Regional Laws of Growth

File Loading   
Functional Specification

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## Table of Contents

1. Table of Contents i

2. Revision History ii

Section 1 - Functional Requirements Specification 1

1. Introduction 1

1.1. Purpose of this document 1

1.2. Overview 1

2. General Description 1

2.1. Related System Information 1

3. File Load Process Definition 2

3.1. Sales Scan Data 2

3.1.1. Source of Data 2

3.1.2. File Format 2

3.1.3. Processing Rules – Whole File 2

3.1.4. FLU Table Field Definitions 2

3.1.1. Sample Data 4

3.2. TV Advertising Activity 6

3.2.1. Source of Data 6

3.2.2. File Format 6

3.2.3. Processing Rules – Whole File 6

3.2.4. FLU Table Field Definitions 6

3.2.5. Sample Data 7

3.3. Share of Shelf 8

3.3.1. Source of Data 8

3.3.2. File Format 8

3.3.3. Processing Rules – Whole File 8

3.3.4. FLU Table Field Definitions 8

3.3.5. Sample Data – Household Penetration 10

3.4. Household Penetration 11

3.4.1. Source of Data 11

3.4.2. File Format 11

3.4.3. Processing Rules – Whole File 11

3.4.4. FLU Table Field Definitions 11

3.4.5. Sample Data – Household Penetration 13

3.5. Advertising Effectiveness 14

3.5.1. Source of Data 14

3.5.2. File Format 14

3.5.3. Processing Rules – Whole File 14

3.5.4. FLU Table Field Definitions 14

3.5.5. Sample Data 15

3.6. Packaging Effectiveness 16

3.6.1. Source of Data 16

3.6.2. File Format 16

3.6.3. Processing Rules – Whole File 16

3.6.4. FLU Table Field Definitions 16

3.6.5. Sample Data 18

3.7. Distinctive Asset Target 19

3.7.1. Source of Data 19

3.7.2. File Format 19

3.7.3. Processing Rules – Whole File 19

3.7.4. FLU Table Field Definitions 19

3.7.5. Sample Data 20

3.8. Product Performance 21

3.8.1. Source of Data 21

3.8.2. File Format 21

3.8.3. Processing Rules – Whole File 21

3.8.4. FLU Table Field Definitions 21

3.8.5. Sample Data 22

## Revision History

This table advises the reader how this version of the document varies from any previous release.

The **Revision #** field shown here is the unique identifier for the release of this document.

The **Date** field details the date on which it was released.

The **Section Number** field details the section number that contains the amendment(s).

The **Amendment Detail** field list the details of the amendment(s).

|  |  |  |  |
| --- | --- | --- | --- |
| **Revision #** | **Date** | **Section Number** | **Amendment Detail** |
| 0A | 1 Aug 2013 |  | First release of this document |
| 0B | 5 Aug 2013 |  | Change of file format for “Household Penetration” data and added the following fields:   * MARKET * PACKTYPE * SERVING\_SIZE |
| 0C | 1. Aug 2013 |  | Added extra validation to Sales Scan data fields Category and Segment.  Renamed Last Updated User and Time Fields.  Added interface package name details and a summary of all the interfaces. |

# Functional Requirements Specification

## Introduction

### Purpose of this document

This document describes the Functional Requirements for a utility to load a user generated flat data file into a Supported database for subsequent re-use in other systems.

The intended audience of the document are Mars IS Technical resources who will be responsible for developing the solution.

### Overview

## General Description

### Related System Information

There are six sources of data for the Laws of Growth scorecard. Given that many are manual and varied across the region, we will employ a flat file loading utility to allow users to load data for subsequent use in the scorecard. See following:



Figure - Data Interface Architecture

This shows the situations where a user (or users) will manually extract data from a source, and load it into the Data Load utility. Once that data is loaded, it will then be available for use in QlikView.

## File Load Process Definition

The user initiated data file loads will be as follows:

* Sales Scan
  + Dog
  + Cat
* TV Advertising Activity
* Share of Shelf:
  + Coles
  + Woolworths
* Household Penetration
  + Dog
  + Cat
* Advertising Effectiveness
* Packaging Effectiveness
* Distinctive Asset Target
* Product Performance

The processing associated with each is described below.

