



# Interactive Reports

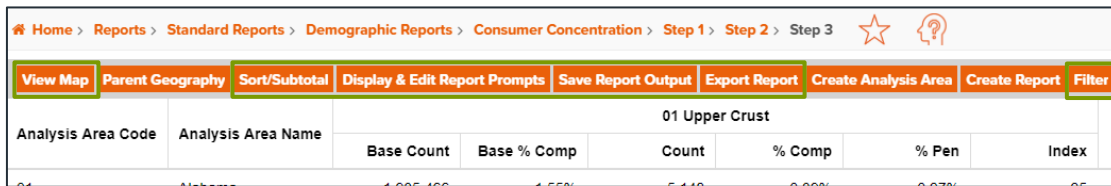
## Output Options

### OVERVIEW

This document will introduce you to the various functionality available in the interactive report output.

### INTERACTIVE REPORT OPTIONS

The following functionality is available for all interactive reports.



#### View Map

To view the report map, click the View Map button. The screen displays the report map. To return to the Interactive Report screen, click the View Report button.

#### Sort/Subtotal

To sort and subtotal the data in your report, click the Sort/Subtotal button.

Sort and subtotal setting prompts and their corresponding options will vary depending on the type of report that was created. The prompts can include:

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	ADDITIONAL INFORMATION
Sort method	Sort methods can include: Segment, Row ID, Row Name, and Report Selection. The selected sort method will affect which of the remaining sort/subtotal options will appear.
Sort direction	The options are ascending and descending.

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	ADDITIONAL INFORMATION
Subtotal method	<p>The subtotal methods can include:</p> <ul style="list-style-type: none"> <li>• Equal Ranges – uses basic division to group the number of areas (rows) equally.</li> <li>• Equal Records – uses basic division to group the number of areas (rows) numerically; divides your analysis area into an equal number of rows.</li> <li>• n-Tile – distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths.</li> <li>• Analysis Area – groups based on your selected analysis areas.</li> <li>• Target Group – uses target groups to group the records.</li> </ul> <p>Tops &amp; Bottoms – allows you to view only the top and/or bottom entries.</p>
Subtotal measure	Sets the measure that will be used for the basis of subtotalling.
Number of Ranges	Sets the number of subtotal groups included in your report.
Sort variable / Sort profile	This is the variable or profile that the report will be sorted on.
Sort measure	This is the measure tied to the sort variable/profile that will be used for the basis of sorting.

### Display & Edit Report Prompts

To update the data in your report, click Display & Edit Report Prompts. You will be taken back to your initial prompt selections. Edit the information as needed and regenerate the report.

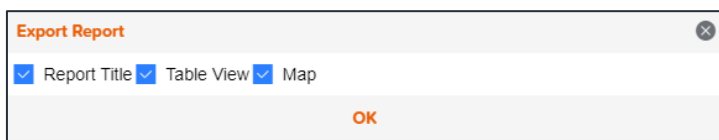
Note: If you decide not to update any of the prompts, clicking Return to current report will bring you back to your interactive report output screen.

### Save Report Output

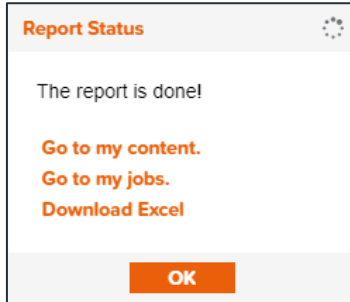
To save the report output to your My Content, click Save Report Output.

### Export Report

To export the report to Excel, click Export Report. Select whether you want to include the Report Title, Table View, and/or Map. Click OK.

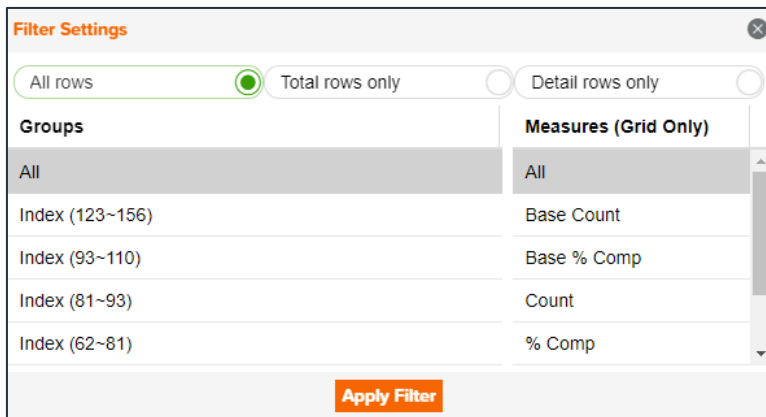


If you would like to view the exported report, in the Report Status window click Download Excel. Otherwise, your downloaded report will be available in My Jobs.



