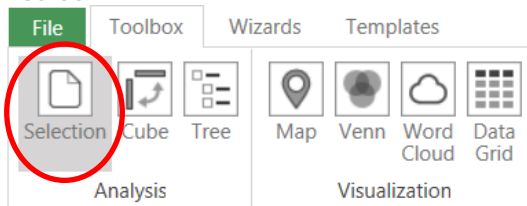


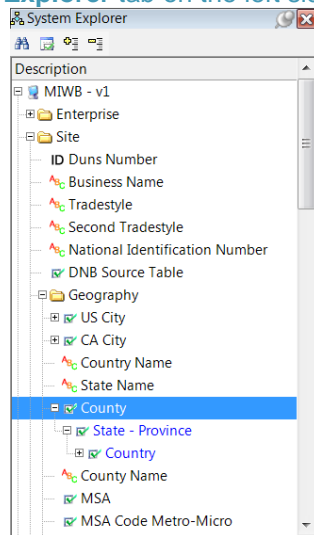
How to Build a Selection (Running a Count)

A **Selection** is the core of most of the work performed in Market insight. Selections are filters that enable you to identify, count and then analyze segments of your data based upon your specific criteria.

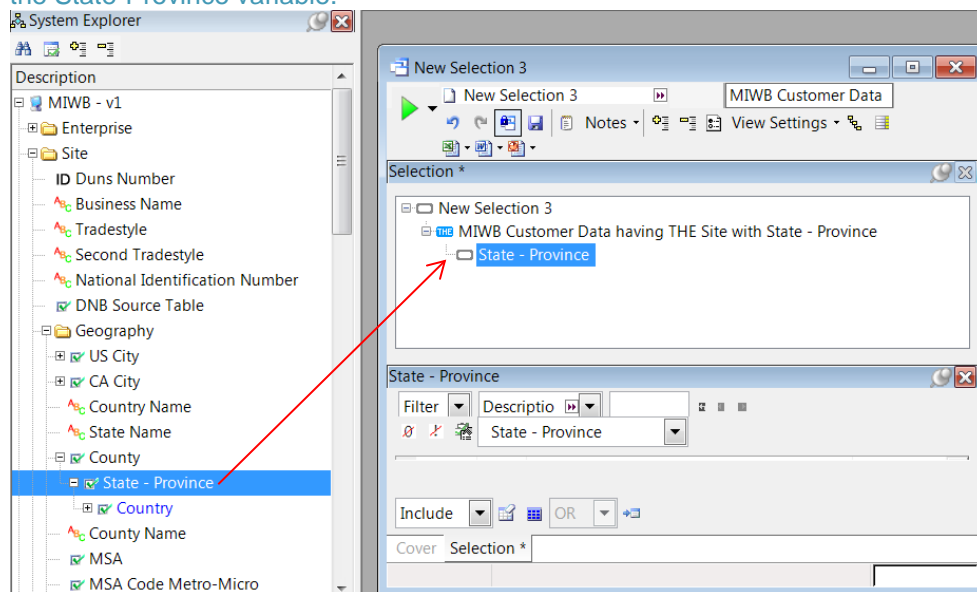
1. Double click "Selection" or drag and drop the Selection Icon from the **Toolbar** on the top of your screen.



2. Choose your criteria using the data elements (aka variables or selectors) located on the **System Explorer** tab on the left side of the screen.



3. Click the variables that you want to include then drag and drop it onto your Selection. I'm using the State-Province variable.

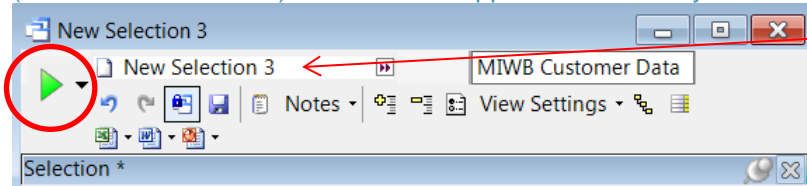


There are different variable options.

- Pick List or Array variable - These variables are the easiest to use because you can select what you're looking for from a list.
- Alpha - ^A_{bc} Text data
- Numeric - ¹₂₃ Numeric data

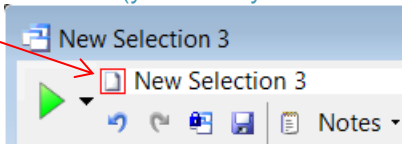
If you choose the Alpha or Numeric options you will have to type in your criteria in the white box at the bottom of the Selection.

4. After you have selected all of your criteria, you can run your count by clicking the green play button (aka the “**build**” button) located in the upper left corner of your Selection.



5. You can rename your Selection by changing the default name (e.g. “Selection 3”) in the box at the top left of the Selection screen to a name of your choice. (see arrow above)

6. You can save your Selection by clicking on the icon to the left of the box where you have named your Selection (you know you have it when you see the red outline around the icon)



and then drag and drop it in either the Public or Private folders. (Reminder, the Public and Private folders are located in the **File Explorer** Tab.

