

# INSTRUCTIONS LOCATUS ONLINE



The screenshot displays the Locatus Online interface. At the top, it says "Locatus Online Database about the changing retail landscape". The main area shows a map of Antwerp with various retail locations marked by colored diamonds. A popup window titled "VKP\_Thema\_Winkelgebiedstypering: Maagdenhuis" is open, showing details for a specific location. Below the map is a table with columns for retail location details.

naam	formule	straat	huisnr	huisnrtoev	postcode	woonplaats	gemeente	provincie	goadplan	goadplan
Basic-Fit	BASIC-FIT	Bergensesteenw	306	B	1600	Sint-Pieters-Leeu	Sint-Pieters-Leeu	Vlaams Brabant	nvt	nvt
De Witvis	(Zelfst/nvt)	Bergensesteenw			1600	Sint-Pieters-Leeu	Sint-Pieters-Leeu	Vlaams Brabant	nvt	nvt

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# 1 Introduction

This manual gives a short instruction on the use of Locatus Online..

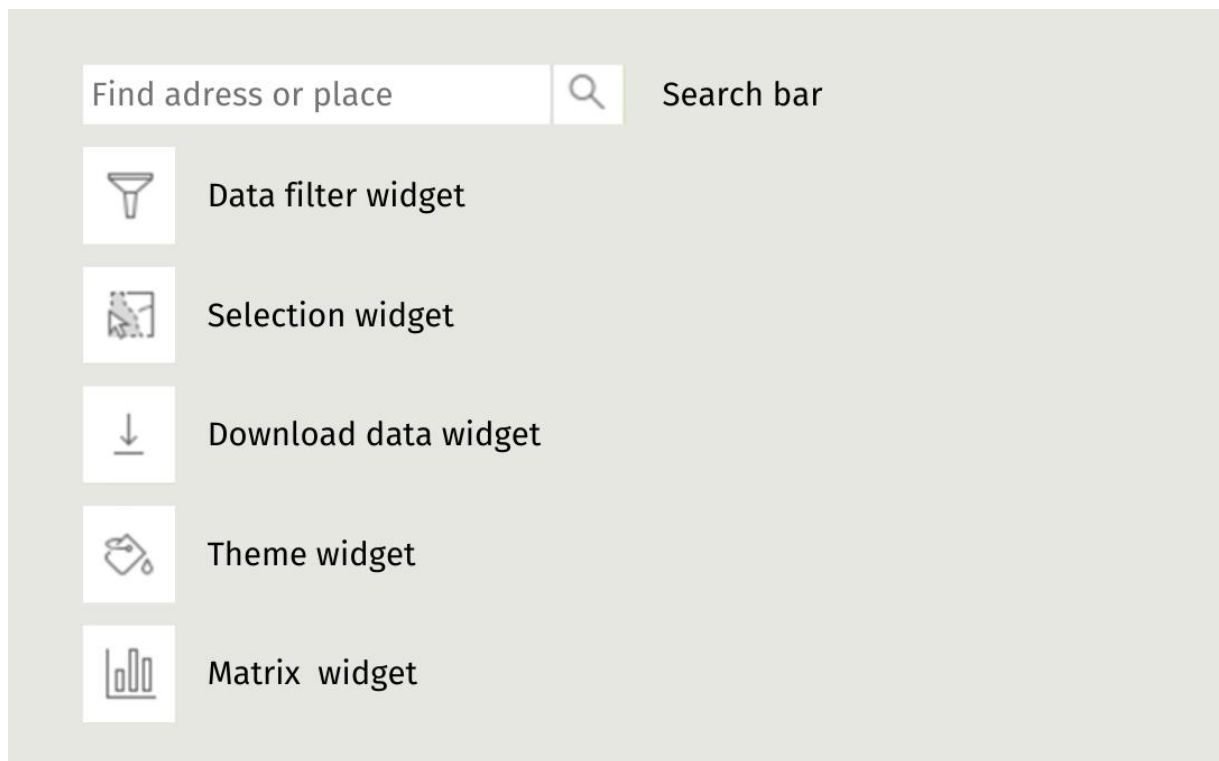
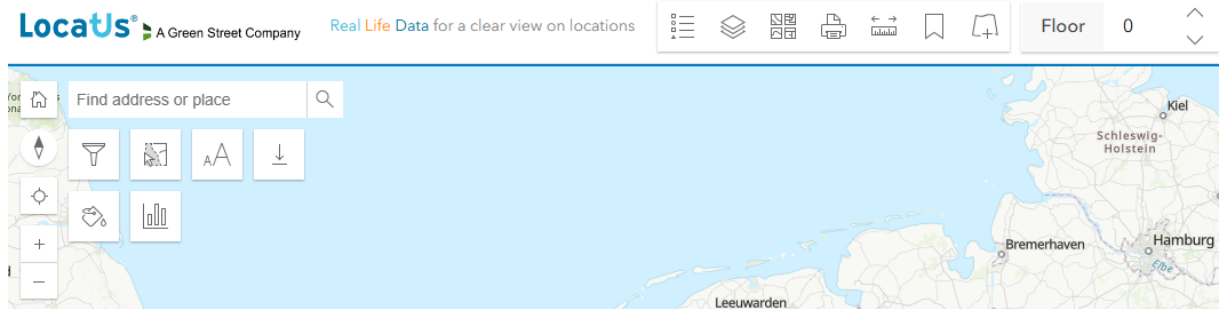
Objects such as offices, points of sale and Retail Plans are displayed directly on the map. You can easily use and export the underlying data via the *widgets*. The Benchmark dataset does not display any objects on the map. Here you use the filter, download and matrix widget.

With your personal user name and password you can log in to view the data.







This manual gives a description of the various functions within the programme.

## 2 Widgets



Various widgets can be used in the Locatus Online environment. With a widget you can filter on the data, color objects, select an object, etc. Below you will find an overview of these widgets. These are explained per chapter in this manual.



The image shows a sidebar menu with the following items:

-  Layers
-  Legend
-  Basemap gallery
-  Print
-  Measure
-  Add data

At the bottom of the sidebar, there is a floor selection control:

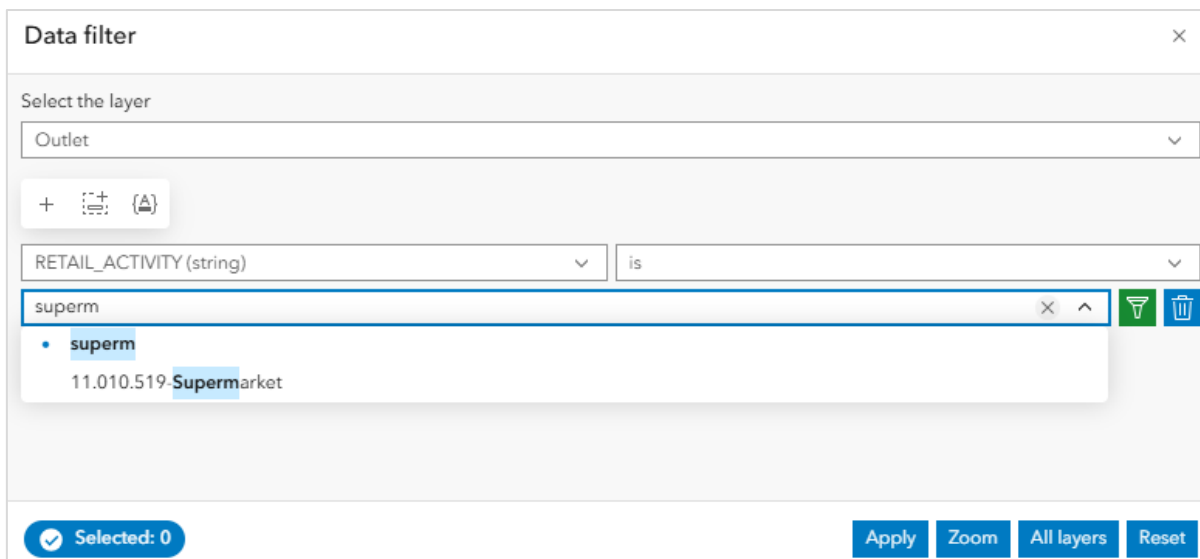
Floor    Change Floors

### 3 Data filter widget

The Filter widget allows you to filter the data to your selection.




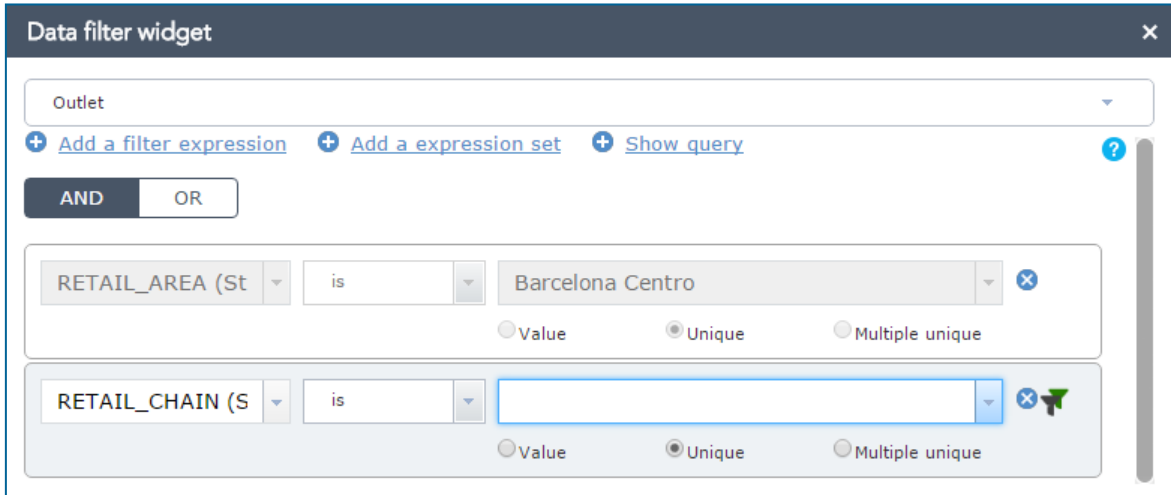
Choose a layer for creating a filter and start with the plus sign. This is the most commonly used button for building a filter.



You apply the filter to all layers or just the layer you are filtering on. The last choice does not apply the filter to label layers and other layers.

### 3.1 Filter within a filter

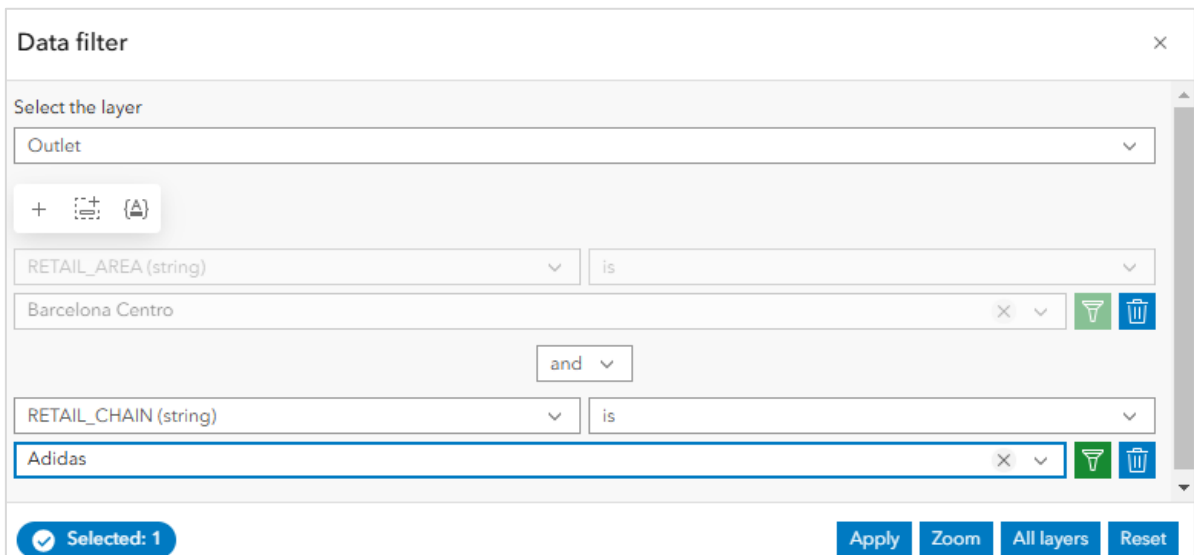
The funnel button  at the end of the filter can connect your current filter to the one you used previously. Red means unconnected, green means connected.



