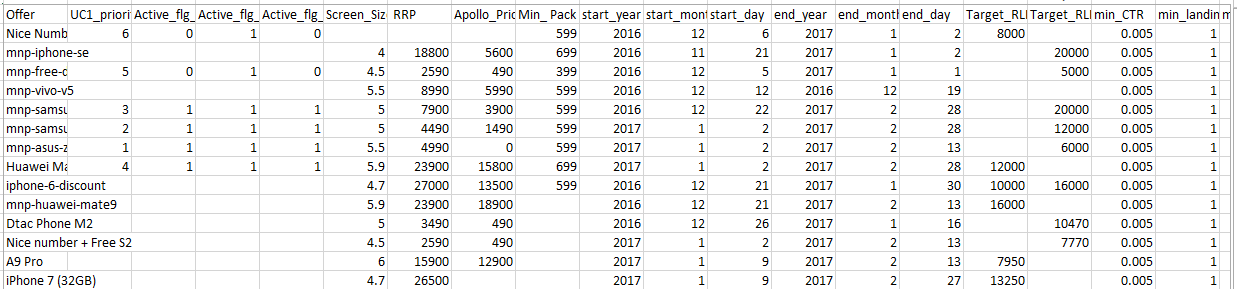
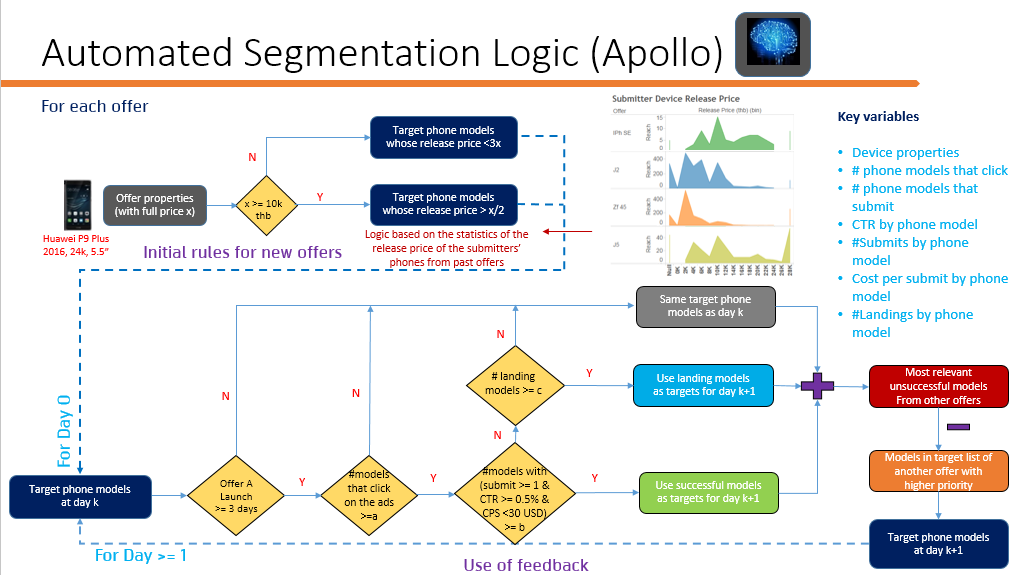
**Automate Segmentation Rule using Feedback (Automation in progress)**

Versions: 2017/02/20 RS: Initial version

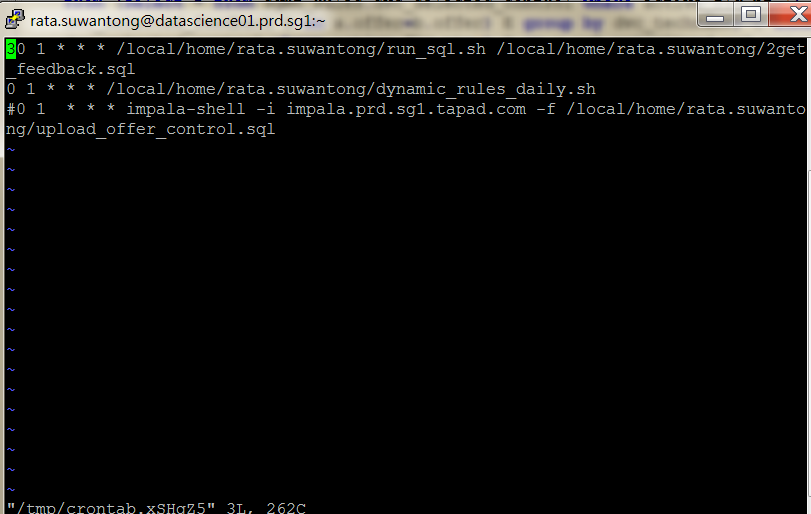
1. Offer\_Control\_File.csv + upload it to Impala (1upload\_offer\_control.sql)



1. Impala: Append feedback of the day into sgmt\_rules.feedback\_tbl table (2get\_feedback.sql)
2. Impala: Append the optimized rule of the day into sgmt\_rules.dynamic\_rules\_daily table (3get\_rules.sql) The logic of the rule is now as follow



1. Shell: 2get\_feedback.sql and 3get\_rules.sql are runned via shell scripts: using the crontab job below:



The shell scripts with \_pre have to be converted to Linux format (\_pre are written using Notepad++ on Windows hence the format is not compatible). The conversion can be done using for ex

tr -d '\r' <run\_sql\_pre.sh > run\_sql.sh

rm run\_sql\_pre.sh

chmod 777 run\_sql.sh

1. Shell: The initial sgmt\_rules.feedback\_tbl and sgmt\_rules.dynamic\_rules\_daily are initialized using (with format conversion.)
2. Impala: 5DeviceBasedRuleCreation.csv is for creating initial segmentation rules based on device characteristics (price, screen, age, camera, cluster)

Current automate process status:

* The feedback table is updated automatically until the last day of 2016. I have updated the shell script that can cope with year change but does not implement it yet. (Have to check if it really functions also.)
* The dynamic\_rules\_daily table automate process still fails.