

Using the Analogue Comparison tool

Once you have Catchments added as a layer to your project there are several tools that are available within the **Catchments Panel** that allow further analysis to be carried out. The following instructions will give you a step-by-step guide on how to use the **Analogue Comparison** tool to compare a site Catchment against an analogue list of other sites in order to assess similar trade area profiles in terms of demographics, competitors or other generators. The objective being to provide an indication of the top 3 sites that are most similar to the site that you are looking at, with the ultimate aim of providing an estimate of site performance and sales prediction.

Before you begin

Before you start using the Catchment analysis tools, make sure that you have the data set up in a saved project. If you need assistance getting the data into SKiN please refer to the following sections:

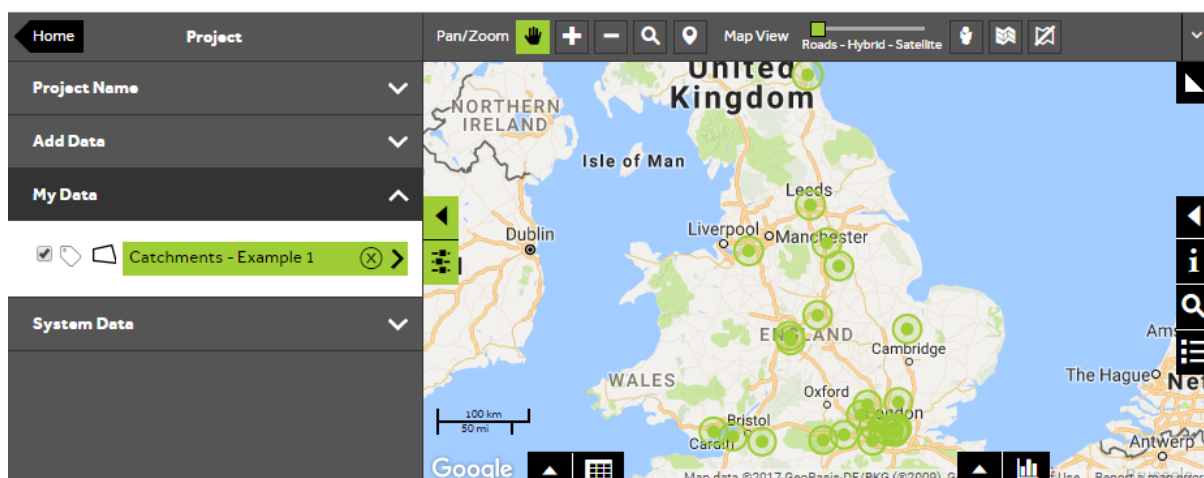
- Catchments Steps - Create Project
- Catchments Steps - Import Data
- Catchments Steps - Add Existing Layer



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Access the Catchment layer tools

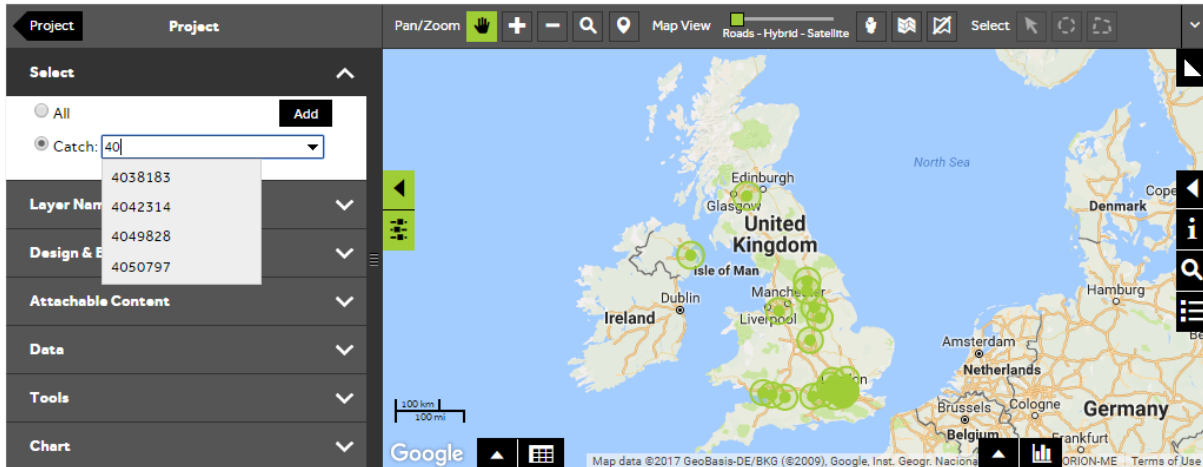
- To access the **Catchment Tools** to analyse your own Catchment layer, **Open an existing project** and then select **My Data**, click on the Catchment layer you wish to analyse.