When the filter is green, all values generated by the previous filter are shown.

**Example:**

The shopping area Barcelona Centro has been filtered (i.e., it has been isolated from all other shopping areas in the database). The next filter focuses on retail chains. The funnel is green, and the list of retail chains now only contains retail chains within the shopping area Barcelona Centro.



Click the funnel again to select all values in the entire dataset. The funnel turns red:



**Data filter** ×

---

Select the layer

Outlet ▼

+

RETAIL\_AREA (string) ▼ is ▼

Barcelona Centro × ▼

and ▼

RETAIL\_CHAIN (string) ▼ is ▼

Aanhuis × ▼

---

✔ Selected: 1931 Apply Zoom All layers Reset

### 3.2 Selecting multiple values

The **IN** and **NOT IN** functions allow multiple values to be selected at the same time.

**Data filter** ×

---

Select the layer

Outlet ▼

+

RETAIL\_ACTIVITY (string) ▼ in ▼

× 11.010.519-Supermarket × 59.700.100-Hotel × 59.210.430-Café-Restaurant × × ^

mi

11.010.309-Mini-mart

11.010.950-Food misc

11.020.950-Pers hygiene misc

22.040.546-Family clothing superstore

37.180.630-Laminate&Wood Flooring/PVC

38.200.003-2ndH Miscellaneous

---

✔ Selected: 4224 Apply Zoom All layers Reset

Select the values with the Ctrl or Shift key and, using the arrow keys, relocate the selection to the right.

### 3.3 Saving a filter

The **Show query** button will display the filter in a pop-up screen, which you can select, copy, and save to a new location on your computer (using Notepad or Wordpad).

Data filter

Select the layer

Outlet

+ [Copy] [Paste]

RETAIL\_ACTIVITY (string) in

11.010.519-Supermarket × 59.700.100-Hotel × 59.210.430-Café-Restaurant ×

11.010.309-Mini-mart ×

Show query

```
RETAIL_ACTIVITY IN ('', '11.010.519-Supermarket', '59.700.100-Hotel', '59.210.430-Café-Restaurant', '11.010.309-Mini-mart')
```

Cancel Done

Save the query in Word, Notepad, or any other programme, and simply copy the text at your next session.

### 3.4 Filter expression versus expression set; AND and OR filters

When filtering data, it matters whether you choose the “filter expression” or “expression set”, and whether you use the **AND** or **OR** function.

Several examples of filters will be shown below:

**Example 1: You want to filter the retail outlets of the chain H&M located in the city of Barcelona**

Choose “Add expression”:

The screenshot shows the 'Data filter' interface. At the top, it says 'Data filter' with a close button. Below that, there's a section 'Select the layer' with a dropdown menu set to 'Outlet'. There are three icons: a plus sign, a list icon, and a filter icon. The first filter row has a dropdown for 'CITY (string)' set to 'Barcelona', followed by a dropdown for 'is', and a text input field containing 'Barcelona'. To the right of the text input are a close button, a dropdown arrow, a green filter icon, and a blue trash icon. Below this is a dropdown for 'and'. The second filter row has a dropdown for 'RETAIL\_CHAIN (string)' set to 'H&M', followed by a dropdown for 'is', and a text input field containing 'H&M'. To the right of the text input are a close button, a dropdown arrow, a green filter icon, and a blue trash icon. At the bottom left, there's a blue button with a checkmark and the text 'Selected: 3'. At the bottom right, there are four blue buttons: 'Apply', 'Zoom', 'All layers', and 'Reset'.

With this filter, choose AND: the retail outlets have to be of the retail chain H&M **AND** they have to be located in Barcelona.

**Example 2: You want to filter the retail outlets in the sector ‘supermarkets’ in the shopping areas of Paris Centre and Berlin Ost.**

Choose “Add a expression”:

**Data filter**
✕

---

Select the layer

Outlet
▼

+
+
(A)

RETAIL\_ACTIVITY (string)
▼

is
▼

11.010.519-Supermarket
✕ ▼

🔍
🗑️

Choose "Add filter expression":

**Data filter**
✕

---

Select the layer

Outlet
▼

+
+
(A)

RETAIL\_ACTIVITY (string)
▼

is
▼

11.010.519-Supermarket
✕ ▼

🔍
🗑️

and ▼

RETAIL\_AREA (string)
▼

in
▼

✕ Paris Centre ✕ Berlin Ost ✕
✕ ▼

🔍
🗑️

Choose "IN" and select the shopping areas.  
 The AND/OR button should be on AND.

**Example 3: You want to see the retail outlets in the group 11-Convenience with a retail floor space (RFS) of more than 750m<sup>2</sup> in the cities of Rotterdam and Amsterdam, and the retail outlets in the sector Department Store within these two cities.**

Choose "Add grouped expression":

### Data filter ✕

Select the layer

Outlet
▼

+
+
(A)

✕
+

CITY (string)
in
▼

Amsterdam ✕
Rotterdam ✕
✕ ▼
🔍
✕

and ▼

RETAIL\_ACTIVITY (string)
is
▼

22.030.618-Department store
✕ ▼
🔍
✕

✔ Selected: 9
Apply
Zoom
All layers
Reset

Activate the cities with “IN” and add the sector Department Store using the plus sign.

Choose “Add grouped expression”.

✕
+

CITY (string)
in
▼

✕ Amsterdam ✕ Rotterdam ✕
✕ ▼
🔍
✕

and ▼

RETAIL\_SECTOR (string)
is
▼

11-Food & convenience
✕ ▼
🔍
✕

and ▼

RFS (integer)
larger or equal
▼

750
✕ ▼
🔍
✕

✔ Selected: 31
Apply
Zoom
All layers
Reset

Activate the municipalities with “Multiple unique”. Add another rule with the plus sign and fill in the group 11-Convenience. Clicking the plus sign again, add a third rule, and specify the retail floor space area as more (or equal) than 750 m².

In the middle of the filter, the AND/OR button should be selected on OR, so the two filters can be combined.

The screenshot shows a 'Data filter' window with two filter rules. The first rule consists of two conditions: 'CITY (string) in Amsterdam Rotterdam' and 'RETAIL\_ACTIVITY (string) is 22.030.618-Department store'. The second rule consists of three conditions: 'CITY (string) in Amsterdam Rotterdam', 'RETAIL\_SECTOR (string) is 11-Food & convenience', and 'RFS (integer) larger or equal 750'. An 'or' button is located between the two filter rules and is circled in blue. At the bottom of the window, there is a status bar showing 'Selected: 31' and buttons for 'Apply', 'Zoom', 'All layers', and 'Reset'.

### 3.5 Zoom (to selection)

After creating a (geographical) filter, you can use the “Zoom” button to display your selection.

**Example:**

You want to select the retail outlets in Stockholm.

Choose “Add expression”

The screenshot shows a 'Data filter' dialog box. At the top, it says 'Data filter' with a close button. Below that, 'Select the layer' is followed by a dropdown menu showing 'Outlet'. There are three icons: a plus sign, a table icon, and a triangle icon. Below these is a dropdown menu showing 'CITY (string)' and another dropdown menu showing 'is'. Below that is a text input field containing 'Stockholm' with a close button and a dropdown arrow. To the right of the text input are a green filter icon and a blue trash icon. At the bottom left, there is a blue button with a checkmark and the text 'Selected: 1379'. At the bottom right, there are four blue buttons: 'Apply', 'Zoom', 'All layers', and 'Reset'.

Choose “Apply” or “Apply to all layers”.

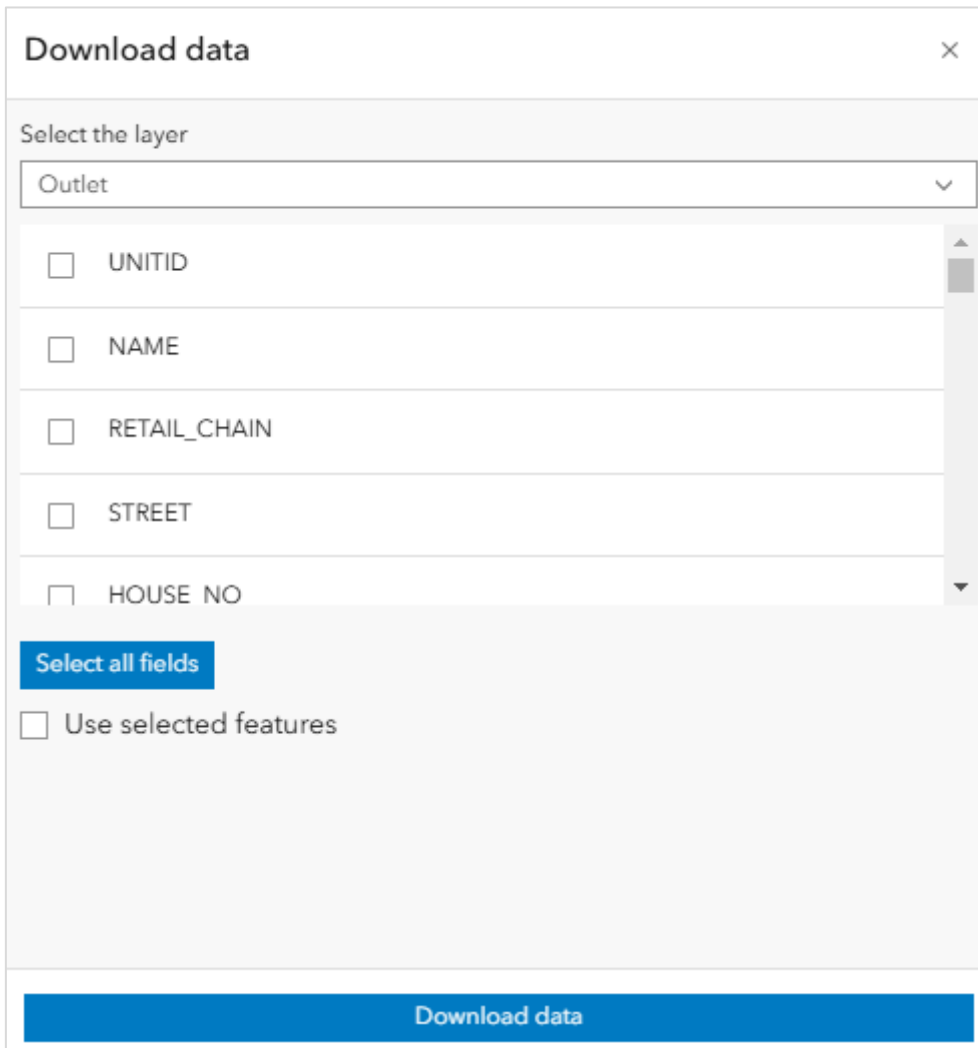
Click on the Zoom button and the map image will zoom in on the selection.

## 4 Download data widget

Using the *Download widget*, you can download a selection (after filtering or using the Selection widget) as an Excel file.



