Interactive Map

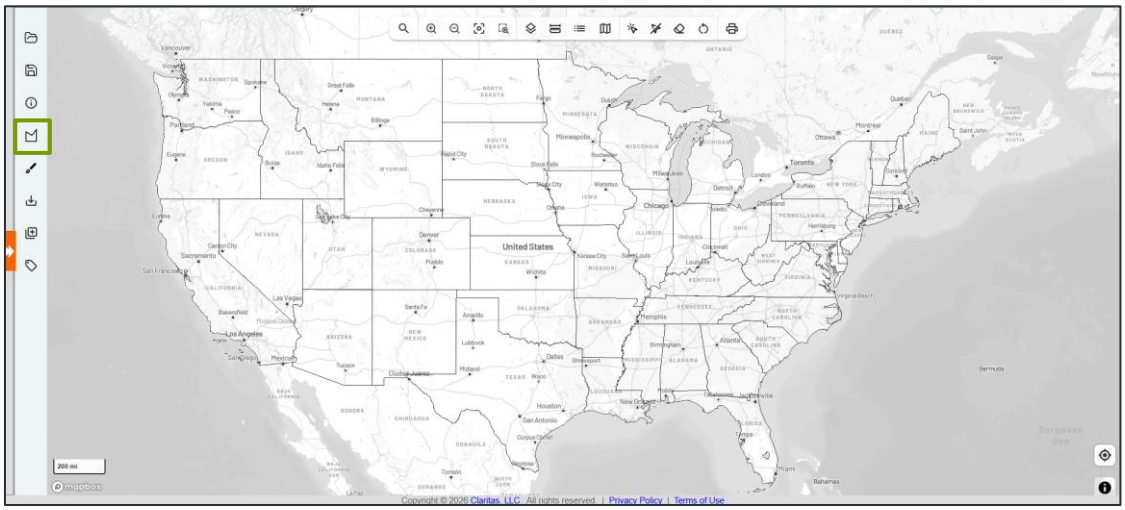
Analysis Area Builder

OVERVIEW

This document will take you through the process of creating analysis areas on the interactive map.

ANALSYIS AREA BUILDER

1. From the interactive map, click Analysis Area Builder.



SELECT GEOGRAPHY

To create an analysis area by selecting geography(ies):

1. Click the Select Geography tab. Navigate through the geography tree to select the desired geography(ies).

Go to the Knowledge Center to view additional walkthroughs.

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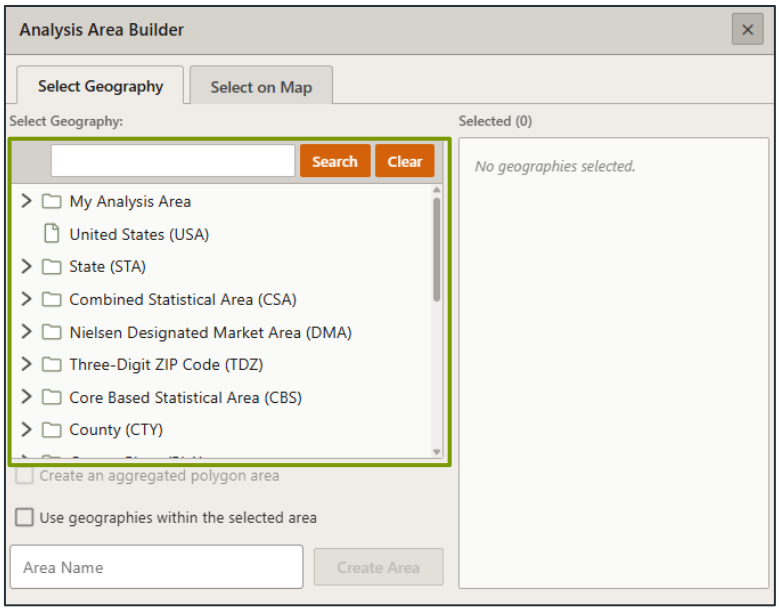
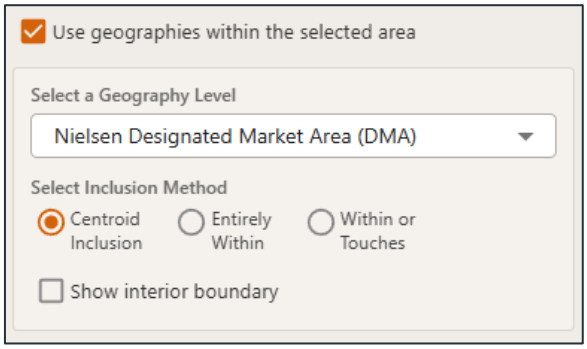


