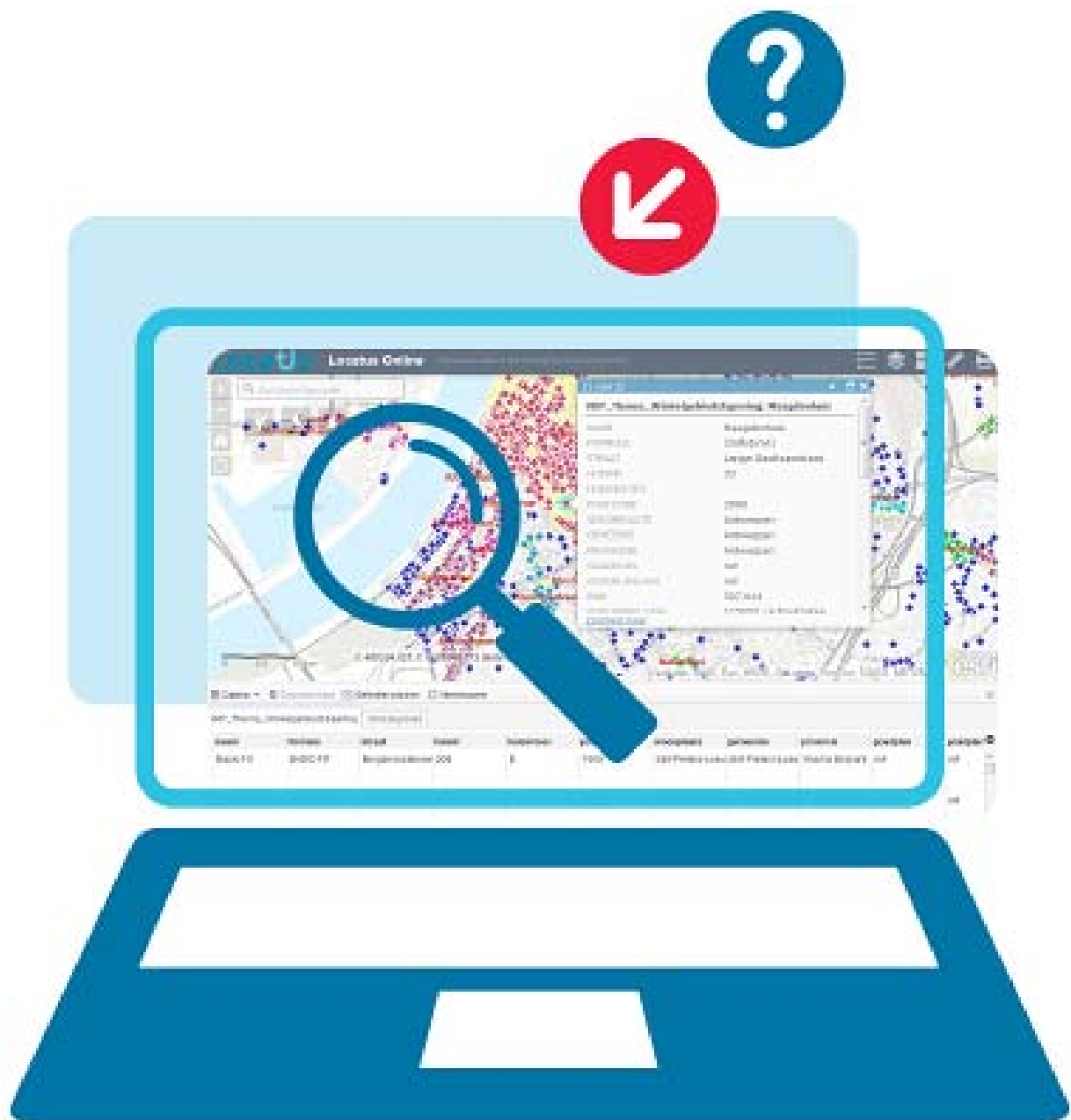


INSTRUCTIONS LOCATUS ONLINE



DATABASE ABOUT THE CHANGING RETAIL LANDSCAPE

Content	Page
1 Introduction	1
2 Widgets	2
3 Data filter widget	5
3.1. Filter within a filter	5
3.1. Selecting multiple values	7
3.1. Saving a filter	8
3.2. Filter expression versus expression set; AND and OR filters	9
3.3. Zoom to	12
4 Download data widget	13
4.1. Downloading data (with or without filter widget)	13
4.2. Downloading after selecting data using the Selection widget	15
5 Selection widget	16
5.1. Selecting and colouring objects	16
5.1. Downloading a selection	18
6 Matrix Chart widget	19
6.1. Matrix	19
6.2. Chart	21
7 Theme widget	23
7.1. Unique values	23
7.2. Numeral values	26
8 Fontsize changer widget	28
9 Data enrichment widget	29
9.1. Connection with Excel	29
9.2. Creating a theme on own data fields	30
9.3. Labeling your own data fields	31
9.4. Your own data in the layer list	33
10 Bookmark Widget	34
11 Floor changer	35
12 Add data widget	36
13 Attribute table	38
14 Layer list	40
15 Basemap Gallery	41

16	Measurement.....	42
16.1.	Measuring surfaces	42
16.2.	Measuring distance	42
16.1.	Determining latitude and longitude	43
17	Printing.....	44
18	Helpdesk.....	48

1 Introduction

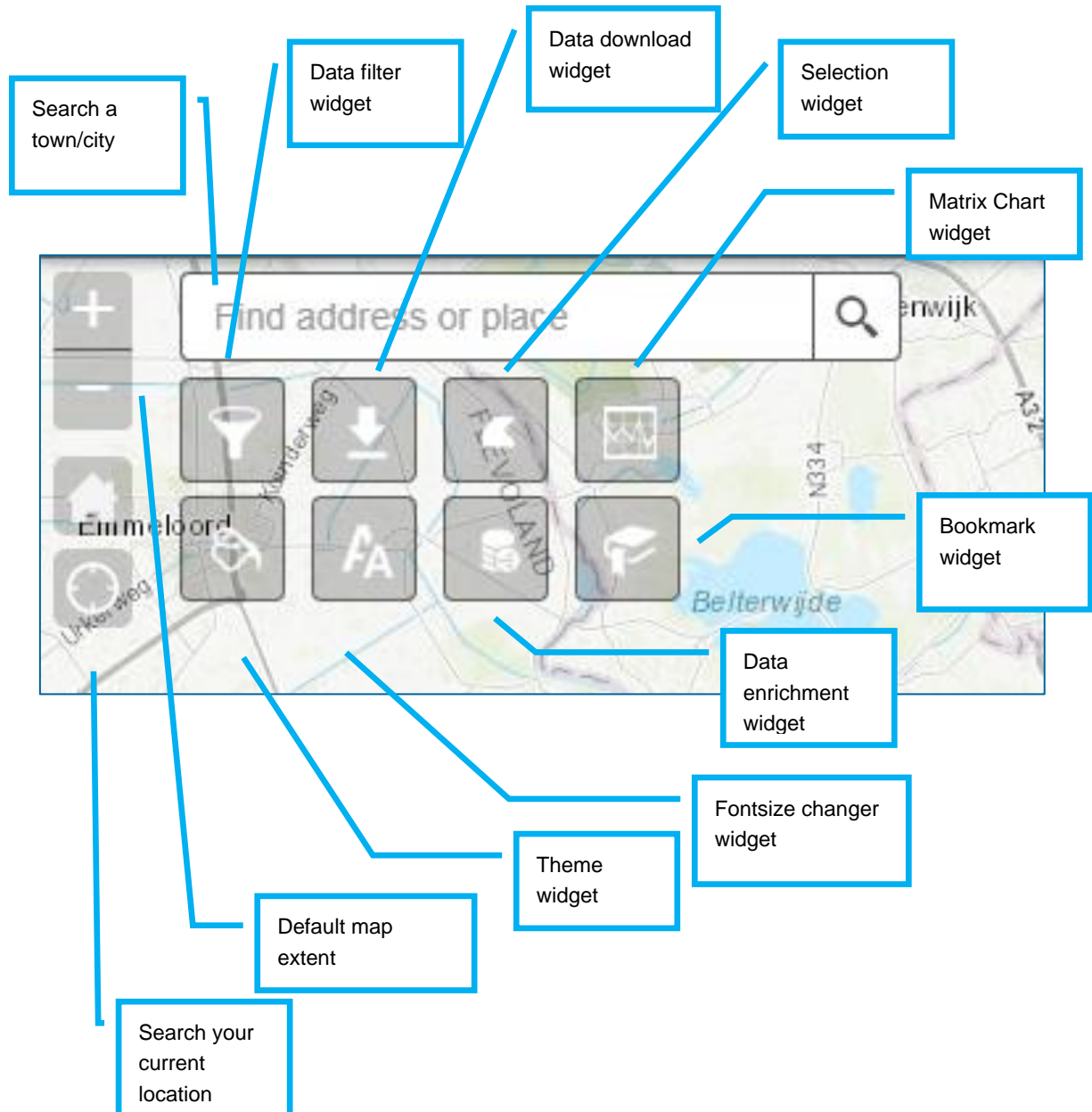
This manual gives a short instruction on the use of Locatus Online.

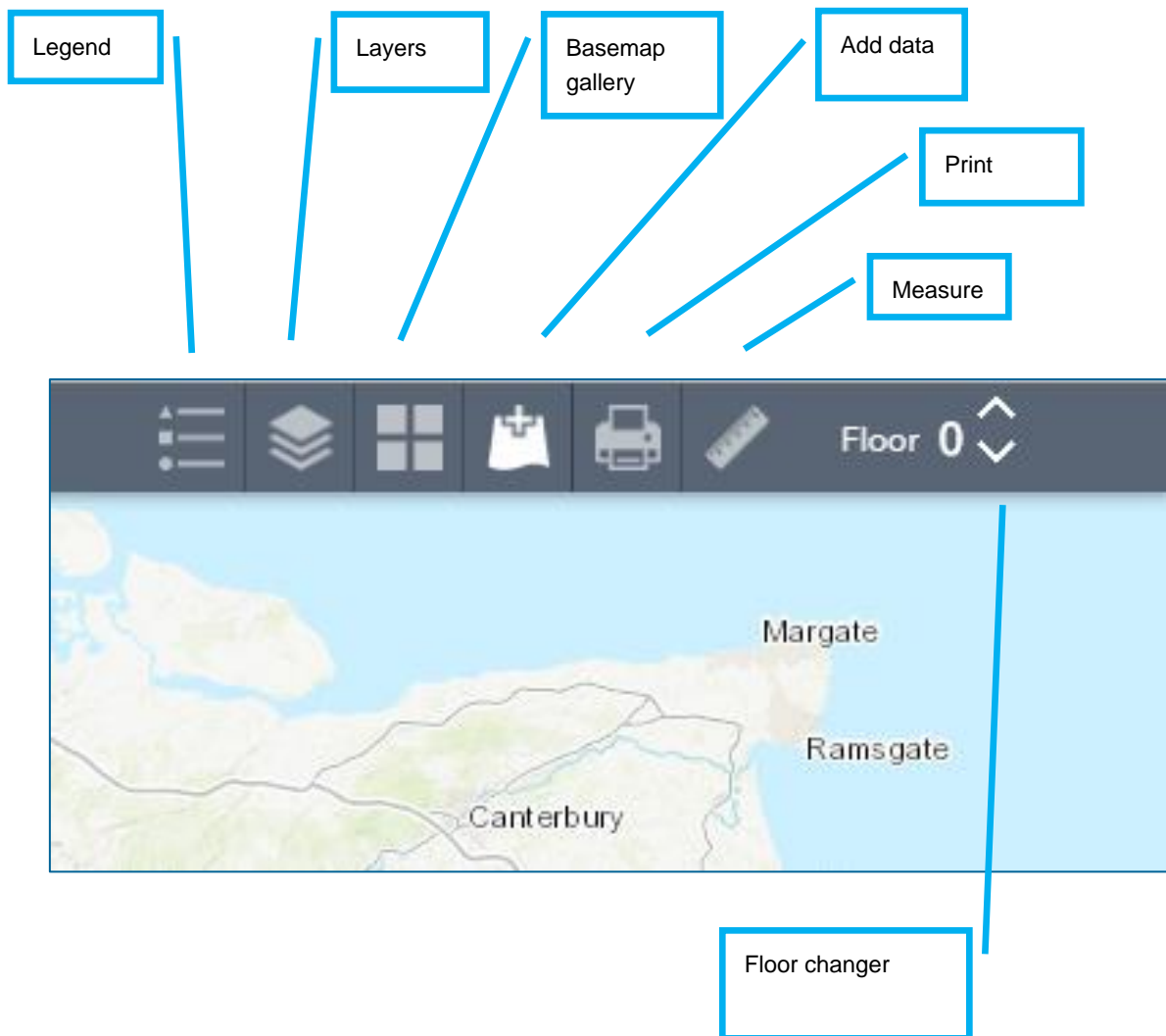
Retail outlets and Retail Plans are shown directly on the map. You can use and export the underlying data easily via *widgets*.