### 4.1 Downloading data (with or without filter widget)



**Download data** [X]

Select the layer

Outlet [v]

UNITID

NAME

RETAIL\_CHAIN

STREET

HOUSE NO

**Select all fields**

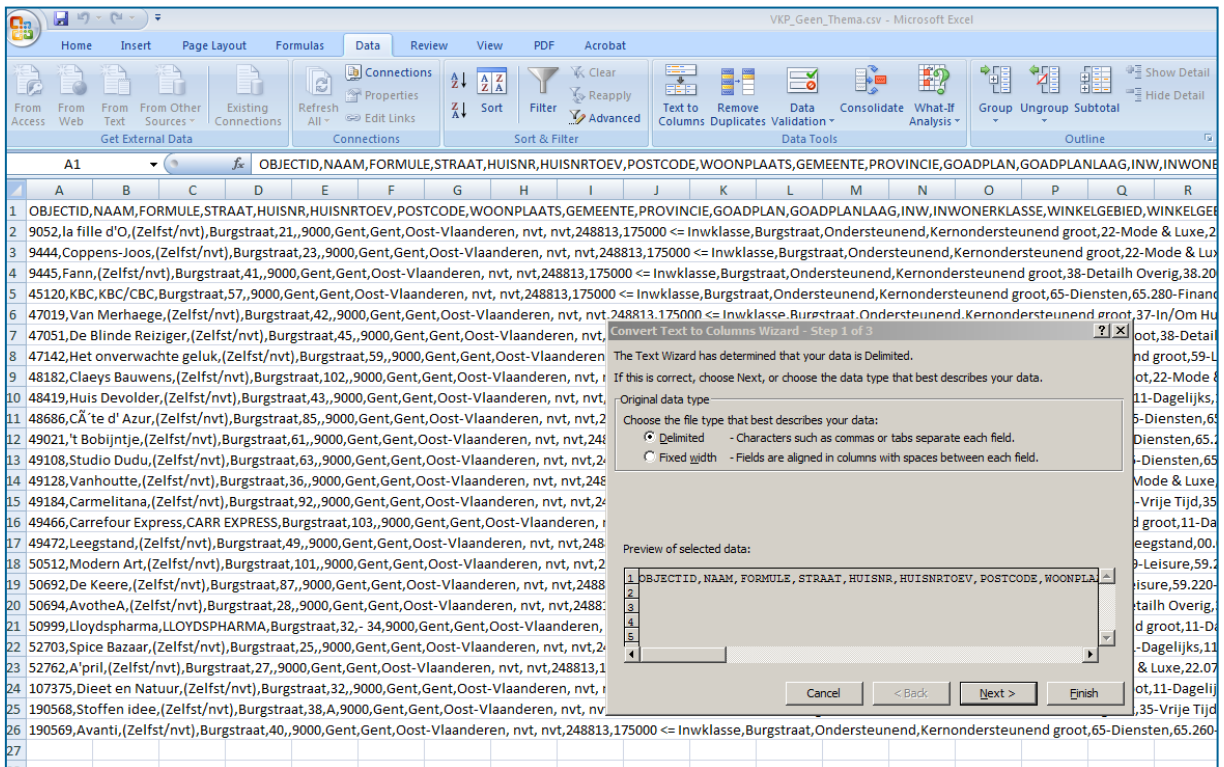
Use selected features

**Download data**

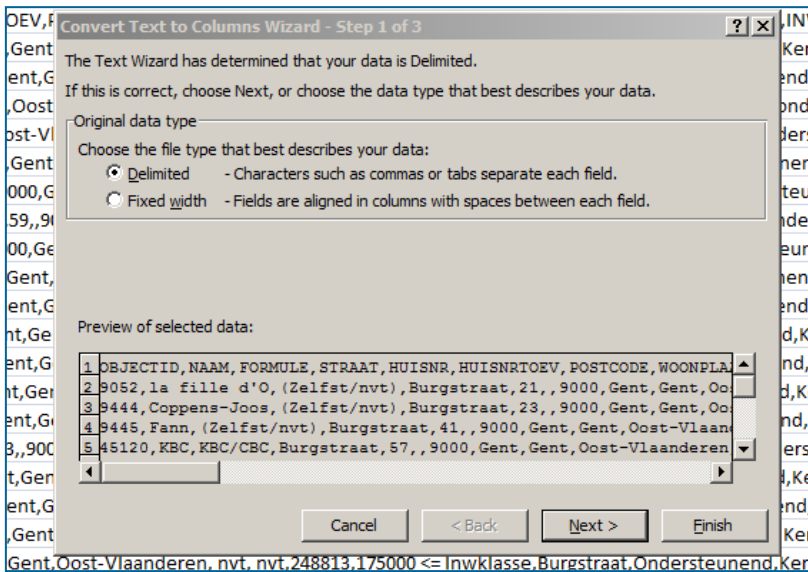
The data will be downloaded in CSV format, in which you will have to choose a field separator. In the Netherlands, the standard comma (,) is usually used as a decimal sign (see window control panel, region and language, additional settings, list separator). By using the semicolon (;) as a separator, columns are made directly after exporting to Excel.

When the data is not displayed in columns right away, you can do the following:  
Select the entire column "A" and choose "Text to Columns" in the tab "Data".

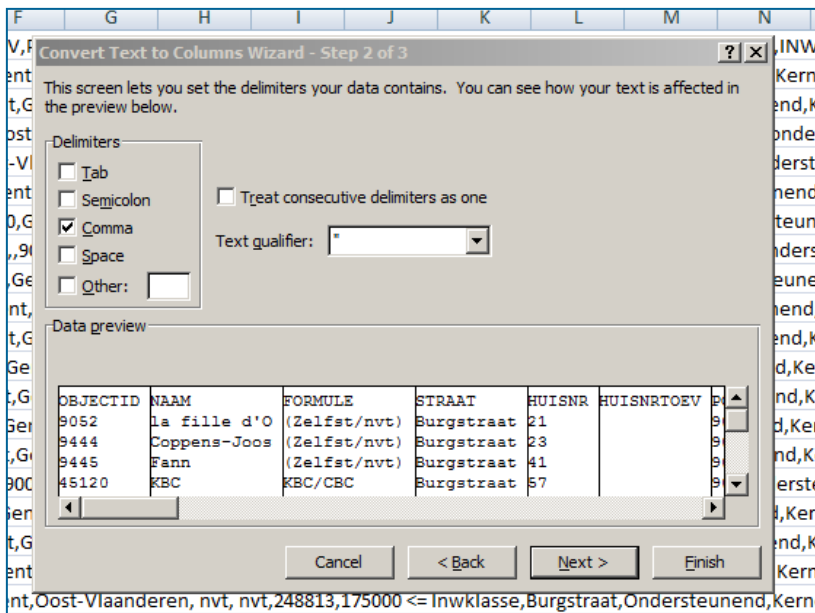




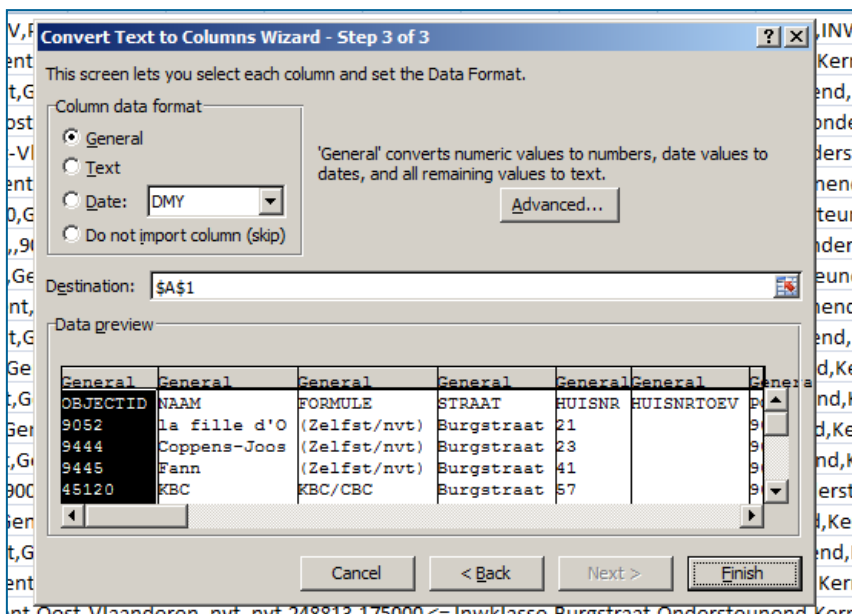
Choose "Delimited" and click Next:



Choose "Comma" and click Next:



Click Finish:



## 4.2 Downloading after selecting data using the Selection widget

For further explanation, we would like to refer you to chapter 5, paragraph 5.2 of this instruction manual.

## 5 Selection widget

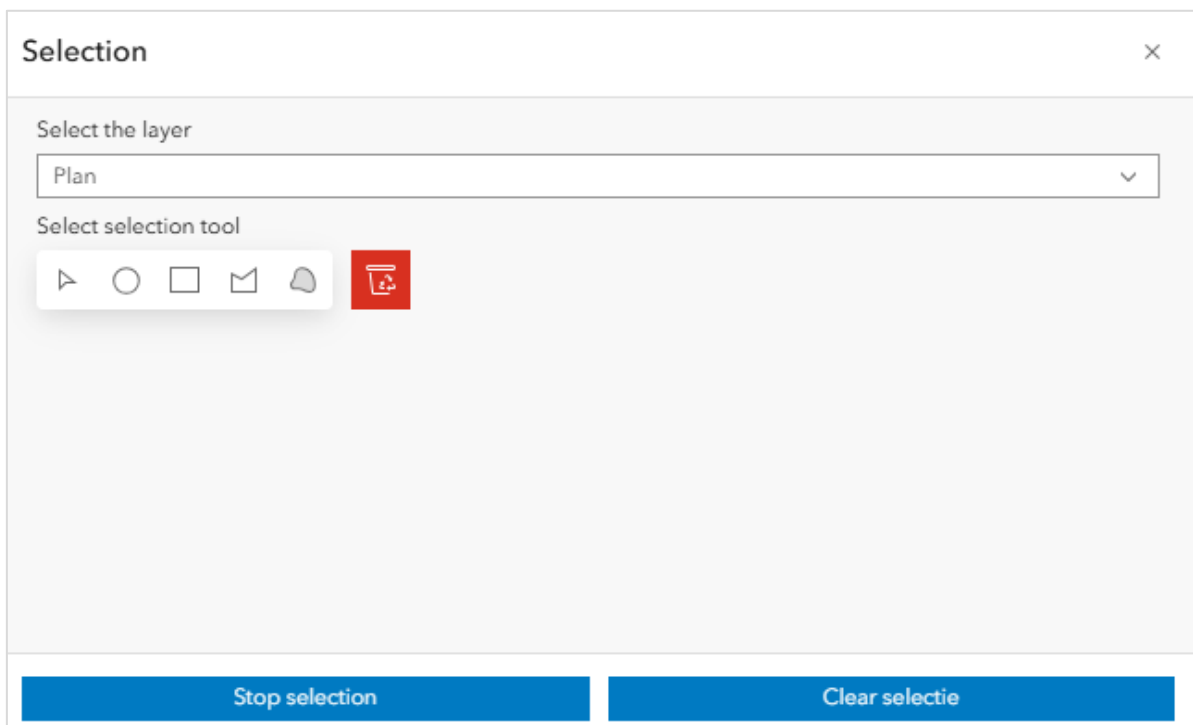
With the *Selection widget*, you can select objects in the map using polygons or the selection arrow.







You can download the selected data using the *Download widget*.



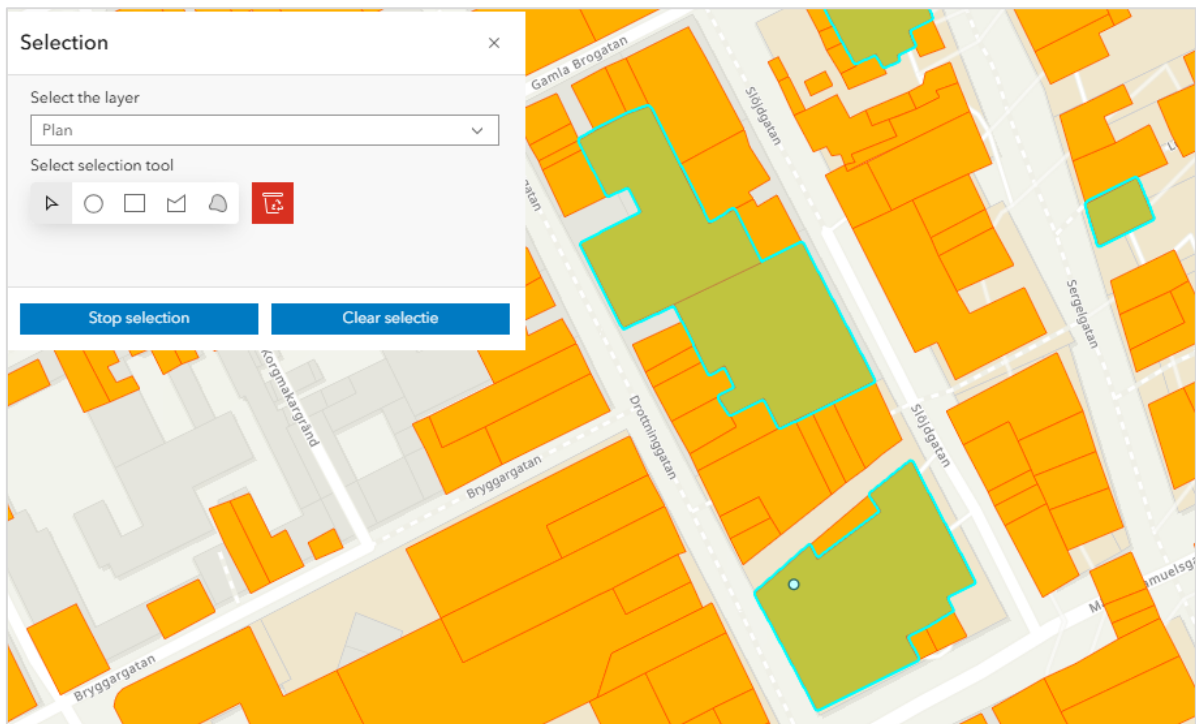
### 5.1 Selecting objects

Choose the layer in which you want to select objects.



