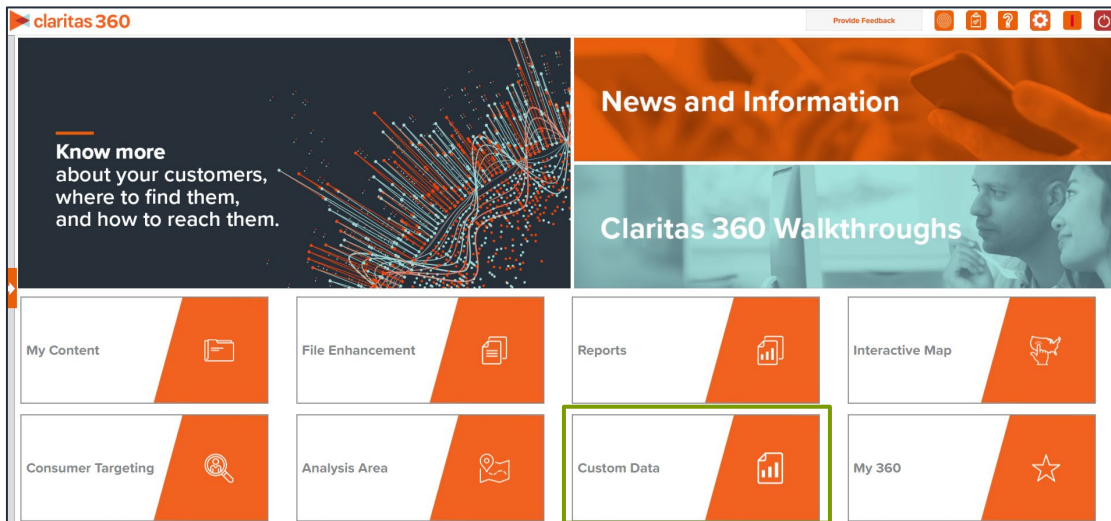# User Defined Variables

Point Summary Based

OVERVIEW

This document will take you through the process of creating user defined variables that are based on aggregated points or location data.

LOCATE USER DEFINED VARIABLES
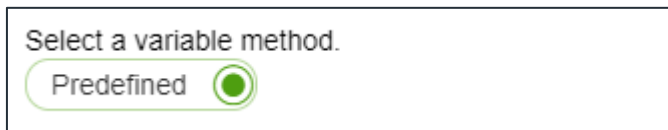
1. From the homepage, click on Custom Data.

2. Select User Defined Variables.

ENTER USER DEFINED VARIABLE DETAILS

1. Select the variable method: Predefined.

identify
deliver
optimize

2. Select the variable group: Point Summary.

Select a variable group.
- Standard allows you to create custom variables using standard data selection.
- Point Summary allows you to create custom variables based on aggregated points or location data.
- Analysis Area allows you to create custom variables that calculate data around filtered/imported location data, based on an analysis area.

Standard ○   Point Summary ⦿   Analysis Area ○

The Claritas Business-Facts (Location) data set and any previously saved Business-Facts® location filters appear in the box below.

Select the variable(s) that will be used in your formula.   Location Data Set

∨ ☐ Claritas Data
    📄 Business-Facts (Location)
    📄 Construction Filter [Business-Facts Filter]
    📄 Crop Production [Business-Facts Filter]

3. Select either the Business-Facts data set or location filter that will be used for creating your point summary variable.

4. To the right of the variables list, click the calculation you want to use to define your equation.

   The options are:

POINT SUMMARY VARIABLE CALCULATION TYPES	
CALCULATION TYPE	**DESCRIPTION**
Count	Will provide a count of the locations.
Sum	Will sum one of the variables contained in the data set or filter.
Average	will average one of the variables contained in the data set or filter.

Count	OFF
Sum	OFF
Average	OFF

Select a display ...   #,##0   ∨

Variable Name [   ]   **Save**   **Clear**

5. (Optional) If you select Sum or Average, you will be prompted to select the data variable you want summed/averaged:

6. Select the display mask for how you want the data in your user defined variable to be displayed.

7. Type a name for your user-defined variable. Click Save.

8. Click OK to close the message box. The system saves your user defined variables to My Content.