



New plan



Search here

Gerdau Steel NA



				Segmentation Plan									
☐ ID	<input type="filter"/> Name	<input type="filter"/> Description	<input type="filter"/>	Status	<input type="filter"/> Revenue	<input type="filter"/> Quantity	<input type="filter"/> Est. Opp \$	<input type="filter"/> Est. Opp %	<input type="filter"/> MAPE	<input type="filter"/> Cumulative R Square	<input type="filter"/> Actions ⓘ	<input type="filter"/>	
☐ 15860	SS_Lite_SP1	SS		In Progress	\$5,460,958,188	15,000	\$84,261,028	1.54%	1.54%	1.54	→		
☐ 15600	RF Plan	RF		Approved	\$54,718,080	140,586	\$2,826,000	5.16%	5.16%	5.16	→		
☐ 10163	Armacell Segmentation Plan	Armacell		Rejected	\$154,718,080	157,025	\$34,746,787	5.27%	5.27%	5.27	→		
☐ 14445	Customer Churn	CC		Pending Appro...	\$4,718,112	3,0255,002	\$41,718,112	1411.25%	1411.25%	1411.25	→		
☐ 15631	Churn Seg Plan 2	Chrun		Approved	\$54,718,129	2,873,413	\$4,718,112	4.46%	4.46%	4.46	→		
☐ 13466	Gerdau_RF_plan_4800	Gerdau		Rejected	\$58,718,087	73,413	\$854,718,112	3.36%	3.36%	3.36	→		
☐ 13465	SegmentationAnalysis	SA		Approved	\$24,718,281	235,479,858	\$24,718,112	5.75%	5.75%	5.75	→		
☐ 14750	PName			Rejected	\$45,852,086	81,690,545	\$45,852,086	3.83%	3.83%	3.83	→		
☐ 12921	ABB _Plan			In Progress	\$12,852,080	17,597,207	\$12,852,080	1.35%	1.35%	1.35	→		
☐ 11807	EDG			Rejected	\$4,963,023	81,690,545	\$14,963,023	0.16%	0.16%	0.16	→		

10



Rows per page



1

2

...





1

STEP 1
Data Management

Gerdau Steel NA | Uploaded

2

STEP 2
Feature Engineering

Unassigned | Not Started

3

STEP 3
Segmentation Analysis

N/A | Not Started

Basic Information

Name *

Test Plan

Description

Test Plan Description

Reference Table *

Test Plan

Upload File

No File Chosen

Choose File

Upload

Data Details

Search here



Column Name



Display Name



Data Type



Primary Identifier



Optional



Type



Sample Value



Format Type



Product Family

Product Family

String

No

Yes

Attribute

-

String



Product SubFamily

Product SubFamily

String

No

Yes

Attribute

-

String



Product Type

Product Type

String

No

Yes

Attribute

-

String



Country

Country

String

No

Yes

Attribute

-

String

Data Filters

Data Source Column Mapping

Custom Features

W



>

✓

Test Plan

Test Plan Description

Test Plan

No File Chosen

Choose File

Upload

Q Search here



Column Name

Display Name

Data Type

Primary Identifier

Optional

Type

Sample Value

Format Type

Precision

Aggre

☐ Product Family	Product Family	String	No	Yes	Attribute	-	String		Dist
---	----------------	--------	----	-----	-----------	---	--------	--	------

☐ Product SubFamily	Product SubFamily	String	No	Yes	Attribute	-	String	Distri
--	-------------------	--------	----	-----	-----------	---	--------	--------

☐ Product Type	Product Type	String	No	Yes	Attribute	-	String		Distri
---------------------------------------	--------------	--------	----	-----	-----------	---	--------	--	--------

☐ Country	Country	String	No	Yes	Attribute	-	String	String	String
----------------------------------	---------	--------	----	-----	-----------	---	--------	--------	--------

✓

✓

[Previous](#)

Next



- 1

STEP 1
Data Management
Gerdau Steel NA | Uploaded
- 2

STEP 2
Feature Engineering
Unassigned | Not Started
- 3

STEP 3
Segmentation Analysis
N/A | Not Started

Basic Information

Name *

Test Plan

Description

Test Plan Description

Reference Table *

Test Plan

Upload File

Choose File

Upload

Run Segmentation



Segmentation Plan Name:

