

Profile Segment Consumption Report

OVERVIEW

This document will take you through the process of creating a Profile Segment Consumption report.

The Profile Segment Consumption report displays usage and consumption data, by segment, for behavioral profiles.

LOCATE PROFILE WORKSHEET REPORT

1. From the homepage, click on Reports.



2. Select Segmentation Reports → Profiler Reports → Profile Segment Consumption.

SELECT REPORT INPUTS

Select Segmentation System & Profile

1. Select your segmentation system.

Select a Segmentat	ion System	
PRIZM Premier		
P\$YCLE Premie	r	
ConneXions		
ConneXions Pre	mier	
1	Go to the Knowledge Center to view additional walkthroughs.	ider

Go to the <u>Knowledge Center</u> to view additional walkthroughs. Copyright © Claritas, LLC. All rights reserved. Confidential and proprietary. 2. Select your consumption profile/s.

Note: Syndicated consumption profiles are designated with an asterisk (*) at the end of the profile name. If there is no consumption data associated with a profile, that profile will not be available for selection within this report.

Select Consumption Profile(s)			
Q	Search Clear Selection	Save List My Lists	
> 🗅 My Profiles			
Claritas Profiles			

3. (Optional) Determine if you want to project your profile to an analysis area.



a. Select your analysis area.

Select an Analysis Area							
Select the geographic region (analysis area) in which you would like to analyze.							
Q Search Clear Selection Save List My Lists							
> 🗅 My Analysis Area	A						
United States (USA)							
> 🗅 State (STA)							
Combined Statistical Area (CSA)							
> 🗋 Nielsen Designated Market Area (DMA)							
> Three-Digit ZIP Code (TDZ)							
> Cre Based Statistical Area (CBS)							
County (CTY)							
> C Census Place (PLA)							
	•						

 b. Choose a projection data set: Households or 5 Year Households. Note: If you license ZIP+6 level distributions, it is generally recommended to select Households (ZIP+6 Based) as your base, as this level provides a greater level of granularity for the segment distributions than the ZIP+4 level.

Select a Projection Data Set				
Households (ZIP+4 Based)	۲	Five Year Households (ZIP+4 Based)	Households (ZIP+6 Based)	



Specify a Sort Method

You'll be prompted to make the following selections:

	SORT/SUBTOTAL PROMPTS					
SORT/SUBTOTAL PROMPT	ADDITIONAL INFORMATION					
Sort method	Sets the method used for sorting your records. The selected sort method will affect which of the remaining sort/subtotal options will appear.					
Sort profile	This is the profile that the report will be sorted on.					
Sort measure	This is the measure tied to the sort profile that will be used for the basis of sorting.					
Sort direction	The options are ascending and descending.					
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.					
Number of ranges	Sets the number of subtotal groups included in your report.					
Subtotal measure	Sets the measure that will be used for the basis of subtotaling.					

1. Select a sort method. The options are:

SORT METHODS					
SORT METHOD	DEFINITION				
Segment code	Sorts data according to segment codes.				
Report selection	Sorts data based on your specified profile, measure, and subtotal method.				

2. (Optional) If you selected Report Selection as the sort method, you'll be prompted to select a sort profile and sort measure.

Note: The list of available sort profiles will be dependent on the profiles you selected in the previous Select Profile(s) prompt.

Select a sort Profile				
Buy Children's Shoes- 6mo (H) *				
Buy Children's Athletic Shoes- 6mo (H) *				
🕒 Buy Children's Sandals- 6mo (H) *				
Select a sort Measure	Total Demand Index	\sim		



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3. Select a sort direction.

Select a sort direction		
Ascending	Descending	0

4. (Optional) If you selected Report Selection as the sort method, you'll be prompted to select a subtotal method. The options are:

SUBTOTAL METHODS					
SUBTOTAL METHOD	DEFINITION				
None	No subtotal applied.				
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable				
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.				
n-Tile	Distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths. Dividing data in equal portions ranks the analysis areas by marketing potential, in groups showing the strongest to weakest.				
Target Group	Uses target groups to group the records.				

If you select the Equal Ranges or Equal Records subtotal method, you need to specify the following:

• Number of ranges: select your desired number of groupings

If you select n-Tile subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings
- Subtotal measure: select the desired measure to use for equal grouping

If you select the Target Group subtotal method, you'll need to specify the following:

• Target Groups: select the target group you want to use for grouping.



Select Additional Options & Output Type

1. (Optional) If you would like Segment Descriptors included in your report data, check the box(es) next to the descriptor(s) you'd like appended.

Segment Descriptors	
Household Age Range	
Household Composition	
Household Education	
Household Employment	
Household IPA Class	
Household Income	
Household Tenure	
Lifestage Group	

- 2. Select an output type, Excel or Interactive.
- 3. Enter a Report Name. Click Submit.

REVIEW REPORT OUTPUT

If Creating Excel Output

1. While the report generates, you are given the option to navigate away from the current page.





# Home > My Jobs > Job Details > Job Export 〈?								
	Report Output (Ex Profile Segment Con							
Profile Segment Consumption	Target Group Builder	Target Concentration Report	Target Segment Measures Report					
Re-run the same report using different selections	Create a group of the top spending segments	Find markets with a high concentration of my targets?	Identify behaviors or services most likely to be used by my target groups?					

2. After the report generates, click Report Output to view your report.

If Creating Interactive Output

1. Once your report generates it will be displayed on the screen.

Sort/Subtotal Display & Edit Report Prompts Save Report Output Export Report Segment Descriptors Create Target Filter										
Comment Code						Buy C	hildren's Shoes- 6	mo (H)		
Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index	Demand/User	Consumptio	Total Demand
					0.000				70	100

