

Digital Strategy Best Practices

for High Volume Data Management

**American
Sportfishing
Association**

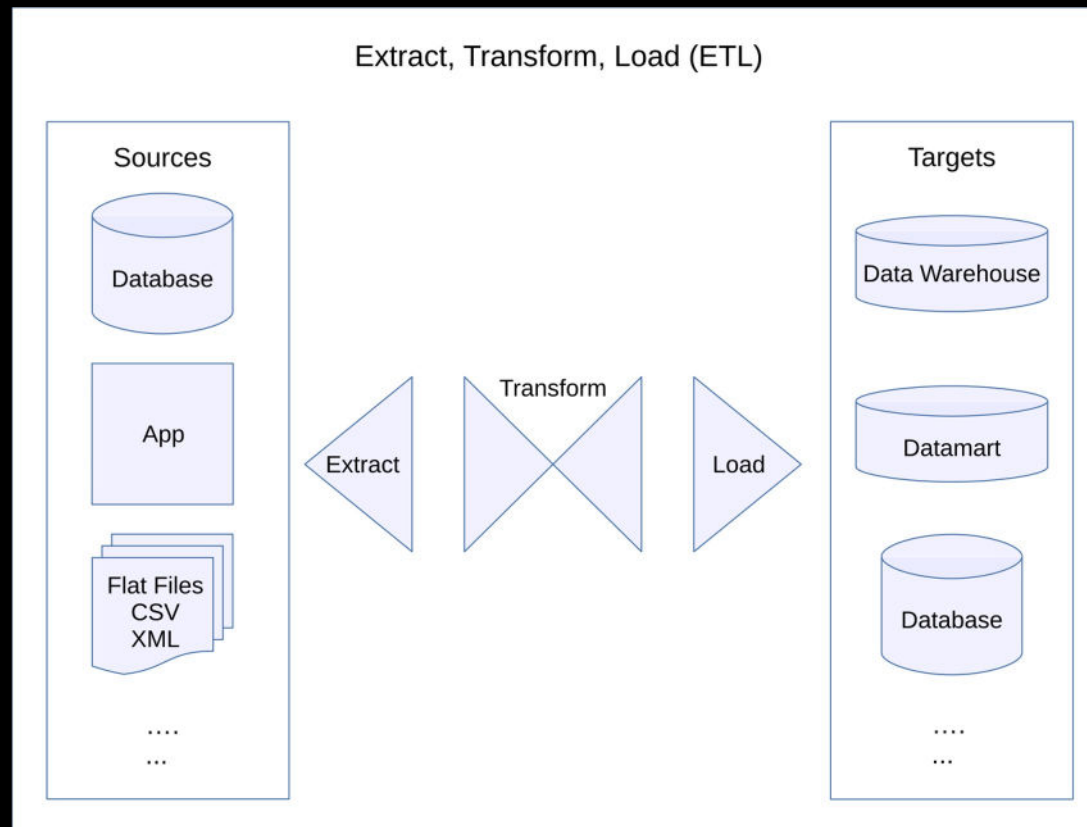
Retail Data Management

- Manage a large active SKU count
- Maintain accuracy for positive experiences
- Prepare for multiple product lifecycle events

Product Lifecycle Events

- Launch
- Carry-Over
- Discontinue

Data Pipeline Process: ETL



ETL: Launch

- Extract: Locate source data (EOF, Price List, B2B)
- Transform: Convert data from source to target format (Shopify, Lightspeed, Square)
- Load: Load new product data into target system

ETL: Carry-Over

- Extract: Locate source data (EOF, Price List, B2B) and target data (system export)
- Transform: Compare source data to target data (Shopify, Lightspeed, Square) and update target data
- Load: Load update data into target system

ETL: Discontinue

- Extract: Locate source data (EOF, Price List, B2B) and target data (system export)
- Transform: Compare source data to target data (Shopify, Lightspeed, Square) and update target data
- Load: Load update data into target system

Best Practices

- Load metadata to help manage process / aid review
- Examples:
 - Season identifier (Spring 2026 / Fall 2026, etc.)
 - Date of last update or last review

Best Practices

- Exclude any data not required for update to prevent errors
- Examples:
 - Drop unnecessary columns from the prepared import data
 - Update column headings of reference columns so they don't match the import requirements

Best Practices

- Build workflows for handling repetitive data tasks
- Benefits:
 - Prevents missed steps in complex processes
 - Outlines process for future reference or training

Best Practices

- Use Excel functions to build formulas to calculate required values
- Benefits:
 - Improves accuracy & speed
 - Scales to handle large datasets

