Profile Worksheet

Interpretation & Calculations

OVERVIEW

The Profile Worksheet report provides details on usage of a product or service by each segment within the entire country or a selected analysis area.

BUSINESS ISSUES IT CAN SOLVE FOR:

- Understand each segment's usage for a product or service.
- Identify segments with high/low propensity to participate in a behavior for development.
- Add Segment Descriptor columns to cross-reference key demographic characteristics for each segment group to create target groups.
- Determine the segments that prime customers fall within.
- Tailor marketing campaigns to reach prime segments.
- Understand key demographic characteristics for potential customers.
- Develop a brand strategy for target consumers.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What segments have the most potential to participate in a certain behavior?
- What are the key demographic characteristics of my target customers?
- What products services are my core customers most interested in?

identify
deliver
optimize

SAMPLE REPORT OUTPUT

Profile Worksheet

Segment Code	Segment Name	Household Education	Types of restaurant used for breakfast 30 day Any coffee house/coffee bar (A)					
			Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index
01	Upper Crust	Graduate Plus	27,247	1.25%	3,602	0.99%	13.22	79
02	Networked Neighbors	Graduate Plus	37,283	1.70%	12,893	3.54%	34.58	208
[A] 03	Movers & Shakers	[B] Graduate Plus	55,935	2.56%	[C] 13,757	[D] 3.78%	24.60	[E] 148
04	Young Digerati	Graduate Plus	18,014	0.82%	7,464	2.05%	41.43	249
05	Country Squires	Graduate Plus	52,903	2.42%	15,751	4.33%	29.77	179

A. Segment Code/Name: Each segment is identified by code and name.

B. Segment Descriptors: Within the prompt there is the option to include columns of demographic descriptors for each segment. Ex) 03 Movers & Shakers: Household Education, Graduate Plus.

C. Profile Count: The total number of estimated households or adults, within each segment, that are likely to fit that behavior. Ex) There are 13,757 Movers & Shakers adults in the Atlanta CBSA that are estimated to have visited a coffee house within the last 30 days.

D. Profile % Comp: The percentage of households or adults within each segment who fit the behavior, compared to all segments who fit the behavior in the selected geography. Ex) Of all the adults in the Atlanta CBSA that are estimated to have visited a coffee house within the last 30 days, 3.78% fall within the Movers & Shakers segment.

E. Profile Index: Represents the likelihood that a HH or adult fits the profile (based on an average index of 100). Ex) An adult that falls within the Movers & Shakers segment is 48% more likely to visit a coffee house than the average HH in the Atlanta CBSA.

REPORT FORMULAS

This analysis uses the following formulas:

- Percent composition (base or behavior)

$$\frac{\text{Segment Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Users per 100 households

$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Users/100 HHs}$$

- Index

$$\frac{\text{Users / 100 HHs of Behavior}}{\text{Users / 100 HHs of Base}} \times 100 = \text{Index}$$