OPTIMUM Technical Solutions, Inc.®

for all your technical needs

TargetPro Demographic Analyzer or TargetPro Cluster Analyzer

Each course will take one day

Contact us for information on holding a training class on-site at your location.

Important: A thorough knowledge of graphical interfaces (Windows 7, Windows VISTA, Windows XP, Windows NT or PowerMac) is a pre-requisite, also a working knowledge of MapInfo Professional.

Using TargetPro Demographic Analyzer, you can identify key market areas and analyze demographic variables for trends and outliers, both necessities in today's corporate world. In this training, you will learn to "slide-and-dice" your data, gather demographic statistics, create reports, display your data within MapInfo and create index bases for database comparisons.

In the TargetPro Cluster Analyzer class, you will learn how to make selections, target clusters, output your data, view and compare profile sets. The TargetPro retrieval methodology will also be covered.

This class is taught using MapInfo's TargetPro engine. If your business applications require the use of demographic mapping, reporting and database building, this class is for you. In addition to learning about TargetPro's amazing power as a standalone reporting and demographic retrieval engine, you will gain a complete understanding of how TargetPro seamlessly works with MapInfo Professional, MapMarker and other Microsoft Windows applications. More importantly, you will gain insight into applying TargetPro data toward solving simple to complex business problems.

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Course Outline:

TargetPro Demographic Analyzer

Lesson 1: Introduction to TargetPro What is TargetPro? Who can benefit from TargetPro?

Lesson 2: Using the TargetPro Demographic AnalyzerOpening TargetPro workspaces and using the Demographic Analyzer interface. Picking geographies, standard geographies and other geographies. Legend interpretation. How to create output such as reports.

Lesson 3: Modifying Report Variables Practice creating a Summary Report and a Rank Report. How to choose simple variables and create custom variables. Calculating percentages, population density, averages and summarizing variables. Saving a workspace for future reference.

Lesson 4: Integrating TargetPro with MapInfo Create a table of simple and custom demographic variables. Output to a MapInfo .tab file. Open output into MapInfo Professional. Thematically shade geographies to display variables created in TargetPro. Perform geographic or database functions, create a layout and printing data and maps in MapInfo Professional. Learn how to use TargetPro from within MapInfo Professional.

Lesson 5: Building Customized Data Create a Virtual Geography File (VGF). Registering VGFs. Combine geographies in MapInfo Professional to create a custom geography. Adding custom geographies to TargetPro.

Lesson 6: Working with an Index Base Create an Index Base from data. Compare Index Base to a potential market area for analysis.

TargetPro Cluster Analyzer

Lesson 1: Introduction to TargetPro What is TargetPro? How can you benefit from TargetPro Cluster Analyzer?

Lesson 2: Using the TargetPro Cluster Analyzer Planning your analysis. Maneuvering within the Cluster Analyzer interface. Workspace and selection tabs. Selecting profiles and analyzing output and charts.

Lesson 3: Creating New Profiles Creating a new geographic profile. Creating a profile from a database. Cluster coding a database. Adding a profile with filtering. Analysis using profiles. Saving workspaces in cluster analyzer.

Lesson 4: Comparing Cluster Profiles Analyze, Using, Target Clusters, and Output tabs. Comparing geographic data with survey data. Determining potential customers and market potential. Using output options.

Lesson 5: Integrating TargetPro with MapInfo Analyzing geographic areas to determine market potential. Creating a MapInfo .tab file as output. Displaying output in MapInfo Professional. Creating a thematic map and customizing maps in MapInfo Professional.

Lesson 6: Building OutputBuild rank profiles based on their correlation to one or more other profiles. Ranking a report by correlation. Specifying target clusters. Customizing a report.