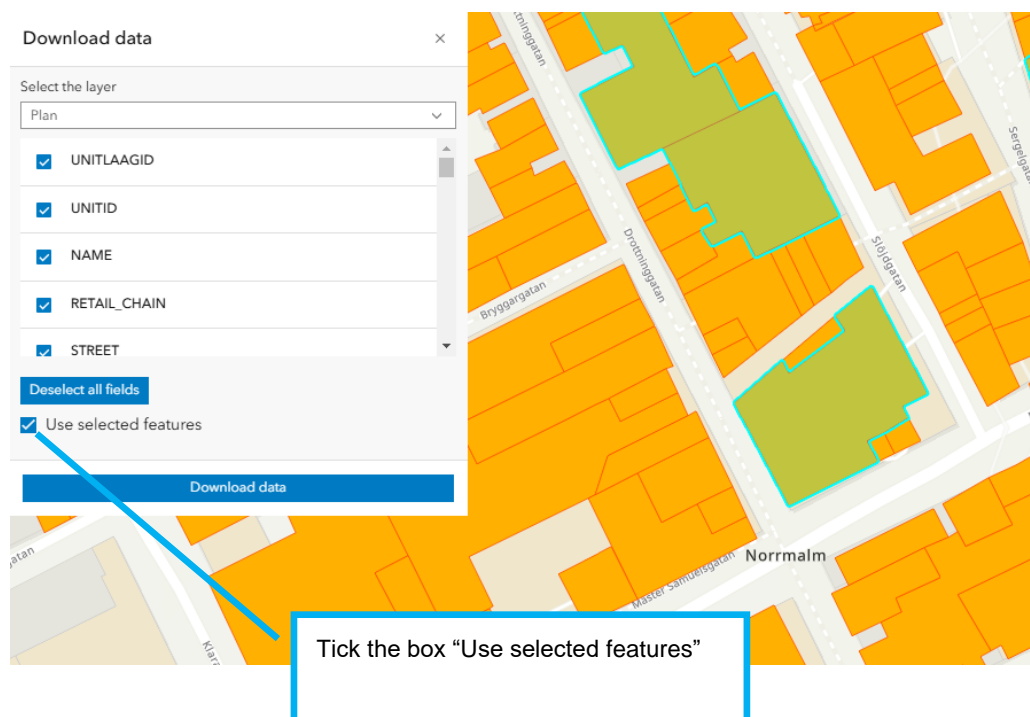
-  Selection tool for the selection of a single object
-  Selection tool for the selection of multiple objects within a rectangle
-  Selection tool for the selection of multiple objects within a circle
-  Selection tool for the selection of multiple objects within a polygon
-  Selection tool for the selection of multiple objects within a polygon that can be drawn freely
-  Tool to delete the polygon, without deleting the selection

To choose multiple objects, click on the map.



## 5.2 Downloading a selection

After having made a selection, the Download button allows you to export the selected objects to a CSV file:



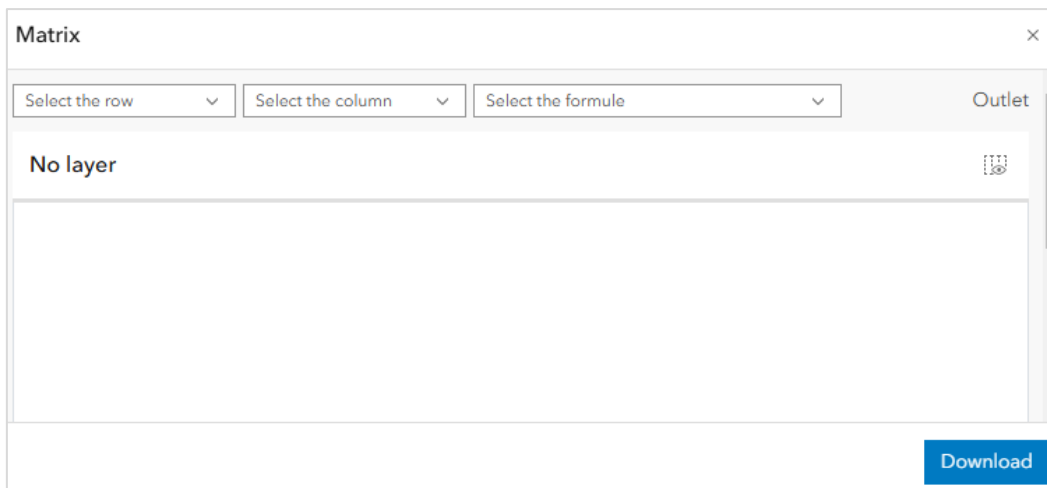
## 6 Matrix widget

The *Matrix widget* creates tables from the database on aggregated level.



### 6.1 Matrix

The widget starts up with an empty table. When a choice has been made in the row, column and formula, the matrix will calculate and data will be displayed.



A number of calculations can be made at an aggregated level via the rows and columns. The calculations differ per dataset. If a field such as "Inhabitants" is not in the dataset, the calculations based on 1,000 inhabitants are omitted. This also applies to the surface fields such as RFS (retail floor space m<sup>2</sup>).

The tables can be exported to a CSV file via the Download button at the bottom right.

Select the formula	Explanation:
Total number of objects	Number of objects (retail or offices)
Total surface m <sup>2</sup>	Total retail floor space or office m <sup>2</sup>
Percentage outlets	Distribution of objects in percentage per column/row
Percentage surface m <sup>2</sup>	Distribution of m <sup>2</sup> in percentage per column/row
Average number of objects per 1000 inhabitants	Points of sale/ m <sup>2</sup> per 1,000 inhabitants at municipality or city level (BE – NL)
Average surface m <sup>2</sup> per 1000 inhabitants	Percentage of outlets/WVO affiliated with a formula (chain)
Penetration of retail chain objects	
Penetration of retail chain surface m <sup>2</sup>	
Average surface m <sup>2</sup> per object	Average surface m <sup>2</sup> per outlet/ office

## 7 Theme widget

The *Theme widget* allows you to create a theme on all available variables. You can colour this theme as you wish.

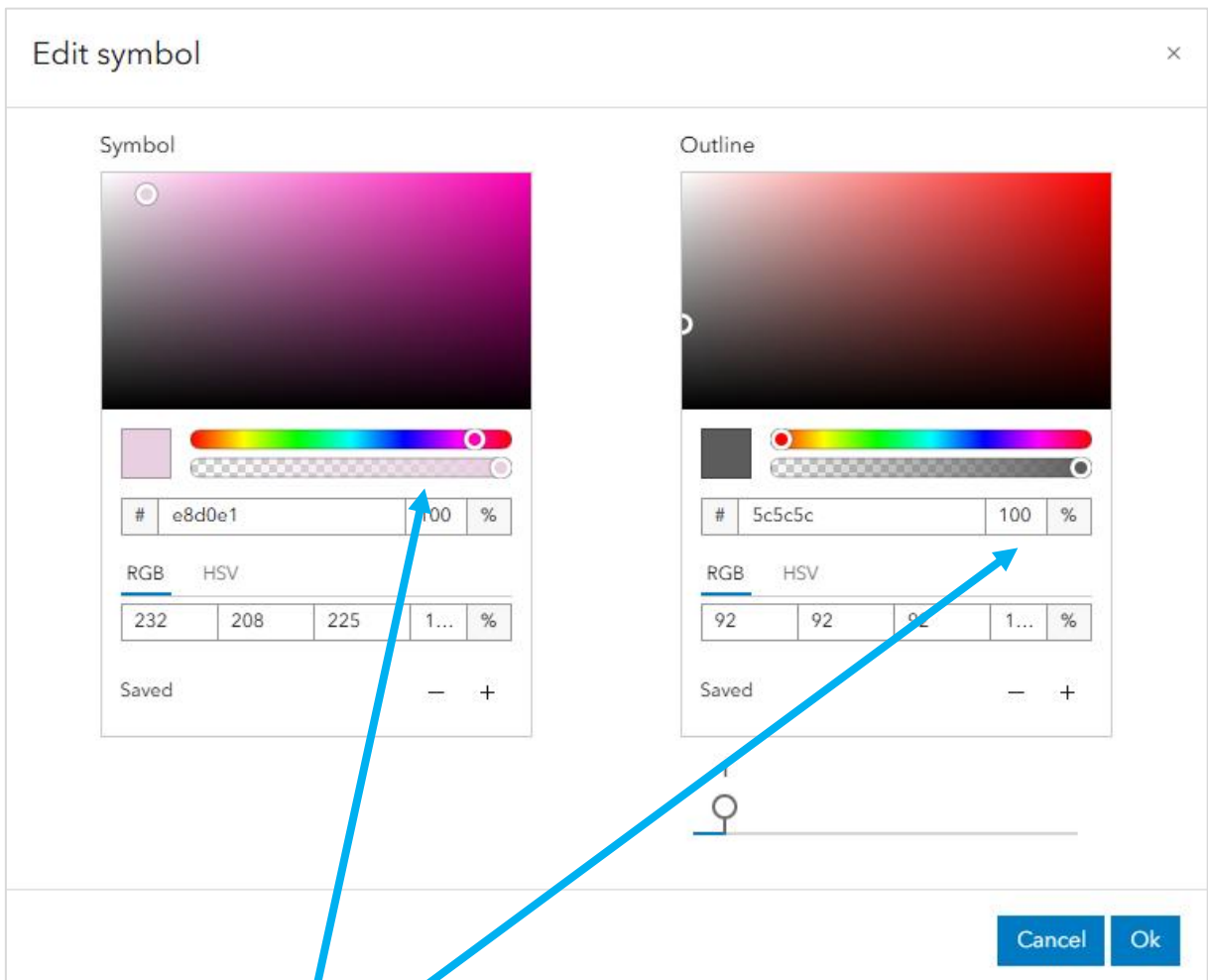
### 7.1 Unique values

Choose the layer in which you want to create a theme. In many cases, a default colour pallet will appear.

The screenshot shows a 'Theme' dialog box with the following elements:

- Select the layer:** A dropdown menu currently showing 'Plan'.
- Select the field:** A dropdown menu currently showing 'FOOTFALL\_CLASS'.
- Edit all values:** A blue button to the right of the field selection.
- Legend items:** Seven rows, each with a color swatch, a text label, and an edit icon (pencil).
  - Lightest purple: `___0 <= FOOTFALL < _5000`
  - Light purple: `_5000 <= FOOTFALL < 10000`
  - Medium-light purple: `10000 <= FOOTFALL < 15000`
  - Medium purple: `15000 <= FOOTFALL < 20000`
  - Dark purple: `20000 <= FOOTFALL < 25000`
  - Very dark purple: `25000 <= FOOTFALL < 40000`
  - Black: `40000 <= FOOTFALL`
- Buttons:** 'Reset Theme', 'Reset Map', and 'Apply' buttons at the bottom right.