Top Excel Functions

- Text: LEFT, MID, RIGHT, SEARCH, TEXTAFTER, TEXTBEFORE, SUBSTITUTE, LOWER, PROPER, UPPER
- Numbers: ROUND, ROUNDUP, ROUNDDOWN
- Conditionals: IF, AND, OR
- Concatenation: CONCAT, &
- Referencing: VLOOKUP, MATCH, INDEX, XLOOKUP

Top Excel Tools

- Filtering
- Conditional Formatting
- Remove Duplicates
- Text to Columns:
 - Splitting values with a common delimiter
 - Converting large numeric values to text (UPCs)

Create an Excel Template

- Objective: standardize process
- Tips:
 - Determine the simplest data structure for your target system
 - Exclude any manually defined default or calculated values from data structure
 - Prepare a worksheet to hold data matching your data structure
 - Build a Excel worksheet that will read the data structure and convert into the target system format

AutoSave ASA Template Search (Cmd + Ctrl + U) Comments Share

Y21

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R |
|----|--------------|----------------|------|--------|------|--------------------|--------------------|---------------------------|----------------|--------------|---------------|--------------|---------------|--------------|---------------|-------------|-----------------|---------------|
| 1 | UPC | SKU | Cost | Retail | MSRP | Vendor | Brand | Style Name | Type | Option1 Name | Option1 Value | Option2 Name | Option2 Value | Option3 Name | Option3 Value | Season Code | Starting Season | Ending Season |
| 2 | 123445857045 | IHPX-S-70ML | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HPX Spinning Rod | Spinning Rods | Length | 70" | Action | Medium Light | | | 231 | Spring 2025 | Fall 2026 |
| 3 | 123445982083 | IHPX-S-70MH | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HPX Spinning Rod | Spinning Rods | Length | 70" | Action | Medium Heavy | | | 251 | Spring 2025 | Fall 2026 |
| 4 | 123445705349 | IHPX-S-78ML | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HPX Spinning Rod | Spinning Rods | Length | 78" | Action | Medium Light | | | 251 | Spring 2025 | Fall 2026 |
| 5 | 123445100139 | IHPX-S-78MH | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HPX Spinning Rod | Spinning Rods | Length | 78" | Action | Medium Heavy | | | 251 | Spring 2025 | Fall 2026 |
| 6 | 123445535034 | IHRL-REEL-2500 | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HRL Spinning Reel | Spinning Reels | Size | 2500 | | | | | 251 | Spring 2025 | Fall 2026 |
| 7 | 123445557165 | IHRL-REEL-3000 | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HRL Spinning Reel | Spinning Reels | Size | 3000 | | | | | 222 | Spring 2025 | Fall 2026 |
| 8 | 123445231730 | IHRL-REEL-3500 | 99 | 149 | 149 | Shallow Water Rods | Shallow Water Rods | Inshore HRL Spinning Reel | Spinning Reels | Size | 3500 | | | | | 222 | Spring 2025 | Fall 2026 |
| 9 | | | | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | | | | | | | |
| 14 | | | | | | | | | | | | | | | | | | |
| 15 | | | | | | | | | | | | | | | | | | |
| 16 | | | | | | | | | | | | | | | | | | |
| 17 | | | | | | | | | | | | | | | | | | |
| 18 | | | | | | | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | | | | | | | |
| 21 | | | | | | | | | | | | | | | | | | |
| 22 | | | | | | | | | | | | | | | | | | |
| 23 | | | | | | | | | | | | | | | | | | |
| 24 | | | | | | | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | | | | | | |
| 26 | | | | | | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | | | | | | |
| 28 | | | | | | | | | | | | | | | | | | |
| 29 | | | | | | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | | | | | |
| 31 | | | | | | | | | | | | | | | | | | |
| 32 | | | | | | | | | | | | | | | | | | |
| 33 | | | | | | | | | | | | | | | | | | |
| 34 | | | | | | | | | | | | | | | | | | |
| 35 | | | | | | | | | | | | | | | | | | |
| 36 | | | | | | | | | | | | | | | | | | |
| 37 | | | | | | | | | | | | | | | | | | |
| 38 | | | | | | | | | | | | | | | | | | |
| 39 | | | | | | | | | | | | | | | | | | |
| 40 | | | | | | | | | | | | | | | | | | |
| 41 | | | | | | | | | | | | | | | | | | |
| 42 | | | | | | | | | | | | | | | | | | |
| 43 | | | | | | | | | | | | | | | | | | |
| 44 | | | | | | | | | | | | | | | | | | |
| 45 | | | | | | | | | | | | | | | | | | |
| 46 | | | | | | | | | | | | | | | | | | |
| 47 | | | | | | | | | | | | | | | | | | |
| 48 | | | | | | | | | | | | | | | | | | |
| 49 | | | | | | | | | | | | | | | | | | |
| 50 | | | | | | | | | | | | | | | | | | |
| 51 | | | | | | | | | | | | | | | | | | |
| 52 | | | | | | | | | | | | | | | | | | |
| 53 | | | | | | | | | | | | | | | | | | |
| 54 | | | | | | | | | | | | | | | | | | |

