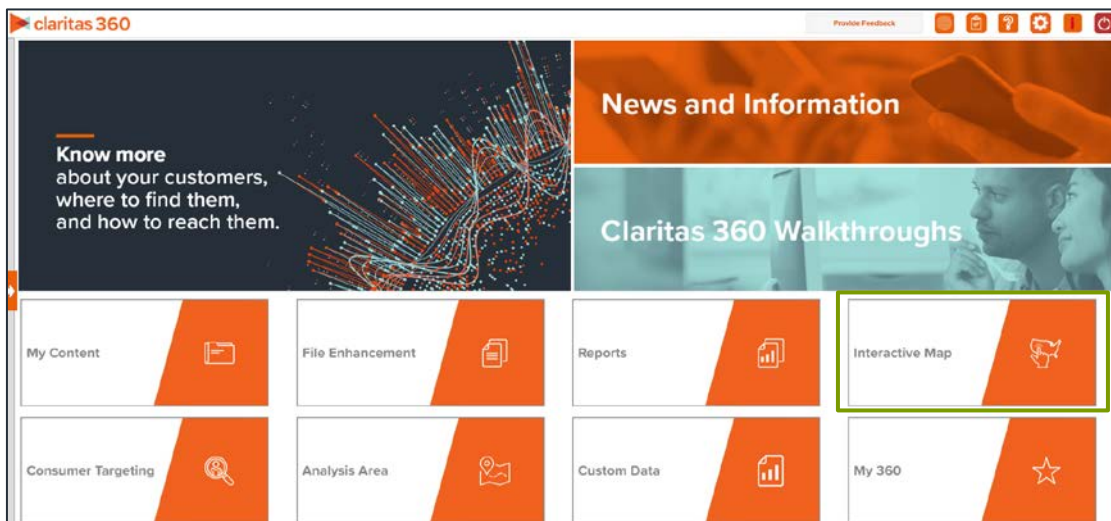# Interactive Map

Create an Analysis Area Around a Location

OVERVIEW

This document will take you through the process plotting a location on the map and creating an analysis area around that location.

PLOT LOCATION ON THE INTERACTIVE MAP

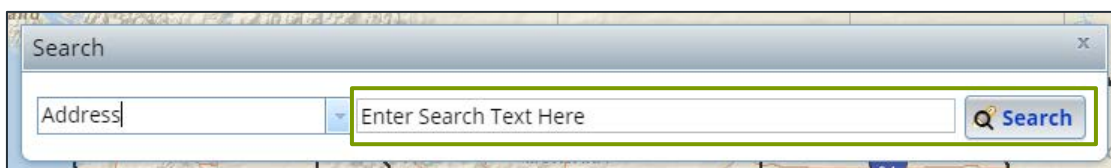1. From the homepage, click on Interactive Map.

To plot a point on the map using a specific address:
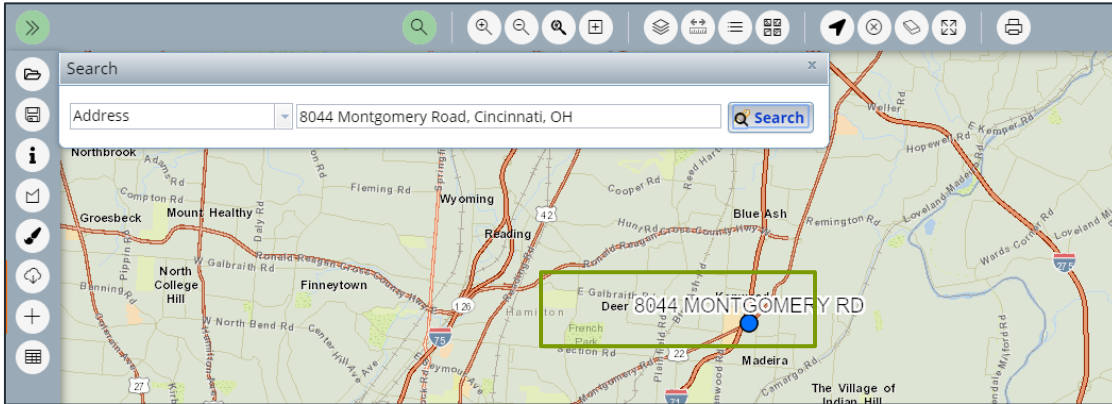
1. Click the Lookup icon on the interactive map.

