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## **MARKET PROFILER TRAINING SCHEDULE**

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The Market Profiler training session starts at 10.00am and is scheduled to finish at 4.30pm. Lunch is usually taken at 12.30pm. The Profiler training session is split in to two sessions, a morning session and an afternoon. The breakdown of which is detailed below.

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### **Morning Session**

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- General Introduction to the software
  - Using the menu system and Icon bars
  - Moving around the map
  - Viewing and manipulating the background maps
  - An introduction to boundary files
  - Saving and loading Profiler GIS projects
  
- Using the Area Profiler Main Menu
  - Mapping one category for one time period (a standard map)
  - Mapping two categories for one time period (a standard map)
  - Mapping change over two time periods (a change map)
  - Mapping sales/customer data against demographic data, such as census information (a ratio map)
  - Saving and loading Area Profiler queries
  
- Printing maps from Profiler
  - Using the Print Preview print system
  - Exporting the map and legend to another package such as MS Word
  - Creating a User defined print template
  - Saving and loading of a user defined print template

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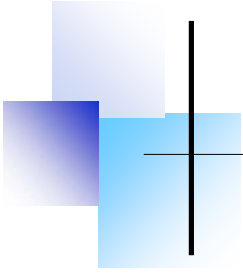
### **LUNCH BREAK**

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## Afternoon Session

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- ISR Profiler data administration
  - An introduction to how the data is linked to the Market Profiler software
  - Getting new sales/customer data and aggregating the data
  - Inputting the new data into Market Profiler
  
- Running SQL Queries on the data and mapping as points
  - Creating a standard query
  - Creating a spatial query
  - Creating a structured query
  - Combining the query types
  - Exporting the query results to an MS Excel spreadsheet
  - Exporting the query results to an MS Access database
  - Saving and loading SQL queries
  
- Creating non-standard boundary files
  - Lines, Buffers, Circles, Points, Etc
  - Saving non-standard boundaries
  - Running SQL queries against non-standard boundaries