

## Scoring Catchments based on their data

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 score and rank each of your Catchments based on up to 10 key drivers (or variables). This can be used for example to identify areas with high potential.

### 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:

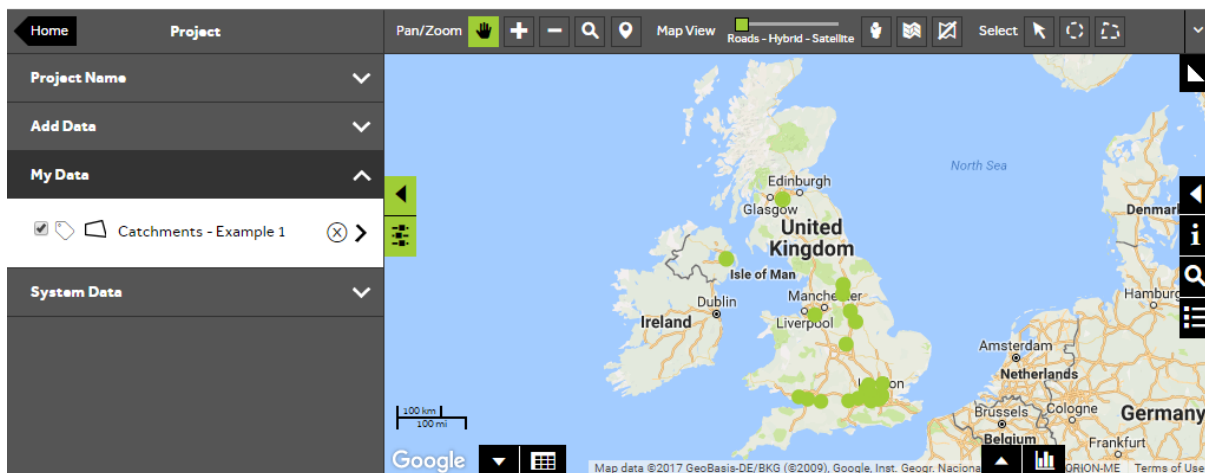
- Catchment Steps - Create a Project
- Catchment Steps - Import Data
- Catchment Steps - Create Radial Catchment
- Catchment Steps - What's In My Catchments?



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### Access the Catchment layer tools

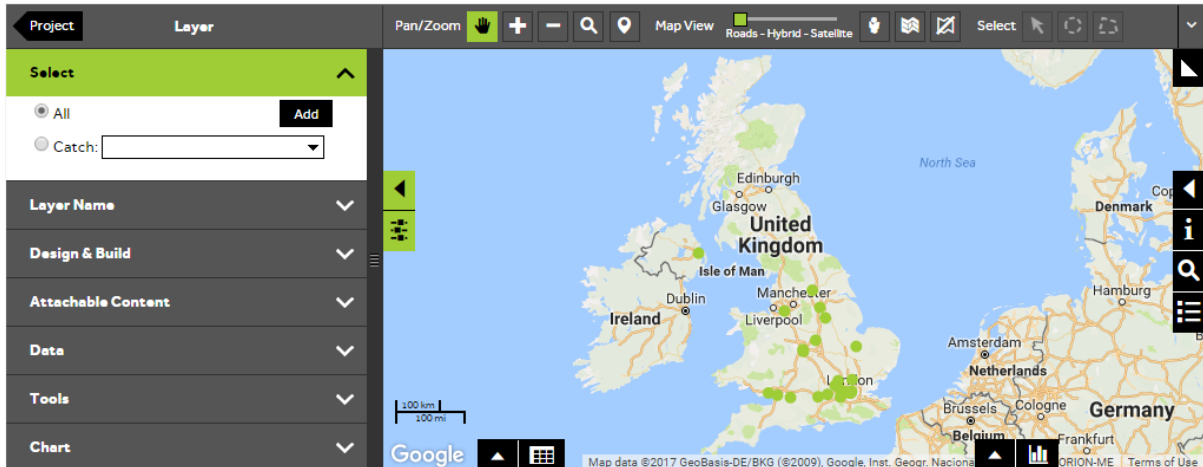
- To access the **Catchment Tools** to analyse your own catchment layer, **Open an existing project** and then select **My Data**, click on the Catchment layer you wish to analyse.