2. Enter the desired address and click Search.

identify
deliver
optimize

3. The location will be displayed on the map.

Note: Keep the Search box open until the Analysis Area has been created. Closing the search box will remove the location from the map.
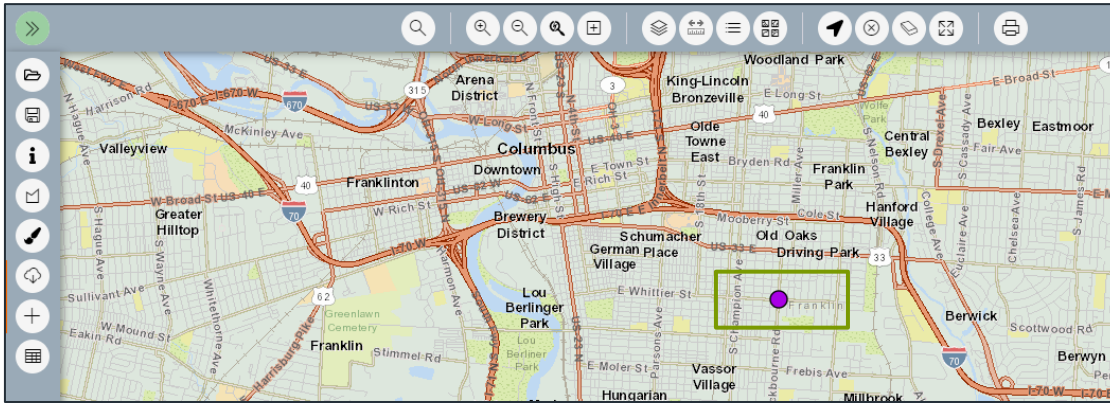

To create a point by clicking on the interactive map:

1. Zoom in to your desired location on the interactive map and right click where you would like the point plotted on the map.
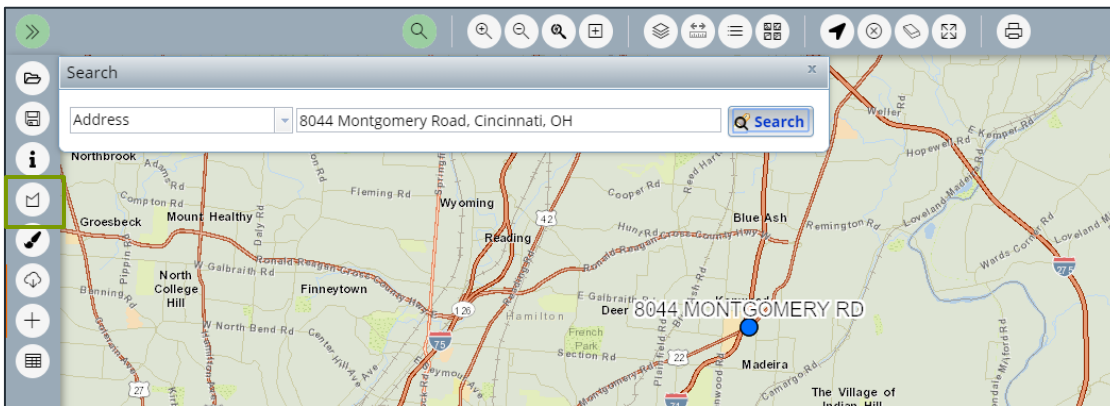
claritas
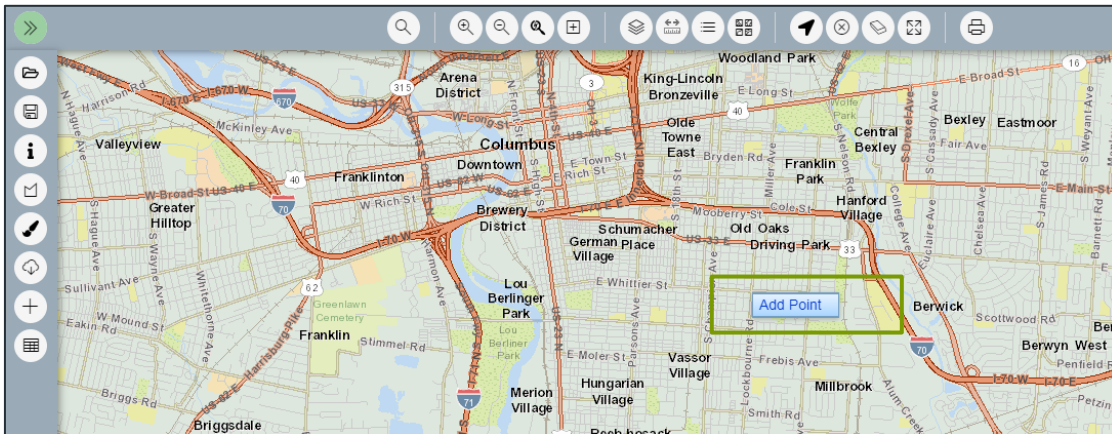
2. Select Add Point. The point will be displayed on the map.

