

PAMT User Journey Map

PAMT allows users to author their own versions of IDM and SKU data to feed downstream analytics systems. Users may decide to use existing IDM and SKU attributes or make their own copies.

Governance
Reduce amount of UDAs by:
Review PAMT data during AP's initial data clean up
Review UDA requests by routine

Assortment Planner
Maintain PAMT data often – they use PAMT data to review assortment and make sure a right balance of products by price band and line structure are available across stores.

Merchant Planner
Owners of the data, use PAMT to analyze their selection of products by category. They consume PAMT data through MyDrill, mPULSE, nuro

- LEGEND**
- JOBS TO BE DONE
 - SUBTASK
 - 💡 OPPORTUNITY
 - ⬇️ COLLABORATIVE JOBS
 - 😡 PAIN
 - 😞 CONCERN

🕒 Weekly Or ad hoc

🕒 Before PLR kick-off

🕒 1 month to 6 weeks before kick off for review

🕒 Set reminder every couple of months

🕒 Requested by Merchants

🕒 Before business review, 1-4 times a year



MAJOR PAINPOINTS

Data Management
Data isn't well maintained or consistently maintained
No one formally owns PAMT/PAMT data

Data Quality
Lack of standardization
Inaccurate or incomplete data
Lack of trust in the data

Inefficiency
System performance
System Limitations
Not user friendly

SKU vs. Item
Misunderstanding of SKU attributes and item attributes
Poor OMSID to SKU matching logic

Integration
Disconnect between PAMT and downstream systems
Disconnect between data format in PAMT and other systems
Lack of transparency with IDM

Data Consumption

- Data Aggregation
 - Feed into myDrill
 - Load data into tableaus
 - MyDriver (Nuro) Online Data Data Extract Tool
- Business Analysis
 - PLR, RBR
 - Pricing strategies
 - Line structure analysis

😞 PAMT is not the most accurate source for R24

💡 Being able to define attributes you want to push into myDrill, and populate into myDrill table filters will be a perfect win.

😞 "My job is to understand how customers shop, curated assortment based on that, if I know what attributes matter, I can leverage those data and see if I'm making right choices"

Data Consumption

- View PAMT Data in myDrill
- View Sales Data in myDrill
- Business Analysis
 - PLR, RBR
 - Pricing strategies
 - Line structure analysis

PAMT Data Maintenance (Manually Clean Up PAMT DATA)

PAMT DATA Maintenance is a collaborate effort and is a cumbersome task to do

Merchant Planner
Merchant planners and Merchants are the closest to the products

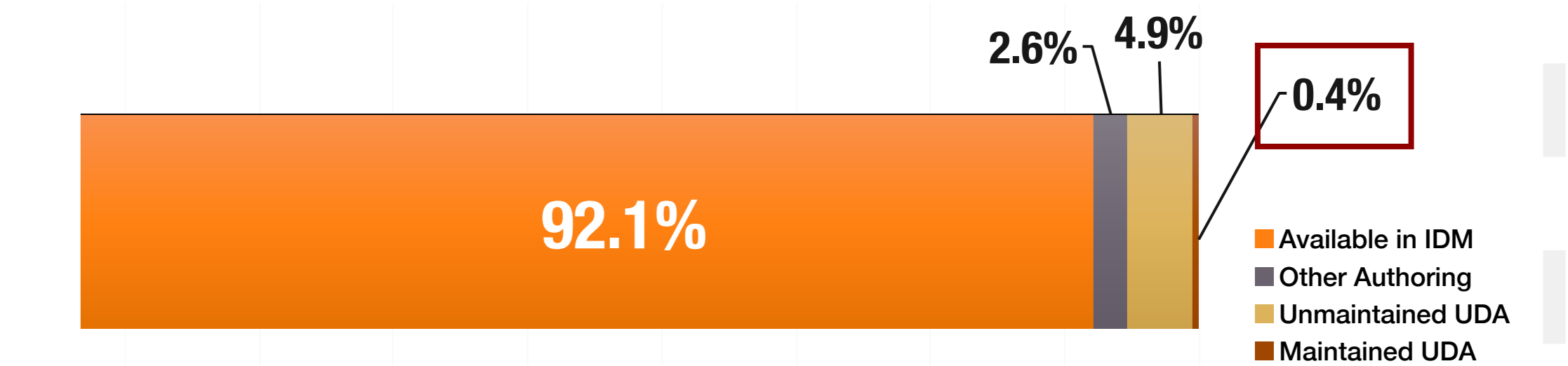
Assortment Planner
Do what they can

Governance
Clean up data for APs to eliminate usage of UDAs

Vendor
Sometimes request will be sent to vendors to provide data, ad hoc

- 😞 Missing Value: N/A
- 😞 Inconsistent Attributes: Color/Shade
- 😞 Inconsistent Value: Red/Ruby
- 😞 Inconsistent Format: 2 inch, 2.0 inch, 2(1/4)inch (Each merchant has their preferred value format)
- 💡 Eliminate errors from the beginning of the process instead of correcting errors later on. E.g Pre-populate field for vendors in IDM
- 💡 Prevent errors during importing data

User Defined Attributes(UDA)



DATA FLOW