Interface Summary Table

|  |  |  |  |
| --- | --- | --- | --- |
| **Interface Data** | **Interface Names** | **Interface Package** | **Database Table** |
| Sales Scan | LOGRWOD01.1 – Dog  LOGRWOD01.2 – Cat | LOGRWOD01\_LOADER | LOGR\_WOD\_SALES\_SCAN |
| TV Advertising Activity | LOGRWOD06 | LOGRWOD06\_LOADER | LOGR\_WOD\_TV\_ACTIVTY |
| Share of Shelf | LOGRWOD03.1 – Coles  LOGRWOD03.2 – Woolworths | LOGRWOD03\_LOADER | LOGR\_WOD\_SHARE\_OF\_SHELF |
| Household Penetration | LOGRWOD07.1 – Dog  LOGRWOD07.1 - Cat | LOGRWOD07\_LOADER | LOGR\_WOD\_HOUSE\_PNTRTN |
| Advertising Effectiveness | LOGRWOD05 | LOGRWOD05\_LOADER | LOGR\_WOD\_ADVERT\_EFFCTVNSS |
| Packaging Effectiveness | LOGRWOD04 | LOGRWOD04\_LOADER | LOGR\_WOD\_PACK\_EFFCTVNSS |
| Distinctive Asset Target | LOGRWOD02 | LOGRWOD02\_LOADER | LOGR\_WOD\_DSTNCTV\_ASSET |
| Product Performance | LOGRWOD08 | LOGRWOD08\_LOADER | LOGR\_WOD\_PRDCT\_PRFRMNC |

### Sales Scan Data

#### Source of Data

Source of data will be via a manually extracted report from the Aztec Scan Data system.

At time of writing this document, the business contact is Fiona Hoffmann.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

1. There will be two separate loads for this interface:
   * + - 1. DOG data
         2. CAT data
2. This is a REPLACE interface. That is, any previously loaded data will be over-written by the new data where the key is the same as per follows:
   * + - “DATA\_ANIMAL\_TYPE”
       - “MARS\_PERIOD”

#### FLU Interface Name

The PL/SQL Package that will implement this validation logic is :

**LOGRWOD01\_LOADER**

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_SALES\_SCAN**

The format of the DOG and CAT versions of the file will be identical.

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| PERIOD | Column 1  (“Time”) | **Validation**   * Ensure the Date value (last 10 characters in the field) is a valid date * Each file should represent *only one* period’s worth of data. Therefore, if there are multiple dates (i.e. more than one), then we should reject the file. * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| MARS\_PERIOD | Derived field | **Data Processing / Conversion**   * This field is to show the Mars Period for the data. * We use the last 10 characters of Column 1 “Time” from the source file as the reference date. * That date represents the first day of the “next” period to which the data relates. * To derive the Period relevant to the data set, we need to take one day from the supplied date. This calculated date will then be the *last day* of the Period of the data set. * Use the calculated date to look up on the MARS\_DATE table to derive the MARS\_PERIOD * That derived MARS\_PERIOD value is to be stored in this field. |
| DATA\_ANIMAL\_TYPE | Derived field | Since there are going to be two types of data sets to load into this table (via two separate Interface selectors in the FLU system), we will need to store the key of the different file loads.  The values for this field will be   * “Dog” – for Dog data file * “Cat” – for Cat fata file   This field will effectively become the Primary key of the table. Future loads will use this field to determine whether previously loaded data with this key should be removed and replaced with the new data set. |
| MEASURE | Column 2  (“Measure”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PRODUCT | Column 3  (“Product”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| MARKET | Column 4  (“Market”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| DATA\_VALUE | Column 5  (“Data Value”) | **Validation**   * Numeric only. * Nulls and zero are acceptable.   **Processing**  None – only validation as defined above. |
| MANUFACTURER | Column 6  (“Manufacturer”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 7  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| CATGRY | Column 8  (“Category”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SGMNT | Column 9  (“Segment”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKTYPE | Column 10  (“Packtype”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKSIZE | Column 11  (“Packsize”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SZE\_GRAMS | Column 12  (“Size”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| EAN | Column 13  (“EAN”) |  |
| SUB\_BRAND | Column 14  (“Subbrand”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| MULTIPLE | Column 15  (“Multiple”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| MULTI\_PACK | Column 16  (“Multi\_pack”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data

