

CUSTOMER PROFILE ANALYSIS WORKSHEET

PROFILE TYPE

- Profile Report Only
- Profile Report & Executive Summary
- Marketplace Analysis
- Crosstab Analysis

LIST SEGMENTATION

- Profile Entire File
- Separate Profile Per Location or Source Code

GEOGRAPHIC SELECTION

- National Profile
- MSA Profile

COVERAGE TYPE

- Profile Only Matched Data
- Profile all Data Using Matched and Modeled Data

APPEND TYPES

- Demographic Append
- Census Append
(*Census Tract, County Code, MSA*)
- Mortgage Append
- Phone Append

POSTAL STANDARDIZATION TYPE

- Address Standardization
- Address Standardization & NCOA or Fastforward

MERGE/PURGE TYPE

- Dedupe Entire File
- Dedupe Within Each Location or Source Code

SPECIAL PROCESSING TYPES

- DSF / DPV Processing Flags
- Recency Verification Processing
- Deceased Processing
- Gender Code Processing
- Split Census Tract
(4 digit census, 2 digit suffix, 1 digit block group)

OUTPUT TYPE

- Comma Delimited Text File
- Fixed Length File
- Access 2000

COMMENTS: _____

