Actual Consumption Report

OVERVIEW

This document will take you through the process of creating an Actual Consumption report.

The Actual Consumption report analyzes the geographic concentration of imported customer consumption counts relative to the total households that reside within the analysis area.

LOCATE THE REPORT

1. From the homepage, click on Reports.

2. Select Segmentation Reports ➡ Locator Reports ➡ Actual Consumption.

SELECT REPORT INPUTS

Select Consumption Variable(s)

1. Select the customer consumption variable(s).

   Note: Consumption variables are located in the My Data folder in a subfolder with the original file name, and will include 'Consumption' in the variable name.

Go to the Knowledge Center to view additional walkthroughs.
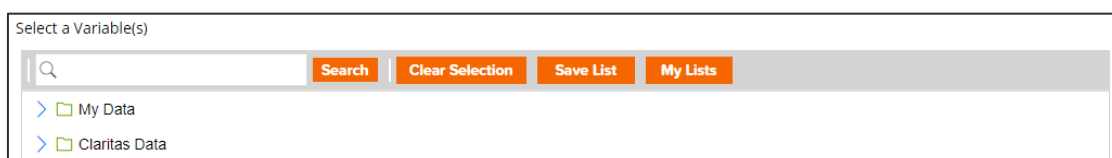
Select Analysis Area and Level of Detail

1. Select an analysis area.
   Note: The selected analysis area must cover the same extent as the previously selected consumption variable.

2. Select the level of detail. The options are:

LEVEL OF DETAIL	
LEVEL OF DETAIL	**DEFINITION**
As Selected	Creates individual columns for each analysis area in the selected order.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc.)

Note: The selected geography level must be either the same level contained in your actual customer consumption file or a geography level that is larger than what is contained in your file (so that the customer consumption can be rolled up to the selected level).

3. To include parent geographies in the report, set Include Parent Geographies to ON.
   When the Parent Geography pop-up window appears, click the Name and/or Code check box next to the parent geography(ies) that you want appended to the report.

Select Sort Method

You'll be prompted to make the following selections:

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	**ADDITIONAL INFORMATION**
Sort method	Sets the method used for sorting your records. The selected sort method will affect which of the remaining sort/subtotal options will appear.
Sort variable	This is the variable that the report will be sorted on.

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	**ADDITIONAL INFORMATION**
Sort measure	This is the measure tied to the sort profile that will be used for the basis of sorting.
Sort direction	The options are ascending and descending.
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.
Number of Ranges	Sets the number of subtotal groups included in your report.
Subtotal measure	Sets the measure that will be used for the basis of subtotaling.

1. Select a sort method. The options are:

SORT METHODS	
SORT METHOD	**DEFINITION**
None	No sort applied.
Row ID	Sorts data according to row ID.
Row Name	Sorts data according to name in alphabetical order.
Report Selection	Displays additional options that allow you to sort data based on a specific profile measure.

2. (Optional) If you selected Report Selection as the sort method, you'll be prompted to select a sort variable and sort measure.

    Note: The list of available sort variables will be dependent on the profiles you selected in the previous Select Profile(s) prompt.

Select a sort Variable
Sales Consumption

Select a sort Measure   Demand/HH

3. Select a sort direction:

Select a sort direction
Ascending   Descending

4. (Optional) If you selected Report Selection as the sort method, you'll be prompted to select a subtotal method. The options are:

NOTE: If you want a themed map included in your report output, you must select a sub-total method and change the Include Map prompt to ON.

SUBTOTAL METHODS	
SUBTOTAL METHOD	DEFINITION
None	No subtotal applied.
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable.
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.
n-Tile	Distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths. Dividing data in equal portions ranks the analysis areas by marketing potential, in groups showing the strongest to weakest.
Analysis Area	Groups based on your selected analysis areas.

