

Profile Ranking Index Report

OVERVIEW

This document will take you through the process of creating a Profile Ranking Index report.

The Profile Ranking Index report compares one or more profiles with a selected collection of other profiles.

LOCATE THE REPORT

1. From the homepage, click on Reports.

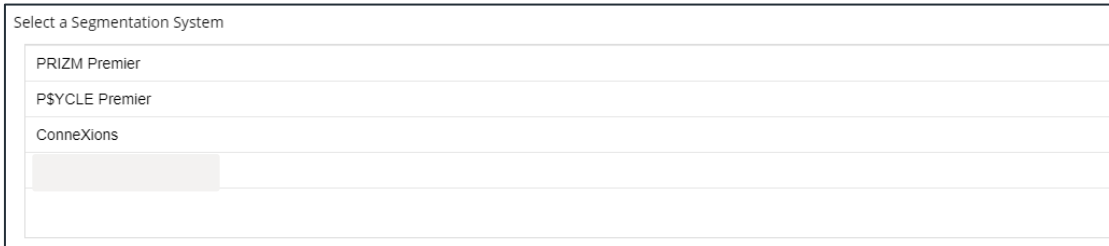


2. Select Segmentation Reports → Profiler Reports → Profile Ranking Index.

SELECT REPORT INPUTS

Select Segmentation System

1. Select a segmentation system. Click Next.

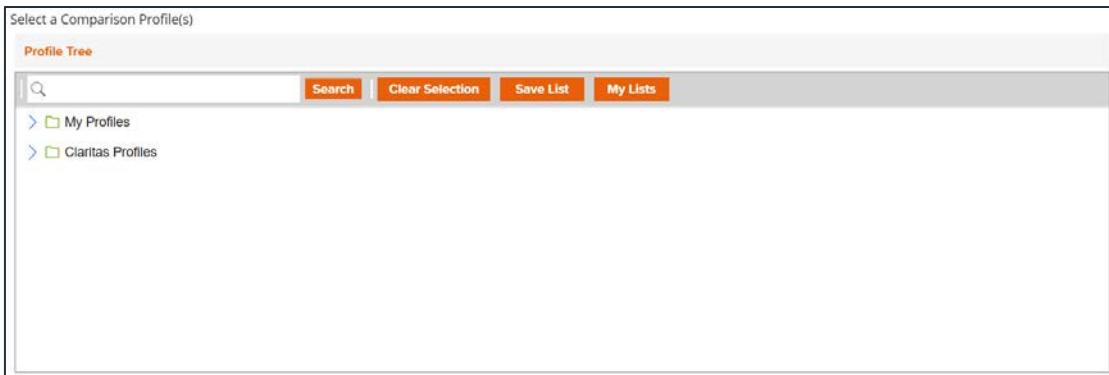


Select a Segmentation System

PRIZM Premier
PSYCLE Premier
ConneXions

Select Comparison Profile(s)

1. Select the profile(s) that you want to include in the report. These profiles will appear in the report columns. Click Next.



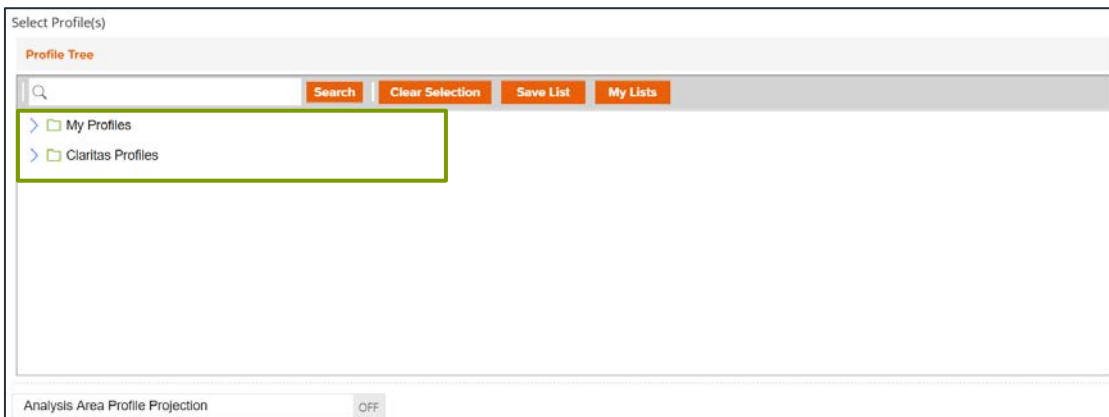
Select a Comparison Profile(s)