(The following is transposed so that it will fit on the page):

|  |  |  |  |
| --- | --- | --- | --- |
| **Field (Column) #** | **Field Name** | Sample record #1 | Sample record #2 |
| **1** | **Time** | P09 11/09/11 | P09 11/09/11 |
| **2** | **Measure** | Dollars(000) | Units(000) |
| **3** | **Product** | Catsan Cat Litter Clmp 3.5kg | Catsan Cat Litter Clmp 3.5kg |
| **4** | **Market** | NAT Woolworths scan | NAT Woolworths scan |
| **5** | **Data Value** | 0.0 | 0.0 |
| **6** | **Manufacturer** | Mars Petcare Australia | Mars Petcare Australia |
| **7** | **Brand** | Catsan | Catsan |
| **8** | **Category** | Litter | Litter |
| **9** | **Segment** | Litter Seg | Litter Seg |
| **10** | **Packtype** |  |  |
| **11** | **Packsize** | >1kg | >1kg |
| **12** | **Size** | 3500 | 3500 |
| **13** | **EAN** | 9310022247231 | 9310022247231 |
| **14** | **Subbrand** | Catsan | Catsan |
| **15** | **Multiple** | Multi | Multi |
| **16** | **Multi\_pack** |  |  |

### TV Advertising Activity

#### Source of Data

Source of data will be via a manually extracted report from Starcom (external Media agency).

At time of writing this document, the Starcom (vendor) contact is contact is Andrea Worth (andrea.worth@smvgroup.com.au).

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

1. This is a REPLACE interface. That is, any previously loaded data will be over-written by the new data where the key is the same as per follows:
   * + - “VERSION”

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_TV\_ACTIVITY**

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| VERSION | Column 1  (“Version”) | **Validation**   * This must be a valid Mars Period * NULL not acceptable   **Data Processing / Conversion**   * Validations above. * Used for the detection of data replacement. |
| BRAND | Column 2  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SGMNT | Column 3  (“Segment”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PERIOD | Column 4  (“Period”) | **Validation**   * 0 or NULL not acceptable * Numeric Value only * Must be a value of 1 to 13 (inclusive)   **Data Processing / Conversion**   * None – other than validation detailed above. |
| YEAR | Column 5  (“Year”) | **Validation**   * NULL not acceptable * Numeric Value only * Must be a valid Year.   **Data Processing / Conversion**   * None – other than validation detailed above. |
| WEEKS\_ON\_AIR | Column 6  (“Weeks on Air”) | **Validation**   * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| FOUR\_WEEKLY\_REACH | Column 7  (“4 Weekly Reach”) | **Validation**   * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Version** | **Brand** | **Segment** | **Period** | **Year** | **Weeks on Air** | **4 Weekly Reach** |
| 201308 | Pedigree |  | 1 | 2013 | 4 | 60 |
| 201308 | Pedigree |  | 2 | 2013 | 4 | 60 |
| 201308 | Pedigree |  | 3 | 2013 | 4 | 60 |
| 201308 | Pedigree |  | 4 | 2013 | 4 | 60 |
| 201308 | Pedigree |  | 5 | 2013 | 4 | 60 |
| 201308 | Pedigree |  | 6 | 2013 | 4 | 55 |
| 201308 | Pedigree |  | 7 | 2013 | 4 | 55 |
| 201308 | Pedigree |  | 8 | 2013 | 4 | 60 |

### Share of Shelf

#### Source of Data

Source of data will be via a manually extracted report from the Plano-gram systems.

At time of writing this document, the business contacts for this data are as follows:

* + - * Ashleigh Bennett - Coles
      * Sean Lusty - Woolworths.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

1. There will be two separate loads for this interface:
   * + - 1. COLES Account data
         2. WOOLWORTHS Account data
2. This is a REPLACE interface. That is, any previously loaded data will be over-written by the new data where the key is the same as per follows:
   * + - “ACCOUNT”
       - “MARS\_PERIOD”

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_SHARE\_OF\_SHELF**

The format of the COLES and WOOLWORTHS versions of the file will be identical.

