

Market

Data Object Definition

Market segmentation is one of the functionalities of the CRM that allows mapping sales according to the end-use customers make with Solvay products, and maintaining the segmentation at Corporate level and at GBU level up to date and consistent with the evolution of the business.

Data Model

Market data in the Data Lake is composed of mainly below 4 table views:

1. [DIM_gbr_application](#)
2. [DIM_gbr_market](#)
3. [DIM_gbr_segment](#)
4. [DIM_gbr_enduse](#)

Project Space: prj-datapricing-dev

See how this entity relates to the others in the [pricing data model here](#).

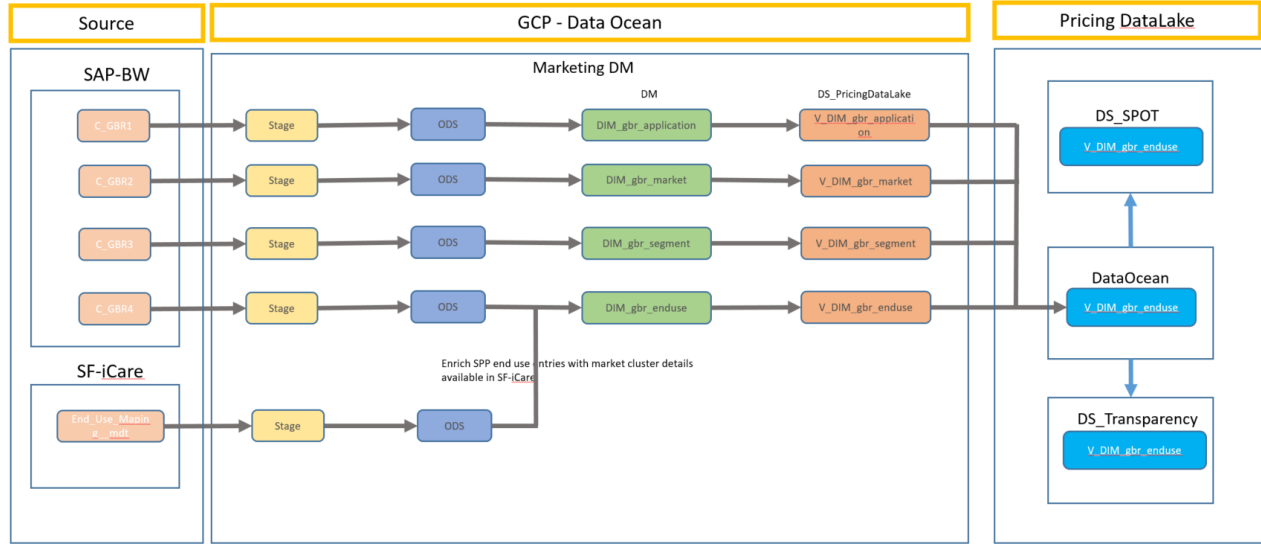
Additional Info & Comments

- "Market", "Segment", "Application", and "End use" are four levels of the market segmentation defined in CRM.
- Hierarchy defined at 4 levels as below:
 1. **Market:** is the highest level and has been defined at group level. It is linked to consumers behavior that has been chosen to be strategic for the Solvay Group. It should be considered as an end-Market (e.g. Environment & Energy)
 2. **Segment:** is the second level of market segmentation (see above). It represents functionalities (e.g. AUTOMOTIVE (AUTO), based on Market's needs. In residual cases, it describes categories of parts or goods regrouped by usage.
 3. **Application:** is the third level of market segmentation. Defined as the subcategory of the "Segment" and represents a description of objects or chemicals that have a specific action/function (e.g. Air Quality Improvement)
 4. **End use:** is the lowest level of market segmentation. Defined as subcategory of "Application" and describes mainly objects manufactured by the direct customers (e.g. Camera: modules) or the main functionality of the product (e.g. Auto - Electrical And Electronic)
- The market segmentation was a global exercise started in 2014 with the involvement of all the GBU's to Market, Segment, Application that represent the whole commercial offer of the Group. The Corporate Strategic Marketing is owner of those levels while each GBU remains owner of the last level of the Segmentation which is End-use. (Useful link [05. Market Segmentation](#))
- In the data lake the End use being the latest level of market segmentation links the market dimension with the transactional data.

Data Flow

- **Extract Type(Snapshot/Delta):** Full data will be extracted from source (SAP-BW) on a daily basis
 - **Schedule:** Jobs will be scheduled to run everyday at 6:30PM CET
 - **Mapping Document:**
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Market Data Model



Tables & Attributes

Deployment Status

IN PROGRESS

This data is currently being worked on and is planned to be available by end of Q3 2023.