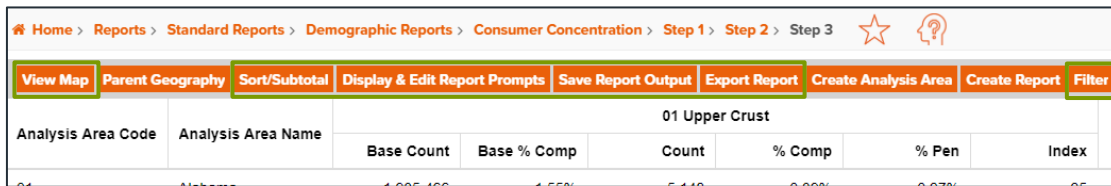![claritas logo]

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.

identify deliver optimize

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	**ADDITIONAL INFORMATION**
Subtotal method	The subtotal methods can include: • Equal Ranges – uses basic division to group the number of areas (rows) equally. • Equal Records – uses basic division to group the number of areas (rows) numerically; divides your analysis area into an equal number of rows. • n-Tile – distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths. • Analysis Area – groups based on your selected analysis areas. • Target Group – uses target groups to group the records. Tops & Bottoms – allows you to view only the top and/or bottom entries.
Subtotal measure	Sets the measure that will be used for the basis of subtotaling.
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.
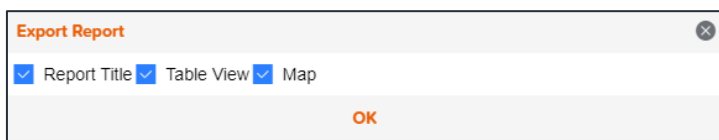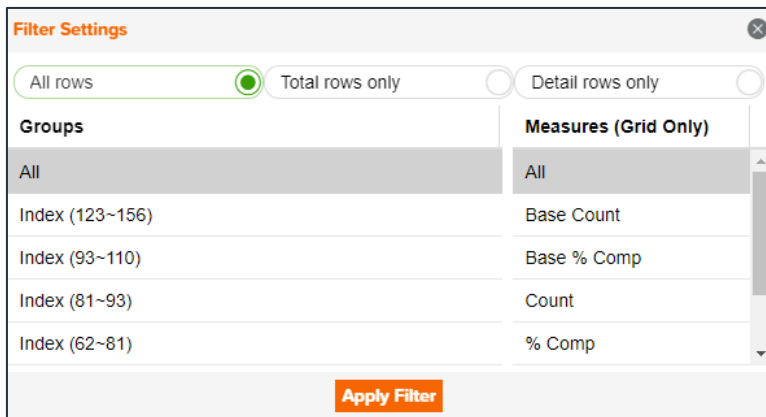
If you would like to view the exported report, in the Report Status window click Download Excel. Otherwise, your downloaded report will be available in My Jobs.

Report Status

The report is done!

Go to my content.
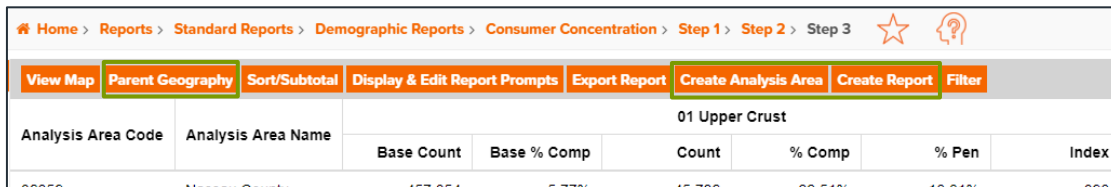Go to my jobs.
Download Excel

OK
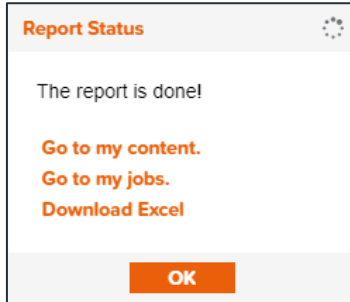
Filter

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.