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| MARS\_PERIOD | Column 1  (“Period”) | **Validation**   * This must be a valid Mars Period * NULL not acceptable   **Data Processing / Conversion**   * None – other than the validation rule defined above.   This field (in combination with the ACCOUNT field) will become part of the Primary key of the table. Future loads will use this field to determine whether previously loaded data with this key should be removed and replaced with the new data set. |
| ACCOUNT | Column 2  (“Account”) | **Validation**   * NULL not acceptable * Ensure that the correct Account data is loaded into the selected version of the Interface. That is, validate as follows:   + *COLES Interface* – if the word “Woolworths” (in any case) appears, the file is to be rejected.   + *WOOLWORTHS Interface* – if the word “Coles” (in any case) appears, the file is to be rejected.   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces.   This field (in combination with the MARS\_PERIOD field) will become part of the Primary key of the table. Future loads will use this field to determine whether previously loaded data with this key should be removed and replaced with the new data set. |
| CLSTER | Column 3  (“Cluster”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| EAN | Column 4  (“EAN”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| EAN\_NAME | Column 5  (“EAN Name”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| LINEAR\_SPACE | Column 6  (“Linear Space”) | **Validation**   * Numeric only. * Values must be great than zero (0) * Nulls and zero *are not* acceptable.   **Processing**   * None – only validation as defined above. |
| CATGRY | Column 7  (“Category”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 8  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SUB\_BRAND | Column 9  (“Subbrand”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SGMNT | Column 10  (“Segment”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| MANUFACTURER | Column 11  (“Manufacturer”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SINGLE\_MULTI | Column 12  (“Single/Multi”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKSIZE | Column 13  (“Packsize”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKTYPE | Column 14  (“Packsize”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data – Household Penetration

(The following is transposed so that it will fit on the page):

|  |  |  |  |
| --- | --- | --- | --- |
| **Field (Col) #** | **Field Name** | **Sample Record 1** | **Sample Record 2** |
| 1 | Period | 201306 | 201306 |
| 2 | Account | Coles | Coles |
| 3 | Cluster | NAT | NAT |
| 4 | EAN | 5060122498173 | 5060333432225 |
| 5 | EAN Name | APPLAWS:CAT FOOD CHICKEN SELECTN:12:PACK | APPLAWS ITS ALL GOOD CAT:FOOD CHICKEN:400:G |
| 6 | Linear Space (CM) | 19.3 | 28.46 |
| 7 | Category | Wet Cat | Dry Cat |
| 8 | Brand | Applaws | Applaws |
| 9 | Subbrand | 0 | 0 |
| 10 | Segment | Super Premium | Premium Taste |
| 11 | Manufacturer | Other Mfrs | Other Mfrs |
| 12 | Single/Multi | Multi | 0 |
| 13 | Packsize | 60-119g | <900g |
| 14 | Packtype | SiSe Can | Bag |

### Household Penetration

#### Source of Data

Source of data will be via a manually extracted report from Nielsen system.

At time of writing this document, the business contact is Adele French.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

1. There will be two separate loads for this interface:
   1. DOG data
   2. CAT data
2. This is a FULL REPLACE interface. That is, any previously loaded data will be over-written by the new data.

**NOTE:** when replacing previous data with new data, ensure that the key as defined by the field “DATA\_ANIMAL\_TYPE” is used.

For example: if the user loads a new “DOG” data file, it should only replace previous “DOG” data. Any “CAT” data should not be removed.

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.LOGR\_WOD\_HOUSE\_PNTRTN**

The format of the DOG and CAT versions of the file will be identical.