If you select the Equal Ranges or Equal Records subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings

If you select the n-Tile subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings

- Subtotal measure: select the desired measure to use for equal grouping

If you select the Analysis Area subtotal method, you need to specify the following:

- Display and calculate data for each duplicate geography. The options are:

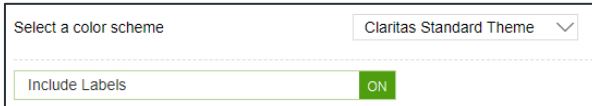| DUPLICATE GEOGRAPHY METHODS	
DUPLICATE GEOGRAPHY METHOD	DEFINITION
Only Once	The report output will not contain any duplicate records (geographies).
In Subtotals Only	The report output will contain any duplicate geographies in the subtotals, but not the total.
In All Totals	The report output will contain duplicate geographies in both the subtotals and total.

Add Additional Options

1. To include a map in your report output, set Include Map to ON.

Include Map	ON
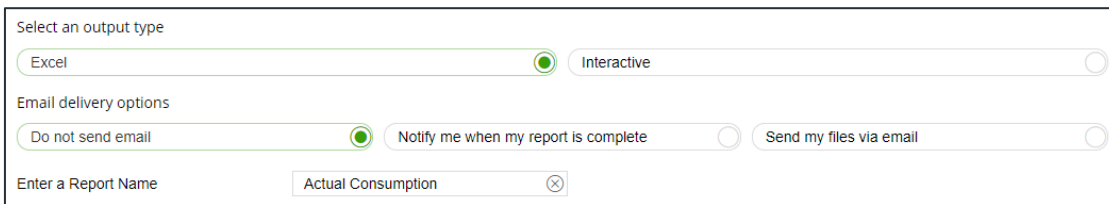
2. Select a color scheme for your map and specify if you want to include labels.

Select a color scheme	Claritas Standard Theme ∨
Include Labels	ON

Specify Report Output Details

1. Specify your report output type and enter the report name. Click Submit.
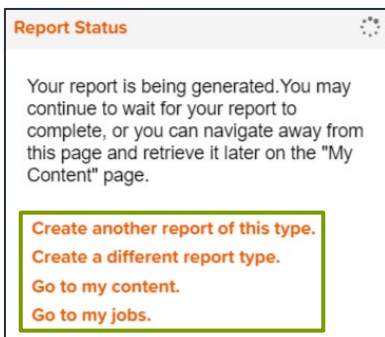
REVIEW REPORT OUTPUT

If Creating Excel Output

1. While the report generates, you can either wait for the report to complete or you are given the option to navigate away from the current page.

   Note: If you move on to another task, your report output can be retrieved from My Jobs.

2. After the report generates, click Report Output to view your report.
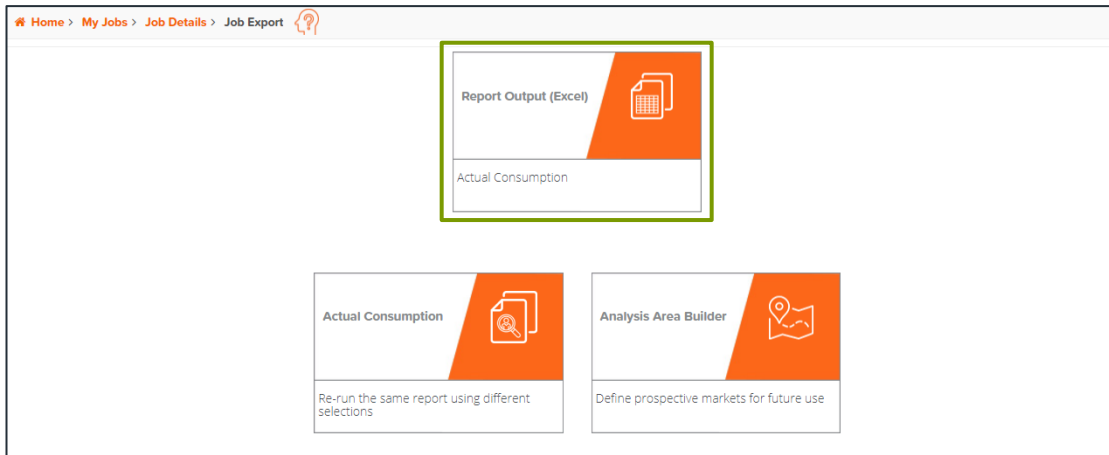
If Creating Interactive Output

1. Once your report generates it will be displayed on the screen.