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

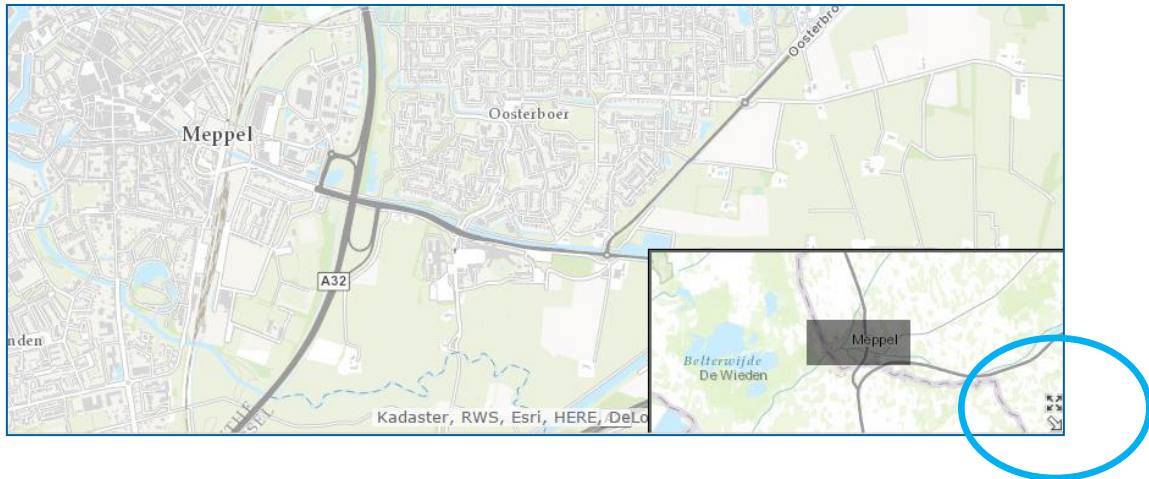
This manual gives a description of the various functions within the programme.

2 Widgets

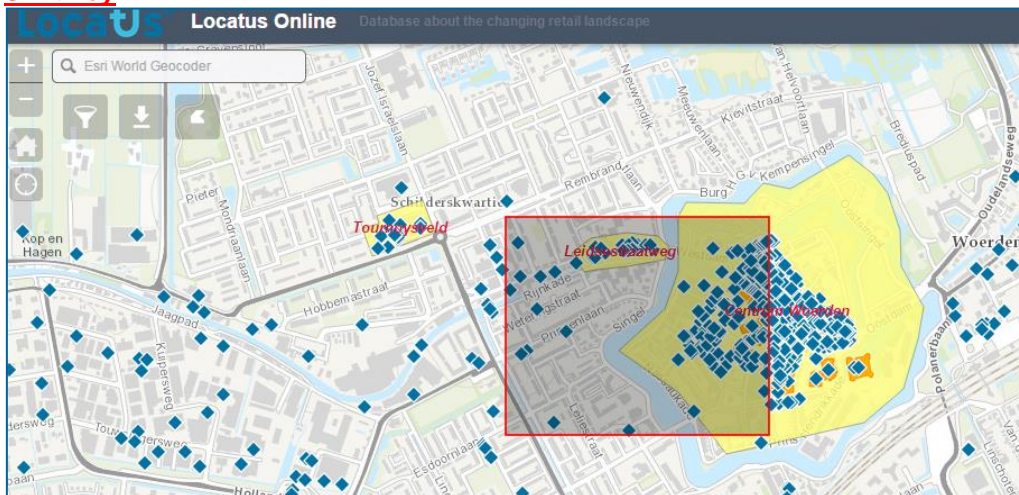




Click on the bottom right of the screen to activate a map overview.

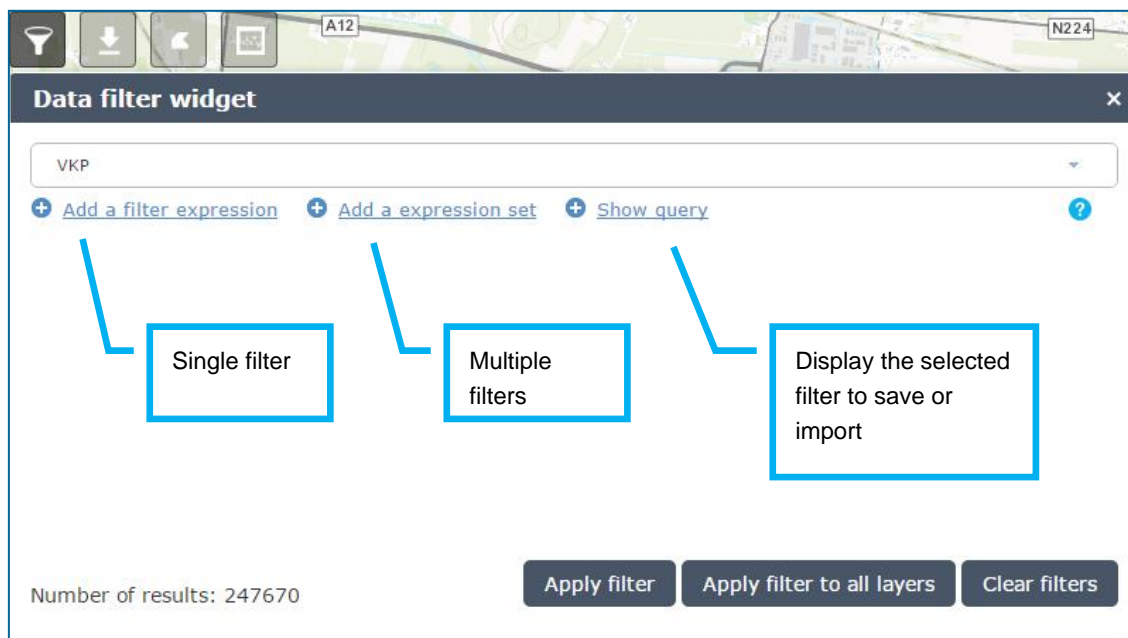


TIP: To zoom in on a selected area, draw a square/rectangle with your mouse while holding the Shift key.




3 Data filter widget

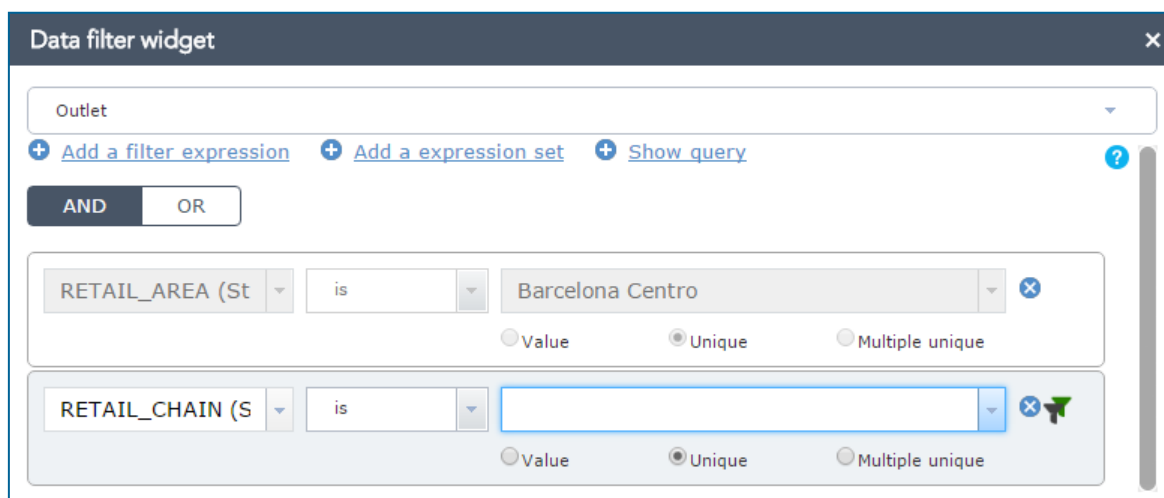
The Filter widget allows you to filter the data to your selection.



Choose the layer Outlet, VKP, Plan, Benchmark, Catchment Area, Shopping Centre_data, Parking Garage, and/or Outlet (dependent on subscription).

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.

The screenshot shows the 'Data filter widget' interface. At the top, there's a dropdown menu set to 'Outlet'. Below it are three links: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. There are two radio buttons for 'AND' and 'OR', with 'AND' selected. The first filter row shows 'RETAIL_AREA (St)' followed by 'is' and 'Barcelona Centro'. Below this row are three radio buttons: 'Value', 'Unique' (selected), and 'Multiple unique'. The second filter row shows 'RETAIL_CHAIN (S)' followed by 'is' and 'Adidas'. Below this row are three radio buttons: 'Value', 'Unique' (selected), and 'Multiple unique'. A green funnel icon is visible next to the second filter, indicating that the filter is active and the results are filtered.

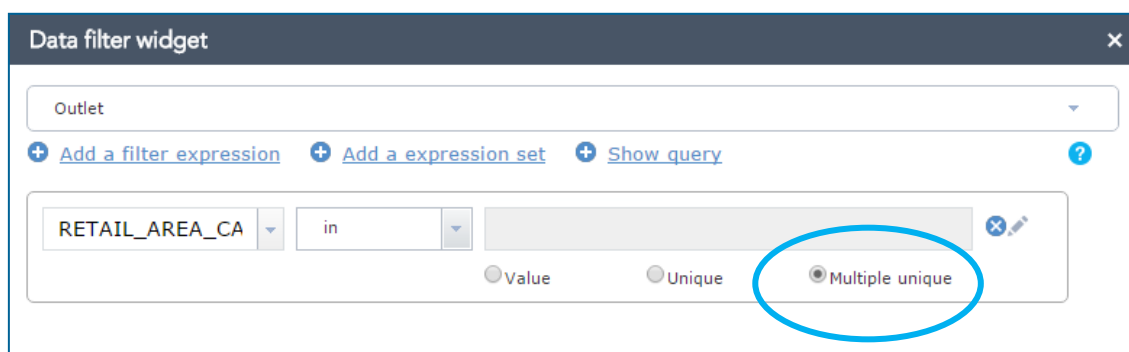
Click the funnel again to select all values in the entire dataset.