Profile Tree

Search Clear Selection Save List My Lists

- > My Profiles
- > Claritas Profiles

2. Select the profiles that you want to use for comparison. These profiles will appear in the report rows.



Select Profile(s)

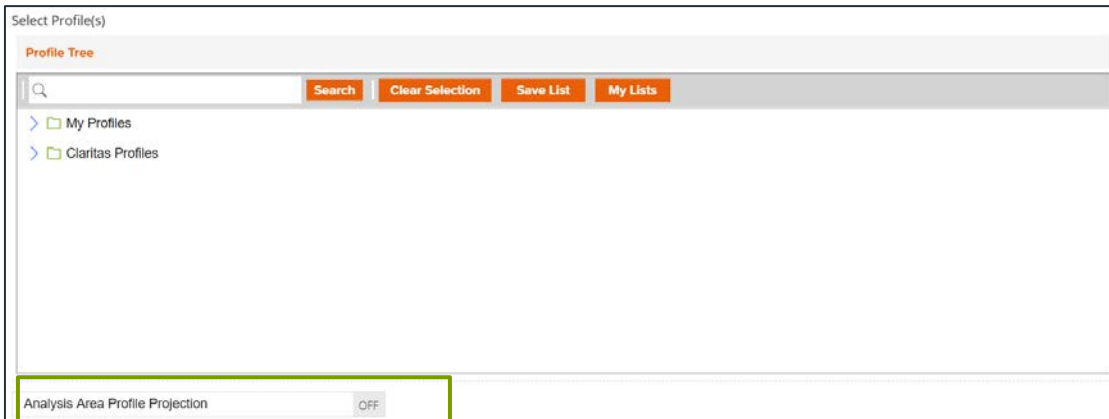
Profile Tree

Search Clear Selection Save List My Lists

- > My Profiles
- > Claritas Profiles

Analysis Area Profile Projection OFF

3. (Optional) Specify if you'd like to project the report data to an analysis area. Click Next.

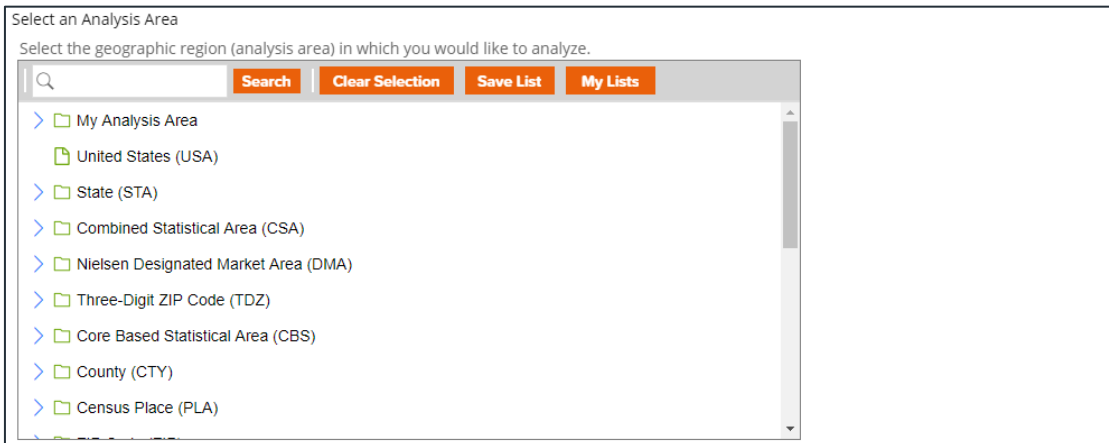


a. Select a projection data set.

Note: If you license ZIP+6 level distributions, it is generally recommended to select Households (ZIP+6 Based), as this level provides a greater level of granularity for the segment distributions than the ZIP+4 level.



b. Select a geography or analysis area.



Specify Sort Method

You'll be prompted to make the following selections:

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	ADDITIONAL INFORMATION
Sort method	Sets the method used for sorting your records. The selected sort method will affect which of the remaining sort/subtotal options will appear.
Sort direction	The options are ascending and descending.
Sort profile	This is the profile that the report will be sorted on.
Sort measure	This is the measure tied to the sort profile that will be used for the basis of sorting.
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.

1. Select a sort method. The options are:

SORT METHODS	
SORT METHOD	DEFINITION
None	No sort is applied.
Row ID	Sorts data according to row ID.
Row Name	Sorts data according to name in alphabetical order.
Report Selection	Displays additional options that allow you to subtotal your report data.

