

# Optimus Resources

Team	Abhishek Mishra  Preetham Gittagandla  Sasidhar Myneni  Somesh Jaishwal  Tushara Nivarthi  Suba Palani		
Optimus Onboarding	<a href="#">Optimus Onboarding.docx</a>		
Optimus Architecture	<a href="#">Optimus In-Flight Campaign Optimisation Vertex-AI POC</a>		
Dashboards	OKR Dashboard: <a href="https://greenfield.target.com/dashboard/29243/0?\$timePeriod\$calendar_type=Fiscal&amp;type=relative&amp;interval=All%20Time">https://greenfield.target.com/dashboard/29243/0?\$timePeriod\$calendar_type=Fiscal&amp;type=relative&amp;interval=All%20Time</a>		
Codebase	<b>Workflow</b>	<b>GIT</b>	
	Optimizer and Strategizer	<a href="https://git.target.com/Roundel-Optimus-Platform/inflight-optimization-vxai">https://git.target.com/Roundel-Optimus-Platform/inflight-optimization-vxai</a>	
	Upsell	<a href="https://git.target.com/Roundel-Optimus-Platform/Upsell">https://git.target.com/Roundel-Optimus-Platform/Upsell</a>	
	Inventory Optimization		
	Optimization Lift	<a href="https://git.target.com/Roundel-Optimus-Platform/optimization_lift">https://git.target.com/Roundel-Optimus-Platform/optimization_lift</a>	
	Holistic Optimization	<a href="https://git.target.com/Roundel-Optimus-Platform/holistic_optimization">https://git.target.com/Roundel-Optimus-Platform/holistic_optimization</a>  Data discovery notebooks: <a href="https://git.target.com/Roundel-Optimus-Platform/holistic_optimization/tree/main/notebooks">https://git.target.com/Roundel-Optimus-Platform/holistic_optimization/tree/main/notebooks</a>  Holistic Optimization Simulation Data Generation: <a href="https://git.target.com/Roundel-Optimus-Platform/inflight-optimization-vxai/tree/holistic_opt_budget_simulation">https://git.target.com/Roundel-Optimus-Platform/inflight-optimization-vxai/tree/holistic_opt_budget_simulation</a>	
	Previous year OKR calculation	Repo: <a href="https://git.target.com/Roundel-Optimus-Platform/poc/tree/lift_calculation_new">https://git.target.com/Roundel-Optimus-Platform/poc/tree/lift_calculation_new</a>  Lift calculation notebooks: <a href="https://git.target.com/Roundel-Optimus-Platform/poc/tree/lift_calculation_new/lift_calculation_with_counterfactual_crunch">https://git.target.com/Roundel-Optimus-Platform/poc/tree/lift_calculation_new/lift_calculation_with_counterfactual_crunch</a>	
Production Workflows	<b>Workflow</b>	<b>Link</b>	<b>Schedule</b>
	Tcom Optimizer	<a href="https://shepherd.prod.target.com/workflow/90351345">https://shepherd.prod.target.com/workflow/90351345</a>	8:45 am IST - Daily
	BMP Optimizer	<a href="https://shepherd.prod.target.com/workflow/90353649">https://shepherd.prod.target.com/workflow/90353649</a>	7:45 am IST - Daily
	Pinterest Optimizer	<a href="https://shepherd.prod.target.com/workflow/90353344">https://shepherd.prod.target.com/workflow/90353344</a>	9:00 am IST - Daily
	Upsell	<a href="https://shepherd.prod.target.com/workflow/108160476">https://shepherd.prod.target.com/workflow/108160476</a>	6:00 pm IST - Sunday
	GAM forecast request	<a href="https://shepherd.prod.target.com/workflow/69263667">https://shepherd.prod.target.com/workflow/69263667</a>	3:30 pm IST - Daily
	Optimization Liftt	<a href="https://shepherd.prod.target.com/workflow/110377977">https://shepherd.prod.target.com/workflow/110377977</a>	Triggers once upsell weekly flow is complete on Sunday
To debug production workflows, check logs in <b>tgt-cnf-prod-ds-optimus/ray_logs</b> folder in prod bucket			