2. (Optional) To create your analysis areas based on standard geographies that fall within your selected area, click to Use geographies within the selected area. Additional options will appear.



   a. In the Select a geography level drop-down list, select your desired geography level.

   b. Specify the method by which you want to include the geography. The options are:

INCLUSION METHODS	
INCLUSION METHOD	**DESCRIPTION**
Centroid Inclusion	Includes geographies with centroids that fall within the perimeter of the area.
Entirely Within	Includes geographies that fall completely within the perimeter of the area.
Within or Touches	Includes geographies that fall within or touch any part of the perimeter of the area.

   c. By default, the interior boundaries will not be shown on the map. To show the boundaries, click to show interior boundaries.

3. Enter a name for your analysis area. Click Create Area.

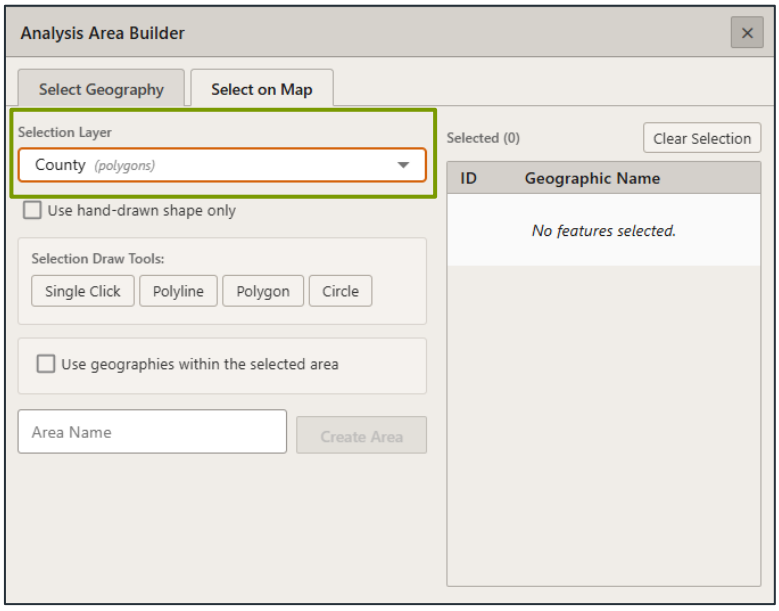
4. (Optional) To display the newly created area on the map:
    a. Close the Analysis Area Builder.
    b. Click Add Layer.
    c. On the Geography Layer tab, select the newly created area from the My Analysis Area folder.
    d. Click Add Layers.

SELECT ON MAP

To create an analysis area by selecting geography(ies):

1. Click the Select on Map tab. In the Selection Layer dropdown, select the desired geography level.

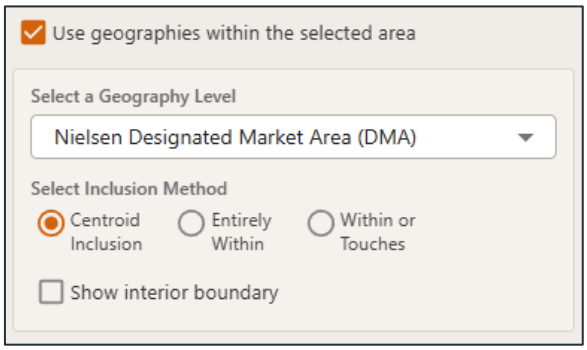
Note: The desired geography level must be displayed on the map in order for it to appear in the Selection Layer dropdown.



