# HOW TO READ

ENVISION

Append Variables — Customers — Canada

Provides the ability to append up to 250 variables to imported customer files.

Appends the dissemination area (DA) proportion, average, or median to every customer record. The tool adds selected variables to your existing customer file, and variables can be used to build filters for reports and maps.

Append Variables - Customers
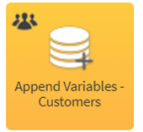
Go to the Results page or to My Data > Customers to view the customer file main page. This page contains Properties, GeoStats and Data Fields sections.

✓	Type ⇅	Name ⇅
✅	👥	LocalCustomers

LocalCustomers

Properties

Dataset Name

LocalCustomers

Data Fields

Record Count
Has asthma (12+)
Total Daytime Population at Home
2020 Average Household Income (Current Year $)
2020 Average Age of Maintainer
Total Daytime Population at Work
Attraction For Crowds

View the appended variables in the **Data Fields** section of the customer file main page. Clicking any of the appended variables will launch the variable properties, Metadata and Descriptive Statistics.

(x) LocalCustomers
Has asthma (12+)

Properties

Variable Name

Has asthma (12+)

Metadata

Workspace:	2020 PRIZM by FSALDU
Customer File:	LocalCustomers
Variable Id:	CCC_015_1

Descriptive Statistics

Minimum Value:	0.00
Maximum Value:	0.23
Mean Value:	0.07
Median Value:	0.06
Standard Deviation:	0.04
Variance:	0.00

Descriptive Statistics are useful for understanding the data you have appended to your customer file. Explore your customer file further by building filters (see *Creating and Editing Customer Filters*) based on these Descriptive Statistics and running customer-based reports in ENVISION.

For example, if you wanted to identify customers who live in dissemination areas (DA) that are two or three times more likely to have asthma, then multiply the mean or median values by those factors.

    Median value, 0.06 * 2 = 0.12
    Median value, 0.06 * 3 = 0.18

These calculated values can now be used in a filter to analyze only those customers who live in dissemination areas (DA) that are two or three times more likely to have asthma.

The **Minimum and Maximum Values** provide you with a range to assess the descriptive statistics of your customer file. In the dissemination areas (DA) where your customers reside, the **Minimum Value** for the proportion of population aged 12+ that 'Has asthma' is 0.00 (0%), the **Maximum Value** is 0.23 (23%).

Other Descriptive Statistics include Standard Deviation, Mean (average) and Variance.

Append Variables — Customers (Download) — Canada

The downloaded file includes the imported customers records and any appended variables along with the geography and segment assignment if selected. Remember, the customer file has now been updated in ENVISION to include the additional variables.

Append Variables - Customers
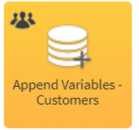
Click **Download** to launch the following pop-up. Further append **geography levels, segmentation system** and **additional fields** to your file if required. This is optional.
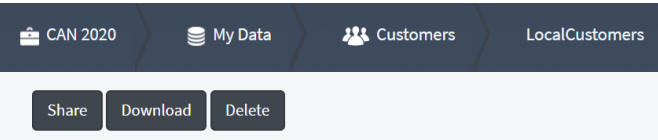
📦 CAN 2020 | 🗄 My Data | 👥 Customers | LocalCustomers

[Share] [Download] [Delete]

Geography levels to append:

- ☑ PR
- ☑ PRCD
- ☐ PRCDCSD
- ☐ PRFED13
- ☐ PRCDDA
- ☐ PRCDADA
- ☐ CMACA
- ☐ CMACT
- ☐ REG
- ☐ FSAQ419

Segmentation to append:

- ☑ PRIZM

Additional Field:

- ☑ Postal Code
- ☐ Per Record Distance

[Cancel] [Download]

The variables that have been appended to the customer file contain a prefix in front of the variable name. The prefix corresponds to the dissemination area (DA) for which the appended variable data is associated.

The appended segmentation system (**PRIZM**), along with the Geographic levels and Additional Fields selected in the above pane.

Record ID	Postal Code	DA_ECYPTA2024	DA_ECYPTA2529	DA_CCC_015_1	__FSALDU	__GeoLevel	__LATITUDE	__LONGITUDE	__PRCDDA	__InSegmentation	__Count	__InDemographic	__PRIZM	__PRCD	__PR
101713	M1V5P7	0.069246	0.106925	0.054859	L3S3N6	Unique ePCCF	43.83646	-79.25661	35190693	TRUE	1	TRUE	30	3519	35
1869										TRUE	1	TRUE			
1800										TRUE	1	TRUE			
1817										TRUE	1	TRUE			
100935										TRUE	1	TRUE			
1819										TRUE	1	TRUE			
1883	M2M3X4	0.076056	0.080282	0.132963	M2M3X7	Unique ePCCF	43.79605	-79.41921	35202499	TRUE	1	TRUE			
1813	M3C3R6	0.061625	0.072829	0.18715	M3C1X5	Unique ePCCF	43.73655	-79.34262	35204811	TRUE	1	TRUE			
1899	M6A3A1	0.074364	0.084149	0.085502	M6A2Z6	Unique ePCCF	43.72421	-79.44996	35202141	TRUE	1	TRUE			
1815	M6H4A9	0.049558	0.129204	0.049977	M6H4B3	Unique ePCCF	43.65756	-79.43401	35203841	TRUE	1	TRUE			
101544	M6N0A3	0.071685	0.066308	0.099134	M6N5H3	Unique ePCCF	43.67371	-79.46846	35204736	TRUE	1	TRUE			
1806	M9B3Y8	0.06875	0.09375	0.032964	M9B3Y7	Unique ePCCF	43.6328	-79.55401	35204890	TRUE	1	TRUE	18	3520	35
1872	M9C1B8	0.042089	0.105222	0.03036	M9C0A2	Unique ePCCF	43.60943	-79.55865	35204891	TRUE	1	TRUE	61	3520	35
1894	M9W6K5	0.137387	0.05518	0.125032	M9W6Z5	Unique ePCCF	43.72083	-79.6031	35204480	TRUE	1	TRUE	61	3520	35

For example, the postal code **M1V 5P7**, is located in DA **35190693**. The appended variable (Has asthma 12+) is found under the header (variable name) '**DA_CCC_015_1**'.
This DA's proportion for having asthma is **0.054859**. Therefore, this postal code is found in a DA where 5.5% of the population 12+ has asthma.