Gerdau Plan May 2024

Opportunity Time Period:



Relative



Absolute

11/01/2023



05/12/2024



Cancel

Save

Data Details

Search here



Column Name



Display Name



Product Family

Product Family



Product SubFamily

Product SubFamily



Product Type

Product Type



Country

Country

String

No

Yes

Attribute

-

String

Attribute

-

String

Attribute

-

String

Attribute

-

String

Data Filters

Data Source Column Mapping

Custom Features



STEP 1

Data Management

Gerdau Steel NA | Ready

2

STEP 2

Feature Engineering

Default | Computed

3

STEP 3

Segmentation Analysis

N/A | Not Started

Setting

Feature Analytics

Report Info

Name *

Feature Exploration

Description

Test Plan Description

Feature Group

Select Feature Group

Time Period

Relative

Absolute

All Time

Analysis

☒ Descriptive

☒ Feature Importance

Feature Importance Parameters

Decision Variable

Cost Multiplier

Time Interval

Half Year

Feature List

Search measures

☐ Select all

COMPUTED

Search measures

Volume 9L

Gross sales



STEP 1
Data Management

Gerdau Steel NA | Ready



STEP 2
Feature Engineering

Default | Computed



STEP 3
Segmentation Analysis

N/A | Not Started

Setting

Report In

Name *

Feature

Feature C

Select

Analysis



De

Feature In

Decision

Cost M

Feature L



C

o

Add Feature



Pre Post Status

Enter Pre Post Status

Feature

Enter Feature

Display Name

Enter Display Name

Description

Enter Description

Type

Measure

Data Type

String

Level

Sales Order

BinThresholds

Enter BinThresholds

Function

Pareto

Measure

Enter Measure

AggFunction

Enter AggFunction

BinLabels

Enter BinLabels

Pre Filter

Revenue > 0 and Quantity > 0

Post Filter

Revenue > 0 and Quantity > 0

Calculation Logic

Measure:

