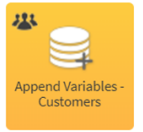ENVISION

Append Variables — Customers — USA

Provides the ability to append up to 250 variables to imported customer files.
Appends the block group (BG) 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
Health insurance

Properties

Variable Name

Health insurance

Metadata

Workspace:	2020 USA
Customer File:	LocalCustomers
Variable Id:	BG_HLTHINSRC

Descriptive Statistics

Minimum Value:	0.65
Maximum Value:	0.72
Mean Value:	0.68
Median Value:	0.68
Standard Deviation:	0.02
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 a block group (BG) that are two or three times more likely to have Health insurance, then multiply the mean or median values by those factors.

Median value, 0.68 * 2 = 1.36
Median value, 0.68 * 3 = 2.04

These calculated values can now be used in a filter to analyze only those customers who live in block groups (BG) that are two or three times more likely to have Health insurance.

The **Minimum and Maximum Values** provide you with a range to assess the descriptive statistics of your customer file. In the block groups (BG) where your customers reside, the **Minimum Value** for the proportion of population aged 12+ that 'Has asthma' is 0.65 (65%), the **Maximum Value** is 0.72 (72%).

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


Append Variables — Customers (Download) — USA

The downloaded file includes the imported customers records and any new 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.
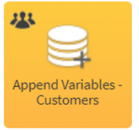
Click **Download** to launch the following pop-up. Further append **geography levels, segmentation system** and **additional fields** to your file if required. This is optional.

💼 2020 USA	🗄 My Data	👥 Customers	LocalCustomers

Share	Download	Delete
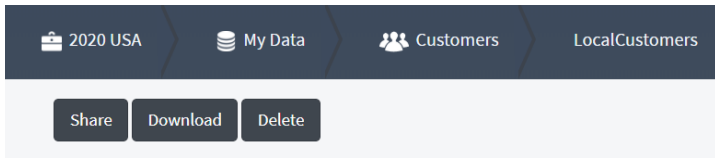
Geography levels to append:

- ☐ ST
- ☐ PLACE
- ☐ DMA
- ☐ ZIP
- ☐ CBSA
- ☐ CSA
- ☑ BG
- ☐ TR
- ☐ MCD
- ☐ CY

Segmentation to append:

- ☑ Claritas PRIZM® Premier

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

Cancel | **Download**

Record ID	ZIP+4	Anchor Count	BG_HLTHINSRC	BG	Claritas PRIZM® Premier	__InSegmentation	__InDemographic	__LATITUDE	__LONGITUDE
102045	968144604	6	0.65471	150030000000	7	TRUE	TRUE	21.29024528	-157.8453733
1034						TRUE	TRUE		
1034						TRUE	TRUE		
1815						TRUE	TRUE		
1899						TRUE	TRUE		
1815						TRUE	TRUE		
101544	905035738	5	0.672132	60376507012	7	TRUE	TRUE	33.83136637	-118.3487831
1806	907122407	11	0.680087	60375708005	4	TRUE	TRUE	33.85223613	-118.1372442
1872	900366222	3	0.676847	60372145012	31	TRUE	TRUE	34.07121278	-118.3564656
1894	891094303	9	0.646907	320030000000	17	TRUE	TRUE	36.11397094	-115.1731592
102346	891092692	7	0.674815	320030000000	17	TRUE	TRUE	36.12770677	-115.1680607

For example, the ZIP+4 code **96814-4604**, is located in the block group (BG) **150030000000**. The appended variable (CY Health insurance 15+) is found under the header (variable name) '**BG_HLTHINSRC**'.
This BG's proportion for having Health insurance is **0.65471**. This ZIP code is found in a block group (BG) where 65.5% of the population 15+ has Health insurance.

The appended segmentation system (**Claritas PRIZM Premier**), along with the Geographic level(s) selected in the above pane.