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| MARKET | Column 1 | **Validation**   * Only value “AUS” can be accepted. Reject if this fails. * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| SHOPPER\_LEVEL | Column 2 | **Validation**   * Only value “ALL SHOPPERS” can be accepted. Reject if this fails. * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| QUARTER\_PERIOD | Derived from Quarter field | **Data Processing / Conversion**   * Use the date value from the Quarter column and derive the Mars Period for that Quarter. That is, look up the MARS\_DATE table for that date, and use the MARS\_PERIOD value for that date. |
| DATA\_ANIMAL\_TYPE | Derived field | Since there are going to be two types of data sets to load into this table (via two separate Interface selectors in the FLU system), we will need to store the key of the different file loads.  The values for this field will be   * “Dog” – for Dog data file * “Cat” – for Cat fata file   This field will effectively become part of the key of the table. Future loads will use this field to determine whether previously loaded data with this key should be removed and replaced with the new data set. |
| QUARTER | Column 3 | **Validation**   * Ensure the Date value (last 10 characters in the field) is a valid date * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PRODUCT | Column 4 | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SUB\_CATGRY | Column 5 | **Validation**   * (NULL / Blank ***is***OK) * Processing for the separate DOG and CAT interfaces are as follows:   + *CAT Interface* – if the word “DOG” (in any case) appears, the file is to be rejected.   + *DOG Interface* – if the word “CAT” (in any case) appears, the file is to be rejected.   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 6 | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SUB\_BRAND | Column 7 | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKTYPE | Column 8 | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SERVING\_SIZE | Column 9 | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| RLTV\_PNTRTN | Column 10 | **Validation**   * Numeric only. * Nulls and zero are acceptable.   **Processing**   * None – only validation as defined above. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data – Household Penetration

(The following is transposed so that it will fit on the page):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column (Row) #1** | **Field** | **Record Sample 1** | **Record Sample 2** | **Record Sample 3** |
| 1 | SDESC | AUS | AUS | AUS |
| 2 | SDESC | ALL SHOPPERS | ALL SHOPPERS | ALL SHOPPERS |
| 3 | SDESC | QTR TO 18/06/2011 | QTR TO 18/06/2011 | QTR TO 18/06/2011 |
| 4 | SDESC | T. Wet Dog Pedigree | T. Wet Dog Chum Mult Srv Lrg Can (>701g) | T. Wet Dog Chm Mlt Srv Mdm Can (401-700) |
| 5 | SUBCATEGORY | WET DOG | WET DOG | WET DOG |
| 6 | BRAND | PEDIGREE | CHUM | CHUM |
| 7 | SUB\_BRAND |  |  |  |
| 8 | PACKTYPE |  | LARGE CAN (>701G) | MEDIUM CAN (401-700G) |
| 9 | SERVING\_SIZE |  | MULTI SERVE | MULTI SERVE |
| 10 | Relative Penetration (AUS) | 19.39776659 | 8.561257164 | 6.881945876 |

### Advertising Effectiveness

#### Source of Data

Source of data will be via a manually generated data file from the CMI team

At time of writing this document, the business contact is contact is Fanny Andrea.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

* + - * This is a FULL REPLACE interface. That is, any previously loaded data file loaded via this interface will be over-written by the new data

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_ADVERT\_EFFCTVNSS**

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| MARS\_PERIOD | Column 1  (“Period”) | **Validation**   * This must be a valid Mars Period * NULL not acceptable   **Data Processing / Conversion**   * None – other than the validation rule defined above. |
| CATGRY | Column 2  (“Category”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 3  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SGMNT | Column 4  (“Segment”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKTYPE | Column 5  (“Pack type”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| COPY | Column 6  (“Copy”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| AVI\_SCORE | Column 7  (“AVI Score”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| PERFORMANCE\_VS\_MARKET | Column 8  (“Performance”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| IPSOS\_SCORE | Column 9  (“IPSOS Score”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Period | Category | Brand | Segment | Pack type | Copy | AVI Score | Performance vs. Market | IPSOS Score |
| 201113 | Dog | Pedigree | Wet |  | Lighthouse (Wet) | 103 | Below |  |
| 201210 | Dog | Pedigree |  |  | Personalities |  |  | 142 |
| 201211 | Dog | Pedigree |  |  | Personalities |  |  | 143 |
| 201212 | Dog | Pedigree |  |  | Personalities |  |  | 144 |
| 201213 | Dog | Pedigree |  |  | Personalities |  |  | 145 |
| 200904 | Dog | My Dog |  |  | Sign of Love (tray) | 110 | Average |  |
| 200905 | Dog | My Dog |  |  | Sign of Love (tray) | 111 | Average |  |
| 200906 | Dog | My Dog |  |  | Sign of Love (tray) | 112 | Average |  |
| 200907 | Dog | My Dog |  |  | Sign of Love (tray) | 113 | Average |  |
| 200908 | Dog | My Dog |  |  | Sign of Love (tray) | 114 | Average |  |

