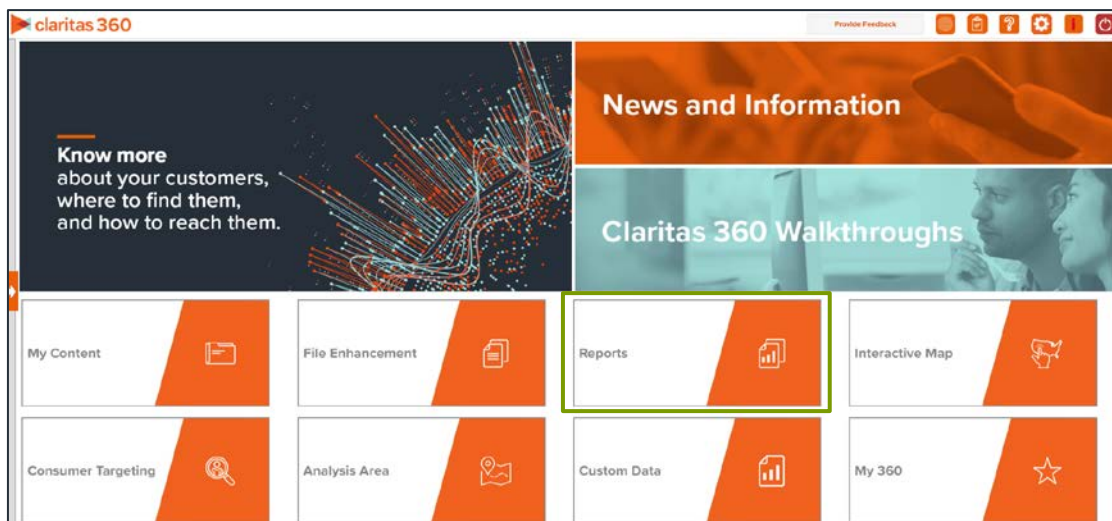# Retail Market Power Report

OVERVIEW

This document will take you through the process of creating a Retail Market Power report.

The Retail Market Power report enables you to view sales opportunities by depicting the sales gaps that exist in the marketplace.

LOCATE THE REPORT

1. From the homepage, click on Reports.

2. Select Standard Reports → Consumer Demand Reports → Retail Market Power.

SELECT REPORT INPUTS

Select Analysis Areas

1. Select the geography(ies) or analysis area(s).
   Note: Clicking on the folder (without opening it) will select all areas contained within the folder.

Select an Analysis Area
Select the geographic region (analysis area) in which you would like to analyze.

| Search | Clear Selection | Save List | My Lists |

- My Analysis Area
- United States (USA)
- State (STA)
- Combined Statistical Area (CSA)
- Nielsen Designated Market Area (DMA)
- Three-Digit ZIP Code (TDZ)
- Core Based Statistical Area (CBS)
- County (CTY)
- Census Place (PLA)

2. Select the level of detail. The options are:

LEVEL OF DETAIL	
LEVEL OF DETAIL	**DEFINITION**
As Selected	Creates individual columns for each analysis area in the selected order.
Aggregate	Creates a column of the aggregate total for the analysis areas you selected.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc.)
Aggregate & Component	Shows a column for the aggregate analysis area followed by separate columns for each of its components.

Select Report Sections

1. Select the ON/OFF buttons to determine which report sections to include. The available sections are:

REPORT SECTIONS	
REPORT SECTION	**DEFINITION**
Opportunity Gap – Merch Lines	Shows the current-year total demand, total supply, and the surplus or shortage of merchandise items in the selected area.
Demand Growth – Merch Lines	Shows the current-year, five-year projected, and percentage demand growth of merchandise items in the selected area.

REPORT SECTIONS	
REPORT SECTION	**DEFINITION**
Opportunity Gap – Retail Stores	Shows the current-year total demand and supply for each retail store variable in the selected area. It also shows the shortage or surplus in the retail stores in the selected area.
Demand Growth – Retail Stores	Shows the total demand for the current year, five-year projection, and the percentage demand growth of the retail store variables in the selected area.

(Optional) Map Options

1. To include a map in your report output, set Include Map to ON.

Include Map	ON

2. Specify a color theme and if you want to include labels on your map.

Select a color scheme	Claritas Standard Theme ⌄
Include Labels	ON

3. Specify a subtotal method for the map. The options are:

   NOTE: If you want a themed map, you must select a subtotal method.

SUBTOTAL METHODS	
SUBTOTAL METHOD	**DEFINITION**
None	No subtotal applied.
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable.
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.
n-Tile	Distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths. Dividing data in equal portions ranks the analysis areas by marketing potential, in groups showing the strongest to weakest.

If you selected a subtotal method, you'll be prompted to make the following selections:

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	**ADDITIONAL INFORMATION**
Theme variable	This is the variable that your map will be themed on.
Sort measure	This is the measure tied to the theme variable that will be used for the basis of sorting.
Sort direction	The options are ascending and descending.
Number of Ranges	Sets the number of subtotal groups included in your report.
Subtotal Measure (only needed for n-tile)	This is the measure that will be used for the basis of subtotaling.

Specify Report Output Details

1. Select the Report Generation method. The options are:

GENERATION METHODS	
GENERATION METHOD	**DEFINITION**
Single	Generates one report for a group of analysis areas or geographies
One Report per Area	Generates an individual report for each selected analysis area or geography

2. Select an output type and email delivery option.

Select an output type

Excel ●	PDF ○	PDF and Excel ○

Email delivery options

Do not send email ●	Notify me when my report is complete ○	Send my files via email ○

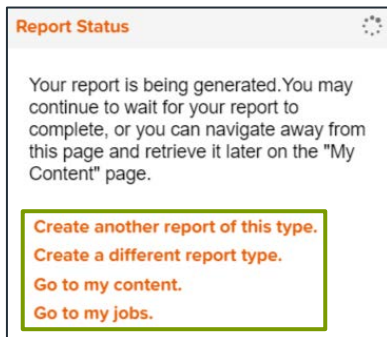3. Enter a report name. Click Submit.

Enter a Report Name	Retail Market Power ⊗

REVIEW REPORT 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.

Report Status

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.

Create another report of this type.
Create a different report type.
Go to my content.
Go to my jobs.

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

⌂ Home > My Jobs > Job Details > Job Export

Report Output (Excel)
Retail Market Power

Retail Market Power
Re-run the same report using different selections

Consumer Concentration Report
Specify certain product types to do further analysis on

Location Detail
Retrieve a list of businesses/competitors in the market

Analysis Area Builder
Define a more specific market to examine consumer demand