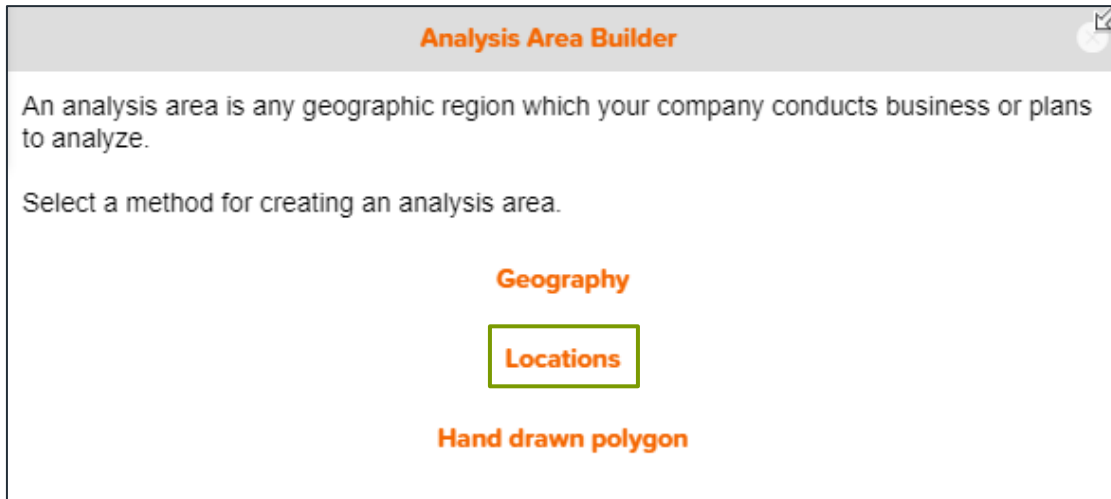Note: It is essential to have at least one location plotted on the map prior to attempting to create an Analysis Area through the interactive map.

CREATE ANALYSIS AREA

1. With at least one location displayed on the interactive map, click on the Analysis Area Builder icon.

2. When the Analysis Area Builder opens, click Locations.

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

AREA TYPES	
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.
Amoeba	Based on capturing a percentage of your customers linked to the particular location.

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

AREA TYPES, ADDITIONAL DETAILS	
AREA TYPE	**ADDITIONAL DETAILS**
Radius	Enter the radius (in miles) from your specified location data that you want to use.

AREA TYPES, ADDITIONAL DETAILS	
AREA TYPE	**ADDITIONAL DETAILS**
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.
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).
Amoeba	Enter the percentage or maximum number of customers to include in the area, and the maximum number of miles the area should be.

5. (Optional) To create your analysis areas based on standard geographies that fall within your selected area, change the Use geographies within the selected area prompt to ON. 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 be shown on the map. To hide the boundaries, change the Show interior boundaries prompt to OFF.
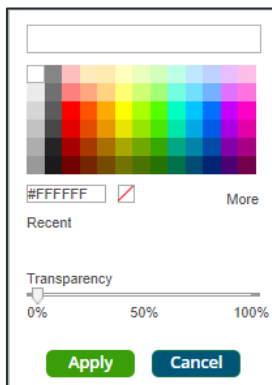
6. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.
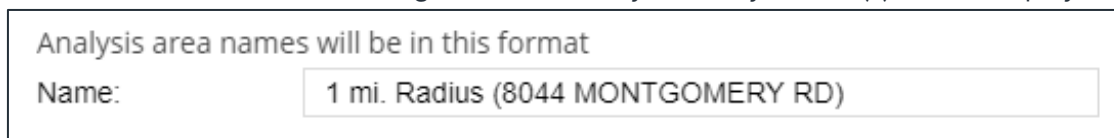

    a. To customize the analysis area border settings, click the button next to Border. When the Border setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of the border; and then click Apply.

       Note: A transparency of 100% means that there will be no color. 0% means full color.

    b. To customize the analysis area fill settings, click the button next to Fill. When the Fill setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of your analysis area display; and then click Apply.

7. In the Name text box, the naming convention for your analysis area(s) will be displayed.

8. The analysis area(s) will be displayed on the map. If you want to save your analysis area(s) for future use, click Submit Job.

9. When the Creation Status box displays, click OK.