You can change the colours by clicking on the pencil-shaped symbol. The fill color can be changed on the left and the color and thickness of the outline can be changed on the right.




By sliding the bar, colors can be made transparent. You can do the same by adjusting the percentage.

After changing colour and transparency, don't forget to click "Apply".



With the Reset Theme button  you can restore the default settings per theme.

With the Reset Map button  you remove the theme colors and/or sizes. The map will show blue points and/ or orange polygons again.

## 7.2 Numerical values

Choose the layer in which you want to create a theme. In many cases, a default colour palette will appear.

**Theme**
×

Select the layer

Outlet
▼

Select the field

RFS
▼

5

▲  
▼

Generate breaks

Edit all values

◆	0	-	386	▲ ▼	▲ ▼	✎
◆	386	-	1327	▲ ▼	▲ ▼	✎
◆	1327	-	3795	▲ ▼	▲ ▼	✎
◆	3795	-	11645	▲ ▼	▲ ▼	✎
◆	11645	-	26800	▲ ▼	▲ ▼	✎

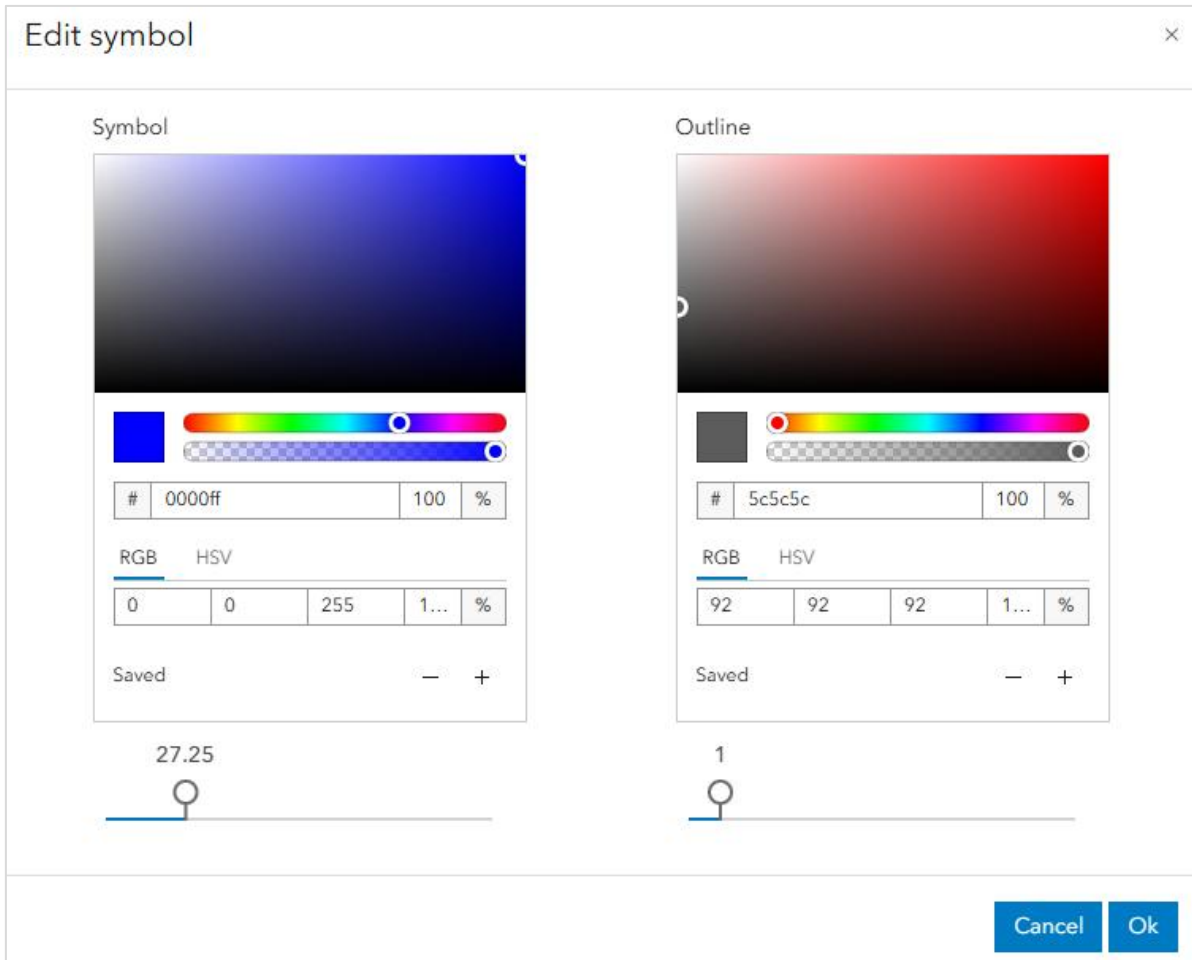
Reset Theme

Reset Map

Apply

You can specify how many classes you want to make. After clicking the button Generate breaks, a suggestion is made for a possible division. You can change the classes yourself by adapting the maximum values of each class. The starting values of the next class are then adapted automatically.





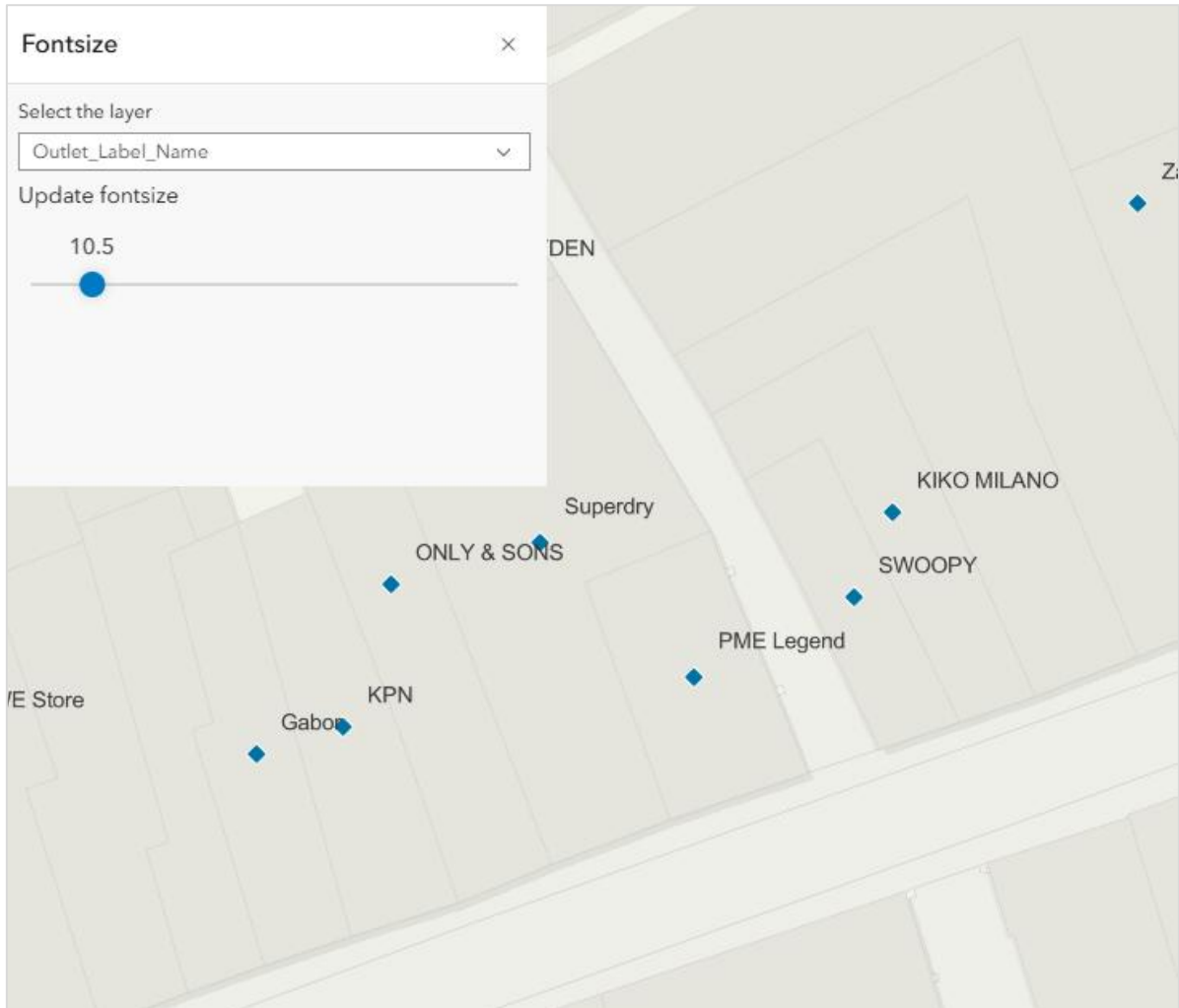
You can change the colours of the symbol by selecting the pencil-shaped symbol.

## 8 Fontsize changer widget

The *Font size changer widget* changes the size of the labels.



Choose the label layer you want to change.



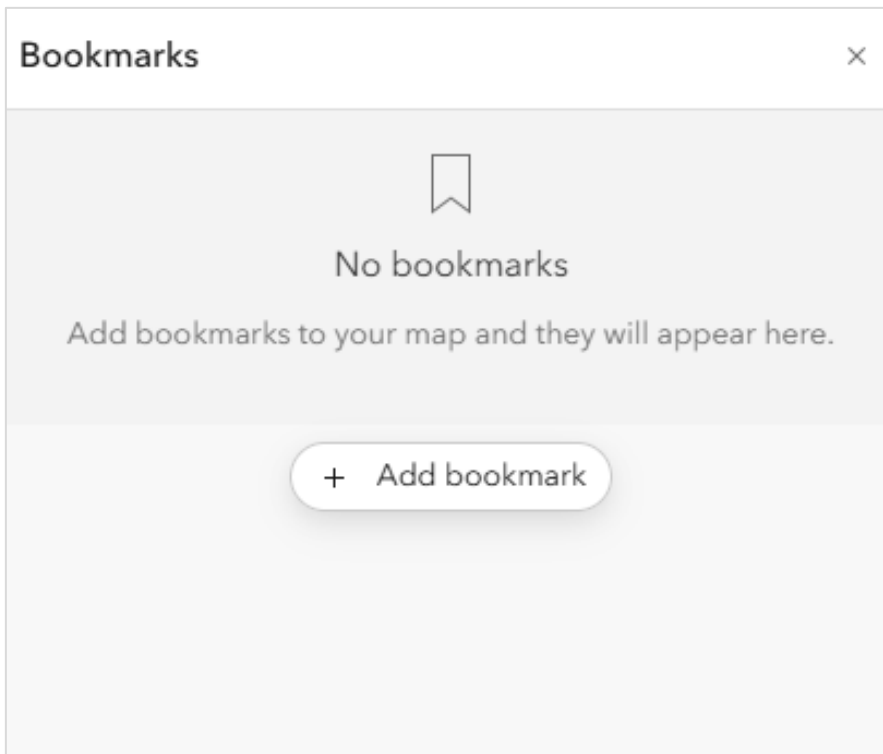
Make sure that the label layer's box is ticked in the list of layers (layer list).

## 9 Bookmark Widget

The Bookmark widget allows you to easily save your favourite map extent.



The “Add” button creates a bookmark. When you click on one of the bookmarks, the map extent that you saved will be shown.

