

# Data Mappings

## CUSTOMER ENGAGEMENT ANALYSIS

### Process Owner

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### Operating segments

Operating segments are not available in BW queries. For ExCom and corporate reporting purpose, we add the Operating Segment based on the GBUs :

**Materials** : Specialty Polymers (SP), Composite Materials (CM)

**Chemicals** : Soda Ash and Derivatives (SD), Peroxides (PE), Silica (SI), Coatis (CT)

**Solutions** : Aroma Performance (PA), Novocare (CS), Special Chem (CH), Technology Solutions (TS)

### Market Mapping

Market and Segment displayed in the dashboard is taken from the hierarchy :

#### Market / Segment / Application / End-Use

The **End-Use is defined by each GBU** based on (GBU x Activity x ShipTo x Product) in GBR repository system. Each End-use is attached to a specific Application/Segment/Market hierarchy, managed by Corporate Strategy.

In order to re-write the historical data/Order book Snapshots stored in QlikSense, we re-map the whole history based on the GBR Master Data on a daily basis.

This is done by taking the mix; GBU x Activity x ShipTo x Product, and remap the historical data with the current definition of Market/Segment etc.

BW End-Use master data source: QV\_BW\_QRY\_MVSDAD01\_0003

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#### **Specific case for SpP :**

SpP define the End-uses within ICARE CRM system. A one shot update of GBR based on ICARE data was performed early may 2020. This one-shot mapping provides a market to 93% of PF1 Sales (in revenue) for SpP. WP1 sales are not yet mapped. As of today (late June 20), we're currently working with Excellence Center to include SpP in the GBR Maintenance process for End-Uses. **Still in progress by mid-july 2020.**

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#### **Specific case for Composite Materials :**

The dimensions AERO Program and AERO Market are used to map into the corporate market dimension used by other GBUs (through a manual mapping). This won't give the lower levels such as Segment.

*There are current efforts to apply the same logic in QlikSense (as not possible in Global Sales) as already done in the P&L, by using BW Master data query, to re-map Ship-to x Material x Main Specification x % on Program to a Segment and Market. This will allow the market and segments to be populated when Composite Materials have fully deployed SAP.*