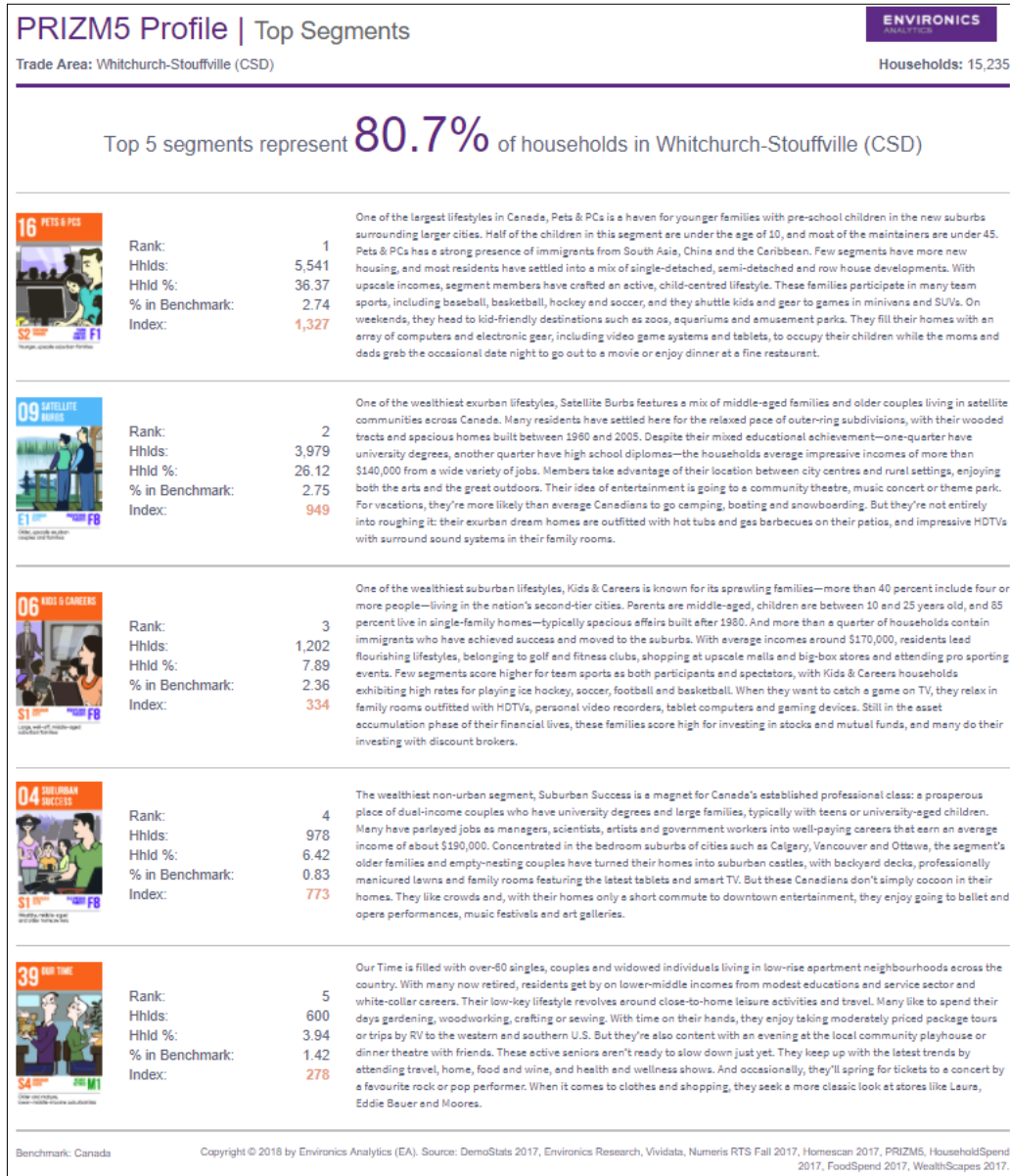


Executive Dashboards - Segmentation - Top Segments

Provides data for the top segments found in the selected trade area, and the percent composition those 5 segments make up. If a trade area has less than 5 segments in it, the dashboard will only show those segments.



- There are a number of things shown for each segment:
- The icon for each segment
 - the number of households in the trade area that are classified as that segment
 - the percent of households in the trade area that are classified as that segment
 - the percentage of households in the benchmark that are classified as that segment
 - the index value for that segment
- The index value is a measure of how similar or different the trade area is from the benchmark.