



# Customer Analysis Workflow

## Using Claritas 360

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### OVERVIEW

This document will take you through the process of conducting a complete customer analysis in Claritas 360.

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### IDENTIFY YOUR CUSTOMERS

Use the Profile Worksheet report to identify who is most likely to be your customer. This report will show usage information, by segment, for products and services:

[Profile Worksheet Report Generation - Walkthrough](#)

[Profile Worksheet – Interpretation & Calculations](#)

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### CREATE A CUSTOM TARGET GROUP

Once you have identified your top customers in the Profile Worksheet report, use Target Group Builder to create custom targets:

[Create Target Group, Using Previously Defined Targets - Walkthrough](#)

[Create Target Group, Using Filters - Target](#)

[Create Target Group, Using Charts - Walkthrough](#)

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### DISCOVER MORE ABOUT YOUR CUSTOMERS

After your targets have been created, use the Target Segment Measures report to discover what your targets look like and what other behaviors they exhibit.

[Target Segment Measures Report Generation - Walkthrough](#)

[Target Segment Measures - Interpretation & Calculations](#)

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### LOCATE YOUR CUSTOMERS

Now that you have thorough understanding of your customers, use the Target Concentration report to locate where your customers are concentrated:

[Target Concentration Report Generation – Walkthrough](#)

[Target Concentration – Interpretation & Calculations](#)