

Beauty Advisor - description of last activity filter

/ Getting started

The **last activity filter (1)** allows to select BA customers based on the selected date range of the last purchase. Customers are marked with different colors - depending on the time that has passed since their last purchase. These colors and the date range assigned to them are configurable in the system settings. For more information, see chapter [Configuration of colors and date range of the “Recent Activity” filter](#). Clients meeting the criteria specified in the **Filters** tab will be displayed in the **Beauty Advisor / Contacts** tab (4). The number of days since the last purchase is shown in the **Last activity** column (2). The **Show data** button (3) shows additional information on the last purchases made by the BA customer. Details are available in the chapter [Filter - Last activity and customer data preview](#).

Remember

For more information on BA clients and the Beauty Advisor module, see [Beauty Advisor - getting started](#).

Remember

Access to the configuration is granted to users of the administration panel, with a higher level of rights (min. “Administrator”). For more information on permissions, see [User groups in the administrative panel](#).

YVES ROCHER YRPL UAT Messages 169 Session ends in 27min 37s GAC Welcome Robert Rapkowski

Search... Beauty Advisor - Contacts

Contacts

Filters

Status

Ranking From: To:

It has a birthday on From: To:

Last retail purchase date From: To:

No BA commerce order after

Card number

Last activity Hide contacts marked as ■
 Hide contacts marked as ■
 Hide contacts marked as ■
 Hide contacts without activity segment

Beauty Advisor / Contacts

Show 10 entries Search:

ID	Mobile	First name	Last name	City	Birthday	Last BA commerce purchase date	Last activity	Status	Ranking	Last note	Actions
16427	+48999999993	NINA	VE9SHOR6PHEE	Example			413	New	417623		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16528	+48608116278	Hanna	Lewandowska	Kepice	1900-01-22		362	New	417534		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16446	+48999777777	ALEKSANDRA	MUWOOPH2KEEY	Example city			333	New	417608		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16441	+48999999312	ELZBIETA	ECHEEXEA2PHA	Example			331	New	417613		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16438	+4899999321	IWONA	BENVOH6PHEE	Example			314	New	417616		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16443	+4899995559	TERESA	VAESH4JIJEN	Example	1946-05-05		312	New	417611		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16445	+48999977777	IRENA	KEOTH3MISE9B	Example			310	New	417609		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16433	+48111111110	ANNA	SHEBAUX7FUOX	Example			308	New	417618		<input type="button" value="Place order"/> <input type="button" value="Show data"/>
16431	+48999999989	MARZANNA	LOOR3PHOO6HI	Example			296	New	417620		<input type="button" value="Place order"/> <input type="button" value="Show data"/>

Contacts section in the Beauty Advisor module

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/ Filter - Last activity and customer data preview

The **Customer data** screen shows the dates of the last purchases made by a BA customer in each of the three sales channels: BA commerce (1), in stationery shops (2), and e-commerce (3). Position **Last activity** item (4), indicates the number of days that have elapsed since the last order of a BA customer in any of the sales channels listed above.

The screenshot displays the 'Customer data' form with the following fields and values:

Field	Value
Status	New
Customer code	
Card number	123456789
Shop ID	0008
Ranking	430481
Birthday	
Last BA commerce purchase date	2020-04-14
Last retail purchase date	
Last e-commerce purchase date	
Last activity	240

Annotations: 1 points to 'Last BA commerce purchase date', 2 points to 'Last retail purchase date', 3 points to 'Last e-commerce purchase date', and 4 points to 'Last activity'.

Window with BA client data and information about his Last activity

- **Last BA commerce purchase date (1)** - date of the last purchase made by BA commerce. Data on the purchase are generated automatically by the application.
- **Last retail purchase date (2)** - date of the last purchase made at a Yves Rocher store using the customer's loyalty card. Purchase data is collected from a CSV file daily imported, from the JANTAR database. The value can also be updated during mass import of clients (both in regular and lite versions).
- **Last e-commerce purchase date (3)** - date of last purchase from Yves Rocher online store. The purchase data is generated automatically by the application.

Configuration of colors and date range of the “Recent Activity” filter

To edit the colors and date ranges assigned to them, go to the **System / settings** section in the **System** module, and use the search engine (1) to enter the phrase “beauty”. After searching for the relevant phrase, the **Beauty Advisor / Retail Orders** tab (2) will be displayed.