Data Tables	Recommendations	<p><a href="#">prd_optimus_fds.tcom_campaign_recommendation</a></p> <p><a href="#">prd_optimus_fds.tcom_campaign_recommendations_vxai</a> (This populates after 1 pm) Sometimes need to repair this table, the data is generally copied to HDFS path but the partitions are not added. So do repair before querying on this table</p> <p>'tgt-cnf-prod-ds-optimus/budget_optimization/optimizer_output/tcom_campaign_recommendation'</p> <p>Recommendations are also written to this prod bucket</p>
	Recommendations Status	<a href="#">prd_optimus_fds.inflight_online_acknowledgement_vw</a>
	Features	<a href="#">prd_optimus_fds.tcom_online_feature_data</a>
	Post policy feature calculation	<a href="https://console.cloud.google.com/storage/browser/tgt-cnf-prod-ds-optimus/budget_optimization/feature_output/tcom_policy_feature_data/">https://console.cloud.google.com/storage/browser/tgt-cnf-prod-ds-optimus/budget_optimization/feature_output/tcom_policy_feature_data/</a>
	Tcom Optimization Lift	<a href="#">prd_optimus_fds.tcom_optimization_lift</a>
	Ray Logs and data	<a href="https://console.cloud.google.com/storage/browser/tgt-cnf-prod-ds-optimus;tab=objects?forceOnBucketsSortingFiltering=true&amp;authuser=0&amp;project=tgt-cnf-prod-ds-optimus&amp;prefix=&amp;forceOnObjectsSortingFiltering=false">https://console.cloud.google.com/storage/browser/tgt-cnf-prod-ds-optimus;tab=objects?forceOnBucketsSortingFiltering=true&amp;authuser=0&amp;project=tgt-cnf-prod-ds-optimus&amp;prefix=&amp;forceOnObjectsSortingFiltering=false</a>
Previous Year OKRs	<p><a href="#">OKRs   Results Tracking</a></p> <p>Previous OKR Methodology: <a href="#">Lift Methodology - tcom - 2023</a></p> <p>New OKR Methodology: <a href="https://git.target.com/Roundel-Optimus-Platform/optimization_lift">https://git.target.com/Roundel-Optimus-Platform/optimization_lift</a></p> <p>2024 OKRs: <a href="#">Impact comparison for 2023 vs 2024</a></p> <p>This year we'll have to use the optimization lift workflow to generate the OKR numbers</p>	
Previous Year peak support	<a href="#">Peak Support</a>	
Optimus Version Management	<a href="#">Version Management for Optimus</a>	
Optimus Next Step	<p>&lt;Not in order of priority&gt;</p> <ol style="list-style-type: none"> <li>1. OKR dashboard: Srivatchala is working on it</li> <li>2. Alerting mechanism using Optimus logs <ol style="list-style-type: none"> <li>a. Number of input campaign and lines</li> <li>b. Number of campaigns and lines with Optimal solution</li> <li>c. Number of campaigns dropped in all test cases</li> <li>d. Number of campaigns with explainability generated</li> <li>e. Number of final lines and campaigns with recommendations</li> </ol> </li> <li>3. Enhancements with GenAI summary <ol style="list-style-type: none"> <li>a. Sometimes it hallucinates and doesn't follow the system prompt Experiment with adding system prompt and user prompt to get better summary</li> </ol> </li> <li>4. Optimus enhancements <ol style="list-style-type: none"> <li>a. Remove strategizer - have a fixed schedule say every 3 days and optimize, since we have auto approval in place</li> </ol> </li> <li>5. Holistic Optimization</li> <li>6. Inventory Optimization productionisation</li> </ol>	