



Claritas 360 Reports

OVERVIEW

The below tables list the various reports available in Claritas 360.

Click on a report name for detailed report creation steps.

CONSUMER DEMAND REPORTS

CONSUMER DEMAND REPORTS			
REPORT NAME	ROWS	COLUMNS	REPORT DESCRIPTION
Consumer Spending Dynamix	Expenditure Categories	Analysis Areas	Provides consumer expenditures, including current-year estimates and five-year projections of total household expenditures. [Includes Map]
Financial CLOUT	Financial Products/ Services	Analysis Areas	Provides market penetration levels and average dollar balance/value for a variety of financial products and services. [Includes Map]
Retail Market Power	Expenditure Categories	Analysis Areas	View sales opportunities by depicting the sales gap that exist in the marketplace. [Includes Map]

DEMOGRAPHIC REPORTS

DEMOGRAPHIC REPORTS			
REPORT NAME	ROWS	COLUMNS	REPORT DESCRIPTION
Consumer Concentration	Analysis Areas	Variables	Shows details about demographics, consumer demand and customer data. [Includes Map]
CultureCode Reports	Variables	Analysis Areas	Provides population information based on a variety of factors, including: race, ethnicity, language usage, and ancestry. [Includes Map]
Pop-Facts Demographics	Variables	Analysis Areas	Provides details for demographic variables, including: age, race, household size, income, ethnicity, and occupation. [Includes Map]

LOCATION REPORTS

LOCATION REPORTS			
REPORT NAME	ROWS	COLUMNS	REPORT DESCRIPTION
Business-Facts Location	Business Locations	Location Variables	Provides basic business location information.
Business-Facts Summary	Business Categories	Business Summary Variables	Provides summary information about employees, business types, and occupations. [Includes Map]
Location Detail	Locations	Location Variables	Provides standard or imported locations within analysis areas.
Point Crosstab	Analysis Area	Variables	Group and summarize location variables. [Includes Map]
Point to Point	Location	Distance/ Direction to other locations	Calculate distance and direction between an imported or filtered location data set to another location data set.

SEGMENTATION REPORTS

SEGMENTATION REPORTS			
REPORT NAME	ROWS	COLUMNS	REPORT DESCRIPTION
Actual Consumption	Analysis Areas	Profiles	Compares both geographic summary counts and consumption measures of a behavior to a base. [Includes Map]
Actual vs. Potential	Analysis Areas	Profiles	Uses imported customer counts to identify the level of potential for analysis areas in your market area. [Includes Map]
Actual vs. Potential Consumption	Analysis Areas	Profiles	Compares actual customer consumption to market potential to identify strategic opportunity by analysis areas in your market area. [Includes Map]
Dominant Target	Analysis Areas	Targets	Locates the targets with the highest concentration in each analysis area. [Includes Map]
Market Consumption	Analysis Areas	Profiles	Displays consumption data for products and services for one or more selected analysis areas. [Includes Map]
Market Potential	Analysis Areas	Profiles	Compares current usage patterns for one or more product profiles in an analysis area. [Includes Map]

SEGMENTATION REPORTS			
REPORT NAME	ROWS	COLUMNS	REPORT DESCRIPTION
<u>Potential vs. Potential</u>	Analysis Areas	Profiles	Compares the usage profiles for two products or services side-by-side. [Includes Map]
<u>Profile Ranking Index</u>	Profiles	Profiles	Compares one or more profiles within a selected collection of other profiles. <u>Profile Ranking Index Category</u> report is also available in Claritas 360.
<u>Profile Segment Consumption</u>	Segment	Profiles	Displays consumption data, by segment, for products and services.
<u>Profile Worksheet</u>	Segment	Profiles	Displays usage information, by segment, for products and services.
<u>Segment Distribution</u>	Segment	Geography	Shows the geographic distribution of each segment within a selected segmentation system.
<u>Target Concentration</u>	Analysis Areas	Targets	Shows how many target users are located within an analysis area. [Includes Map]
<u>Target Segment Measure</u>	Profiles	Targets	Displays detailed profile data for a selected target and/or its segments. <u>Target Segment Measure Category</u> report is also available in Claritas 360.