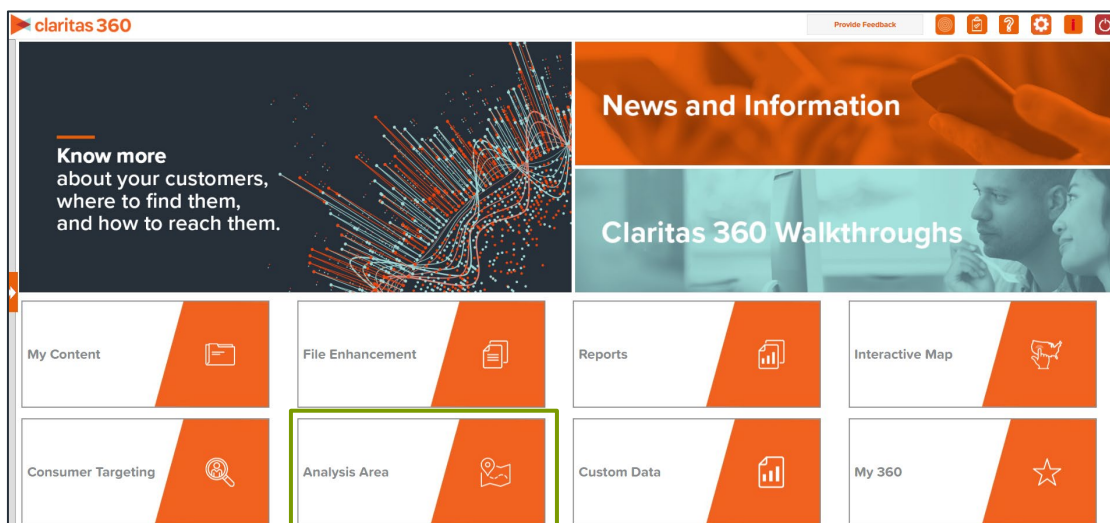# Analysis Areas
Importing Location file

OVERVIEW

This document will take you through the process of creating analysis areas by importing an address file.

LOCATE ANALYSIS AREA BUILDER

1. From the homepage, click on Analysis Area.

2. Select Import Location File.

ENTER ANALYSIS AREA DETAILS

1. Click Choose a file to browse out and select your address file.

identify
deliver
optimize

2. When the preview of the file appears, select the appropriate column header for each column in the file.

   You can also select all columns for import by changing Import all columns to ON.

   Note: If you have columns beyond Address, City, State, and ZIP Code that you'd like to import, you can select Radius (miles), Drive Time (minutes), Data or Usage/Consumption for those column headings.

3. In the Select an Analysis Area Type drop-down list, select the type of analysis are that you want to create. The options are:

ANALYSIS AREA TYPE	
AREA TYPE	**DESCRIPTION**
Radius	Based on a specified distance, in miles, around a particular location.
Concentric	Based on specified radii, in miles, around a particular location that will create doughnut shaped areas.
Drive Time	Based on the number of minutes (drive time) you can drive from a specific location. Note that the drive time area does not account for traffic.
Drive Distance	Based on the number of miles (drive distance) you can drive from a specific location.
Threshold	Based on a specified value (threshold) of a selected variable (for example, a radius area based on the current-year population threshold of 10,000
Thiessen	Based on a specified distance, in miles, around multiple locations that will create non-overlapping radii.

4. Based on the selected area type, further define the area details:

ANALYSIS AREA TYPE, ADDITONAL DETAILS	
AREA TYPE	**ADDITIONAL DETAILS NEEDED**
Radius	Enter the radius (in miles) from your specified location data that you want to use. Or, change the Use radius values from location file prompt to ON if you want to create areas based on the radius listed in the location file.
Concentric	Type the radius (in miles) of the inner circle that you want to create around your specified location data in the Inner Radius text box, and then type the radius of the outer circle in the Outer Radius text box.
Drive Time	Enter the drive time (in minutes) from your specified location data that you want to use. Or, change the Use drive time values from location file prompt to ON if you want to create areas based on the drive times listed in the location file.
Drive Distance	Enter drive distance (in miles) from your specified location data that you want to use.
Threshold	Specify the variable that will be used for the threshold, the maximum threshold value, the percent tolerance (i.e., the inaccuracy rate used to determine how close the resulting radii are to the specified threshold value), your preferred maximum number of iterations, and the minimum and maximum radius (in miles).
Thiessen	Enter the number of polygons you want to create and the size of each radius (in miles).

5. (Optional) To create your analysis areas based on standard geographies that fall within your selected area, change the Use geographies within the selected area prompt to ON. Additional options will appear.

a. In the Select a geography level drop-down list, select your desired geography level.

b. Specify the method by which you want to include the geography. The options are:

ANALSYIS AREA INCLUSION METHODS	
INCLUSION METHOD	DESCRIPTION
Centroid inclusion	Includes geographies with centroids that fall within the perimeter of the area.
Entirely within	Includes geographies that fall completely within the perimeter of the area.
Within or touches	Includes geographies that fall within or touch any part of the perimeter of the area.

c. By default, the interior boundaries will be shown on the map. To hide the boundaries, change the Show interior boundaries prompt to OFF.

6. (Optional) To preview the analysis areas on the map, click Preview Analysis Area.

7. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.

Note: In order for this option to be enabled, the analysis areas must first be previewed on the map.

a. To customize the analysis area border settings, click the button next to Border. When the Border setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of the border; and then click Apply.

Note: A transparency of 100% means that there will be no color. 0% means full color.

b. To customize the analysis area fill settings, click the button next to Fill. When the Fill setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of your analysis area display; and then click Apply.

8. In the Name text box, the naming convention for your analysis area(s) will be displayed. Click Submit Job.

   Note: You do not need to Preview Analysis Area prior to submitting the job.

Analysis area names will be in this format

Name: 1 mi. Radius 1 BRISTOL HILL CT APT B3,CATONSVILLE,MD 21228

   Note: The naming convention for your analysis areas can be changed in your User Preferences.

VIEW OUTPUT

1. You will be notified that the area has been created. Click OK.

Creation Status

Your Analysis Area has been created successfully.

OK

2. From the Use My Analysis Area screen you can select to do any of the following:

   - View the job
   - Create a Consumer Concentration or Location Detail report
   - View your analysis areas on the interactive map
   - Export your analysis areas
   - Create another analysis area