The funnel turns red:

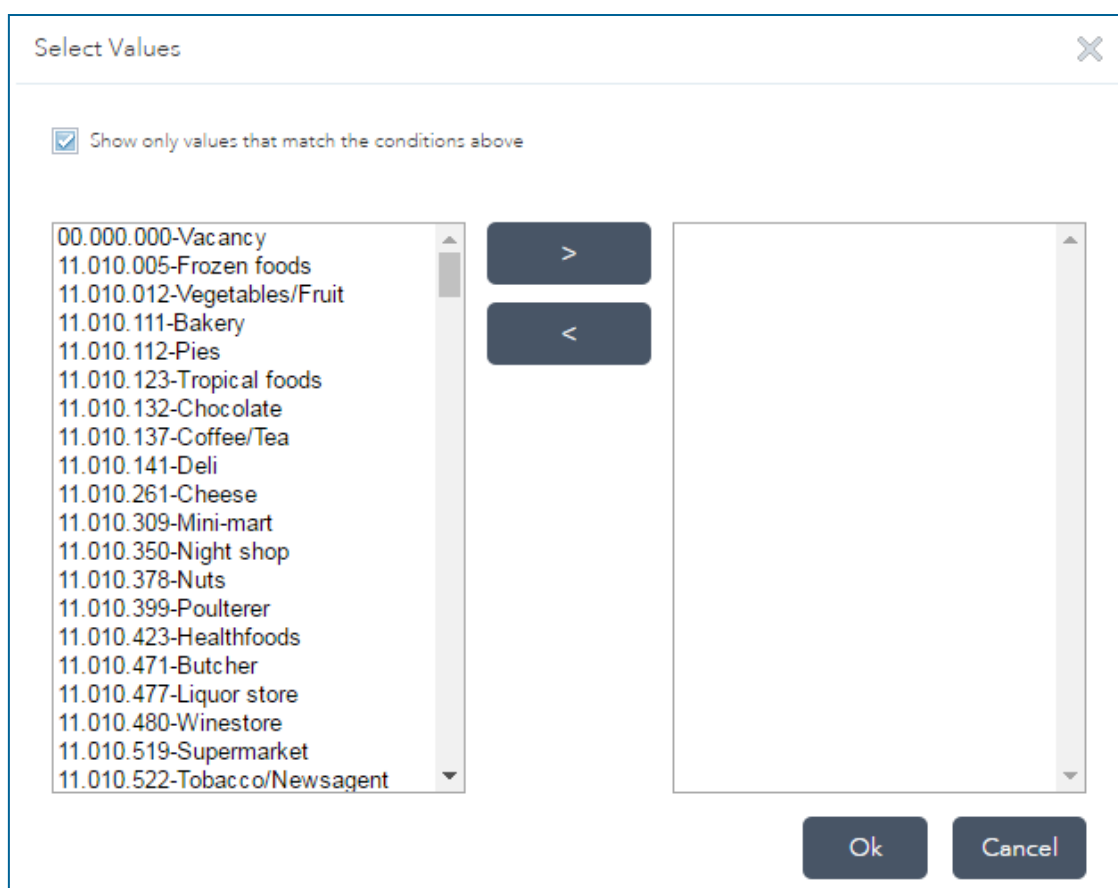
The screenshot shows the 'Data filter widget' interface. At the top, there's a dropdown menu set to 'Outlet'. Below it are three links: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. There are two radio buttons for 'AND' and 'OR', with 'AND' selected. The first filter row shows 'RETAIL_AREA (St)' followed by 'is' and 'Barcelona Centro'. Below this row are three radio buttons: 'Value', 'Unique' (selected), and 'Multiple unique'. The second filter row shows 'RETAIL_CHAIN (S)' followed by 'is' and 'A Pougner'. Below this row are three radio buttons: 'Value', 'Unique' (selected), and 'Multiple unique'. A red funnel icon is visible next to the second filter, indicating that the filter is active and the results are filtered.

3.2 Selecting multiple values

Click on the bullet **Multiple unique** to easily select multiple values.



Click on the pencil () behind the filter and a pop-up screen will appear:



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).

The screenshot shows the 'Data filter widget' window. At the top, there's a dropdown menu set to 'Outlet'. Below it are three buttons: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. The '+ Show query' button is circled in blue. Below these buttons are two filter expressions. The first is 'RETAIL_AREA (St)' with a dropdown arrow, followed by 'is' and a dropdown arrow, and then 'London West End' with a dropdown arrow and a close button. Below this is a radio button group with 'Value', 'Unique' (selected), and 'Multiple unique'. The second filter expression is 'RETAIL_CHAIN (S)' with a dropdown arrow, followed by 'in' and a dropdown arrow, and then a list of names: 'All Saints', 'Berluti', 'Chatila', 'Edward Green' with a dropdown arrow and a close button. Below this is a radio button group with 'Value', 'Unique', and 'Multiple unique' (selected).

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

The screenshot shows the 'Show query' pop-up window. It has a title bar with a close button. Inside, there's a text area containing the following SQL query: `RETAIL_AREA = 'London West End' AND RETAIL_CHAIN IN ('All Saints', 'Berluti', 'Chatila', 'Edward Green')`. At the bottom right, there are two buttons: 'Ok' and 'Cancel'.

Delete 1=1 and paste the saved filter in the window. Click OK.

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 a filter expression”:

The screenshot shows the 'Data filter widget' interface. At the top, there's a dropdown menu set to 'Outlet'. Below it are three links: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. There are two tabs: 'AND' (selected) and 'OR'. The first filter expression is 'CITY (String) is Barcelona' with radio buttons for 'Value', 'Unique' (selected), and 'Multiple unique'. The second filter expression is 'RETAIL_CHAIN (S) is H&M' with the same radio buttons. At the bottom, it says 'Number of results:5' and has buttons for 'Apply', 'Zoom to', 'Apply to 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 Glasgow Centre.

Choose “Add a filter expression”:

The screenshot shows the 'Data filter widget' interface. At the top, there's a dropdown menu set to 'Outlet'. Below it are three links: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. There are two tabs: 'AND' (selected) and 'OR'. The first filter expression is 'RETAIL_ACTIVITY is 11.010.519-Supermarket' with radio buttons for 'Value', 'Unique' (selected), and 'Multiple unique'. At the bottom, it says 'Number of results:5' and has buttons for 'Apply', 'Zoom to', 'Apply to all layers', and 'Reset'.

Choose “Add filter expression”:

Data filter widget

Outlet

+ Add a filter expression + Add a expression set + Show query

AND OR

RETAIL_ACTIVITY is 11.010.519-Supermarket

☐ Value ☒ Unique ☐ Multiple unique

RETAIL_AREA (St) in 'Paris Centre','Glasgow Centre'

☐ Value ☐ Unique ☒ Multiple unique

Number of results:26

Apply Zoom to Apply to all layers Reset

Choose “Multiple unique” 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 750m² in the cities of Rotterdam and Amsterdam, and the retail outlets in the sector Department Store within these two cities.

Choose “Add expression set”:

Data filter widget

Outlet

+ Add a filter expression + Add a expression set + Show query

AND OR

CITY (String) in 'Amsterdam','Rotterdam'

☐ Value ☐ Unique ☒ Multiple unique

RETAIL_ACTIVITY is 22.030.618-Department store

☐ Value ☒ Unique ☐ Multiple unique

Number of results:7

Apply Zoom to Apply to all layers Reset

Activate the municipalities with “Multiple unique” and add the sector Department Store using the plus sign.

Choose “Add expression set”.

The screenshot shows a filter widget with three rules. At the top, there are 'AND' and 'OR' buttons. The first rule is 'CITY (String)' with the operator 'in' and the value ''Amsterdam','Rotterdam''. The second rule is 'RETAIL_SECTOR' with the operator 'is' and the value '11-Convenience'. The third rule is 'RFS (Number)' with the operator 'is more or equal' and the value '750'. For each rule, there are radio buttons for 'Value', 'Unique', and 'Multiple unique', with 'Multiple unique' being selected.

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.

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

The screenshot shows the 'Data filter widget' interface. At the top, there is a dropdown menu for 'Outlet'. Below it, there are three buttons: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. The 'AND' and 'OR' buttons are visible, with 'OR' being selected. The widget contains two rules: 'CITY (String)' with the operator 'in' and the value ''Amsterdam','Rotterdam'', and 'RETAIL_ACTIVITY' with the operator 'is' and the value '22.030.618-Department store'. The 'Multiple unique' option is selected for each rule.

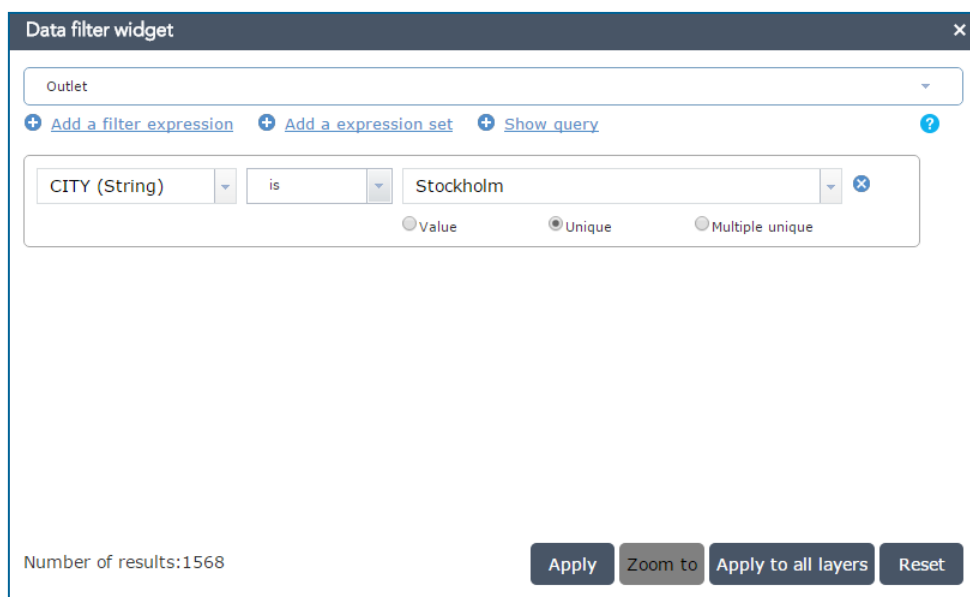
3.5 Zoom to

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

Example:

You want to select the retail outlets in Stockholm.