Format Type

String

Precision

Enter Precision

Aggregation Method

Distinct Count

Aggregation Parameter

Enter Aggregation Parameter

Cancel

Add



STEP 1
Data Management

Gerdau Steel NA | Ready



STEP 2
Feature Engineering

Default | Computed



STEP 3
Segmentation Analysis

N/A | Not Started

Setting

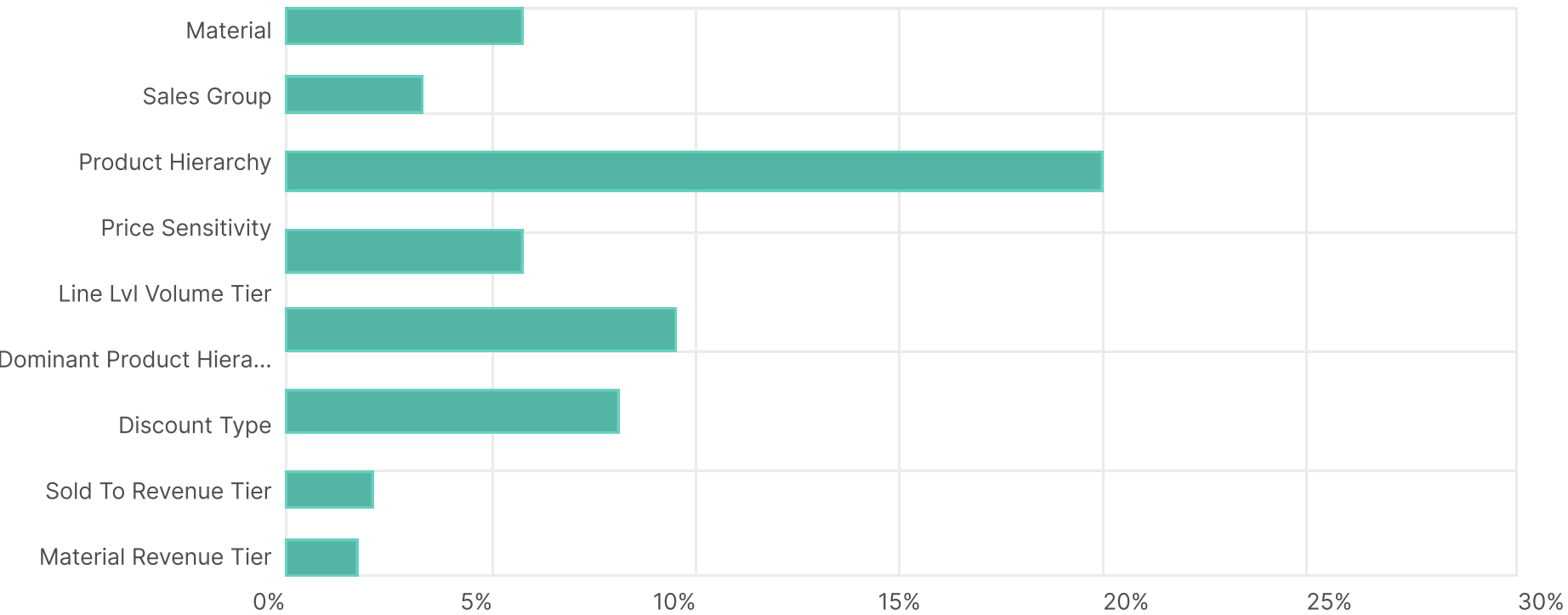
Feature Analytics

Feature Importance Summary

Feature Ranking

Feature	Relative Importance	Relative Rank	Cardinality
☐ Material	27.69%	1	726
☐ Sales Group	17.95%	2	12
☐ Product Hierarchy	16.79%	3	57
☐ Price Sensitivity	11.03%	4	3
☐ Line Lvl Volume Tier	7.56%	5	3

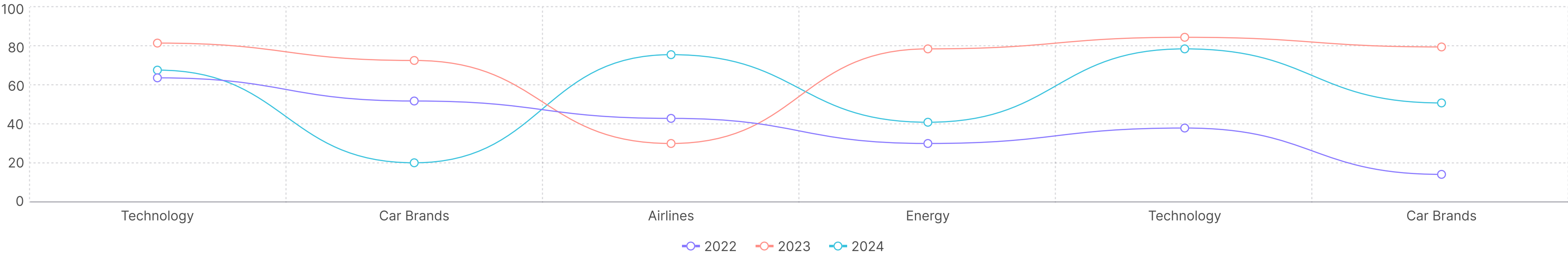
Relative Importance



Feature Exploration Reports

Discount Type, Dominant Product Hierarchy, Line Lvl...