Filter Settings

All rows ●	Total rows only ○	Detail rows only ○

Groups	Measures (Grid Only)
All	All
Index (123~156)	Base Count
Index (93~110)	Base % Comp
Index (81~93)	Count
Index (62~81)	% Comp

Apply Filter
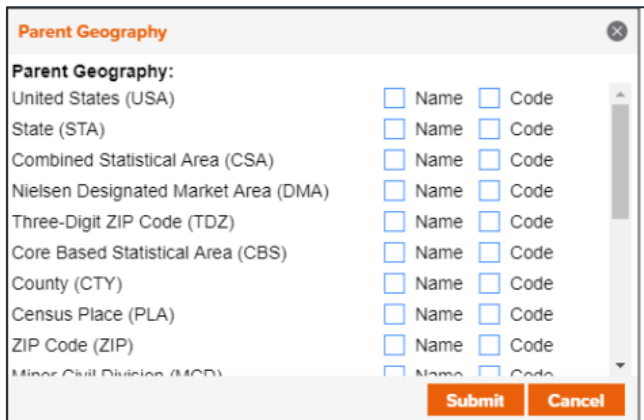
INTERACTIVE REPORT OPTIONS – GEOGRAPHY BASED REPORTS

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

🏠 Home › Reports › Standard Reports › Demographic Reports › Consumer Concentration › Step 1 › Step 2 › Step 3

| View Map | Parent Geography | Sort/Subtotal | Display & Edit Report Prompts | Export Report | Create Analysis Area | Create Report | Filter |

		01 Upper Crust				
Analysis Area Code	Analysis Area Name	Base Count	Base % Comp	Count	% Comp	% Pen	Index
36059	Nassau County	457,854	5.77%	45,786	22.51%	10.01%	390

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.
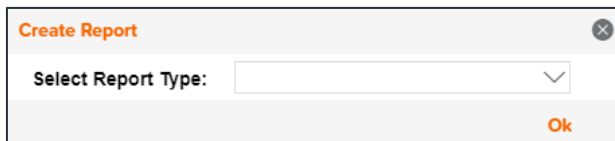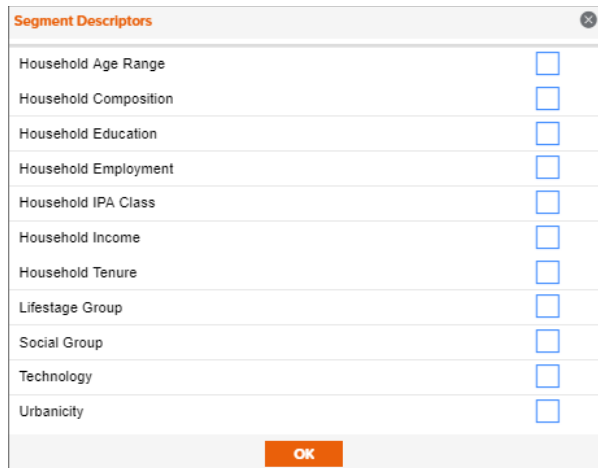

Create Analysis Area

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.
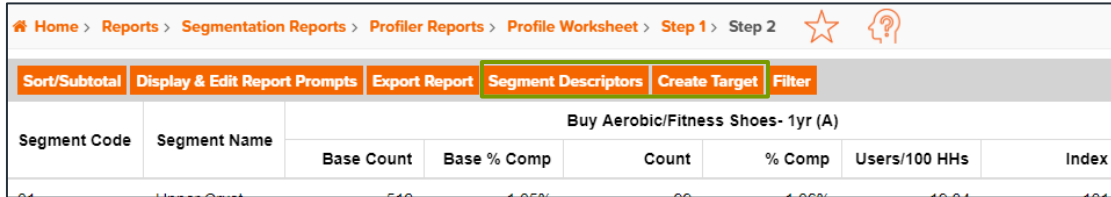
Create Report

To a 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.

INTERACTIVE REPORT OPTIONS – SEGMENT BASED REPORTS

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

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.

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.