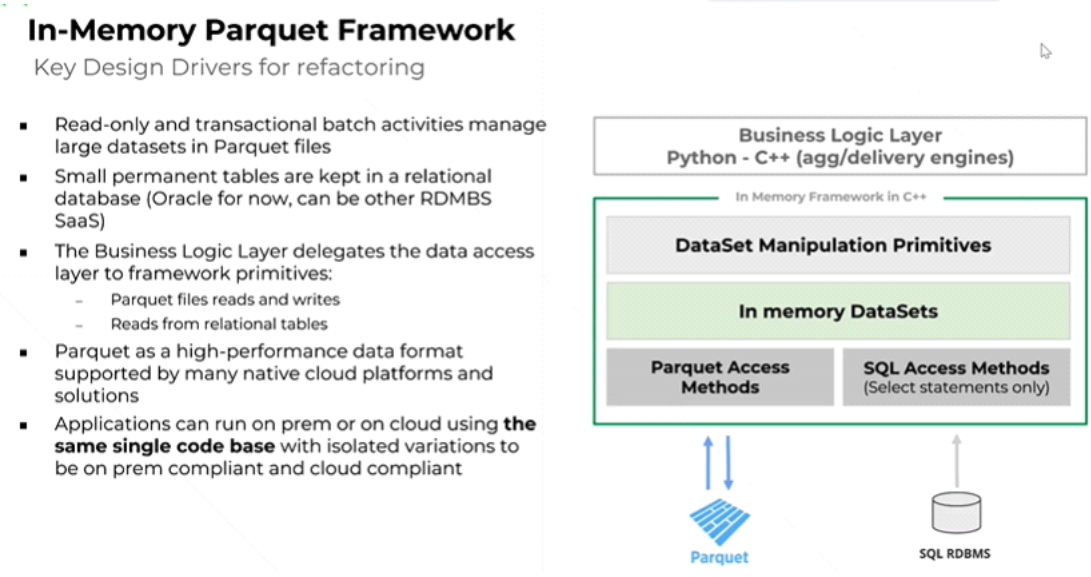
CIP is designed initially for the European countries , but instead of having different platforms for EUROPE , LATAM , APAC, US etc. to bring all under a single platform we have made CIP as a platform for all the factories. CIP is a global platform or global factory.

- GRFE is the one which first receives the data from the retailers or manufacturers.
- All the retailers pay the user data to be collected and send it to the GRFE by the nielseniq, for which the retailers are going to get paid. These people are collaborating retailers. And for non-collaborating retailers. We collect data through CDAR , and the data is collected by auditors or dustbins or home scanned receipts.
- GRFE is global retailer front end. In this phase some formatting happens and send to CIP rms and CPS Factory. In CIP rms and cps factory processing happens in this phase. And the aggregated data will shared with Nielsen clients. This provides a high level portfolio to the manufacturer to take next decisions. CDAR doesn't comes under CIP and rest boxes except the dark green boxes comes under CIP.



- Global reference number is NAN key in NielsenIQ , where it is called Nielsen Article Number.

- The process happens from bottom to top approach.



- SIRVAL validates the sales data that is received and validates the data under product dimension in OGRDS. These validated data will be passed to NRSP processing engine.
- The final output is transferred to the end client use FTMS/NFT files transfer.
- In On premise , except CPP applications all other applications are built in PL/SQL and Java. Java is used to build web based interface and data will be stored in oracle and parquet files. In the PL/SQL applications we use python as the backend.