Relative Importance Trend





STEP 1
Data Management

Gerdau Steel NA | Ready



STEP 2
Feature Engineering

Default | Computed



STEP 3
Segmentation Analysis

N/A | Not Started

Setting

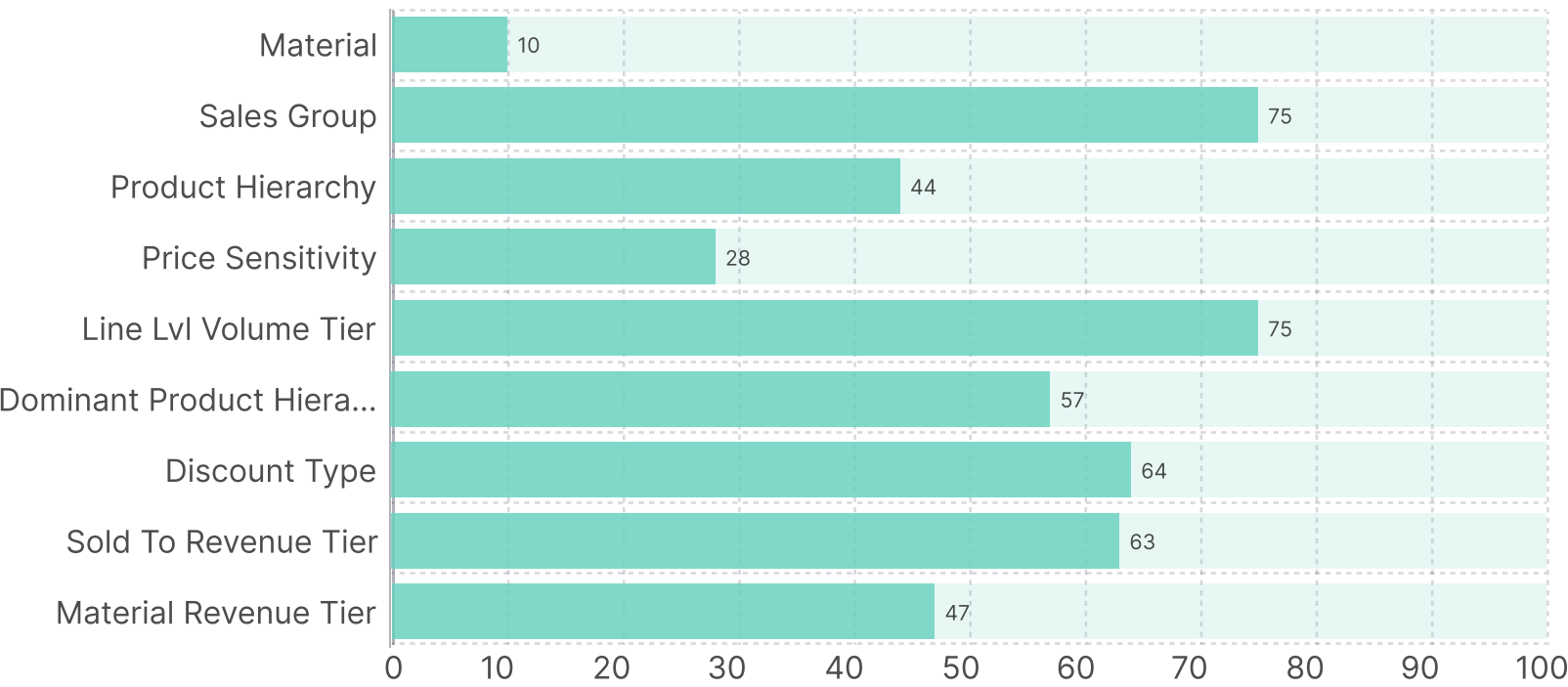
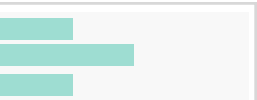
Feature Analytics

Feature Importance Summary

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☐ Line Lvl Volume Tier	7.56%	5	3

Relative Importance

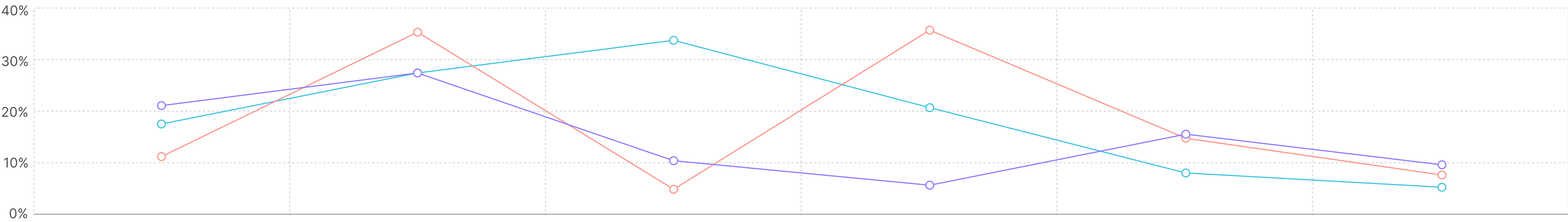


Feature Exploration Reports

Discount Type, Dominant Product Hierarchy...