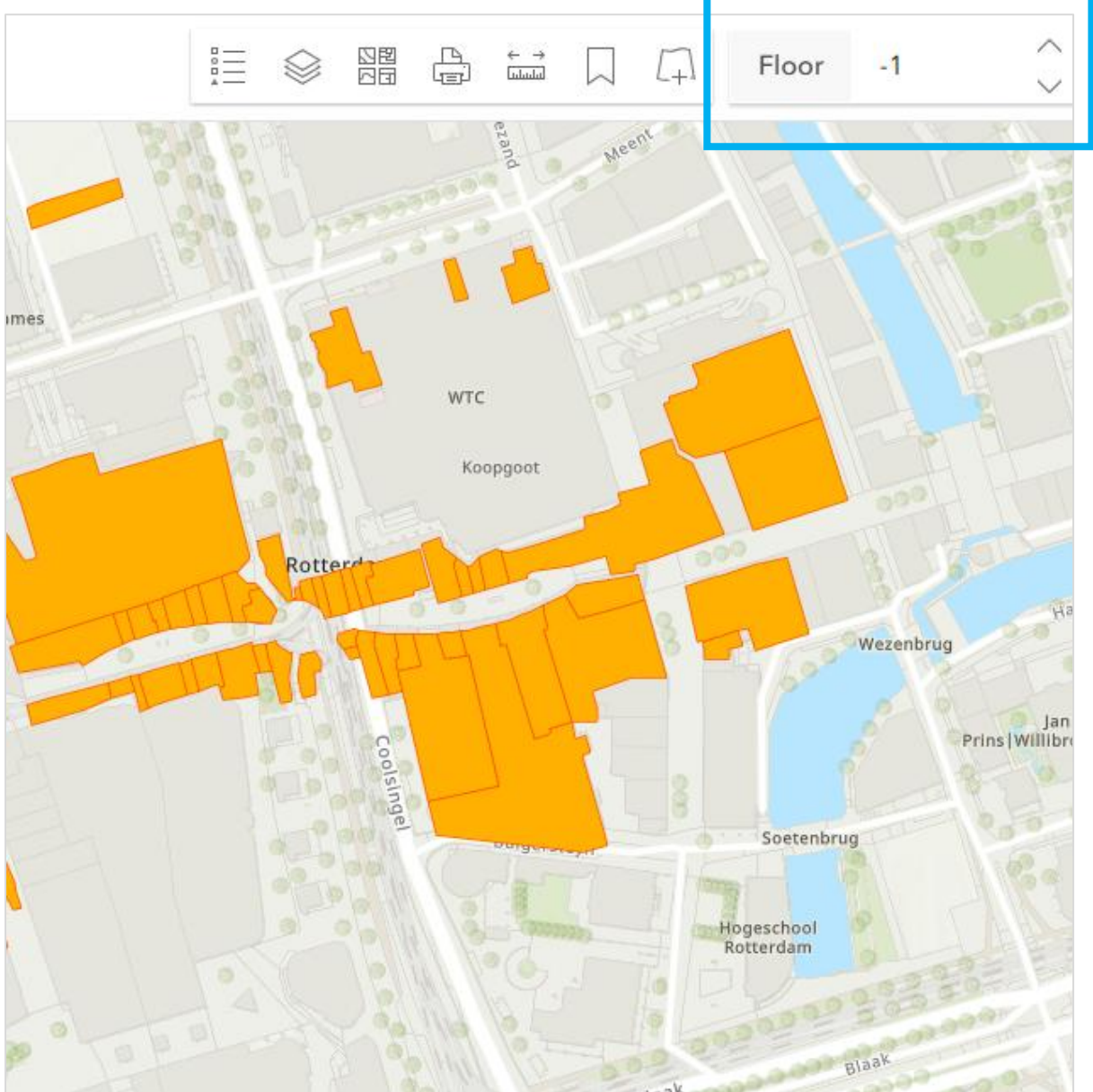


**When you are using multiple browsers, then you have to create the bookmarks per browser.**

## 10 Floor changer

The floor changer allows you to easily switch between the several floors on a Retail Plan. This button works only in combination with the Plan layer.

Take, for example, Rotterdam Centre. These outlets are visible on the basement floor:



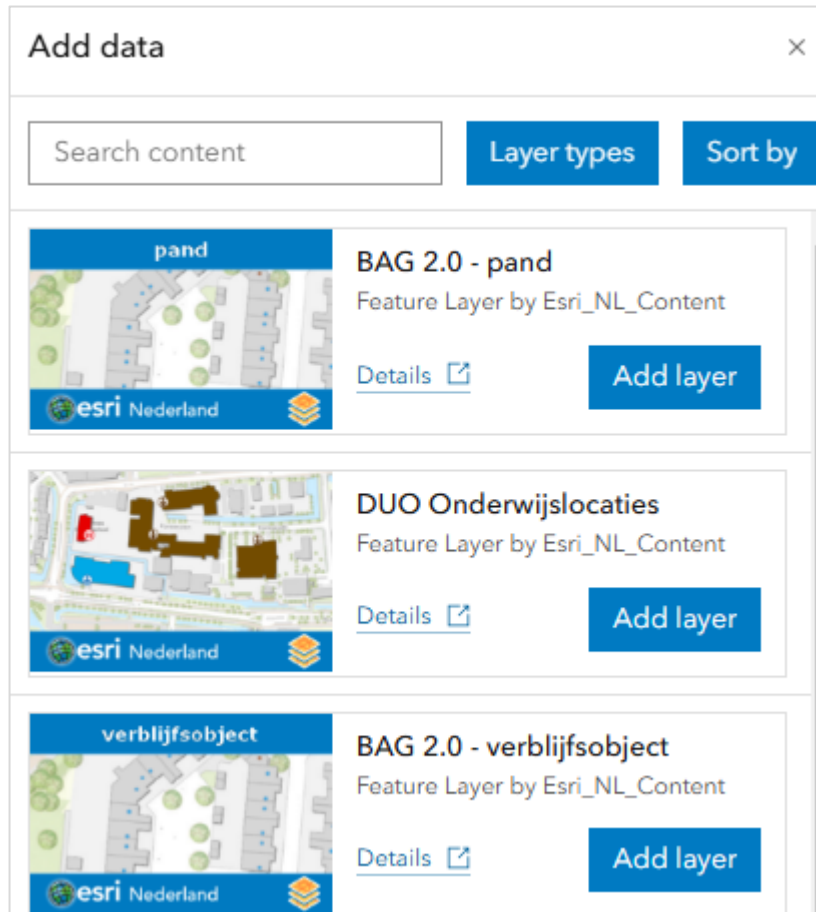
## 11 Add data widget

The Add data widget adds map layers to your base map.



The map layers are provided by Esri and are updated by Esri Netherlands and/or Esri Inc.

The “Add” layer button easily adds maps to your base map.



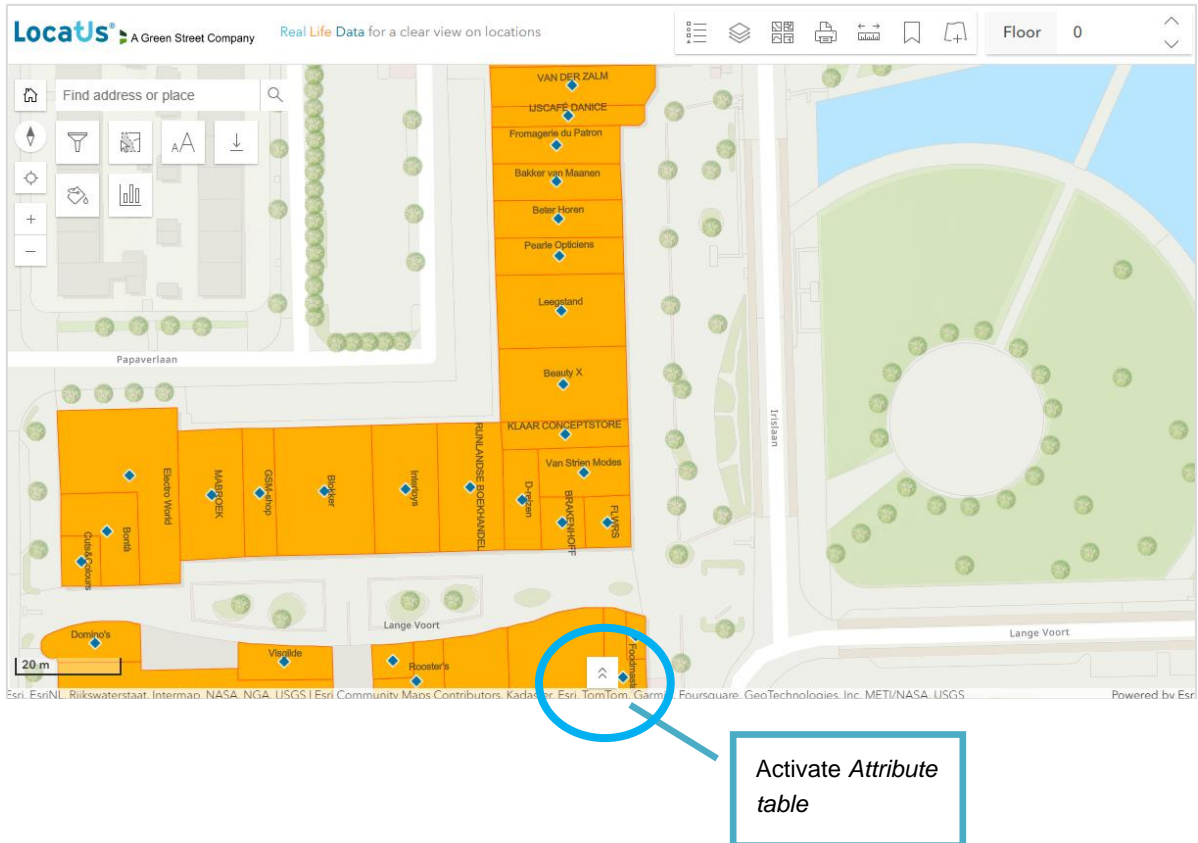
The “Remove layer” button deletes the map layer from the base map.

The “Details” button links to [www.ArcGIS.com](http://www.ArcGIS.com), which provides additional information on this map layer.

Data in these additional map layers cannot be downloaded or filtered.

## 12 Attribute table

The *Attribute table* displays the underlying data or objects on the map.



### Options *Attribute table*:












Esri, Esri/NL, Rijkswaterstaat, Intermap, NASA, NGA, USGS | Esri Community Maps Contributors, Kadaster, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Winkelgebied_afbakening	Plan_Label_3_Naam	Plan_Label_2_Naam	Plan_Label_Naam	Plan	VKP
Winkelgebied_afbakening (Total: 5,124   Selection: 0)					
ID	WINKELGEBIEDID	WINKELGEBIED	WINKELGEBIEDSHOOFD...	WINKELGEBIEDSTYPERI...	SUBCENTRA
507,856	507,856	London Knightsbridge	Ondersteunend	Binnenstedelijke winkels...	
507,854	507,854	London Covent Garden	Centraal	Binnenstad	
507,845	507,845	Paris Blvd. St. Germain	Ondersteunend	Binnenstedelijke winkels...	
507,844	507,844	Paris Rue de Rivoli	Ondersteunend	Binnenstedelijke winkels...	
507,852	507,852	Wien Mariahilferstrasse	Ondersteunend	Binnenstedelijke winkels...	
509,214	509,214	CentrO	Overig	Shopping center	
509,249	509,249	Herold Center	Overig	Shopping center	
7,434	7,434	Cartus Kaul	Centraal	Kernverzorgend superm	

## 13 Layer list

Clicking the *Layer list* button will display all available map layers. Clicking on the eye-shaped symbol will activate or de-activate the layer.

Depending on your subscription, some layers will be visible, and others not.