The screenshot shows the 'System / ustawienia' page. A search bar (1) contains the text 'beauty'. The 'Beauty Advisor / Retail Orders' tab (2) is selected, showing various settings including campaign codes, delivery costs, and discounts. The 'Prezenty' section contains a JSON record defining product gifts with associated colors and dates.

```
[[{"group_name": "1 PRÓG > 59 zł", "color": "#8b9620", "gifts": [{"sku": "P53252", "name": "Zal pod przysznio Hello Printemps", "price": "0.01"}, {"sku": "P02395", "name": "Intensywnie nawilżające mleczko do ciała", "price": "0.01"}, {"sku": "P99333", "name": "Tonik nawilżający", "price": "0.01"}, {"sku": "TREE", "name": "Zasadz 1 drzewo", "price": "0.01"}]}, {"group_name": "11 PRÓG > 149 zł", "color": "#b2c11d", "gifts": [{"sku": "P76148", "name": "Woda toaletowa Hello Printemps", "price": "0.01"}, {"sku": "P71426", "name": "Przecliwzsmarszczkowy krem regenerujący pod oczy", "price": "0.01"}, {"sku": "PI2171", "name": "Zestaw do makijażu oczu", "price": "0.01"}, {"sku": "ZTREE", "name": "Zasadz 2 drzewa", "price": "0.01"}]}, {"group_name": "URODZINY DAMSKIE", "color": "#e884e3", "gifts": [{"sku": "P36958", "name": "Olejek"}]}]]
```

Product gifts in json format [{"group_name": "Gifts 1", "color": "#8b9620", "gifts": [{"sku": "12345", "name": "Product name1", "price": "0.01"}, {"sku": "23456", "name": "Product name2", "price": "0.01"}]}, {"group_name": "Gifts 2", "color": "#b2c11d", "gifts": [{"sku": "23456", "name": "Product name3", "price": "0.01"}, {"sku": "78901", "name": "Product name4", "price": "0.01"}]}]

Beauty Advisor / Retail Orders Activity tab in the System / Settings section of the Beauty Advisor module

The **Activity segmentation** parameter contains a JSON record that defines the colors and date

ranges that appear in the **Last activity** filter. Below you will find an explanation of the record.

Activity segmentation

```
[
  {
    "from": 0,
    "to": 7,
    "color": "red"
  },
  {
    "from": 8,
    "to": 14,
    "color": "orange"
  },
  {
    "from": 15,
    "to": null,
    "color": "green"
  }
]
```

JSON field.

Colors can be any CSS-compatible color (color name as red or **hex** value as **#ff0000**).

Field **from** must contain valid integer.

Field **to** must contain integer or null if range should be one-sided open.

Fields **from** and **to** contains value included in defined intervals (**<{from}, {to}>**).

Example

```
[
  {"from": 0, "to": 7, "color": "red"},
  {"from": 8, "to": 14, "color": "orange"},
  {"from": 15, "to": null, "color": "green"}
]
```

Zapisz

Activity segmentation parameter settings in the Beauty Advisor / Retail Orders tab in the System / Settings section

- **"from"** - parameter that allows to define the number assigned to the filter **Last activity** from which the defined color will be visible. The field must contain a valid integer.
- **"to"** - a parameter that allows to define the number assigned to the filter **Lasz activity** to which the defined color will be visible. The field must contain an integer or null (0) if the range is to be open on one side.
- **"color"** - parameter that allows to define the label color assigned to a given range of numbers. The value can be a color name (example: "red") or hexadecimal notation (for example: #ff0000).

/ Example of use

To better understand the record, see the example below:

```
{
  "from": 8,
  "to": 14,
  "color": "orange"
}
```

The above entry will show an orange label **(1)**:

- in the filter **Last activity**
- next to customers whose Recent Activity is between 8 and 14 days (example below **(2)**):

The screenshot shows the 'Beauty Advisor / Contacts' interface. At the top, there are filter settings for 'Last activity' with four checkboxes: 'Hide contacts marked as' (red), 'Hide contacts marked as' (orange), 'Hide contacts marked as' (green), and 'Hide contacts without activity segment'. A blue circle with the number '1' points to the orange checkbox. Below the filters are 'Apply filters' and 'Clear filters' buttons. The main content area shows a table of contacts with columns: ID, Mobile, First name, Last name, City, Birthday, Last BA commerce purchase date, Last activity, Status, Ranking, Last note, and Actions. The 'Last activity' column shows orange labels with the number '13'. A blue circle with the number '2' points to one of these labels. At the bottom of the table, it says 'Showing 1 to 4 of 4 entries' and there are navigation buttons for 'Previous', '1', and 'Next'.

Beauty Advisor / Contacts tab in Beauty Advisor > Contacts

Below you will find the final JSON code that would work as follows:

- the red label will be assigned to consumers with activity in the range of 0-7 days
- the orange label will be assigned to consumers with an activity in the range of 8-14 days
- the label with the color # 00ff00 will be assigned to consumers with an activity ranging from 15 days to infinity

```
[
  {
    "from": 0,
    "to": 7,
    "color": "red"
  },
  {
    "from": 8,
    "to": 14,
    "color": "orange"
  },
  {
    "from": 15,
    "to": null,
    "color": "#00ff00"
  }
]
```

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