View

Relative Importance Trend





STEP 1
Data Management

Gerdau Steel NA | Ready



STEP 2
Feature Engineering

Default | Computed



STEP 3
Segmentation Analysis

N/A | Not Started

Setting

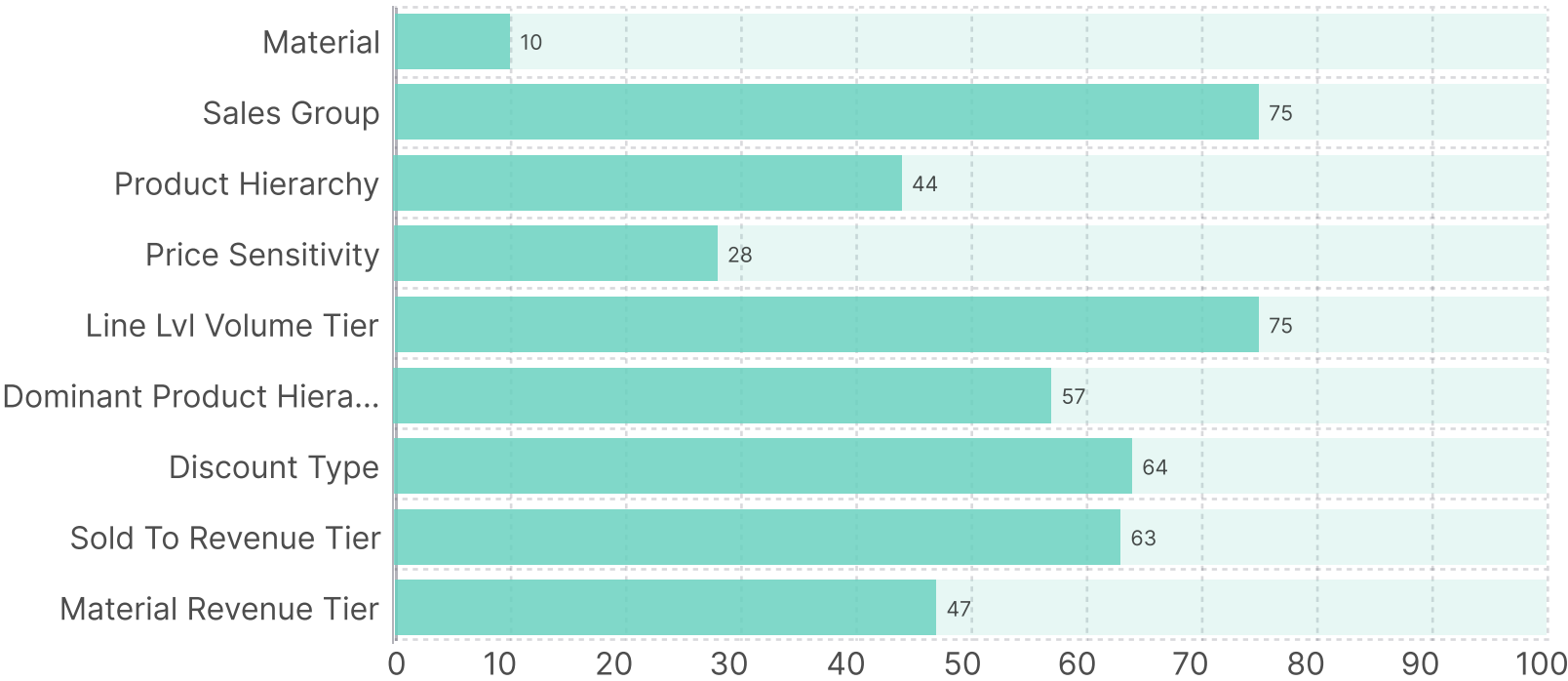
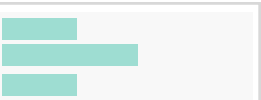
Feature Analytics

Feature Importance Summary

Feature Ranking

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☐ Product Hierarchy	16.79%	3	57
☐ Price Sensitivity	11.03%	4	3
☐ Line Lvl Volume Tier	7.56%	5	3

Relative Importance



Feature Exploration Reports

Discount Type, Dominant Product Hierarchy...