2. Specify a sort direction.

Select a sort direction

Ascending
 Descending

3. (Optional) If you selected Report Selection as the sort method, you'll be prompted to make additional selections:
 - a. Select a sort profile: The list of available sort profiles is based on profiles selected in the previous Select a Comparison Profile(s) prompt.
 - b. Select a sort measure. The options are Count, Users/100 HHs, Index and ROC.

c. Select a subtotal method. The options are:

SUBTOTAL OPTIONS	
SUBTOTAL OPTION	DEFINITION
None	No sort is applied.
Row ID	Sorts data according to row ID.
Row Name	Sorts data according to name in alphabetical order.
Report Selection	Displays additional options that allow you to subtotal your report data.

Specify Report Output Details

1. Specify your report output type and enter the report name. Click Submit.

The screenshot shows a form with the following elements:

- Select an output type:** A dropdown menu with "Excel" selected and "Interactive" as an alternative option.
- Email delivery options:** Three radio buttons: "Do not send email" (selected), "Notify me when my report is complete", and "Send my files via email".
- Enter a Report Name:** A text input field containing "Profile Ranking Index" with a clear button (X).

REVIEW REPORT OUTPUT

If Creating Excel Output

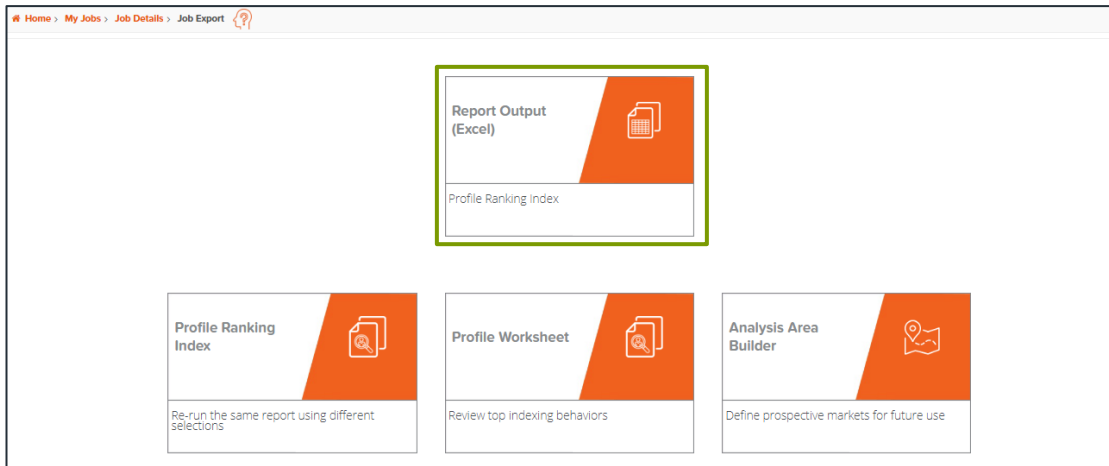
1. While the report generates, you can either wait for the report to complete or you are given the option to navigate away from the current page.

Note: If you move on to another task, your report output can be retrieved from My Jobs.

The screenshot shows a "Report Status" dialog box with the following content:

- Report Status:** A title bar with a refresh icon.
- Message:** "Your report is being generated. You may continue to wait for your report to complete, or you can navigate away from this page and retrieve it later on the 'My Content' page."
- Actions:** A list of four links: "Create another report of this type.", "Create a different report type.", "Go to my content.", and "Go to my jobs."

2. After the report generates, click Report Output to view your report.



If Creating Interactive Output

1. Once your report generates it will be displayed on the screen.

The screenshot shows a data table with a breadcrumb trail: Home > Step 1 > Step 2. The table has a header row with 'Sort/Subtotal', 'Display & Edit Report Prompts', 'Export Report', and 'Filter'. The main table has columns: 'Profile List Order', 'Profile List Title', 'Profile List' (sub-columns: 'Total Profile ...', 'Total Base C...', 'Total Profile ...'), and 'Buy Athletic Shoes- 1yr (A)' (sub-columns: 'Count', 'Users/100 HHs', 'Index', 'ROC').

Profile List Order	Profile List Title	Profile List			Buy Athletic Shoes- 1yr (A)			
		Total Profile ...	Total Base C...	Total Profile ...	Count	Users/100 HHs	Index	ROC
1	Buy Athletic Shoes- 1yr (A)	10,500	10,500	0.75%	10,500	0.01	1.0	0.05%