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## Select all Catchments

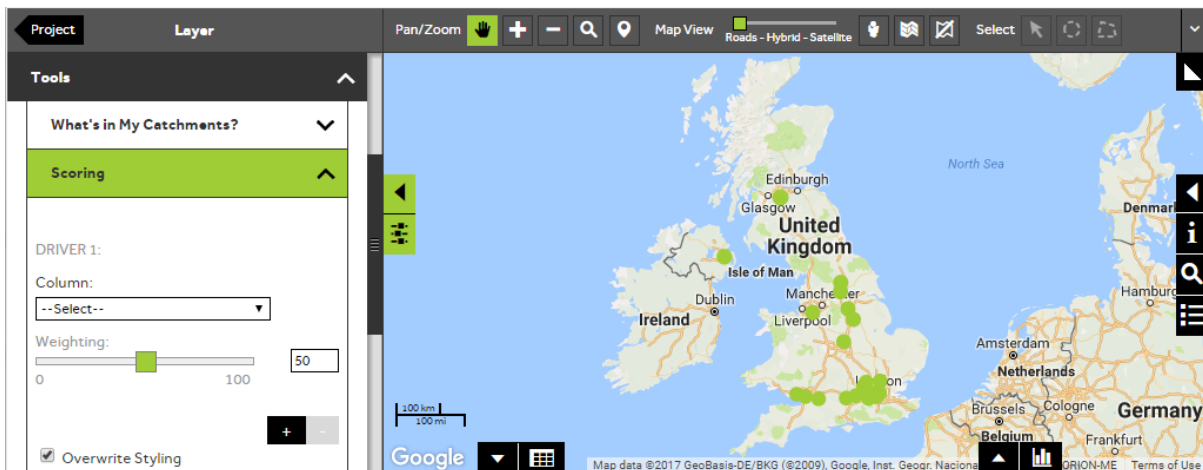
- Before the Scoring tool can be accessed, all Catchments in the layer must be selected. To check this, open the **Select** section of the panel and make sure that the **All** button is selected.



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## Select the scoring tool

- To select the Scoring tool, open the **Tools** section of the panel and select **Scoring**.



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## Select drivers to base the scoring on

- Any of the numeric columns associated with your Catchment layer can be used as a driver to calculate a score for the Catchments. To select a column for the first driver, click in the dropdown box under DRIVER 1 and select a variable. You can then add up to 9 additional Drivers by pressing the + button and selecting another variable.

The weighting of each driver can be set to allow different drivers to be weighted according to their importance. For example a weighting closer to 100 means that the variable is of greater importance and a variable of weighting 50 is half as important as a variable of weighting 100. To change the weighing click and drag the bar to the required position.

The screenshot shows the 'Scoring' configuration panel on the left and a data table on the right. The panel is titled 'Scoring' and has a green header. It contains two driver configuration sections:

- DRIVER 1:** Column: 'Count', Weighting: 50 (slider at 50).
- DRIVER 2:** Column: 'Sales Value', Weighting: 50 (slider at 50).

The data table below shows the following data:

#	Location Match	Location Type	ID	Postcode	Product	Sales Value	Purchases	Rep	Count
<a href="#">Edit</a>	Partial	BT6	1006580	BT6 9HR	C	897.88	9	Rep 1	100.00
<a href="#">Edit</a>	Matched	HP15 6QG	1007277	HP15 6QG	C	264.46	3	Rep 1	100.00
<a href="#">Edit</a>	Partial	W6	1063870	W6 9RJ	C	433.96	8	Rep 1	100.00
<a href="#">Edit</a>	Matched	SG13 7NN	1135287	SG13 7NN	C	145.88	4	Rep 1	100.00
<a href="#">Edit</a>	Matched	HG1 4HX	129252	HG1 4HX	D	763.94	2	Rep 1	100.00

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## Change Scoring settings

- By default, the system will generate 5 classes using the **Natural Breaks** method to assign scores of between 1 and 5 for each driver for each Catchment area. These scores are then multiplied by the weightings and normalised so that each potential Catchment area is given a final score out of 100. If you wish to change how the scoring is setup, you can use the Advanced Options section by clicking on **Advanced Options**.

**Number of Classes** – to change the number of classes for your scoring method, enter a value into the Number of Classes box.

**Classification Method** – click on the dropdown to select a classification method to base the scoring on.

- To return to the main Scoring panel press the **Layer** arrow.

The screenshot shows the 'Advanced Options' panel for 'Driver 1' with the following settings:

- Number of Classes: 5
- Classification: (dropdown menu)
- Method: Natural Breaks

Below the map, a data table is visible with the following columns: #, Location Match, Location Type, ID, Postcode, Product, Sales Value, Purchases, Rep, and Count.