Choose “Add a filter expression”

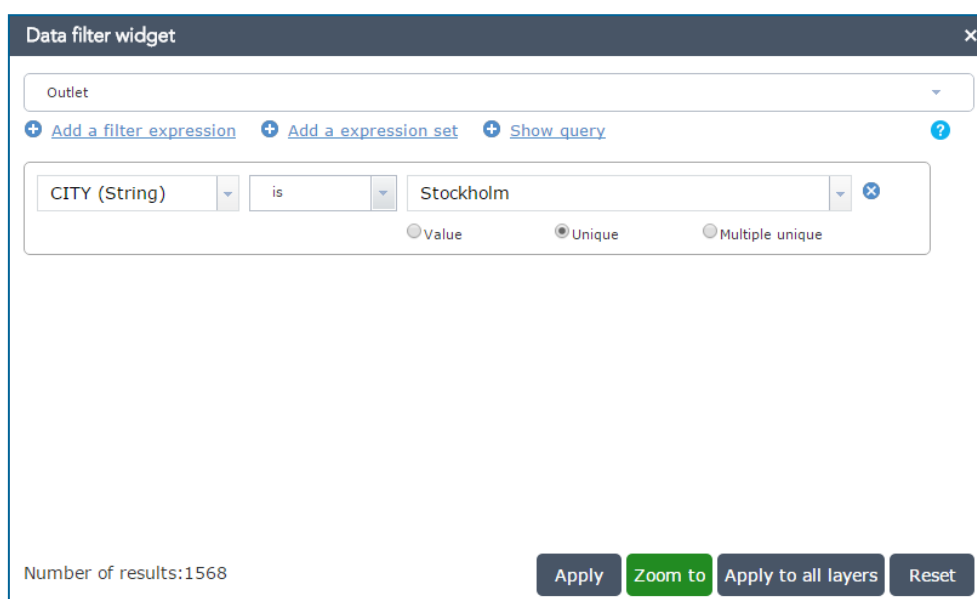


The screenshot shows the 'Data filter widget' interface. At the top, there's a dropdown menu set to 'Outlet'. Below it are three links: '+ Add a filter expression', '+ Add a expression set', and '+ Show query'. The main area contains a filter expression: 'CITY (String)' followed by 'is' and 'Stockholm'. There are three radio buttons below the expression: 'Value', 'Unique' (which is selected), and 'Multiple unique'. At the bottom left, it says 'Number of results:1568'. At the bottom right, there are four buttons: 'Apply', 'Zoom to' (which is highlighted in green), 'Apply to all layers', and 'Reset'.

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

The “Zoom to” button turns green and is activated.

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

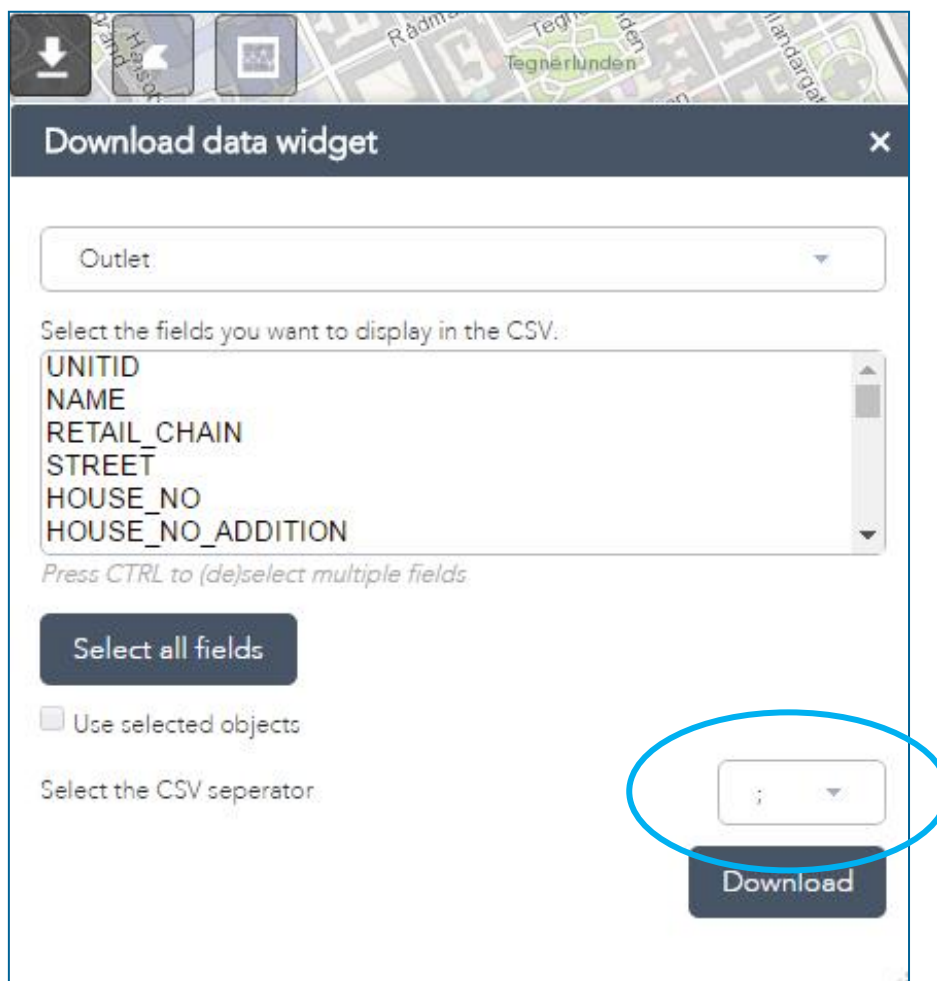


This screenshot is identical to the previous one, showing the 'Data filter widget' with the filter expression 'CITY (String) is Stockholm' and the 'Zoom to' button highlighted in green. The 'Number of results:1568' is displayed at the bottom left, and the buttons 'Apply', 'Zoom to', 'Apply to all layers', and 'Reset' are at the bottom right.

4 Download data widget

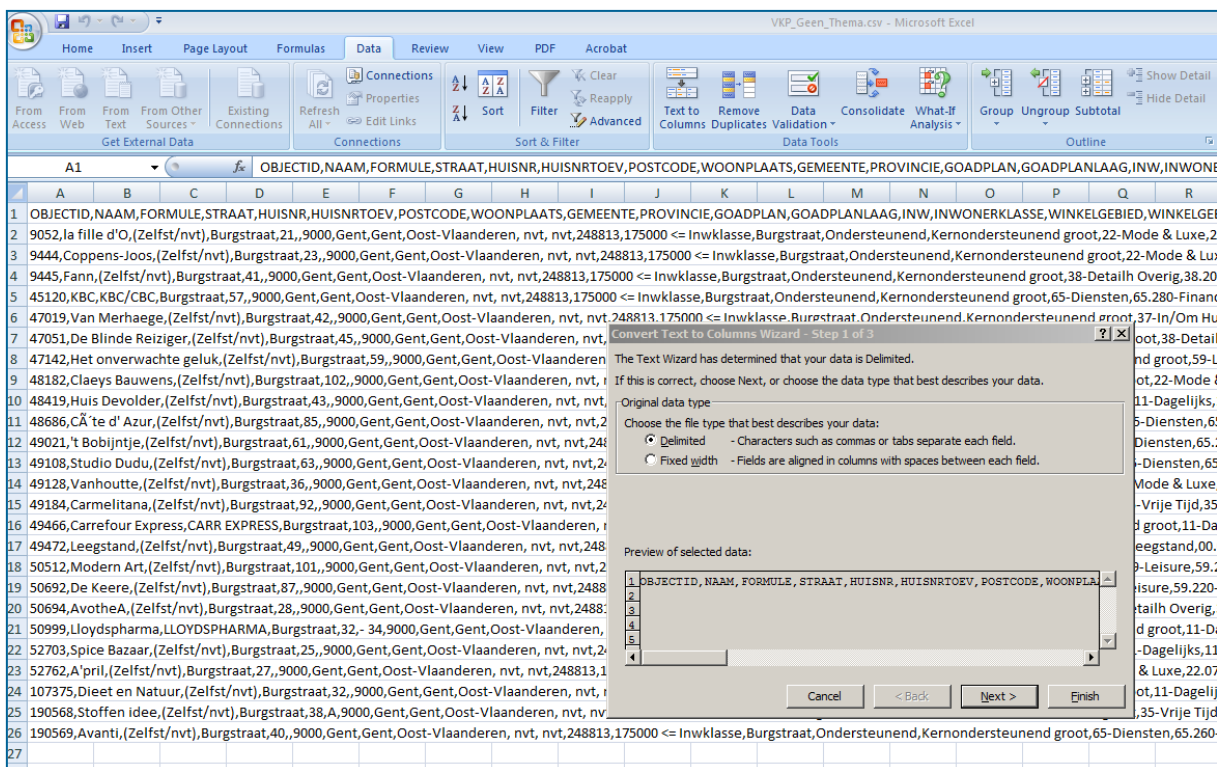
Using the *Download widget*, you can download a selection (after filtering using the Selection widget) or all available data at once.

4.1 Downloading data (with or without filter widget)

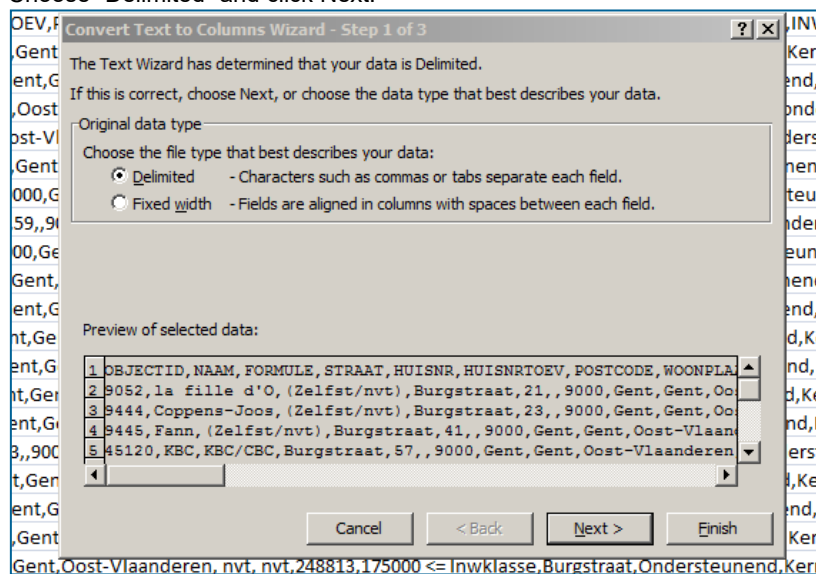


The data will be downloaded in CSV format, in which you will have to choose a field separator. In the Netherlands, the standard comma (,) is usually used as a decimal sign (see window control panel, region and language, additional settings, list separator). By using the semicolon (;) as a separator,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

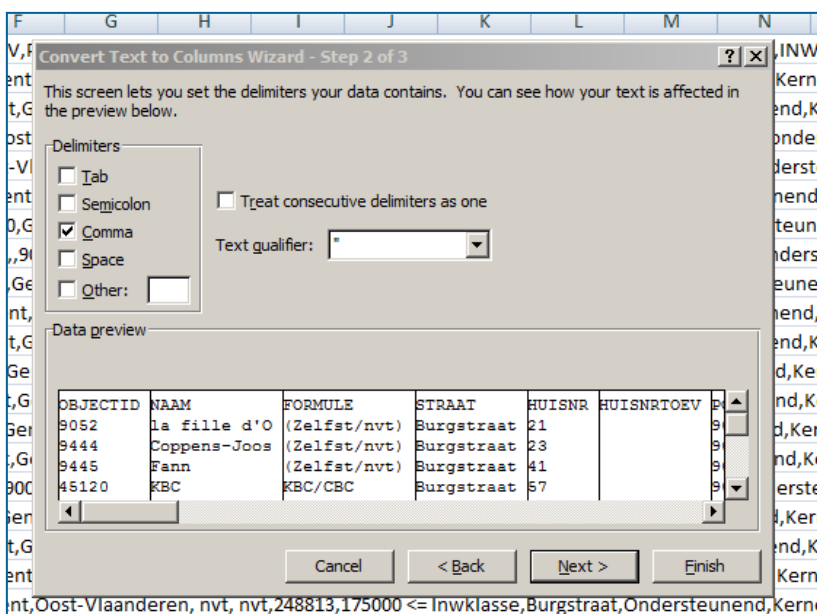
When the data is not displayed in columns right away, you can do the following:
Select the entire column "A" and choose "Text to Columns" in the tab "Data".