Prep Product Data Products +

Ready Accessibility: Good to go 90%

AutoSave ASA Template Search (Cmd + Ctrl + U) Comments Share

N27

| | A | B | C | D | E | F | G | H | I | J | K |
|----|--|--------|--|--------------------|--------|--------|-----------|-----------------|-------|------|--------------|
| 1 | ID | Handle | Command | Title | Vendor | Status | Published | Published Scope | Type | Tags | Tags Command |
| 2 | 231-shallow-water-rods-inshore-hpx-spinning-rod | MERGE | Shallow Water Rods Inshore HPX Spinning Rod | Shallow Water Rods | Active | FALSE | global | Spinning Rods | MERGE | | |
| 3 | 251-shallow-water-rods-inshore-hpx-spinning-rod | MERGE | Shallow Water Rods Inshore HPX Spinning Rod | Shallow Water Rods | Active | FALSE | global | Spinning Rods | MERGE | | |
| 4 | 251-shallow-water-rods-inshore-hpx-spinning-rod | MERGE | Shallow Water Rods Inshore HPX Spinning Rod | Shallow Water Rods | Active | FALSE | global | Spinning Rods | MERGE | | |
| 5 | 251-shallow-water-rods-inshore-hpx-spinning-rod | MERGE | Shallow Water Rods Inshore HPX Spinning Rod | Shallow Water Rods | Active | FALSE | global | Spinning Rods | MERGE | | |
| 6 | 251-shallow-water-rods-inshore-hrl-spinning-reel | MERGE | Shallow Water Rods Inshore HRL Spinning Reel | Shallow Water Rods | Active | FALSE | global | Spinning Reels | MERGE | | |
| 7 | 222-shallow-water-rods-inshore-hrl-spinning-reel | MERGE | Shallow Water Rods Inshore HRL Spinning Reel | Shallow Water Rods | Active | FALSE | global | Spinning Reels | MERGE | | |
| 8 | 222-shallow-water-rods-inshore-hrl-spinning-reel | MERGE | Shallow Water Rods Inshore HRL Spinning Reel | Shallow Water Rods | Active | FALSE | global | Spinning Reels | MERGE | | |
| 9 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 11 | | | | | | | | | | | |
| 12 | | | | | | | | | | | |
| 13 | | | | | | | | | | | |
| 14 | | | | | | | | | | | |
| 15 | | | | | | | | | | | |
| 16 | | | | | | | | | | | |
| 17 | | | | | | | | | | | |
| 18 | | | | | | | | | | | |
| 19 | | | | | | | | | | | |
| 20 | | | | | | | | | | | |
| 21 | | | | | | | | | | | |
| 22 | | | | | | | | | | | |
| 23 | | | | | | | | | | | |
| 24 | | | | | | | | | | | |
| 25 | | | | | | | | | | | |
| 26 | | | | | | | | | | | |
| 27 | | | | | | | | | | | |
| 28 | | | | | | | | | | | |
| 29 | | | | | | | | | | | |
| 30 | | | | | | | | | | | |
| 31 | | | | | | | | | | | |
| 32 | | | | | | | | | | | |
| 33 | | | | | | | | | | | |
| 34 | | | | | | | | | | | |
| 35 | | | | | | | | | | | |
| 36 | | | | | | | | | | | |
| 37 | | | | | | | | | | | |
| 38 | | | | | | | | | | | |
| 39 | | | | | | | | | | | |