### Packaging Effectiveness

#### Source of Data

Source of data will be via a manually generated data file from the CMI team

At time of writing this document, the business contact is contact is Fanny Andrea.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

* + - * This is a FULL REPLACE interface. That is, any previously loaded data file loaded via this interface will be over-written by the new data

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_PACK\_EFFCTVNSS**

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| MARS\_PERIOD | Column 1  (“Period”) | **Validation**   * This must be a valid Mars Period * NULL not acceptable   **Data Processing / Conversion**   * None – other than the validation rule defined above. |
| CATGRY | Column 2  (“Category”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 3  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SGMNT | Column 4  (“Segment”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PACKTYPE | Column 5  (“Pack type”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| SPECIFIC\_SKU | Column 6  (“Specific SKU”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| TIME\_TO\_FIND\_MARS | Column 7  (“Time to find MARS (sec)”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| PERCENT\_WRONG\_MARS | Column 8  (“% people who got it wrong MARS”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| SPI\_MARS | Column 9  (“SPI MARS”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| TIME\_TO\_FIND\_CMPTTR | Column 10  (“Time to find competitor (sec)”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| PERCENT\_WRONG\_CMPTTR | Column 11  (“% people who got it wrong Comp”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| SPI\_CMPTTR | Column 12  (“SPI Competitor”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data

(The following is transposed so that it will fit on the page):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field (Column) #** | **Field Name** | **Sample Record 1** | **Sample Record 2** | **Sample Record 3** |
| 1 | Period | 201001 | 201002 | 201003 |
| 2 | Category | Cat | Cat | Cat |
| 3 | Brand | WHISKAS | WHISKAS | WHISKAS |
| 4 | Segment | Dry | Dry | Dry |
| 5 | Pack type |  |  |  |
| 6 | Specific SKU | Adult vs FRISKIES | Adult vs FRISKIES | Adult vs FRISKIES |
| 7 | Time to find MARS (sec) | 7.25 | 7.25 | 7.25 |
| 8 | % people who got it wrong MARS | 12 | 12 | 12 |
| 9 | SPI MARS (time to find x % who got it wrong) | 87 | 87 | 87 |
| 10 | Time to find  competitor (sec) | 5.53 | 5.53 | 5.53 |
| 11 | % people who got it wrong Comp | 33 | 33 | 33 |
| 12 | SPI Competitor (time to find x % who got it wrong) | 182.49 | 182.49 | 182.49 |

### Distinctive Asset Target

#### Source of Data

Source of data will be via a manually generated data file from the CMI team

At time of writing this document, the business contact is contact is Fanny Andrea.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

* + - * This is a FULL REPLACE interface. That is, any previously loaded data file loaded via this interface will be over-written by the new data

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_DSTNCTV\_ASSET**

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| MARS\_PERIOD | Column 1  (“Period”) | **Validation**   * This must be a valid Mars Period * NULL not acceptable   **Data Processing / Conversion**   * None – other than the validation rule defined above. |
| CATGRY | Column 2  (“Category”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 3  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| DSTNCTV\_ASSET\_TARGET | Column 4  (“Distinct Asset Target”) | **Validation**   * Numeric Value only * 0, NULL / Blank ***is***OK * Negative value not acceptable   **Data Processing / Conversion**   * None – other than validation detailed above. |
| DSTNCTV\_ASSET\_COUNT | Column 5  (“Count DA in top right quadrant”) | **Validation**   * (NULL / Blank ***is***OK)   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Period | Category | Brand | Distinct Asset Target | Count DA in top right quadrant |
| 201112 | Cat | WHISKAS | 3 | 2 |
| 201112 | Cat | DINE | 3 | 0 |
| 201112 | Cat | OPTIMUM | 2 | 0 |
| 201112 | Cat | ADVANCE |  | 0 |
| 201112 | Cat | TEMPTATIONS |  |  |
| 201112 | Dog | PEDIGREE | 2 | 3 |
| 201112 | Dog | MY DOG | 2 | 1 |
| 201112 | Dog | SCHMACKOS | 3 | 3 |
| 201112 | Dog | OPTIMUM | 2 | 0 |
| 201112 | Dog | ADVANCE |  | 0 |
| 201112 | Dog | NUTRO |  | 0 |
| 201112 | Dog | GREENIES | 2 | 0 |
| 201210 | Cat | WHISKAS | 3 | 2 |
| 201210 | Cat | DINE | 3 | 0 |
| 201210 | Cat | OPTIMUM | 2 | 0 |