View

Descriptive Analytics

Invoiced Quantity

DISTINCT

7

MISSING

0

INFINITE

0

MINIMUM

3



BDI Cost

DISTINCT

7

MISSING

0

INFINITE

0

MINIMUM

3



Material

DISTINCT

7

MISSING

0

INFINITE

0

MINIMUM

3



BDI Net Value

DISTINCT

7

MISSING

0

INFINITE

0

MINIMUM

3



Pricing Date

DISTINCT

7

MISSING

0

INFINITE

0

MINIMUM

3





STEP 1

Data Management

Gerdau Steel NA | Ready

2

STEP 2

Feature Engineering

Default | Computed

3

STEP 3

Segmentation Analysis

N/A | Not Started

Setting

Feature I

Feature F

Feature

☐ Material

☐ Sales C

☐ Produc

☐ Price S

☐ Line Lv

Feature E

Invoice

DISTINC

MISSING

INFINITE

MINIMU



Details



Distinct

15327 | 22.6%

Missing

15327 | 22.6%

Infinite

15327 | 22.6%

Mean

5091450646

Minimum

5091381166

Maximum

15327 | 22.6%

Missing

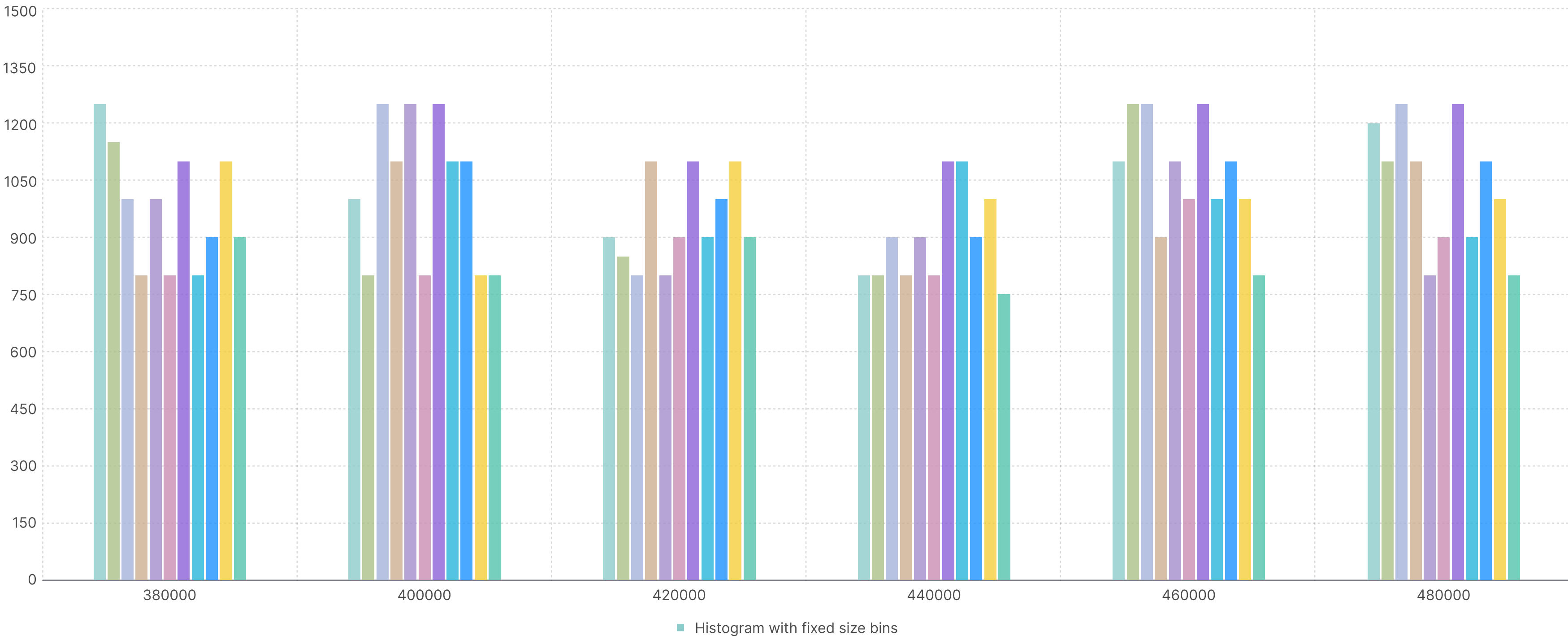
5091517559

Statistics

Histogram

Common values

Extreme values





STEP 1
Data Management
Gerdau Steel NA | Ready

2
STEP 2
Feature Engineering
Default | Computed

3
STEP 3
Segmentation Analysis
N/A | Not Started

Setting

Feature Analytics

Report Info

Name *

Feature Exploration

Feature Group

Select Feature Group

Analysis



Descriptive



Feature Importance

Feature Importance Parameters

Decision Variable

Cost Multiplier

Feature List



Search measures



Select all

C

O



Search measures



Volume 9L



Gross sales

Custom Features



Attribute/Measures

Sales Group



Plant Region



Product Hierarchy



Discount Type



Sold To Revenue Tier



Discount Type



Sold To Revenue Tier



Discount Type



Formula



Example

Enter Formula here

Validate

Cancel

Add



- 1

Data Management

Gerdau Steel NA | Uploaded
- 2

Feature Engineering

Default | Computed
- 3

Segmentation Analysis

N/A | Not Started

Setting

Feature Analytics

Report Info

Name *

Feature Exploration

Description

Test Plan Description

Feature Group

Select Feature Group

Time Period

Relative

Absolute

All Time

Analysis



Descriptive



Feature Importance

Feature Importance Parameters

Decision Variable

Cost Multiplier

Time Interval

Half Year

Feature List



Search measures



Select all

C

O



Search measures



Volume 9L



Gross sales



1

Data Management

Gerdau Steel NA | Uploaded

2

Feature Engineering

Default | Computed

3

Segmentation Analysis

