ENVISION

PRIZM Premier — MobileScapes Trend — USA

Provides the ability to select a single geofence and create a trend report for two separate time periods.
This report can be used to compare segments for a time series analysis.
Note: Your current time period selection will always appear to the left the comparison time period in the output.

PRIZM Premier - MobileScapes Trend

The name of the **Geofence** and the **Customer Level**. The **Customer Level** can be represented by either **Visits** or **Visitors**.
Visits: The number of distinct and unique devices that entered the geofence in the requested time range, regardless of how often they visit.
Visitors: The number of times the device entered the geofence, no matter how many visitors make up those visits.

PRIZM Profile - MobileScapes Trend | Customers

Geofence: Aggregate Polygon - 2 Geofences
Customer Level: Visits

| SG | LG | Code | Name | 2020-01-01 - 2020-06-30 | | 2019-00-01 - 2020-06-30 | | Trend | |
				Count	%	Count	%	Absolute Change	% Change
S1	M1	01	Upper Crust	8,441	2.34	12,661	2.23	-4,220	-33.33
S1	F1	02	Networked Neighbors	6,845	1.90	10,548	1.86	-3,703	-35.11
S1	M1	03	Movers & Shakers	102	0.03	90	0.02	12	12.87

Here, **0.03%** represents the estimated proportion of visitors (between January 1-June 30th, 2020) to the geofence who were identified as belonging to the **Movers & Shakers** segment. During the same time period in the previous year (January 1-June 30th, 2019), **0.02%** of the estimated proportion of visitors of the same segment entered the same geofence.

The **% Change** value of **12.87%** (calculated as ((102 - 90)/90*100 = 12.87) represents an increase in the count of those who visited the geofence and belong to the **Movers & Shakers** segment between the two time periods.

Count: The estimated number of visitors in the geofence captured by a PRIZM Premier segment, during a specified time period.

% Comp: The estimated proportion of visitors in the geofence captured by a PRIZM Premier segment, during a specified time period.

Absolute Change: The difference in the count of visitors to the geofence between the time periods by segment.

% Change: The difference in segment count of those who visited the geofence between the two time periods. Red cells indicate a positive change while blue cells a negative change.

Note: The time period being analyzed can be found in the row above the Count and %.