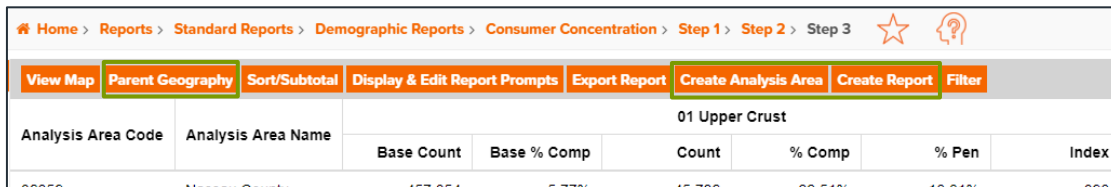
## Filter

To filter the rows or columns in your report grid, click Filter. When the Filter Settings window appears, select if you would like to view All rows, Total rows only, or Detail rows only. Then, select which subtotal groups (rows) and which measures (columns) you would like displayed in the report grid. Click Apply Filter.



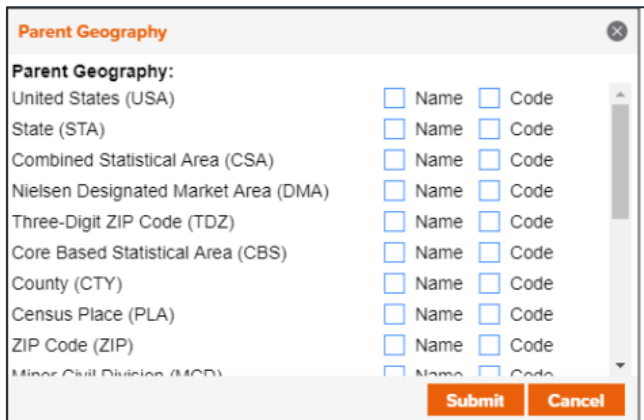
## INTERACTIVE REPORT OPTIONS – GEOGRAPHY BASED REPORTS

The following functionality is available only for interactive reports where the detailed rows contain geography level information.



## Parent Geography

To append parent geographies to the report, click Parent Geography. 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. Click Submit.



The screenshot shows a pop-up window titled "Parent Geography" with a close button (X) in the top right corner. Below the title is the heading "Parent Geography:". A list of geographies is displayed, each with two checkboxes: "Name" and "Code". The geographies listed are: United States (USA), State (STA), Combined Statistical Area (CSA), Nielsen Designated Market Area (DMA), Three-Digit ZIP Code (TDZ), Core Based Statistical Area (CBS), County (CTY), Census Place (PLA), ZIP Code (ZIP), and Minor Civil Division (MCD). At the bottom of the window are two buttons: "Submit" and "Cancel".

## Create Analysis Area

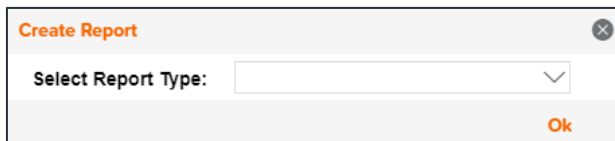
To create analysis areas based on the selected rows in your report output, click Create Analysis Area. Enter the desired analysis area name and Click Ok.



The screenshot shows a pop-up window titled "Create Analysis Area" with a close button (X) in the top right corner. Below the title is the label "Analysis Area Name:" followed by a text input field. At the bottom of the window are two buttons: "Ok" and "Cancel".

## Create Report

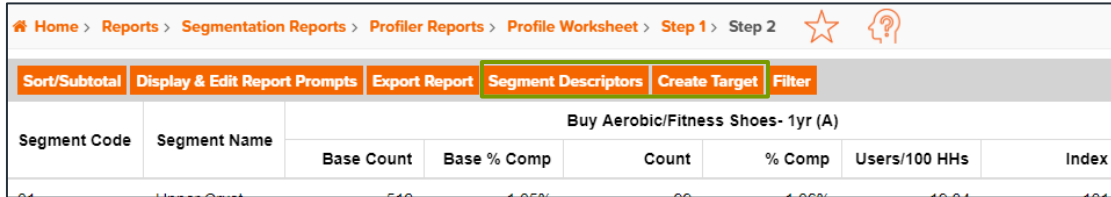
To launch a report using the selected geographies in your report output, click Create Report. When the Create Report window opens, select the report you'd like generated and click Ok.