### Product Performance

#### Source of Data

Source of data will be via a manually generated data file from the R&D team

At time of writing this document, the business contact is contact is David Alexander.

#### File Format

This will be a user generated file in “CSV” format.

#### Processing Rules – Whole File

Global Processing Rules for this interface are as follows:

Global Processing Rules for this interface are as follows:

1. This is a REPLACE interface. That is, any previously loaded data will be over-written by the new data where the key is the same as per follows:
   * + - “MARS\_PERIOD”

#### FLU Table Field Definitions

This data will be loaded into the FLU system into the following table:

**ODS.** **LOGR\_WOD\_DSTNCTV\_ASSET**

Individual fields and processing / validation rules are as follows:

| **Table Field** | **Source Field from Interface File** | **Processing / Validation Rules** |
| --- | --- | --- |
| MARS\_PERIOD | Column 1  (“Period”) | **Validation**   * This must be a valid Mars Period * NULL not acceptable   **Data Processing / Conversion**   * None – other than the validation rule defined above. |
| ANIMAL | Column 2  (“Animal”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| CATGRY | Column 3  (“Category”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| BRAND | Column 4  (“Brand”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PRODUCT\_FAMILY | Column 5  (“Product Family”) | **Validation**   * NULL not acceptable   **Data Processing / Conversion**   * Convert text to "Title Case" using INITCAP function. * Apply TRIM function to remove any leading or trailing spaces. |
| PALATABILITY\_RESULT | Column 6  (“Palatability Result”) | **Validation**   * Only the following values are acceptable:   + POSITIVE   + NEGATIVE   + NULL and 0 (zero) ***are OK***   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| DIGESTIBILITY\_RESULT | Column 7  (“Digestibility Result”) | **Validation**   * Only the following values are acceptable:   + POSITIVE   + NEGATIVE   + NULL and 0 (zero) ***are OK***   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| FAECES\_QLTY\_RESULT | Column 8  (“Faeces Quality Result”) | **Validation**   * Only the following values are acceptable:   + POSITIVE   + NEGATIVE   + NULL and 0 (zero) ***are OK***   **Data Processing / Conversion**   * Convert text to "UPPER Case" using UPPER function. * Apply TRIM function to remove any leading or trailing spaces. |
| LAST\_UPDTD\_USER | Derived | This is to be the User ID of the person who loaded the data file via FLU. |
| LAST\_UPDTD\_TIME | Derived | This is the Date and Time that the file was uploaded via FLU |

#### Sample Data

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **YYYYPP (Period Published)** | **Animal** | **Category** | **Brand** | **Product Family** | **Palatability Result** | **Digestibility Result** | **Faeces Quality Result** |
| 201308 | Cat | Wet Cat | DINE® | Loaf Tray | Negative | negative | positive |
| 201308 | Cat | Wet Cat | DINE® | CIS Meat Tray | Negative | negative | negative |
| 201308 | Cat | Wet Cat | DINE® | Desire Tuna Pouch | Negative | positive | negative |
| 201308 | Cat | Wet Cat | DINE® | Desire Tuna Can | Positive | 0 | 0 |
| 201308 | Cat | Wet Cat | WHISKAS® | CIS Pouch | Positive | positive | positive |
| 201308 | Cat | Wet Cat | WHISKAS® | OSM Pouch | Positive | positive | positive |
| 201308 | Cat | Wet Cat | WHISKAS® | Simply Pouch | Positive | 0 | 0 |
| 201308 | Cat | Wet Cat | WHISKAS® | OSF Pouch | Negative | positive | positive |
| 201308 | Cat | Wet Cat | DINE® | CIS Fish Tray | Positive | positive | negative |