Prep Product Data Products +

Ready Accessibility: Good to go 120%

AutoSave ASA Template Search (Cmd + Ctrl + U) Comments Share

Home Insert Draw Page Layout Formulas Data Review View Automate Acrobat

AA25

| | L | M | N | O | P | Q | R | S | T | U | V | W | X |
|----|---------------------------|------------|-----------------|--------------|---------------|--------------|---------------|--------------|---------------|----------------|-----------------|--------------|---------------|
| 1 | Variant Inventory Item ID | Variant ID | Variant Command | Option1 Name | Option1 Value | Option2 Name | Option2 Value | Option3 Name | Option3 Value | Variant SKU | Variant Barcode | Variant Cost | Variant Price |
| 2 | | | MERGE | Length | 7'0" | Action | Medium Light | | | IHPX-S-70ML | 123445908451 | 99 | 14 |
| 3 | | | MERGE | Length | 7'0" | Action | Medium Heavy | | | IHPX-S-70MH | 123445613700 | 99 | 14 |
| 4 | | | MERGE | Length | 7'6" | Action | Medium Light | | | IHPX-S-76ML | 123445625000 | 99 | 14 |
| 5 | | | MERGE | Length | 7'6" | Action | Medium Heavy | | | IHPX-S-76MH | 123445122596 | 99 | 14 |
| 6 | | | MERGE | Size | 2500 | | | | | IHRL-REEL-2500 | 123445147272 | 99 | 14 |
| 7 | | | MERGE | Size | 3000 | | | | | IHRL-REEL-3000 | 123445609893 | 99 | 14 |
| 8 | | | MERGE | Size | 3500 | | | | | IHRL-REEL-3500 | 123445355094 | 99 | 14 |
| 9 | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | | |
| 14 | | | | | | | | | | | | | |
| 15 | | | | | | | | | | | | | |
| 16 | | | | | | | | | | | | | |
| 17 | | | | | | | | | | | | | |
| 18 | | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | | |
| 21 | | | | | | | | | | | | | |
| 22 | | | | | | | | | | | | | |
| 23 | | | | | | | | | | | | | |
| 24 | | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | |
| 26 | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | |
| 28 | | | | | | | | | | | | | |
| 29 | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | |
| 31 | | | | | | | | | | | | | |
| 32 | | | | | | | | | | | | | |
| 33 | | | | | | | | | | | | | |
| 34 | | | | | | | | | | | | | |
| 35 | | | | | | | | | | | | | |
| 36 | | | | | | | | | | | | | |
| 37 | | | | | | | | | | | | | |
| 38 | | | | | | | | | | | | | |
| 39 | | | | | | | | | | | | | |

Prep Product Data Products +

Ready Accessibility: Good to go 120%

AutoSave ASA Template Search (Cmd + Ctrl + U) Comments Share

Home Insert Draw Page Layout Formulas Data Review View Automate Acrobat

AC33

| | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA |
|----|---------------------------|------------|-----------------|--------------|---------------|--------------|---------------|--------------|---------------|----------------|-----------------|--------------|---------------|--------------------------|-----------------|---------------------------|
| 1 | Variant Inventory Item ID | Variant ID | Variant Command | Option1 Name | Option1 Value | Option2 Name | Option2 Value | Option3 Name | Option3 Value | Variant SKU | Variant Barcode | Variant Cost | Variant Price | Variant Compare At Price | Variant Taxable | Variant Inventory Tracker |
| 2 | | | MERGE | Length | 70" | Action | Medium Light | | | IHPX-S-70ML | 123445908451 | 99 | 149 | 149 | TRUE | shopify |
| 3 | | | MERGE | Length | 70" | Action | Medium Heavy | | | IHPX-S-70MH | 123445613700 | 99 | 149 | 149 | TRUE | shopify |
| 4 | | | MERGE | Length | 76" | Action | Medium Light | | | IHPX-S-76ML | 123445625000 | 99 | 149 | 149 | TRUE | shopify |
| 5 | | | MERGE | Length | 76" | Action | Medium Heavy | | | IHPX-S-76MH | 123445122596 | 99 | 149 | 149 | TRUE | shopify |
| 6 | | | MERGE | Size | 2500 | | | | | IHRL-REEL-2500 | 123445147272 | 99 | 149 | 149 | TRUE | shopify |
| 7 | | | MERGE | Size | 3000 | | | | | IHRL-REEL-3000 | 123445609893 | 99 | 149 | 149 | TRUE | shopify |
| 8 | | | MERGE | Size | 3500 | | | | | IHRL-REEL-3500 | 123445355094 | 99 | 149 | 149 | TRUE | shopify |
| 9 | | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | | | | | |
| 14 | | | | | | | | | | | | | | | | |
| 15 | | | | | | | | | | | | | | | | |
| 16 | | | | | | | | | | | | | | | | |
| 17 | | | | | | | | | | | | | | | | |
| 18 | | | | | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | | | | | |
| 21 | | | | | | | | | | | | | | | | |
| 22 | | | | | | | | | | | | | | | | |
| 23 | | | | | | | | | | | | | | | | |
| 24 | | | | | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | | | | |
| 26 | | | | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | | | | |
| 28 | | | | | | | | | | | | | | | | |
| 29 | | | | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | | | |
| 31 | | | | | | | | | | | | | | | | |
| 32 | | | | | | | | | | | | | | | | |
| 33 | | | | | | | | | | | | | | | | |
| 34 | | | | | | | | | | | | | | | | |
| 35 | | | | | | | | | | | | | | | | |
| 36 | | | | | | | | | | | | | | | | |
| 37 | | | | | | | | | | | | | | | | |
| 38 | | | | | | | | | | | | | | | | |
| 39 | | | | | | | | | | | | | | | | |
| 40 | | | | | | | | | | | | | | | | |
| 41 | | | | | | | | | | | | | | | | |
| 42 | | | | | | | | | | | | | | | | |
| 43 | | | | | | | | | | | | | | | | |
| 44 | | | | | | | | | | | | | | | | |
| 45 | | | | | | | | | | | | | | | | |
| 46 | | | | | | | | | | | | | | | | |
| 47 | | | | | | | | | | | | | | | | |
| 48 | | | | | | | | | | | | | | | | |
| 49 | | | | | | | | | | | | | | | | |
| 50 | | | | | | | | | | | | | | | | |
| 51 | | | | | | | | | | | | | | | | |
| 52 | | | | | | | | | | | | | | | | |
| 53 | | | | | | | | | | | | | | | | |
| 54 | | | | | | | | | | | | | | | | |

