Importing Product Margin Data

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Before using Margin Optimized Recommendations in your Bluecore campaigns, the first step is to import relative or actual margin data for your products to the Bluecore product catalog.

This article provides an overview of how to import product-level margin data into Bluecore that will enable the following features:

- Enhanced Analytics: Margin Optimization Dashboard
- Margin Optimized Recommendations

To utilize these features, you **must** provide product margin data that maps cleanly to existing product IDs within the Bluecore catalog. Upload files through Bluecore's file import process.

Please be sure the data upload satisfies the following requirements:

- The data file type must be a .csv file.
- The uploaded *margin data* contains a meaningful range of values.
- The majority of products within the catalog are assigned a margin value.

The following fields must be uploaded to use Bluecore's Margin Optimization features:

Field	Data Type	Description	Cadence
ID	String	This field maps to existing product IDs within the Bluecore catalog.	The suggested cadence for this type is monthly, but this can occur more frequently if product-level margin values change often enough to justify doing so.
partner_margin_score	Float	A numerical margin value for each product which can be either: The actual margin value (e.g. product id 123 with a margin of 40% would be represented simply as 40) OR A generalized score which is representative of the relative product ranking by actual margin value (e.g. a range of 1-10 where the lowest margin products are bucketed by a score of 1 and the highest margin products are bucketed by a score of 10)	The suggested cadence for this type is monthly, but this can occur more frequently if product-level margin values change often enough to justify doing so.

> ⓘ New data will be reflected within the Margin Optimization Dashboard the following day after upload.

Below is a successful example of the a one-time upload of a product margin file via the file management workflow within the Bluecore UI:

Product Margin List 042120 1

⬆ Upload via Browser

🏷 Product Data   Import Date **Apr 21, 2020**   ✓ Imported

59,874	59,874	0	0
rows processed	rows imported	rows skipped	rows failed

Settings

Import Name	Product Margin List 042120 1
Row Delimiter	Line Feed
Column Delimiter	Comma (",")
File	product_margin_scores.csv
Email List Name	N/A

Configure

If one or more rows in your file are invalid, **skip invalid rows and import the rest** ⓘ

Your Column	Bluecore Attribute	Data Type	Example Value	Default Value for Empty/Null Fields
id	id	STRING	816926	
partner_margin_score	partner_margin_score	FLOAT	0.000	