

Create Custom Regions

Overview

Custom regions are a simple concept with huge potential for improved data analysis, tailored just for you. Use Avantalytics' powerful custom region builder to quickly set up regions that are specifically meaningful to your business.

Custom regions, simply put, are collections of retail store locations, specific to a retailer. Imagine if you are introducing a new product in a small set of stores and want to monitor sales of stores. You need to report on just those stores. Or perhaps you have a number of field sales people with different territories and you wish to report on each specifically. There are hundreds more scenarios, but lets get to the meat!

Just as markets, or districts, or patches are just arbitrary groups of stores, Avantalytics allows you to create and name and manage and share custom groups of stores.

Custom Regions Console

Choose a list to the left to view its region here.

Owner	Custom Name	Retailer	Share*
Joe Jenkins	Avantalytics Demo		<input type="checkbox"/> (enable)
Joe Jenkins	Burger X Southeast		<input type="checkbox"/> (enable)
Joe Jenkins	Northeast		<input type="checkbox"/> (enable)
Joe Jenkins	Ontario		<input type="checkbox"/> (enable)
Admin	Alexandria		(Shared By Default)
Admin	Austin		(Shared By Default)
Admin	HI Income > 75k		(Shared By Default)
Admin	HI Income Below 50k		(Shared By Default)
Admin	Sales Reps		(Shared By Default)
Admin	Sales Reps		(Shared By Default)
Admin	Sales Reps		(Shared By Default)
Admin	Sales Reps		(Shared By Default)

Copy CSV

Store #	Market	Market Name	City	State
105	1	ATLANTA	DULUTH	GA
106	1	ATLANTA	KENNESAW	GA
101	1	ATLANTA	MARIETTA	GA
105	1	ATLANTA	ATLANTA	GA
106	1	ATLANTA	WOODSTOCK	GA
123	1	ATLANTA	ATLANTA	GA

Table of Contents

- Overview
- Custom Regions - Video Tutorial
 - What's Inside

Learn About Popular Use Cases

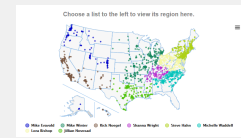
- How to Create an Insight Panel View Using Custom Regions

Related Links

- Custom Region Heat Map
- Custom Regions Overview
- Region Weekly Sales Trend

Did You Know?

You can view several custom regions at once by holding down your "Ctrl" key and selecting multiple regions from the list? Try it out (shown below).



Custom Regions - Video Tutorial

Your browser does not support the video tag.

What's Inside

This video tutorial demonstrates how to create and use Custom Regions. In this video, we will learn:

- What custom regions are and why they are useful
- Which Insight Panels have custom regions integration
- How to access and navigate custom region editing tools
- How to create a new custom region
- How to bring up a custom region in Insight Panels
- How to build a dashboard view around custom regions