2. Specify the method by which you want to select geographies. The options are:

SELECTION OPTIONS	
SELECTION OPTION	**DESCRIPTION**
Single Click	Click on the desired geography(ies).
Polyline	Click to create a custom line on the map. Double click to complete the line. Geographies intersecting the line will be included in the area.
Polygon	Click on the map to create a polygon. Double click to complete the polygon. Geographies that fall within the polygon will be included in the area (you will also need to select an inclusion methodology – definitions provided below).
Circle	Click and drag to create a circle on the map. Geographies that fall within the circle will be included in the area (you will also need to select an inclusion methodology – definitions provided below).

3. (Optional) To create your analysis area based on standard geographies that fall within your selected area, click to Use geographies within the selected area. Additional options will appear.



   a. In the Select a geography level drop-down list, select your desired geography level.

   b. Specify the method by which you want to include the geography. The options are:

INCLUSION METHODS	
INCLUSION METHOD	**DESCRIPTION**
Centroid Inclusion	Includes geographies with centroids that fall within the perimeter of the area.
Entirely Within	Includes geographies that fall completely within the perimeter of the area.
Within or Touches	Includes geographies that fall within or touch any part of the perimeter of the area.

   c. (Optional) By default, the interior boundaries will not be shown on the map. To show the boundaries, click to show interior boundaries.

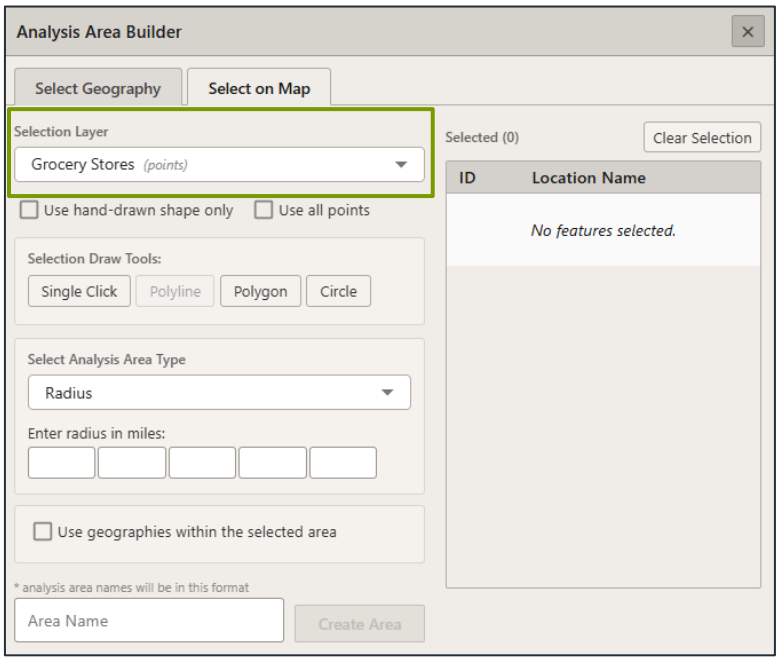
4. Enter a name for your analysis area. Click Create Area.

5. (Optional) To display the newly created area on the map:
    a. Close the Analysis Area Builder.
    b. Click Add Layer.
    c. On the Geography Layer tab, select the newly created area from the My Analysis Area folder.
    d. Click Add Layers.

To create an analysis area by selecting locations:

1. Click the Select on Map tab. In the Selection Layer dropdown, select the desired geography level.

    Note: The desired point layer must be displayed on the map in order for it to appear in the Selection Layer dropdown.



2. Specify the method by which you want to select locations for creating analysis areas. The options are:

    Note: to create analysis areas around all locations in the point layer, Click the check box next to Use all points.

SELECTION OPTIONS	
SELECTION OPTION	**DESCRIPTION**
Single Click	Click on the desired location(s).
Polygon	Click on the map to create a polygon. Double click to complete the polygon. Locations that fall within the polygon will be used for creating analysis areas.
Circle	Click and drag to create a circle on the map. Locations that fall within the circle will be used for creating analysis areas.

