1. **分析指标**
   1. **全司本月会员消费人数**
   2. **门店本月会员消费人数**
   3. **全司会员消费金额排名**
   4. **全司会员消费次数排名**
2. **Create table** 
   1. ***BBG\_RA\_RFM\_VIP\_F***
      1. ROW\_WID
      2. HYK\_NO
      3. SLS\_TRX\_ID
      4. DT\_WID
      5. MIN\_WID
      6. ORG\_WID
      7. ORG\_DH\_WID
      8. ORG\_SCD1\_WID
      9. DATASOURCE\_NUM\_ID
      10. ETL\_THREAD\_VAL
      11. INTEGRATION\_ID
      12. W\_INSERT\_DT
      13. W\_UPDATE\_DT
      14. SLS\_QTY
      15. SLS\_AMT\_LCL
      16. SLS\_PROFIT\_AMT\_LCL
      17. SLS\_TAX\_AMT\_LCL
      18. RET\_QTY
      19. RET\_AMT\_LCL
      20. RET\_PROFIT\_AMT\_LCL
      21. RET\_TAX\_AMT\_LCL
      22. BBG\_REFERENCE\_DO1
      23. BBG\_REFERENCE\_DO2
      24. BBG\_REFERENCE\_DO3
      25. BBG\_REFERENCE\_DO4
      26. BBG\_REFERENCE\_DO5
      27. BBG\_REFERENCE\_FO1
      28. BBG\_REFERENCE\_FO2
      29. BBG\_REFERENCE\_FO3
      30. BBG\_REFERENCE\_FO4
      31. BBG\_REFERENCE\_FO5
      32. BBG\_REFERENCE\_FO6
      33. BBG\_REFERENCE\_FO7
      34. BBG\_REFERENCE\_FO8
      35. BBG\_REFERENCE\_FO9
      36. BBG\_REFERENCE\_FO10
   2. ***BBG\_RA\_RFM\_VIP\_MN\_A***
      1. ROW\_WID
      2. HYK\_NO
      3. MN\_WID
      4. DATASOURCE\_NUM\_ID
      5. INTEGRATION\_ID
      6. W\_INSERT\_DT
      7. W\_UPDATE\_DT
      8. VIP\_RECENCY
      9. VIP\_MONTH\_FREQ
      10. VIP\_YEAR\_FREQ
      11. VIP\_MONTH\_SLS\_QTY
      12. VIP\_MONTH\_SLS\_AMT\_LCL
      13. VIP\_MONTH\_SLS\_PROFIT\_AMT\_LCL
      14. VIP\_MONTH\_SLS\_TAX\_AMT\_LCL
      15. VIP\_MONTH\_RET\_QTY
      16. VIP\_MONTH\_RET\_AMT\_LCL
      17. VIP\_MONTH\_RET\_PROFIT\_AMT\_LCL
      18. VIP\_MONTH\_RET\_TAX\_AMT\_LCL
      19. VIP\_YEAR\_SLS\_QTY
      20. VIP\_YEAR\_SLS\_AMT\_LCL
      21. VIP\_YEAR\_SLS\_PROFIT\_AMT\_LCL
      22. VIP\_YEAR\_SLS\_TAX\_AMT\_LCL
      23. VIP\_YEAR\_RET\_QTY
      24. VIP\_YEAR\_RET\_AMT\_LCL
      25. VIP\_YEAR\_RET\_PROFIT\_AMT\_LCL
      26. VIP\_YEAR\_RET\_TAX\_AMT\_LCL
      27. BBG\_REFERENCE\_DO1
      28. BBG\_REFERENCE\_DO2
      29. BBG\_REFERENCE\_DO3
      30. BBG\_REFERENCE\_DO4
      31. BBG\_REFERENCE\_DO5
      32. BBG\_REFERENCE\_FO1
      33. BBG\_REFERENCE\_FO2
      34. BBG\_REFERENCE\_FO3
      35. BBG\_REFERENCE\_FO4
      36. BBG\_REFERENCE\_FO5
      37. BBG\_REFERENCE\_FO6
      38. BBG\_REFERENCE\_FO7
      39. BBG\_REFERENCE\_FO8
      40. BBG\_REFERENCE\_FO9
      41. BBG\_REFERENCE\_FO10
   3. ***BBG\_RA\_RFM\_LC\_MN\_A***
      1. ROW\_WID
      2. ORG\_WID
      3. ORG\_DH\_WID
      4. ORG\_SCD1\_WID
      5. MN\_WID
      6. DATASOURCE\_NUM\_ID
      7. ETL\_THREAD\_VAL
      8. INTEGRATION\_ID
      9. W\_INSERT\_DT
      10. W\_UPDATE\_DT
      11. VIP\_COUNT
      12. VIP\_SLS\_TRX\_COUNT
      13. BBG\_REFERENCE\_DO1
      14. BBG\_REFERENCE\_DO2
      15. BBG\_REFERENCE\_DO3
      16. BBG\_REFERENCE\_DO4
      17. BBG\_REFERENCE\_DO5
      18. BBG\_REFERENCE\_FO1
      19. BBG\_REFERENCE\_FO2
      20. BBG\_REFERENCE\_FO3
      21. BBG\_REFERENCE\_FO4
      22. BBG\_REFERENCE\_FO5
      23. BBG\_REFERENCE\_FO6
      24. BBG\_REFERENCE\_FO7
      25. BBG\_REFERENCE\_FO8
      26. BBG\_REFERENCE\_FO9
      27. BBG\_REFERENCE\_FO10
3. **Create Sequences**
   1. BBG\_RA\_RFM\_VIP\_F\_SEQ
   2. BBG\_RA\_RFM\_VIP\_MN\_A\_SEQ
   3. BBG\_RA\_RFM\_LC\_MN\_A\_SEQ
4. **Create interface(ODI)**
   1. Interface1:w\_rtl\_sls\_trx\_it\_lc\_dy\_tmp🡪BBG\_RA\_RFM\_VIP\_F
   2. Interface2: BBG\_RA\_RFM\_VIP\_F🡪BBG\_RA\_RFM\_VIP\_MN\_A
   3. Interface3: BBG\_RA\_RFM\_VIP\_F🡪BBG\_RA\_RFM\_LC\_MN\_A
5. **CREATE OBIEE**
   1. Dimension
      1. HYK\_NO
   2. Fact
      1. Recency(最后消费日期)
      2. *Frequency(消费频次)*
      3. SLS\_QTY
      4. SLS\_AMT\_LCL
      5. SLS\_PROFIT\_AMT\_LCL
      6. SLS\_TAX\_AMT\_LCL
6. **会员分析联想**
   * 1. 会员购物时段偏好?
     2. 会员购物门店偏好?
     3. 会员购物大类偏好?
     4. 不活跃会员发送电子优惠券，唤醒顾客购物欲望。