



Claritas 360 Report Input Limitations

OVERVIEW

In order to ensure system performance, report input limits have been established for all reports in Claritas 360. These limits will prevent reports that will likely error out due to the amount of data being requested from being submitted.

STANDARD REPORT INPUT LIMITATIONS

STANDARD REPORT INPUT LIMITATIONS				
REPORT NAME	PROFILES/ VARIABLES	CUSTOM ANALAYSIS AREAS	STANDARD ANALYSIS AREAS	BUSINESS LOCATIONS
Business-Facts Location	-	-	-	1,000,000
Business-Facts Summary	-	50	50	-
Consumer Concentration	50	10,000	239,000*	-
Consumer Spending Dynamix	-	50	50	-
Location Detail	-	-	-	1,000,000
Point Crosstab	-	-	-	1,000,000
Point to Point	-	-	-	1,000,000
Standard Demographic	-	50**	50**	-
Standard CultureCode	-	50	50	-

*The number of total US Block Groups

**If adding a graph to these reports, keep Analysis Area selections to a maximum of 10

SEGMENTATION REPORT INPUT LIMITATIONS

SEGMENTATION REPORT INPUT LIMITATIONS				
REPORT NAME	PROFILES/ VARIABLES	CUSTOM ANALAYSIS AREAS	STANDARD ANALYSIS AREAS	TARGETS/ SEGMENTS
Actual Consumption	16	10,000	239,000*	-
Actual vs. Potential	1	10,000	239,000*	-
Actual vs. Potential Consumption	1	10,000	239,000*	-
Dominant Target	-	10,000	239,000*	-
Market Consumption	16	10,000	239,000*	-
Market Potential Index**	30	10,000	239,000*	-
Potential vs. Potential	2	10,000	239,000*	-
Profile Ranking Index (Columns/Rows)	50/3,500	20	20	-
Profile Ranking Index Category	50	20	20	-
Profile Segment Consumption	50	20	20	-
Profile Worksheet	50	20	20	-
Segment Distribution	-	50	50	-
Target Concentration	-	10,000	239,000*	-
Target Segment Measure	3,500	20	20	200
Target Segment Measure Category	3,500	20	20	200

*The number of total US Block Groups

**If adding optional variables under Advanced Options, a maximum of 50 variables can be selected

CUSTOM REPORT INPUT LIMITATIONS

CUSTOM REPORT INPUT LIMITATIONS			
ROW ELEMENT	COLUMN ELEMENT	ROW LIMITS	COLUMN LIMITS
Analysis Areas	Variables	10,000 Custom Analysis Areas	300 total columns*
Variables	Analysis Areas	10,000 Variables	600 total columns*
Analysis Areas	Profiles	10,000 Custom Analysis Areas	180 total columns*
Profiles	Analysis Areas	3,500 Profiles	600 total columns*
Profiles	Targets	3,500 Profiles	200 total columns*

*The number of total analysis areas/profiles/variables will be dependent on which measures are selected to be in the report output. For example, if you create an Analysis Areas by Variables table, you can only choose 50 variables if choosing to return all 6 measures ($300 \text{ columns} / 6 \text{ measures} = 50 \text{ variables}$). However, if you only have 2 measures to return, you can select up to 150 variables ($300 \text{ columns} / 2 \text{ measures} = 150 \text{ variables}$).

NOTE: When creating a custom template, the analysis area/profile/variables pre-selections will not be monitored. Meaning, you can create and save a template that has pre-selections that exceed the report limitations. If you submit a custom report that exceeds the above limitations, you may need to go back and edit the pre-selections that were made to the template before successfully being able to submit the report.

WHAT IF YOU SELECT TOO MANY INPUTS?

If you select more inputs than are allowed by the report limitations, you will receive an error message after submitting your report and be returned to your report selections so they can be modified. You will then need to update your report selections and re-submit your report.