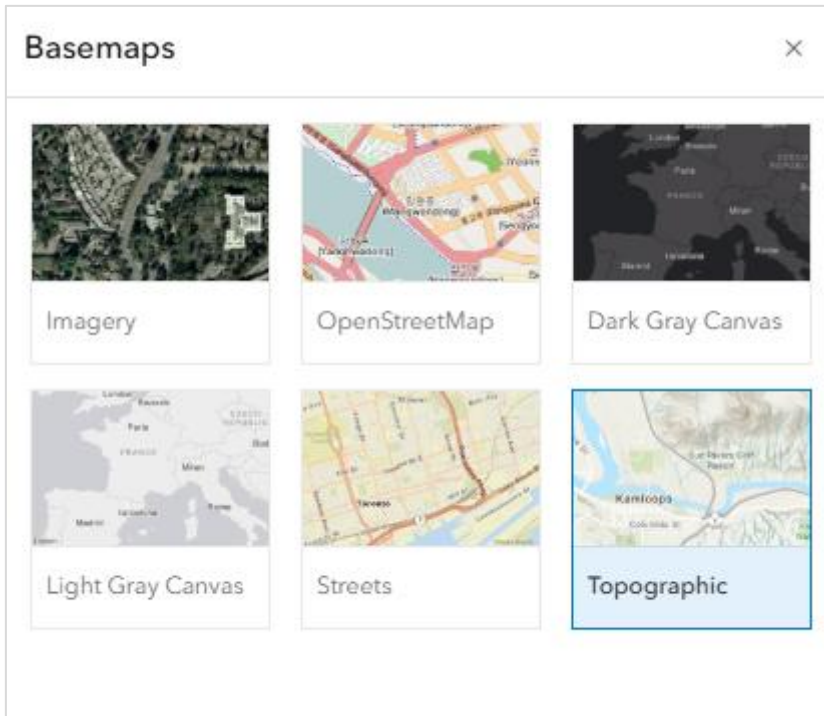
Layer List	×
Outlet	
Outlet_Label_Name	
Outlet_Label_Retail_Chain	
Outlet_Label_Footfall	
Outlet_Label_RFS	
Outlet_Label_Street	
Plan	
Plan_Label_Name	
Plan_Label_2_Name	
Plan_Label_3_Name	
Plan_Label_Retail_Chain	
Plan_Label_2_Retail_Chain	
Plan_Label_3_Retail_Chain	
Plan_Label_Retail_Activity	
Plan_Label_2_Retail_Activity	

## 14 Basemap Gallery

Changing the background is easy with the *Basemap Gallery*.



The default background is Topographic, but there are more options.



The last chosen basemap will be remembered when starting a new Locatus Online session.



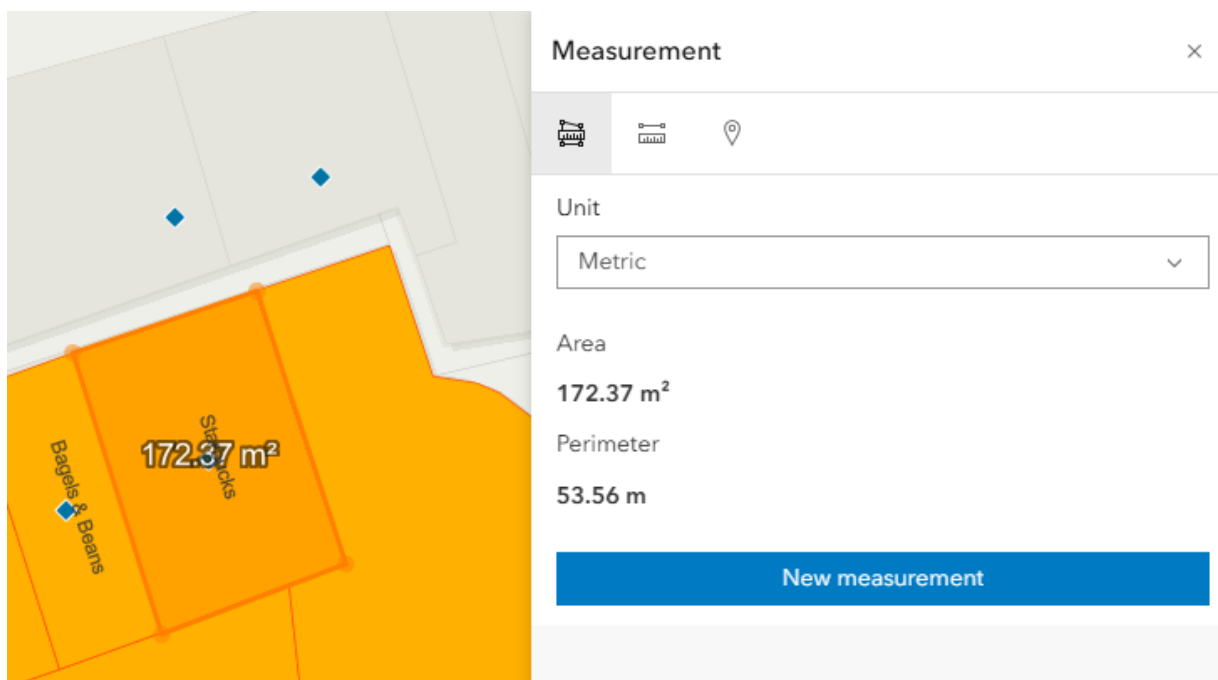
## 15 Measurement

The *Measurement widget* allows you to calculate areas and distances, and display the coordinates.



### 15.1 Measuring surfaces

Draw a polygon with your mouse and double click at the last point.



**Measurement** ×

Unit: Metric

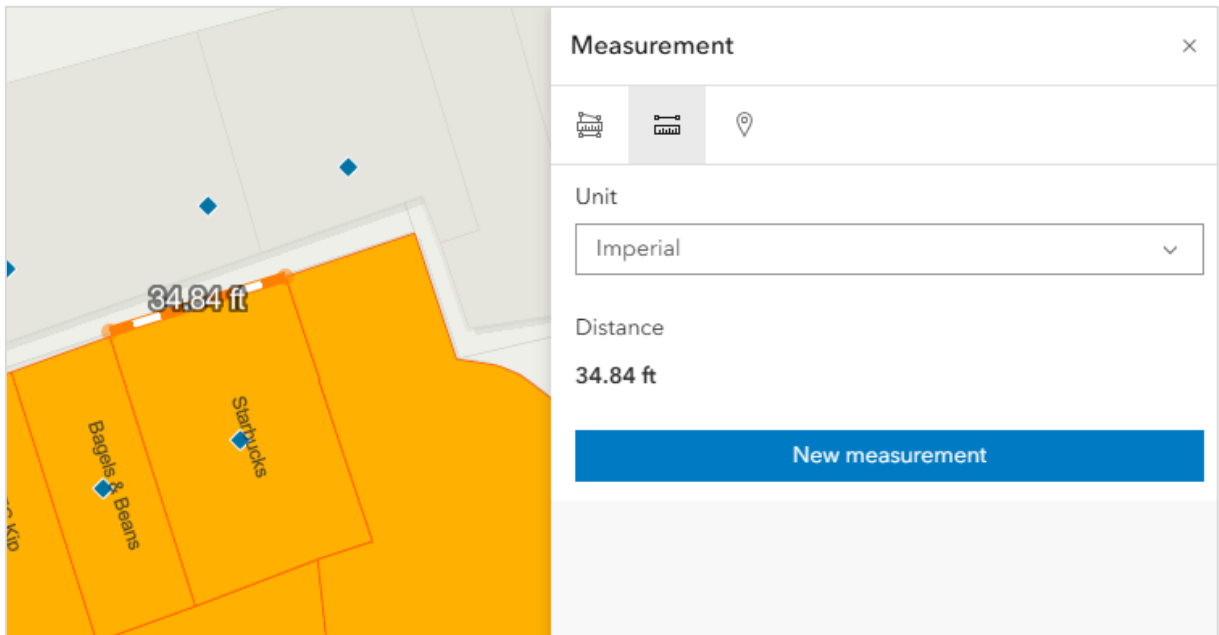
Area: 172.37 m<sup>2</sup>

Perimeter: 53.56 m

New measurement

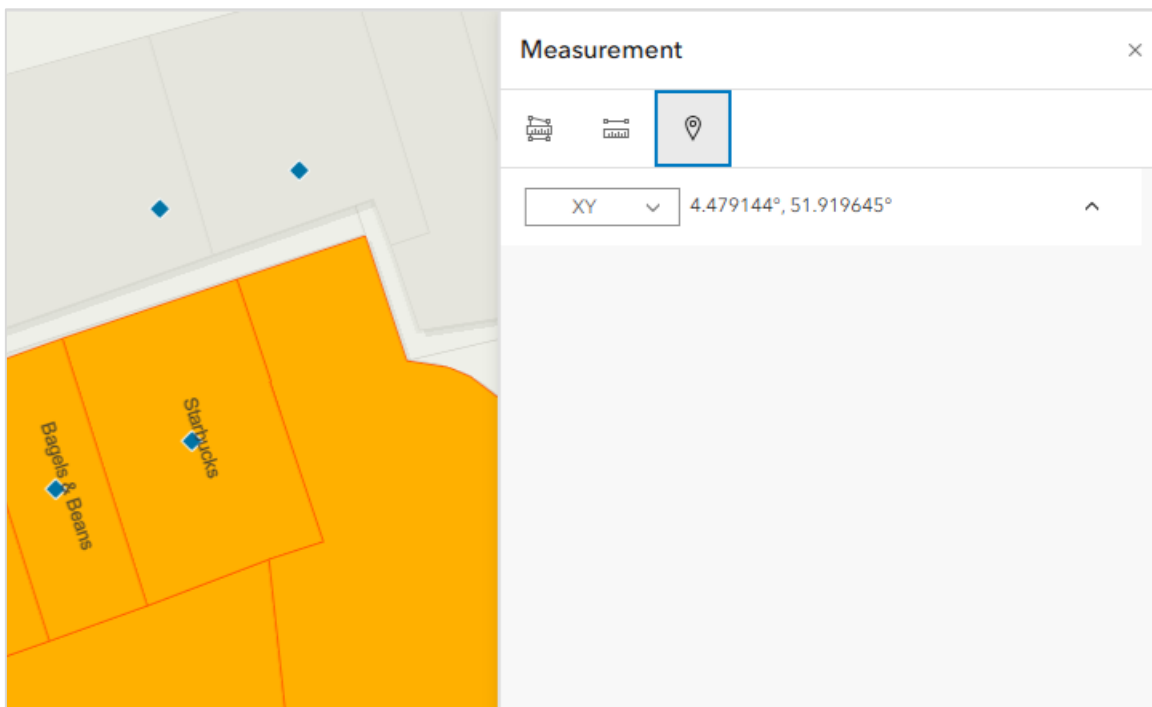
## 15.2 Measuring distance

Draw a line with your mouse and double click at the last point.



## 3.1. Determining latitude and longitude

The coordinates are displayed in the Lat/ Long (WGS84) system.



## 16 Printing

The Print button allows you to create images in various file formats and paper sizes.

The widget starts with a print area on the map, A3 landscape and PDF format by default. You can add a title and change the file format and paper size in the “Layout” section.