Default | Computed

W

Setting

Feature Analytics

Report Info

Name *

Feature Exploration

Description

Test Plan Description

Feature Group

Select Feature Group

Time Period

Relative

Absolute

All Time

Analysis



Descriptive



Feature Importance

Feature Importance Parameters

Decision Variable

Cost Multiplier

Time Interval

Half Year

Feature List



Search measures



Select all

C

O



Search measures



Volume 9L



Gross sales





Save



1

2

3

Setting

Feature Analytics

Report Info

Name *

Feature Exploration

Description

Test Plan Description

Feature Group

Select Feature Group

Time Period

Relative

Absolute

All Time

Analysis



Descriptive



Feature Importance

Feature Importance Parameters

Decision Variable

Cost Multiplier

Time Interval

Half Year

Feature List



Search measures



Select all

C

O



Search measures



Volume 9L



Gross sales



W



Save



1

Data Management

Gerdau Steel NA | Uploaded

2

Feature Engineering

Default | Computed

3

Segmentation Analysis

N/A | Not Started

Scenario

Setting

Opportunity

Custom Analytics

Stats

Opportunity

Scenario: XGBoost Scenario | X-axis: Segment Code | Y-axis: Product Subfamily | Z-axis: Demand Group Count | Color: Est.Opp\$ | Opp Time: 01/02/21 - 06/30/21

Midwest

0

0

0

0

Northeast

0

0

0

0

South

3

3

3

3

600

604

609

Others



506K
Volume

\$ 57.7M
Est. Rev \$

\$2.83M
Est. Opp \$

5.16%
Est. Opp %

Filters panel

Sales Group

Plant Region

Search here

Midwest

Northeast

South

Clear all

Apply



Product Info

Actuals



Depth



0



0



0



0



0

Sales Group

600

600

600

617

600

Plant Region

0.00

0.00

0.00

0.00

0.00

Product Hierarchy

0.00

0.00

0.00

0.00

0.00

Revene

\$3,977.60

\$3,805.60

\$1,252.10

\$166.85

\$1,252.10

Quantity

10.00

15.00

5.00

1.00

5.00

Transaction Cost

5

1

1

1

1

Price

\$397.76

\$253.68

\$166.55

\$134.63

\$166.55

Margin



Save



STEP 1
Data Management

Gerdau Steel NA | Ready



STEP 2
Feature Engineering

Default | Computed



STEP 3
Segmentation Analysis

N/A | Not Started

Scenario

Setting

Opportunity

Custom Analytics

Stats

Opportunity

Scenario: XGBoost Scenario | X-axis: Segment Code | Y-axis: Product Subfamily | Z-axis: Demand Group Count | Color: Est.Opp\$ | Opp Time: 01/02/21 - 06/30/21

