



Customer Analysis Workflow

Using Claritas 360

OVERVIEW

This document will take you through the process of conducting a complete customer analysis in Claritas 360.

IDENTIFY YOUR CUSTOMERS

Use the Profile Worksheet report to identify who is most likely to be your customer. This report will show usage information, by segment, for products and services:

[Profile Worksheet Report Generation - Walkthrough](#)

[Profile Worksheet – Interpretation & Calculations](#)

CREATE A CUSTOM TARGET GROUP

Once you have identified your top customers in the Profile Worksheet report, use Target Group Builder to create custom targets:

[Create Target Group, Using Previously Defined Targets - Walkthrough](#)

[Create Target Group, Using Filters - Target](#)

[Create Target Group, Using Charts - Walkthrough](#)

DISCOVER MORE ABOUT YOUR CUSTOMERS

After your targets have been created, use the Target Segment Measures report to discover what your targets look like and what other behaviors they exhibit.

[Target Segment Measures Report Generation - Walkthrough](#)

[Target Segment Measures - Interpretation & Calculations](#)

LOCATE YOUR CUSTOMERS

Now that you have thorough understanding of your customers, use the Target Concentration report to locate where your customers are concentrated:

[Target Concentration Report Generation – Walkthrough](#)

[Target Concentration – Interpretation & Calculations](#)