Prep Product Data Products +

Ready Accessibility: Good to go 89%

AutoSave ASA Template Search (Cmd + Ctrl + U) Comments Share

Home Insert Draw Page Layout Formulas Data Review View Automate Acrobat

AF33

| | T | U | V | W | X | Y | Z | AA | AB | AC |
|----|---------------|----------------|-----------------|--------------|---------------|--------------------------|-----------------|---------------------------|---|---|
| 1 | Option3 Value | Variant SKU | Variant Barcode | Variant Cost | Variant Price | Variant Compare At Price | Variant Taxable | Variant Inventory Tracker | Variant Metafield: variant.starting_season [single_line_text_field] | Variant Metafield: variant.ending_season [single_line_text_field] |
| 2 | | IHPX-S-70ML | 123445908451 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 3 | | IHPX-S-70MH | 123445613700 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 4 | | IHPX-S-70ML | 123445625000 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 5 | | IHPX-S-76MH | 123445122596 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 6 | | IHRL-REEL-2500 | 123445147272 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 7 | | IHRL-REEL-3000 | 123445609893 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 8 | | IHRL-REEL-3500 | 123445355094 | 99 | 149 | 149 | TRUE | shopify | Spring 2025 | Fall 2026 |
| 9 | | | | | | | | | | |
| 10 | | | | | | | | | | |
| 11 | | | | | | | | | | |
| 12 | | | | | | | | | | |
| 13 | | | | | | | | | | |
| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |
| 16 | | | | | | | | | | |
| 17 | | | | | | | | | | |
| 18 | | | | | | | | | | |
| 19 | | | | | | | | | | |
| 20 | | | | | | | | | | |
| 21 | | | | | | | | | | |
| 22 | | | | | | | | | | |
| 23 | | | | | | | | | | |
| 24 | | | | | | | | | | |
| 25 | | | | | | | | | | |
| 26 | | | | | | | | | | |
| 27 | | | | | | | | | | |
| 28 | | | | | | | | | | |
| 29 | | | | | | | | | | |
| 30 | | | | | | | | | | |
| 31 | | | | | | | | | | |
| 32 | | | | | | | | | | |
| 33 | | | | | | | | | | |
| 34 | | | | | | | | | | |
| 35 | | | | | | | | | | |
| 36 | | | | | | | | | | |
| 37 | | | | | | | | | | |
| 38 | | | | | | | | | | |
| 39 | | | | | | | | | | |
| 40 | | | | | | | | | | |
| 41 | | | | | | | | | | |
| 42 | | | | | | | | | | |
| 43 | | | | | | | | | | |
| 44 | | | | | | | | | | |
| 45 | | | | | | | | | | |
| 46 | | | | | | | | | | |
| 47 | | | | | | | | | | |
| 48 | | | | | | | | | | |
| 49 | | | | | | | | | | |
| 50 | | | | | | | | | | |
| 51 | | | | | | | | | | |
| 52 | | | | | | | | | | |
| 53 | | | | | | | | | | |
| 54 | | | | | | | | | | |

Prep Product Data Products +

Ready Accessibility: Good to go 89%

Thank You

Akamai Digital

Digital Strategy Consulting

Questions: hello@getakamai.com