



Profile Builder

Percent Trim Functionality

OVERVIEW

This document will take you through the percent trim functionality in Profile Builder. Percent trim determines the percentage of records you want the system to remove from the original file when creating your base market.

SET PERCENT TRIM

1. In Profile Builder, the Percent Trim option will appear only if you select Universe of file as the profile base.

Select a profile base

Universe of file Select an analysis area Create a new analysis area

PROFILE BASE TYPES	
PROFILE BASE TYPE	DESCRIPTION
Universe of file	Uses your customer address file to determine which geographies are included in the profile base.
Select an analysis area	Select a previously created analysis area to use as your profile base.
Create a new analysis area	Create a new analysis area to use as your base.

2. After selecting Universe of file as your profile base, the last prompt before creating your profile will be Select the percent to trim. Percent trim will determine the percentage of records you want the system to remove from the original file when creating the base market.

The default value is 20, which means that the system will automatically include the top 80% of geographies based on customer counts.

Note: If you don't want any records trimmed, type 0 or leave the field blank.

Do you want to save your geosummary

Name of geosummary

Name of profile

Profile description

Select the percent to trim

Create Profile

3. After verifying your selections, click Create Profile.

SAMPLE GEOSUMMARY OUTPUT, USING PERCENT TRIM

In the below geosummary, the percent trim was set to 0 during profile creation (meaning no records were trimmed from the address file).

The total geographies included in the output is 373. This means, every geography included in the sample address file was included in the base market that was used for profile creation.

Code	Name	Count	% Comp	Count	% Comp	% Pen	Index
60657	Chicago	38538	1.25	1	0.08	0	6
60618	Chicago	35425	1.15	5	0.39	0.01	33
60614	Chicago	34402	1.12	3	0.23	0.01	21
60629	Chicago	30557	0.99	7	0.54	0.02	54
60617	Chicago	27996	0.91	1	0.08	0	9
61367	Sublette	320	0.01	1	0.08	0.31	740
61335	Mc Nabb	242	0.01	2	0.15	0.83	1958
62282	Saint Libory	229	0.01	2	0.15	0.87	2069
60962	Roberts	217	0.01	1	0.08	0.46	1092
62976	Pulaski	138	0	1	0.08	0.72	1717
Total ZIP Codes		373					

Using the same address file, a profile was created using a percent trim of 20 (meaning that the system automatically included the top 80% of geographies based on customer counts).

The total number of ZIP Codes included in the geosummary is 299, which is 80% of the geographies from the original address file ($373 \times 80\% = 298.4$)

Code	Name	Count	% Comp	Count	% Comp	% Pen	Index
60618	Chicago	35425	1.15	5	0.39	0.01	33
60614	Chicago	34402	1.12	3	0.23	0.01	21
60629	Chicago	30557	0.99	7	0.54	0.02	54
60639	Chicago	25892	0.84	3	0.23	0.01	27
60610	Chicago	25851	0.84	10	0.77	0.04	92
61367	Sublette	320	0.01	1	0.08	0.31	740
61335	Mc Nabb	242	0.01	2	0.15	0.83	1958
62282	Saint Libory	229	0.01	2	0.15	0.87	2069
60962	Roberts	217	0.01	1	0.08	0.46	1092
62976	Pulaski	138	0	1	0.08	0.72	1717
Total ZIP Codes		299					