Midwest

0

0

0

0

Northeast

0

0

0

0

South

3

3

3

3

600

604

609

Others

\$2,000,000

\$0

506K
Volume

\$ 57.7M
Est. Rev \$

\$2.83M
Est. Opp \$

5.16%
Est. Opp %

Filters panel



Sales Group



Plant Region

Clear filter



Search here

Midwest

Northeast

South

Clear all

Apply



Product Info

Actuals



Depth

Sales Group



Plant Region



Product Hierarchy



Revene



Quantity



Transaction Cost



Price



Margin



0

600

0.00

0.00

\$3,977.60

10.00

5

\$397.76



0

600

0.00

0.00

\$3,805.60

15.00

1

\$253.68



0

600

0.00

0.00

\$1,252.10

5.00

1

\$166.55



0

617

0.00

0.00

\$166.85

1.00

1

\$134.63



0

600

0.00

0.00

\$1,252.10

5.00

1

\$166.55



STEP 1

Data Management

Gerdau Steel NA | Ready



STEP 2

Feature Engineering

Default | Computed



3

STEP 3

Segmentation Analysis

N/A | Not Started



Scenario

Setting

Opportunity

Custom Analytics

Stats

Scenario Info



Name *

Test Plan

Description

Test Plan Description

Time Period

Relative

Absolute

All Time



Opp Period: 01/02/2021 - 06/30/2023

Method



Model Type

Random Forest



Decision Variable

Cost Multiplier



Feature List



Feature List



Sales Group



Plant Region



Product Hierarchy



Discount Type



Sold To Revenue Tier

Configuration Parameter



Configuration

Value



Max Tree Depth

20



Min Transaction @Leaf

100



No. of Trees

400



Scenario

Setting

Opportunity

Custom Analytics

Stats

Scenario Info

Name *

Test Plan

Description

Test Plan Description

Time Period

Relative

Absolute

All Time



Opp Per: 01/02/21 - 06/30/23

Method

Model Type

Random Forest

Decision Variable

Cost Multiplier

Feature List



Feature List

☐ Sales Group

☐ Plant Region

☐ Product Hierarchy

☐ Discount Type

☐ Sold To Revenue Tier

Configuration Parameter



Configuration

Value

☐ Max Tree Depth

20

☐ Min Transaction @Leaf

100

☐ No. of Trees

400



Save



STEP 1
Data Management

Gerdau Steel NA | Ready



STEP 2
Feature Engineering

Default | Computed



STEP 3
Segmentation Analysis

N/A | Not Started

Scenario

Setting

Opportunity

Custom Analytics

Stats

Opportunity

Scenario: XGBoost Scenario | X-axis: Segment Code | Y-axis: Product Subfamily | Z-axis: Demand Group Count | Color: Est.Opp\$ | Opp Time: 01/02/21 - 06/30/21

Midwest

0

0

0

0

Northeast

0

0

0

0

South

3

3

3

3

600

604

609

Others

\$2,000,000

\$0

506K
Volume

\$ 57.7M
Est. Rev \$

\$2.83M
Est. Opp \$

5.16%
Est. Opp %

Filters panel

Sales Group

Plant Region

Search here

Midwest

Northeast

South

Clear all

Apply



Product Info

Actuals



Depth

Sales Group

Plant Region

Product Hierarchy

Revene

Quantity

Transaction Cost

Price

Margin



0

600

0.00

0.00

\$3,977.60

10.00

5

\$397.76



0

600

0.00

0.00

\$3,805.60

15.00

1

\$253.68



0

600

0.00

0.00

\$1,252.10

5.00

1

\$166.55



0

617

0.00

0.00

\$166.85

1.00

1

\$134.63



0

600

0.00

0.00

\$1,252.10

5.00

1

\$166.55