The screenshot shows a pop-up window titled "Create Report" with a close button (X) in the top right corner. Below the title is the label "Select Report Type:" followed by a dropdown menu. At the bottom of the window is one button: "Ok".

## INTERACTIVE REPORT OPTIONS – SEGMENT BASED REPORTS

The following functionality is available only for interactive reports where the detailed rows contain segment level information.

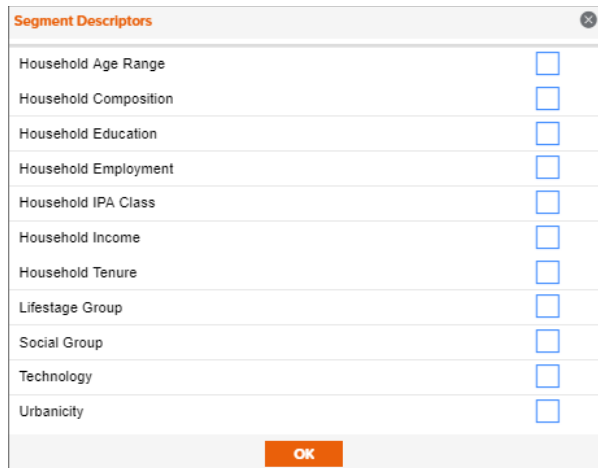


The screenshot shows a report interface with a navigation bar at the top containing: Home > Reports > Segmentation Reports > Profiler Reports > Profile Worksheet > Step 1 > Step 2. Below the navigation bar are several tabs: Sort/Subtotal, Display & Edit Report Prompts, Export Report, Segment Descriptors (highlighted in green), Create Target, and Filter. The main content area displays a table for the report titled "Buy Aerobic/Fitness Shoes- 1yr (A)".

Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index
01	Household	510	1.05%	86	1.66%	16.84	101

### Segment Descriptors

To append segment descriptors to the report, click Segment Descriptors. When the pop-up window appears, click the box(es) next to the descriptors you want appended. Click OK.



The screenshot shows a pop-up window titled "Segment Descriptors" with a close button (X) in the top right corner. The window contains a list of descriptors, each with a checkbox to its right:

- Household Age Range
- Household Composition
- Household Education
- Household Employment
- Household IPA Class
- Household Income
- Household Tenure
- Lifestage Group
- Social Group
- Technology
- Urbanicity

An "OK" button is located at the bottom center of the window.

## Create Targets

To create targets using the selected rows in your report output, click Create Targets. When the Target Group Creator screen appears, name your target and click Create Target Groups.

The screenshot displays the 'Target Group Creator' interface. At the top, there is a breadcrumb trail: Home > Target Group Creator > Select Segmentation System. Below this are navigation buttons: 'Add All', 'Add Selected', 'Narrow Your Segments', 'Clear Selections', and 'Sort Your Segments'. The main area is divided into two sections: 'PRIZM Premier' and 'Build Targets'. The 'PRIZM Premier' section contains a grid of 11 segments, each with a number and a description. The 'Build Targets' section shows a 'Target Name' field with 'Target1' and a 'Target Theme' dropdown set to '#006699'. Below this, there is a grid of selected segments: '02 Networked Neighbors', '06 Winner's Circle', '10 Executive Suites', '15 New Homesteaders', and '05 Country Squires'. A 'Drag and drop segments here to create a new Target' instruction is visible. At the bottom, there are input fields for 'Name the Target Group' and 'Description', and a green 'Create Target Group' button.

PRIZM Premier	
99 Unassigned	22 Middleburg Managers Upscale Middle Age Family Mix
01 Upper Crust Wealthy Mature w/o Kids	03 Movers & Shakers Wealthy Older Mostly w/o Kids
04 Young Digerati Wealthy Middle Age Mostly w/ Kids	07 Money & Brains Wealthy Older Mostly w/o Kids
08 Gray Power Wealthy Mature Mostly w/o Kids	54 Struggling Singles Downscale Middle Age Mostly w/o Kids
09 Big Fish, Small Pond Upscale Mature Mostly w/o Kids	11 Fast-Track Families Upscale Middle Age Family Mix

Lifestyle Group Themes: ■ Younger Years ■ Family Life ■ Mature Years

Build Targets

Target Name: Target1

Target Theme: #006699

02 Networked Neighbors Wealthy Middle Age Mostly w/ Kids	06 Winner's Circle Wealthy Middle Age Mostly w/ Kids
10 Executive Suites Upscale Middle Age Mostly w/ Kids	15 New Homesteaders Upscale Middle Age Mostly w/ Kids
05 Country Squires	

Drag and drop segments here to create a new Target

Name the Target Group:

Description:

**Create Target Group**