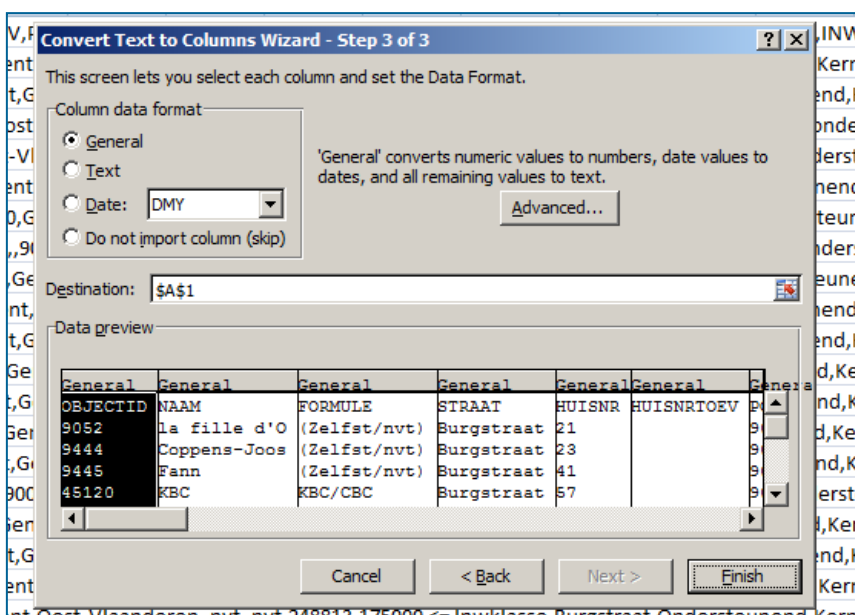
Choose "Delimited" and click Next:



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 colour the selected objects, or download the data pertaining to these using the *Download widget*.

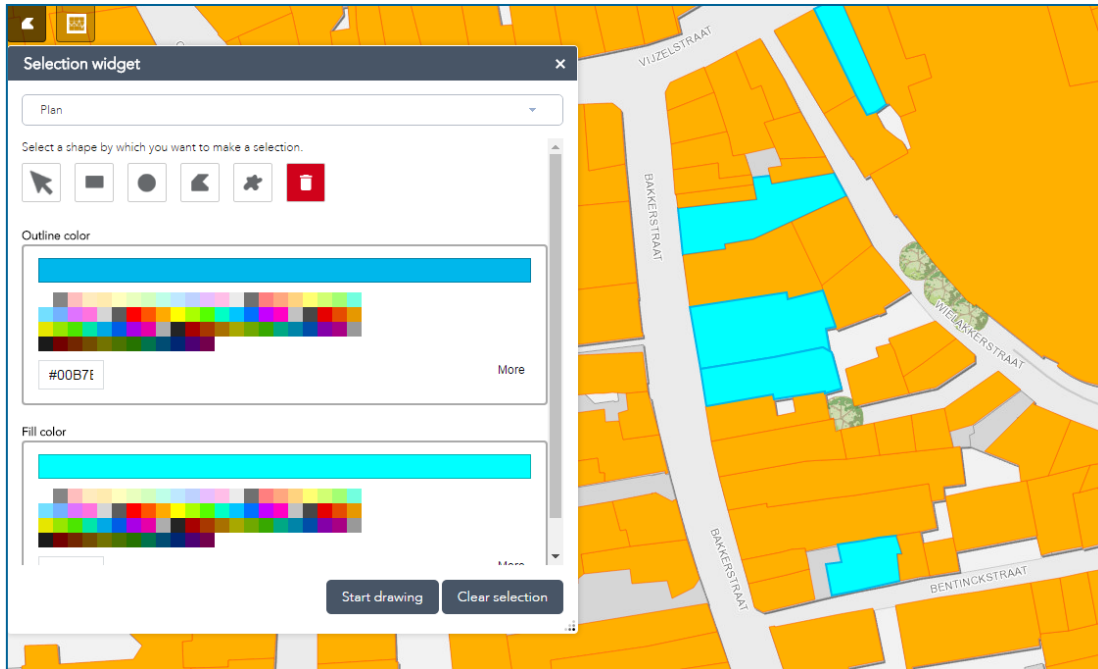
5.1 Selecting and colouring objects

Choose the layer in which you want to select objects.



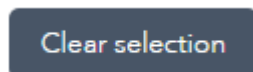
-  Selection tool for the selection of a single object
-  Selection tool for the selection of multiple objects within a rectangle
-  Selection tool for the selection of multiple objects within a circle
-  Selection tool for the selection of multiple objects within a polygon
-  Selection tool for the 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.

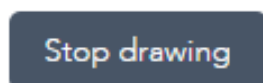


Using the colour pallet, you can colour the objects and change the colour of their outline.

The button “Clear selection” resets the selection.

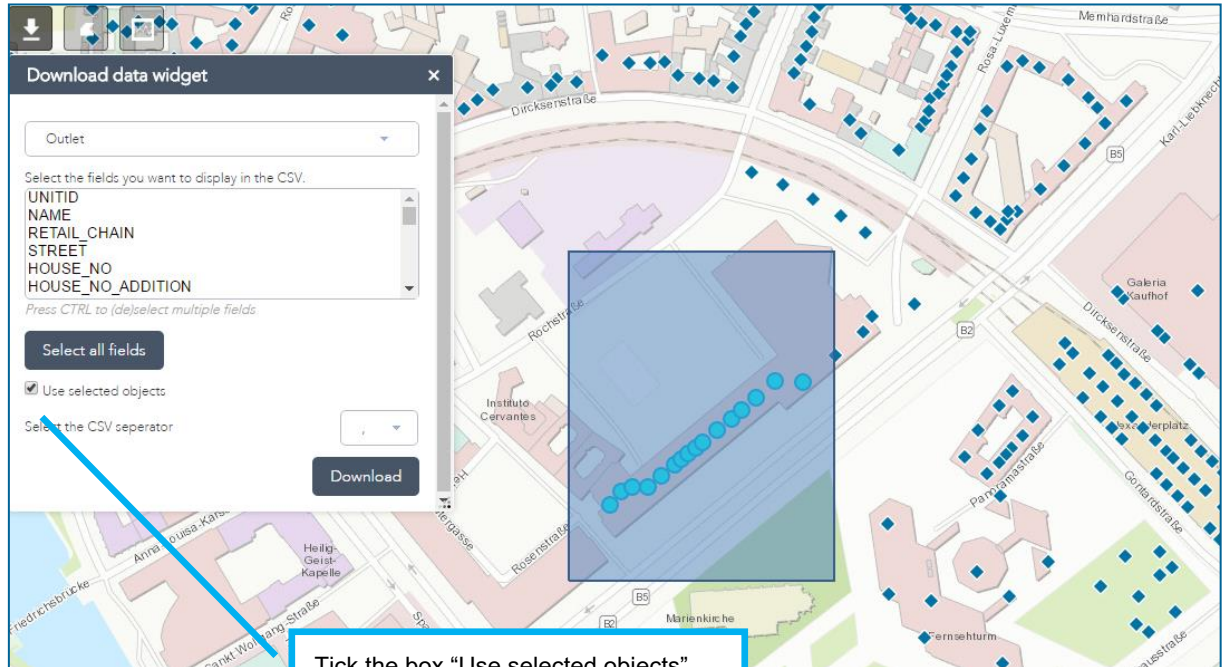


The button “Stop drawing” allows you to continue with other functions within the programme.



3.1. Downloading a selection

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

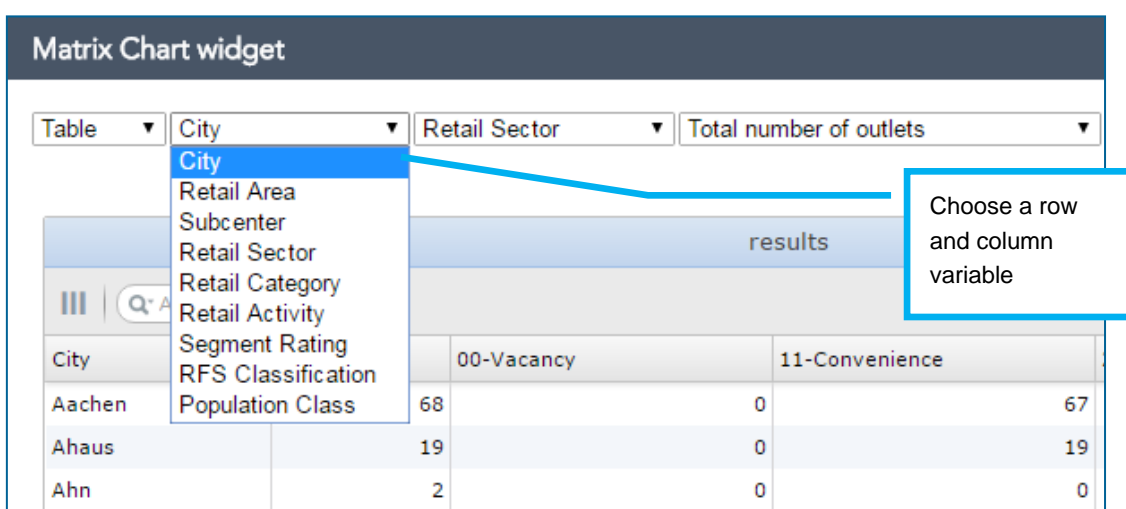
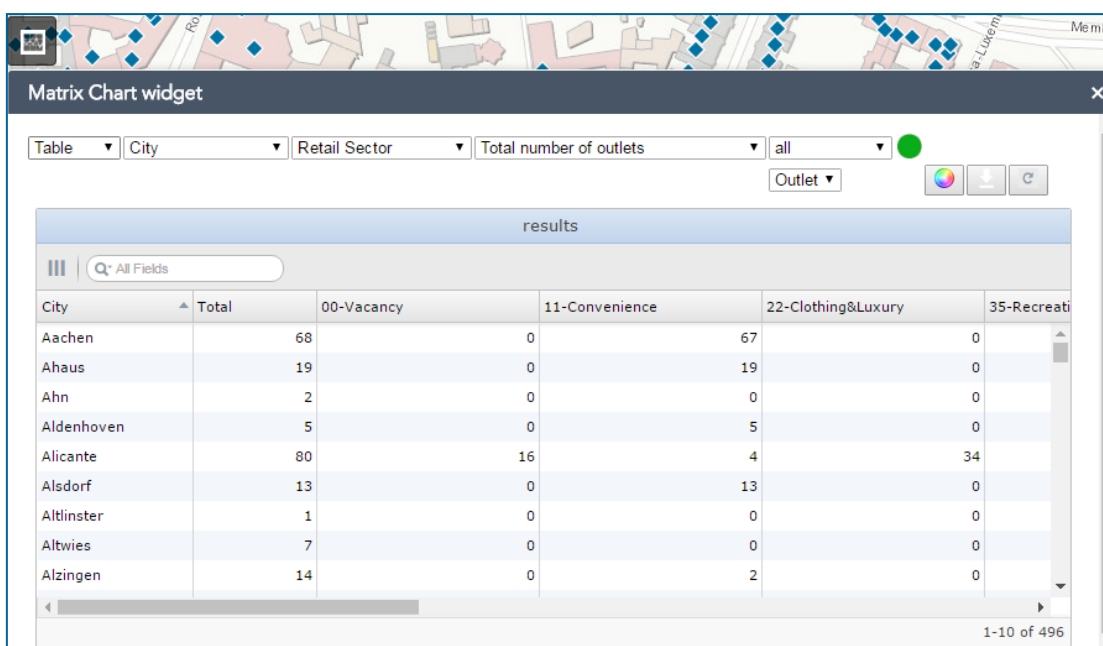


6 Matrix Chart widget

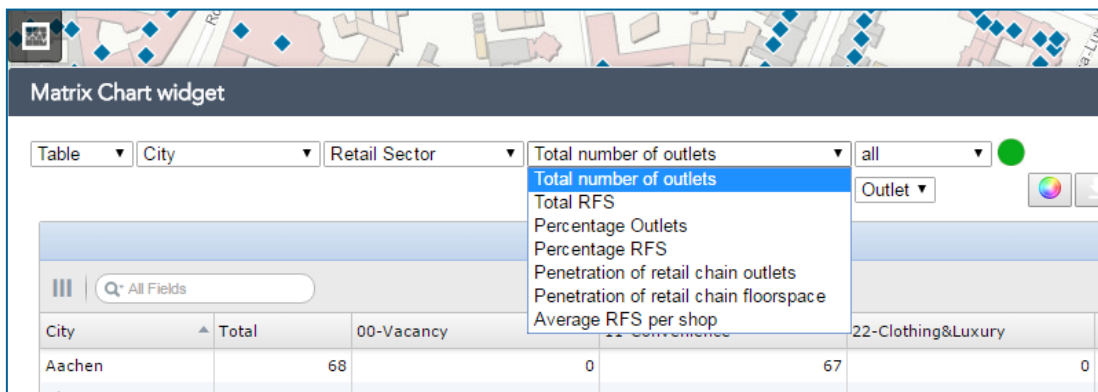
The *Matrix Chart widget* creates tables and graphs from the database on aggregated level.