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Select a Catchment to compare

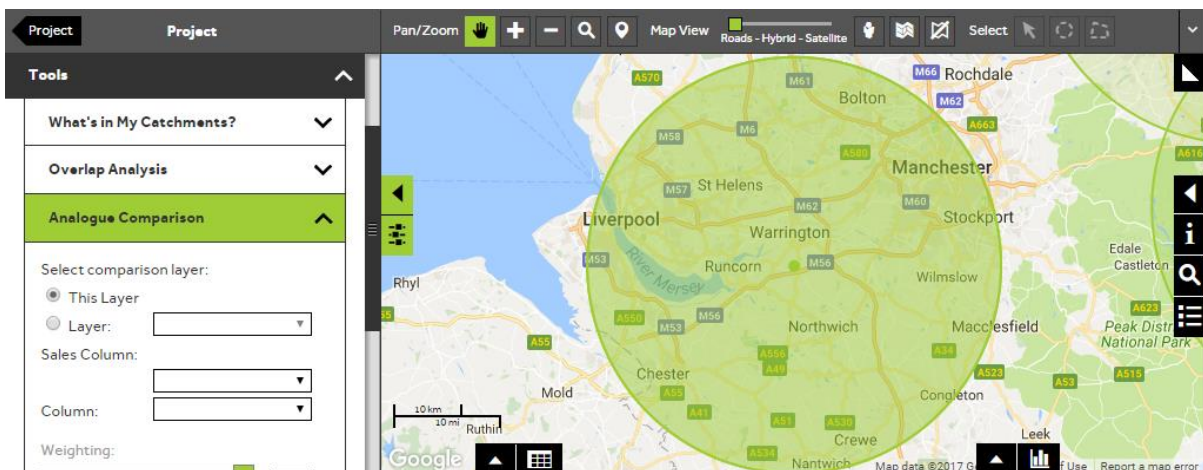
- To select the Catchment for which you would like to find comparable Catchments, click on the **Catch** button in the **Select** section of the panel and start to type the identifier of your Catchment, and then select the required Catchment from the dropdown list.



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Open the Analogue Comparison tool

- To access the tool, open the **Tools** section and select **Analogue Comparison**.



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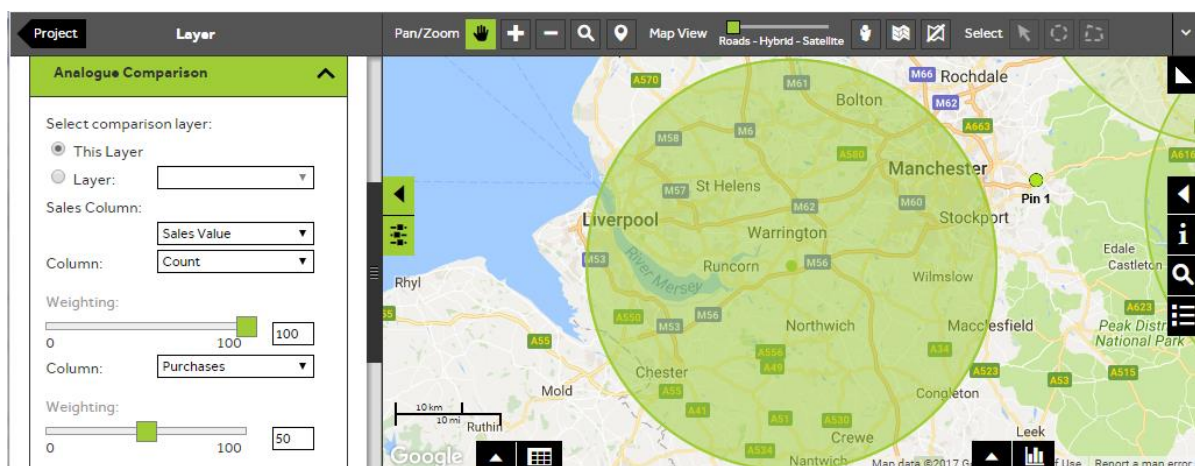
Choose the Analogue Comparison settings

- You can either compare your Catchment to other Catchment areas in the same layer by leaving **This Layer** selected, or you can compare against Catchment areas in a separate layer by clicking on the button next to **Layer** and selecting a layer from the dropdown list. All other Catchment layers that are in your project will be included in the dropdown list.

Sales Column: To enable you to assess the Sales of the top 3 analogue sites you must select a Sales column from the drop down list.

Column: Select the attributes which you would like to use in the analogue comparison. Each attribute can be weighted by using the slider according to its importance as a comparison factor. To add additional attribute columns press the **+** button.

- Press **Calculate** to run the analogue comparison.



View the results

- To view the results open the **Data View** by clicking on the data grid button. You will see the details of the Catchment that you selected in the first row and then a table of 3 sites which the system has calculated as being the top 3 sites that are most similar to the site (Catchment) that you are looking at.

It will show the percentage match of each of the variables that you selected to use in the analogue comparison and also the sales value of each of the sites. This is intended to give you an estimation of the sales prediction for your site.

Location Match	Location Type	ID	Postcode	Product	Sales Value	Purchases	Count	Score (Count)
Partial	WA4	4050797	WA4 6RR	B	835.78	8	100.00	50

ID	Count	Count Match %	Purchases	Purchases Match %	Total %	Sales
4050797	100.00	100.00%	8.00	100.00%	100.00%	835.78
3048825	100.00	100.00%	8.00	100.00%	100.00%	288.07
1063870	100.00	100.00%	8.00	100.00%	100.00%	433.96

What do you want to do next?

You may wish to colour your Catchments based on your data or find out what features fall within your Catchments, please refer to the following sections for further assistance:

- Refer to: **Catchments Steps - Style Layer - Colour**
- Refer to: **Catchments Steps - What's in My Catchments?**
- Contact: **Geoplan Support**