### Export

- Layout
- Map only
- Exports

Title

Template

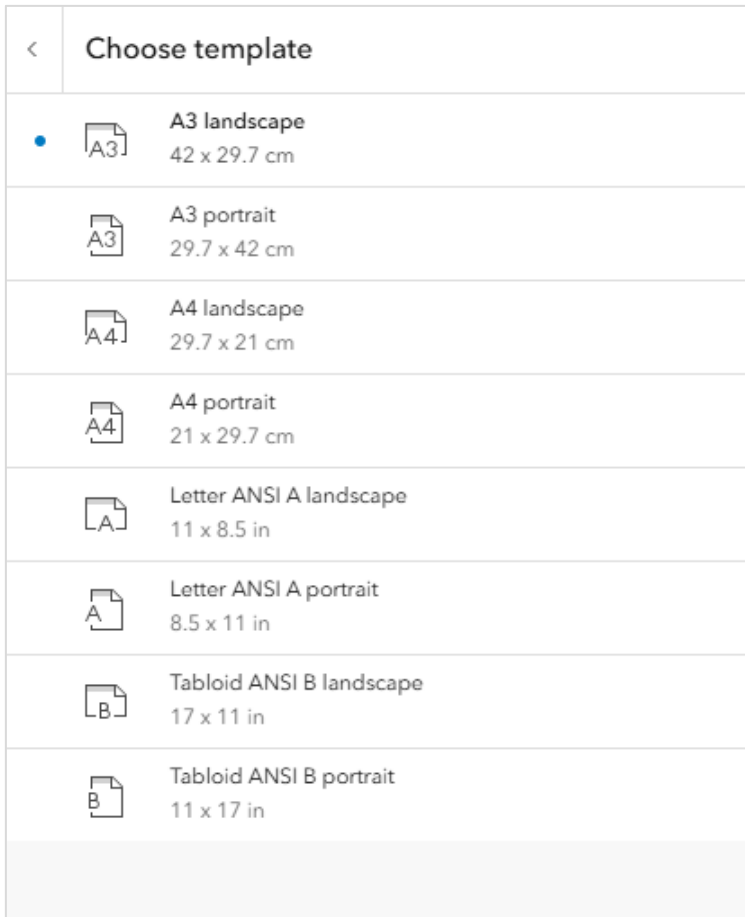
⊞ **A3 landscape** >  
42 x 29.7 cm

Show print area

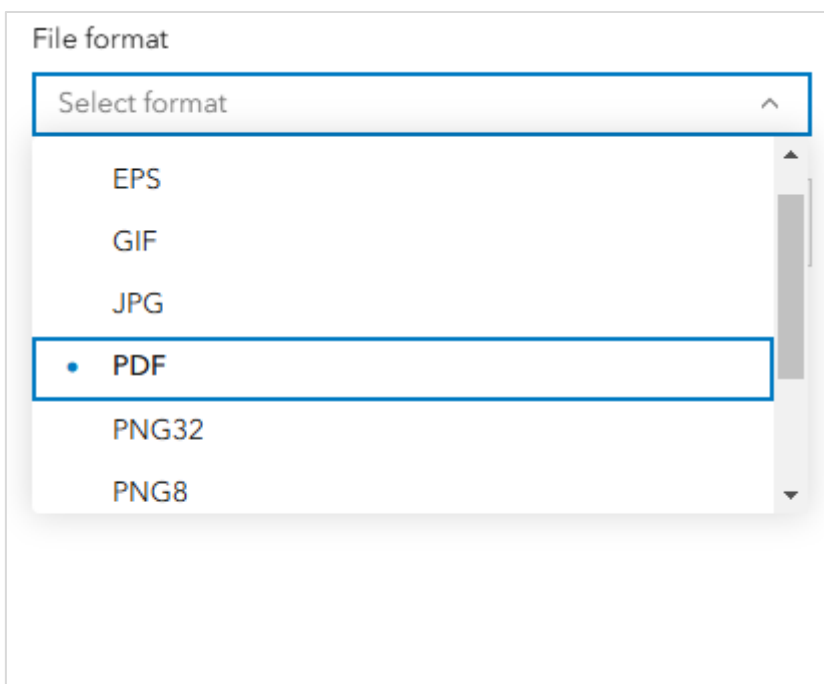
File format

PDF ⌵

Advanced options ⌵



You can choose several file formats. Choose the one you want in **Format**.



Under **Advanced** you can choose (among others) map scale or map extent, and change the print quality via DPI.

**Advanced options** ^

Set scale

^  
↓ ↻

Author

Copyright

DPI

^  
↓

Output spatial reference([WKID](#))

Include legend

Include north arrow

With the “Map Only” tab, only the map extent is printed and no title and legend.

The screenshot shows a 'Print' dialog box with a close button (X) in the top right corner. Below the title bar is an 'Export' section with three tabs: 'Layout', 'Map only' (which is selected and highlighted with a blue underline), and 'Exports'. Under the 'Map only' tab, there is a 'File name' field containing the text 'File name'. Below that is a 'File format' dropdown menu set to 'PDF'. There are two input fields for 'Width' (800) and 'Height' (1100), each with up and down arrow buttons and a swap button (↔) between them. A toggle switch for 'Show print area' is currently turned off. At the bottom, there is an 'Advanced options' dropdown menu.

When you click the print button, a document will be displayed in the widget.

The print will open in a new tab of your browser when you click on the document.

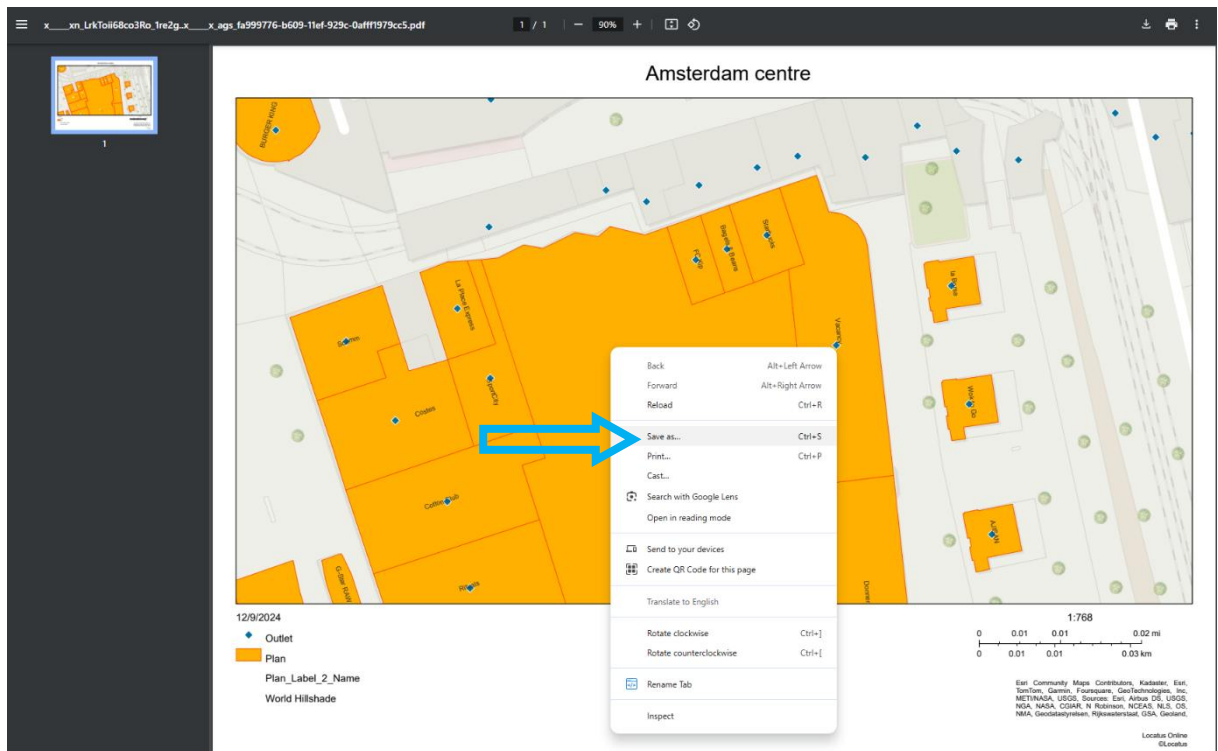
**Attention!**

**The documents that are displayed in the widget are available for up to 10 minutes. After 10 minutes the documents will be deleted from a temporary server and you will not be able to open the files again.**

We advise you to save the files after opening them in a new tab.

This screenshot shows the 'Print' dialog box with the 'Exports' tab selected. Under the 'Exports' tab, a document titled 'Amsterdam centre.pdf' is listed. To the left of the document name is a small icon of a document with a checkmark. Below the name, it says 'Open in new window.' and there is a small icon of a document with an external link symbol. A close button (X) is located to the right of the document name.

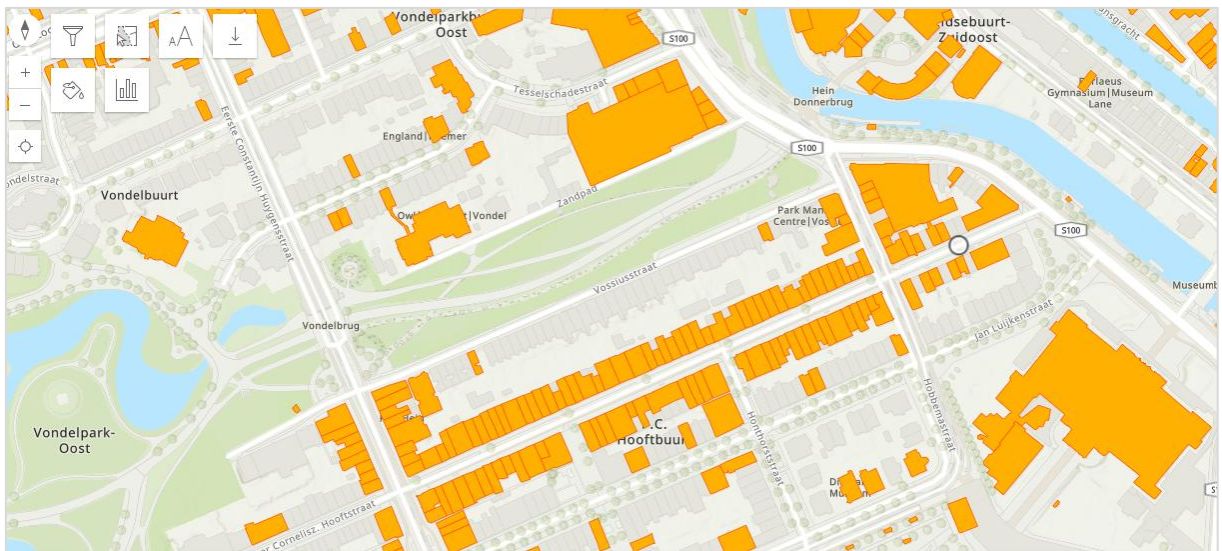
By clicking the right mouse button, you can choose Save picture as:



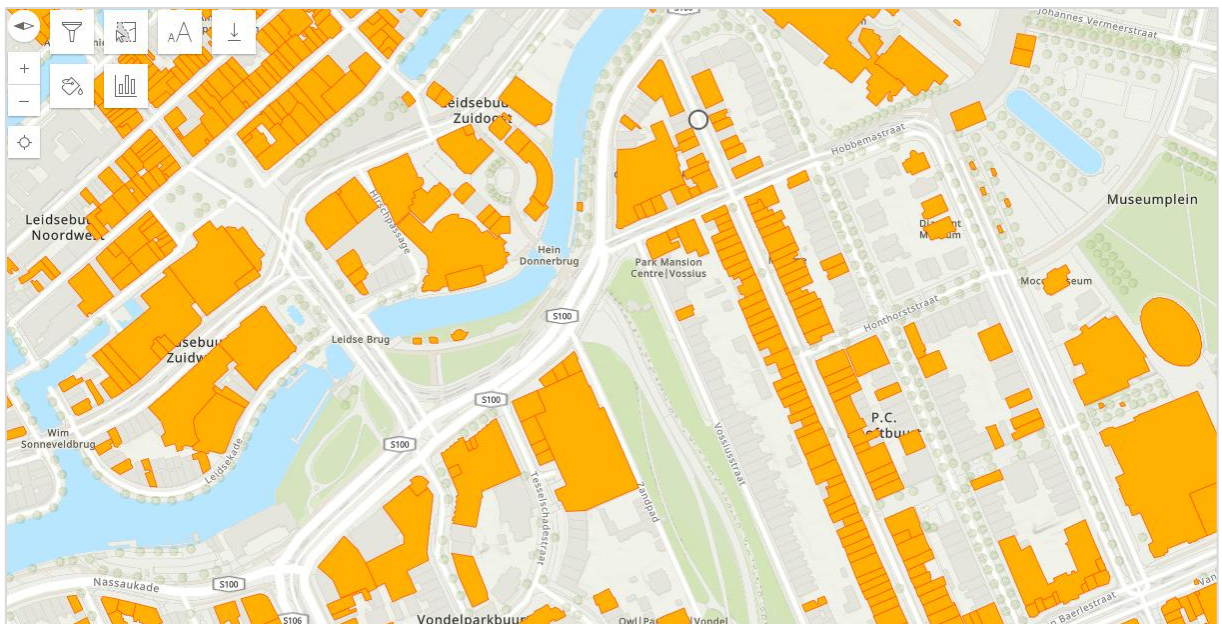
## 17 Rotate map

The map always opens facing north. It can be useful in some cases to change the position of the map. You can do this by holding down the right mouse button and moving the mouse in the direction of the new position.

North:



West:



By clicking on the north arrow on the left, the map will turn north again.





## 18 Helpdesk

If you have any questions, please contact our Helpdesk. To contact our Dutch branch, use the telephone number +31 (0)85 – 760 3283. To reach the Belgian helpdesk, please call +32 (0)2 - 26 72 800. Or send an email to [helpdesk@locatus.com](mailto:helpdesk@locatus.com).

You can download the latest Locatus Online manual on <http://locatus.com/dashboard-en-helpdesk/> . Here, you can also find our branch overviews and glossaries.

You can watch our instructional videos at <https://locatus.com/en/manuel/instructions-videos-locatus-online/> .