6.1 Matrix

The widget standardly displays data in a table.



The table is set on Total number of outlets. You can choose other options from the list.

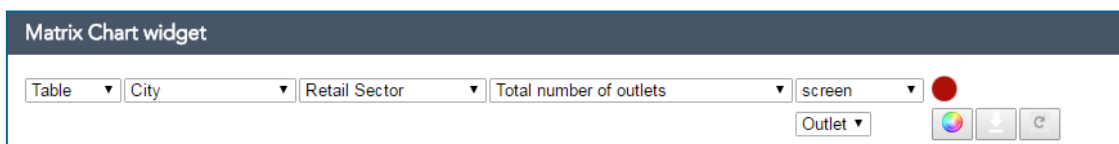



The widget is set to use all data in the database. The matrix shows this by displaying “All”.




The widget can also exclusively use the data shown on the screen. To select this option, choose “Screen”.

When the screen is shifted, the red dot shows that the data is being loaded. The dot turns green again when the matrix is ready.

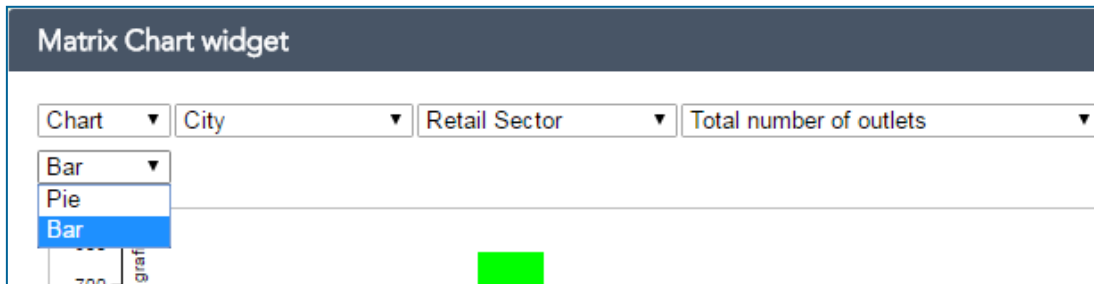



You can export the tables  as CSV file.

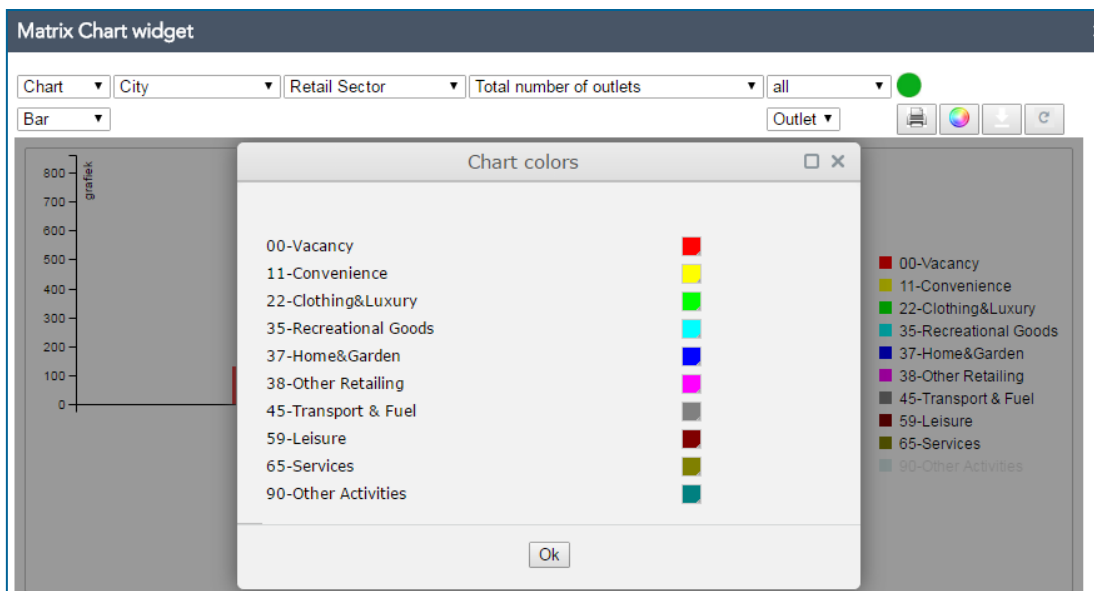
The refresh button  refreshes the data in the table. This is necessary when you make a filter and then open the matrix; by refreshing, the filter is activated in the matrix widget.

6.2 Chart

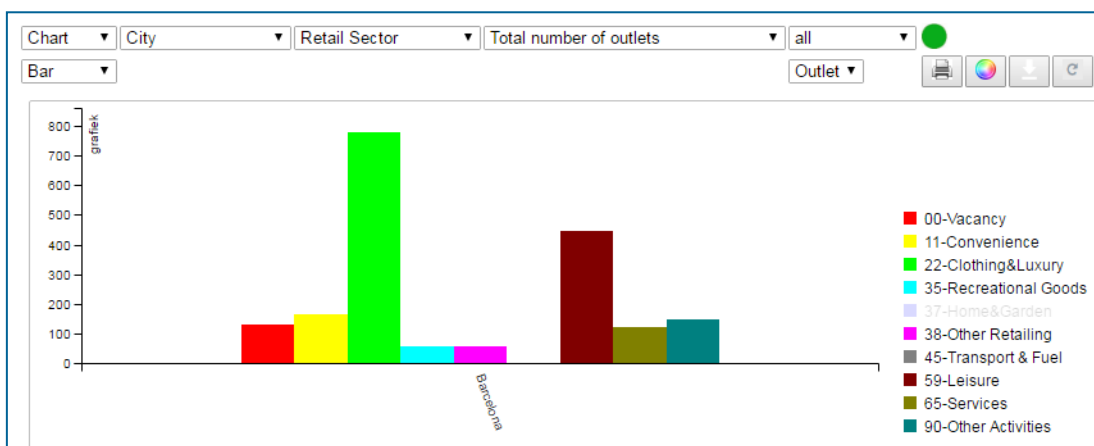
Two types of graphs can be made:

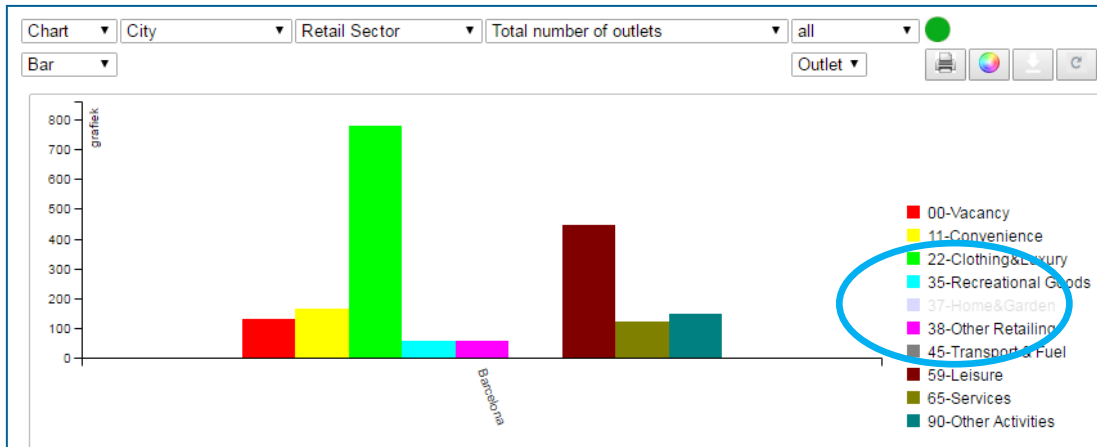


The coloured circle  allows you to change the colours in the graphs.




By clicking a value in the legend you are able to turn a value on and off.





Clicking the value reactivates them.

You can save the graphs as an image  in a PDF file.

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.

Theme widget

Plan

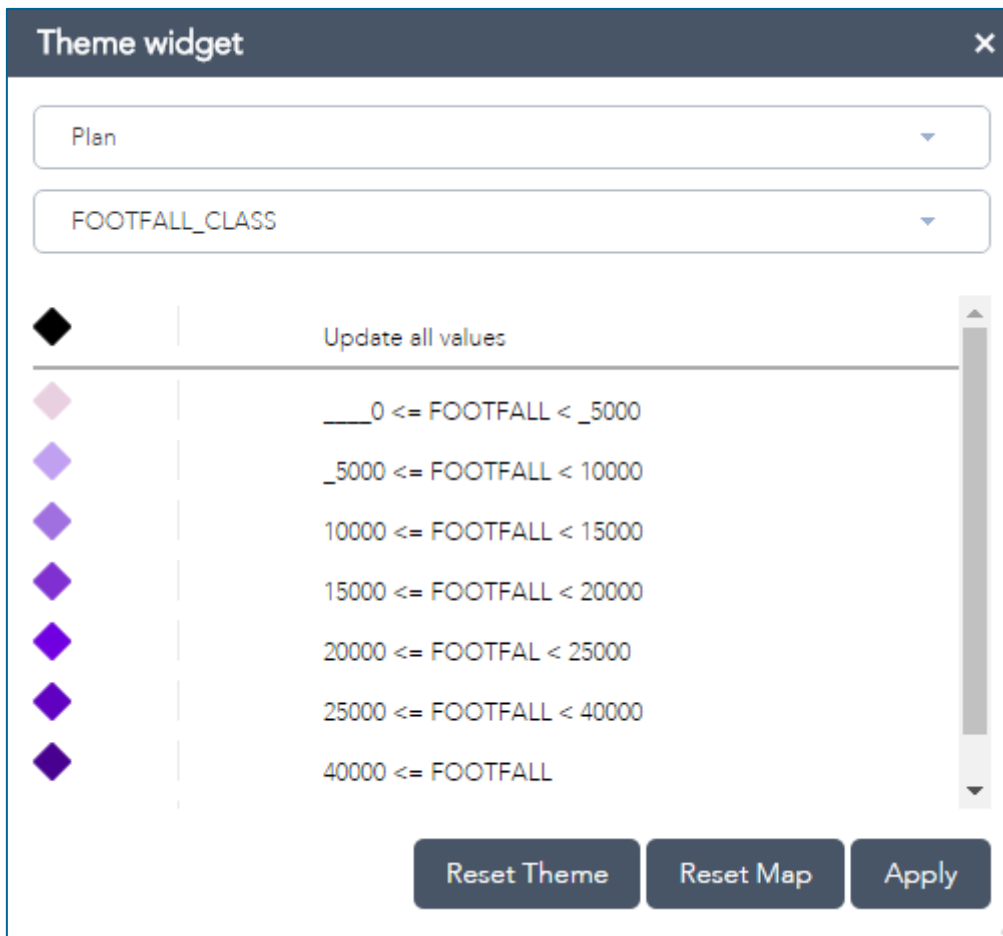
RETAIL_SECTOR

	Update all values
	00-Vacancy
	11-Convenience
	22-Clothing&Luxury
	35-Recreational Goods
	37-Home&Garden
	38-Other Retailing
	45-Transport & Fuel
	59-Leisure
	65-Services
	80-ATM
	90-Other Activities

