Analysis Area Creation Options

Available in Claritas 360

The table below lists the various analysis area types available in Claritas 360.

Click on a tile for detailed analysis area creation steps.

ANALYSIS AREA TYPES	
ANALYSIS AREA TYPE	**DEFINITION**
Address(es)	Creates areas by manually entering addresses. Address options also include: latitude/longitude, ZIP Code, and Block Group.
Custom Data	Creates analysis areas using previously imported location files.
Geography	Creates an analysis area by manually selecting standard geographies and/or previously saved analysis areas.
Import Analysis Area	Creates analysis areas by importing either a list of geographies or a polygon file. Polygon file types: .shp, .mif, and .tab
Import Location File	Creates analysis areas by importing an address file.
Interactive Map	Creates an analysis area using the interactive map.
Location Filter	Creates analysis areas based on filtered Claritas Business-Facts locations or previously imported location files.

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