3. In the Select an Analysis Area Type drop-down list, select the type of analysis area that you want to create. The options are:

ANALYSIS AREA TYPE	
AREA TYPE	**DESCRIPTION**
Radius	Based on a specified distance, in miles, around a particular location.
Concentric	Based on specified radii, in miles, around a particular location that will create doughnut shaped areas.
Drive Time	Based on the number of minutes (drive time) you can drive from a specific location. Note that the drive time area does not account for traffic.
Drive Distance	Based on the number of miles (drive distance) you can drive from a specific location.
Threshold	Based on a specified value (threshold) of a selected variable (for example, a radius area based on the current-year population threshold of 10,000.
Thiessen	Based on a specified distance, in miles, around multiple locations that will create non-overlapping radii.

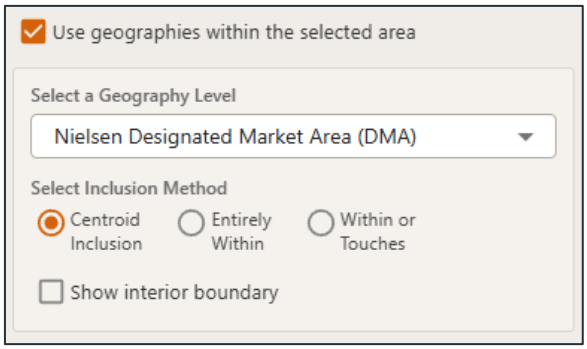
4. Based on the selected area type, further define the area details:

ANALYSIS AREA TYPE, ADDITONAL DETAILS	
AREA TYPE	**ADDITIONAL DETAILS NEEDED**
Radius	Enter the radius (in miles) from your specified location data that you want to use. *
Concentric	Type the radius (in miles) of the inner circle that you want to create around your specified location data in the Inner Radius text box, and then type the radius of the outer circle in the Outer Radius text box.
Drive Time	Enter the drive time (in minutes) from your specified location data that you want to use. *
Drive Distance	Enter drive distance (in miles) from your specified location data that you want to use. *

ANALYSIS AREA TYPE, ADDITONAL DETAILS	
AREA TYPE	**ADDITIONAL DETAILS NEEDED**
Threshold	Specify the variable that will be used for the threshold, the maximum threshold value, the percent tolerance (i.e., the inaccuracy rate used to determine how close the resulting radii are to the specified threshold value), your preferred maximum number of iterations, and the minimum and maximum radius (in miles).
Thiessen	Enter the number of polygons you want to create and the size of each radius (in miles).

* Variable Trade Area Model (VTAM) option can be used to estimate the primary trade area radius – which accounts for 75%-85% of a retail location's sales.

5. (Optional) To create your analysis area based on standard geographies that fall within your selected area, click to Use geographies within the selected area. Additional options will appear.



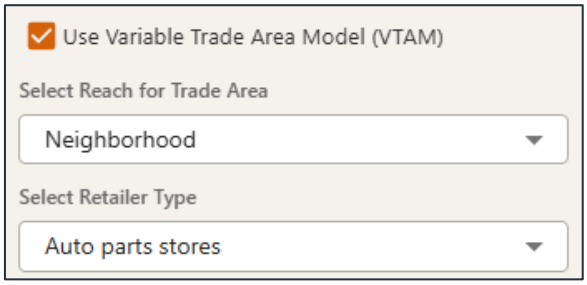
c. In the Select a geography level drop-down list, select your desired geography level.

d. Specify the method by which you want to include the geography. The options are:

INCLUSION METHODS	
INCLUSION METHOD	**DESCRIPTION**
Centroid Inclusion	Includes geographies with centroids that fall within the perimeter of the area.
Entirely Within	Includes geographies that fall completely within the perimeter of the area.
Within or Touches	Includes geographies that fall within or touch any part of the perimeter of the area.

d. (Optional) By default, the interior boundaries will not be shown on the map. To show the boundaries, click to show interior boundaries.

6. (Optional) To create analysis areas based on VTAM, check the box next to Use Variable Trade Area Model. From the drop-down lists, select the appropriate retailer reach and retailer type.



7. Enter a name for your analysis area. Click Create Area.

6. (Optional) To display the newly created area on the map:
   a. Close the Analysis Area Builder.
   b. Click Add Layer.
   c. On the Geography Layer tab, select the newly created area from the My Analysis Area folder.
   d. Click Add Layers.