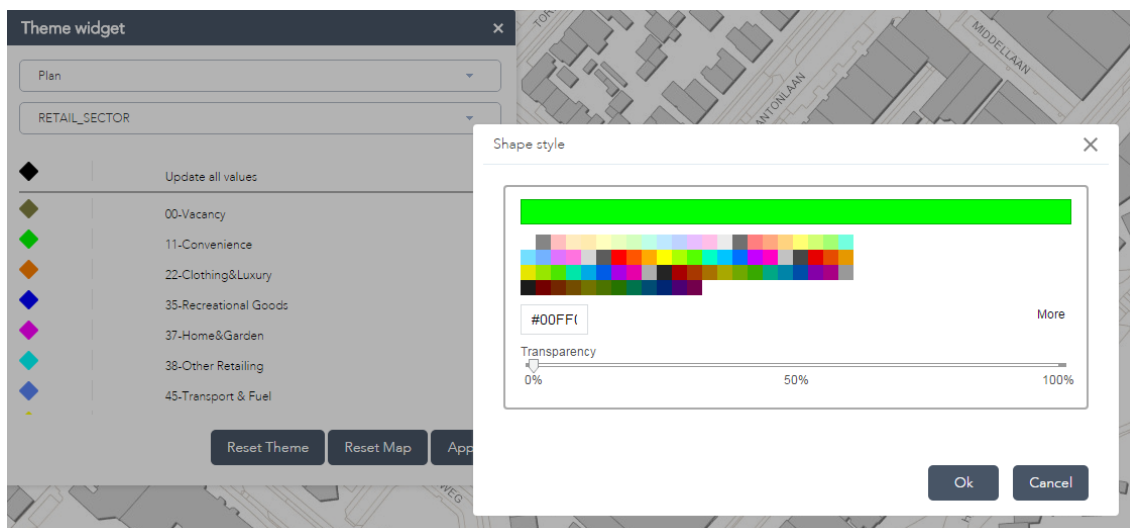
Reset Theme

Reset Map

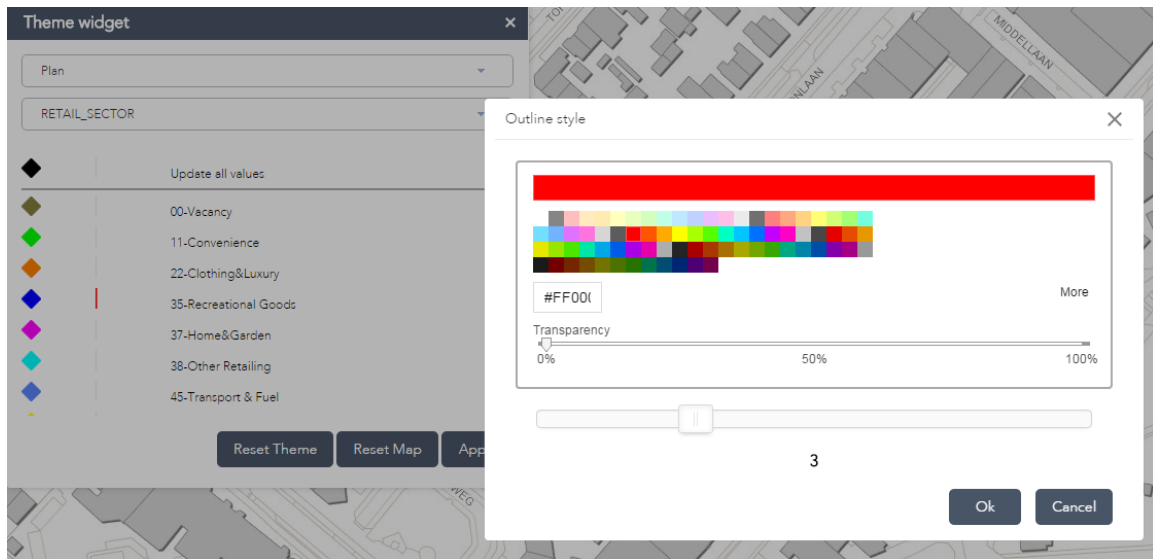
Apply



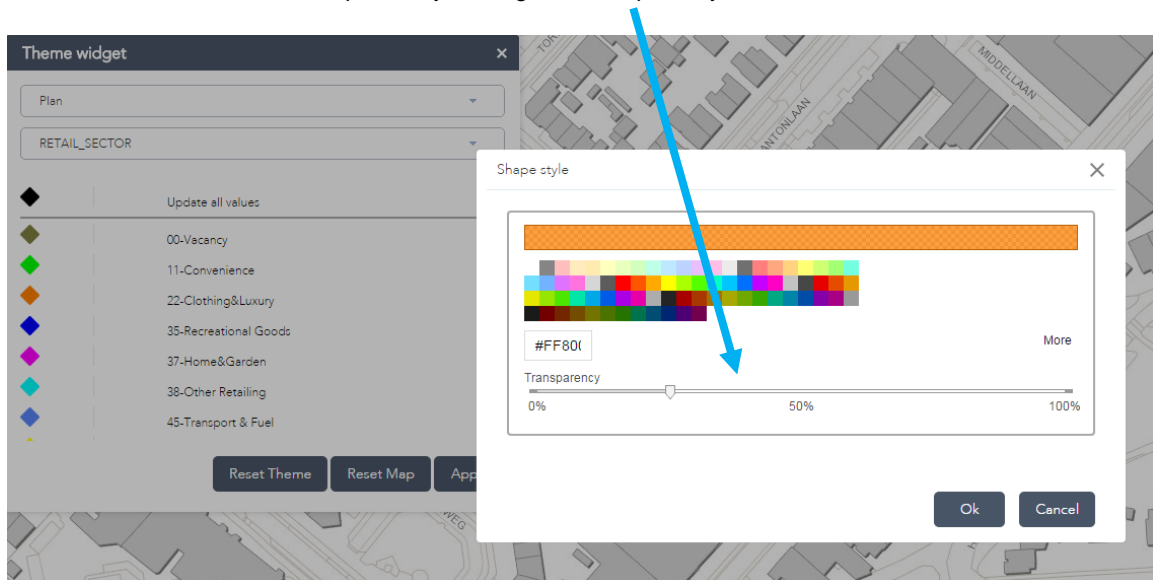
You can change the colours by clicking on the diamond-shaped symbol.



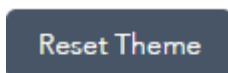
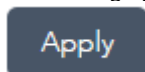
By clicking on the lines you can change the contour in colour and thickness. This is only possible in the Plan layer.



You can make the colours transparent by shifting the Transparency bar.



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

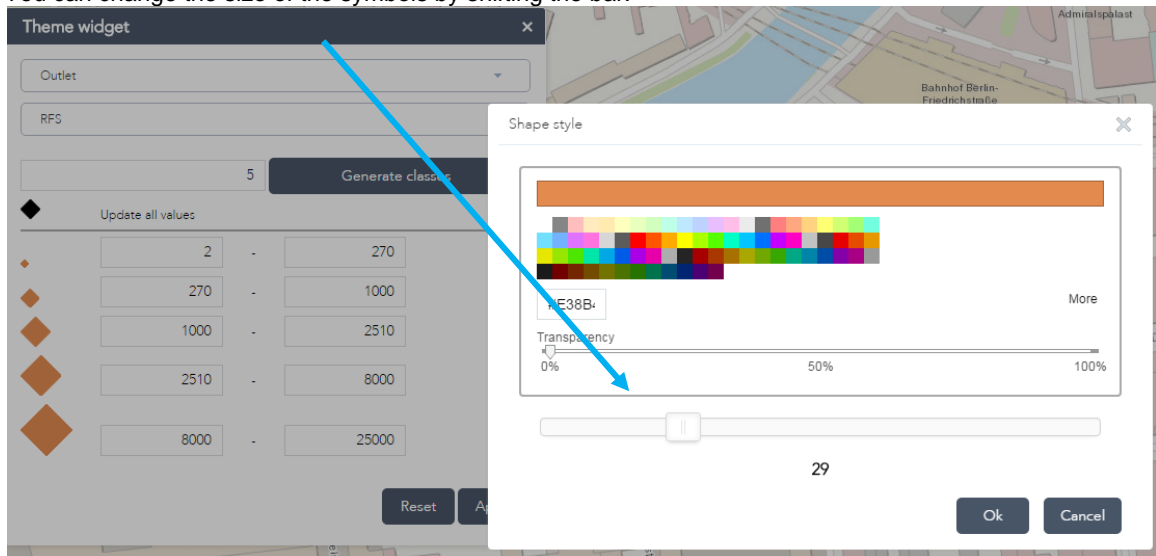
Choose the layer in which you want to create a theme. In many cases, a default colour palette will appear.

Update all values		
2	-	270
270	-	1000
1000	-	2510
2510	-	8000
8000	-	25000

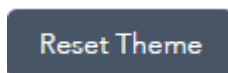
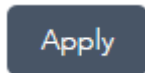
You can specify how many classes you want to make. After clicking the button Generate classes, a suggestion is made for a possible division. You can change the classes yourself by adapting the maximum values of each class. The starting values of the next class are then adapted automatically.

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

You can change the size of the symbols by shifting the bar.



After changing classes or sizes, don't forget to click "Apply".