#	Location Match	Location Type	ID	Postcode	Product	Sales Value	Purchases	Rep	Count
1	Partial	BT6	1006580	BT6 9HR	C	897.88	9	Rep 1	100.00
2	Matched	HP15 6QG	1007277	HP15 6QG	C	264.46	3	Rep 1	100.00
3	Partial	W6	1063870	W6 9RJ	C	433.96	8	Rep 1	100.00
4	Matched	SG13 7NN	1135287	SG13 7NN	C	145.88	4	Rep 1	100.00
5	Matched	HG1 4HX	129252	HG1 4HX	D	763.94	2	Rep 1	100.00

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## Run the Scoring process

- You can choose to overwrite the colour styling of your Catchments based on the results of the Scoring by ticking / unticking the **Overwrite Styling** box. If this box is ticked your Catchments will be shaded based on the score given to each catchment after the scoring process has been run. To run the process press **Score** and choose **Yes** when prompted, to confirm that you wish to run the process.

#	Location Match	Location Type	ID	Postcode	Product	Sales Value	Purchases	Rep	Count
1	Partial	BT6	1006580	BT6 9HR	C	897.88	9	Rep 1	100.00
2	Matched	HP15 6QG	1007277	HP15 6QG	C	264.46	3	Rep 1	100.00
3	Partial	W6	1063870	W6 9RJ	C	433.96	8	Rep 1	100.00
4	Matched	SG13 7NN	1135287	SG13 7NN	C	145.88	4	Rep 1	100.00
5	Matched	HG1 4HX	129252	HG1 4HX	D	763.94	2	Rep 1	100.00

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## View the results of the Scoring process

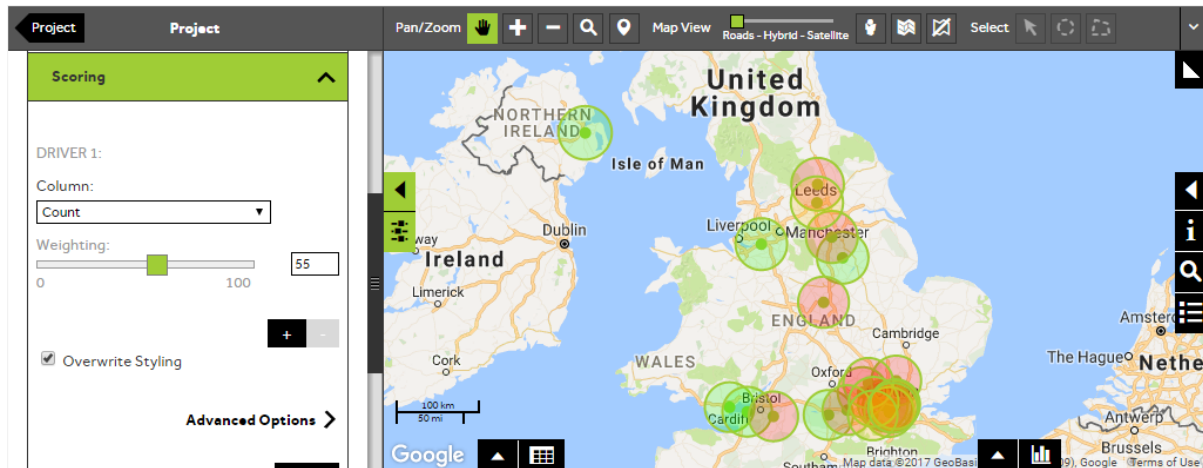
- To view the results, click on the **Data View** icon at the bottom left of the map which will open the data grid. You will see a list of all your Catchments and the data associated with them. There will be a **Score** column for each driver that you selected to use and then an overall Score for the Catchment, There will also be a **Rank** column which will rank each Catchment in order of their score, with the Catchment that has the highest score having Rank 1.

ID	Postcode	Product	Sales Value	Purchases	Count	Score (Count)	Score (Sales Value)	Score	Rank
1006580	BT6 9HR	C	897.88	9	100.00	50	50	100	1
2116825	SW8 1RJ	C	905.4	6	100.00	50	50	100	2
3041073	LE67 2RD	C	919.47	3	100.00	50	50	100	3
3162130	WC2N 4DY	D	955.49	10	100.00	50	50	100	4
129252	HG1 4HX	D	763.94	2	100.00	50	40	90	5

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## View Catchment shading

- If you ticked **Overwrite Styling** before running the Scoring process your Catchments will be shaded in red, amber or green based on their total Score. This will help you identify areas of highest potential at a glance.



## What do you want to do next?

You may wish to create a report or export the Data View to a file, please refer to the following sections for further assistance:

- Refer to: **Catchments Steps – Create Output - Report**
- Refer to: **Catchments Steps – Create Output - Export**
- Contact: **Geoplan Support**