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

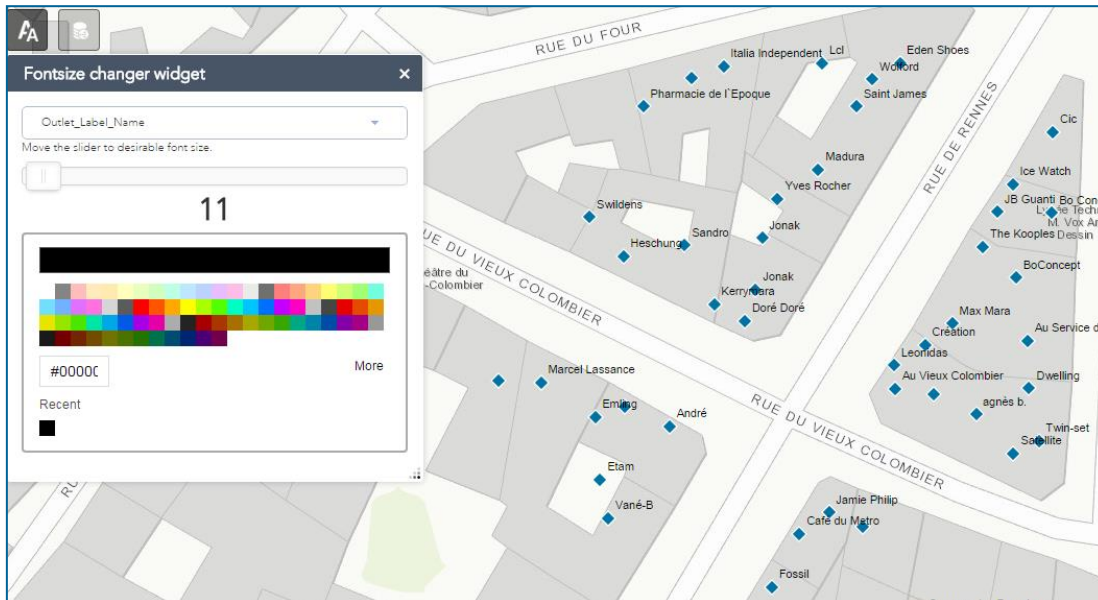


With the Reset Map button you remove the theme colors and/or sizes. The map will show blue points and/ or orange polygons again.

8 Fontsize changer widget

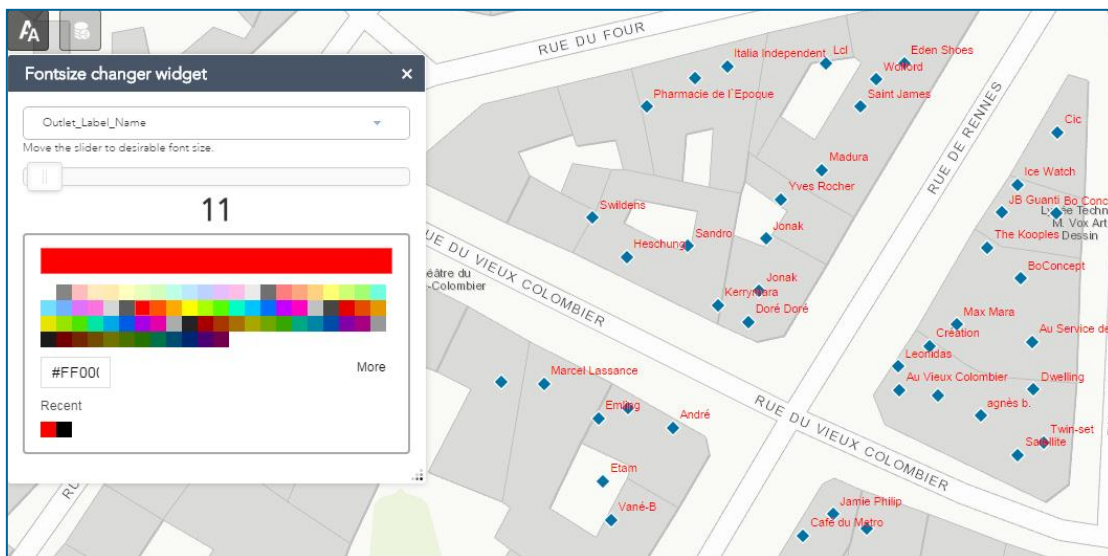
The *Font size changer widget* changes the size and colour of the labels.

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).

Use the bar to shift towards the desired font size and change the colour of the labels in the colour palette.



9 Data enrichment widget

The *Data enrichment widget* connects your own data to that of Locatus.

The connection works via an Excel file (.xlsx) and has to contain the field UNITID.
The connection is made on the basis of the field UNITID.

9.1 Connection with Excel

Choose from the database the layer that you want to connect to your own data, for example VKP/Retail Outlets.
Select "Browse" when you want to select a file from your computer, or drag the Excel file into the widget.

Data enrichment widget

Outlet

Drop an excel file here to enrich the selected layer

Or select a file

Layername

Enriched Layers

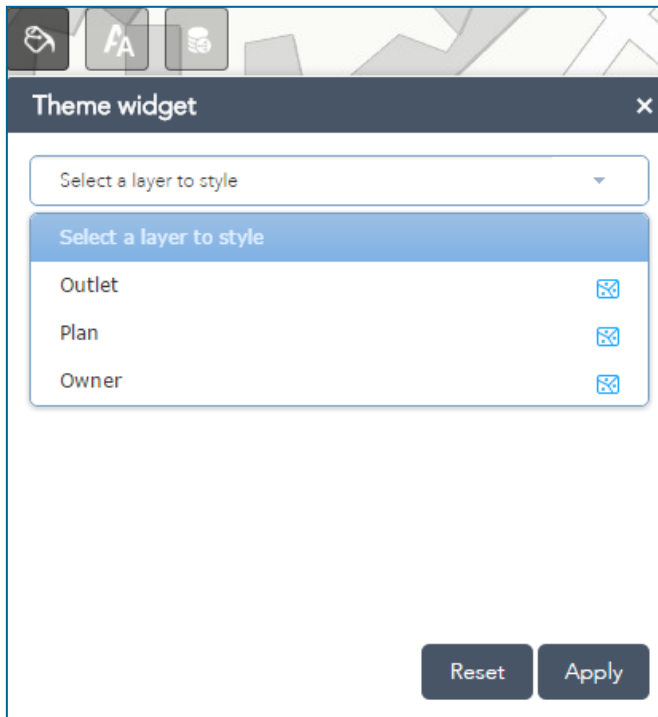
Layername	Number of records	Display labels
<input type="checkbox"/> Owner	188	<input type="checkbox"/>

The widget displays how many records have been connected, and therefore how many rows are in the new layer.

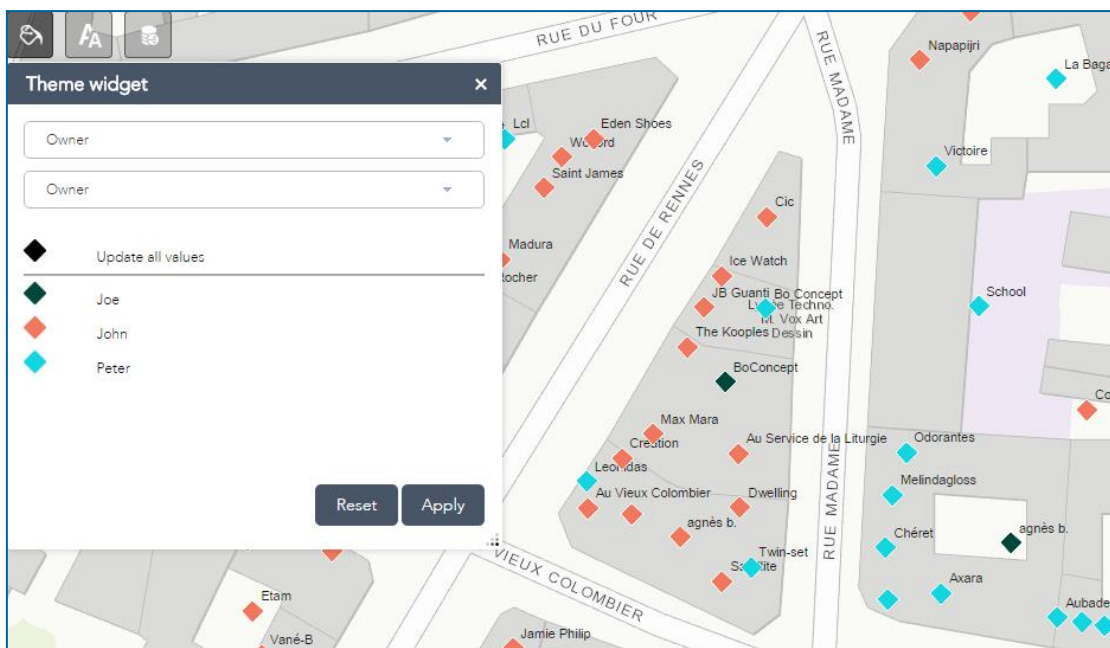
Rename the new layer (e.g. Property) and click:

9.2 Creating a theme on own data fields

The new layer is now visible in the *Theme widget*, too:



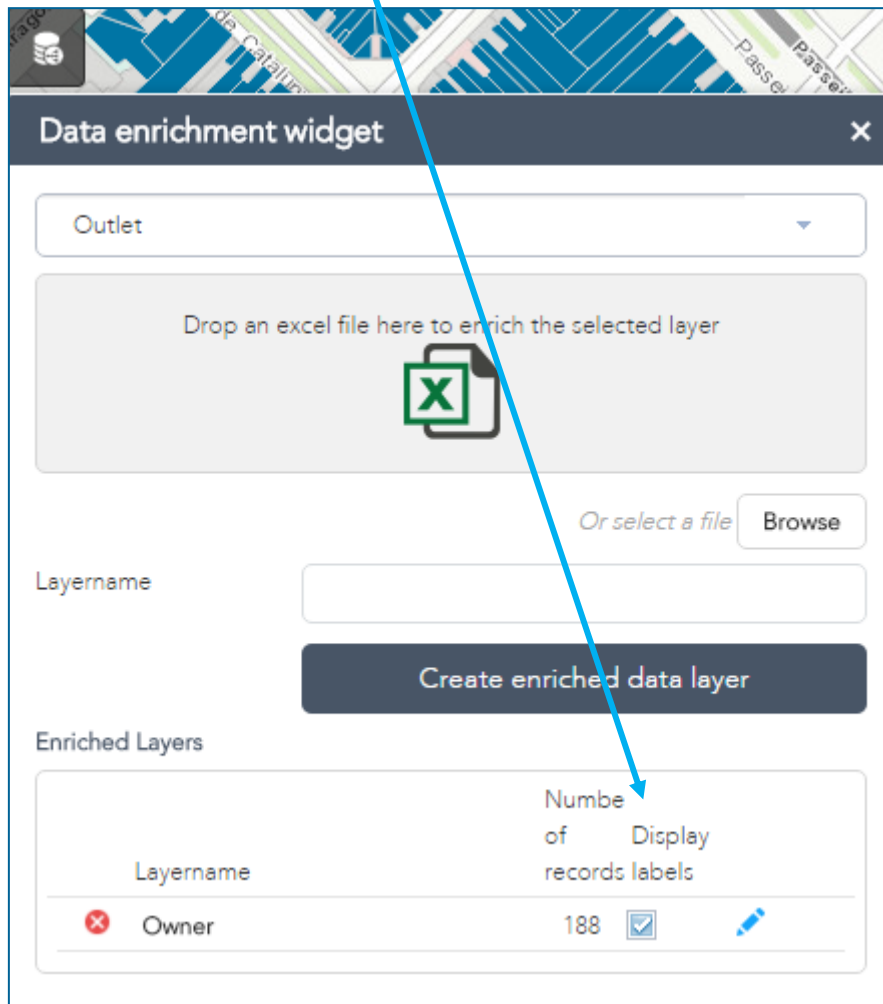
You can now create a theme on your own, newly added fields with the theme widget.



9.3 Labeling your own data fields

Your own data fields can now be displayed as a label in the map.

Check the box underneath “Display labels”.



Data enrichment widget

Outlet

Drop an excel file here to enrich the selected layer

Or select a file

Layername

Enriched Layers

Layername	Number of records	Display labels
<input type="button" value="X"/> Owner	188	<input checked="" type="checkbox"/>

Then click the pencil, and the following pop-up screen appears:

Label settings

Label field

Owner

Label color

#000000

Transparency

0%

50%

More

Label size

14

Ok

Cancel

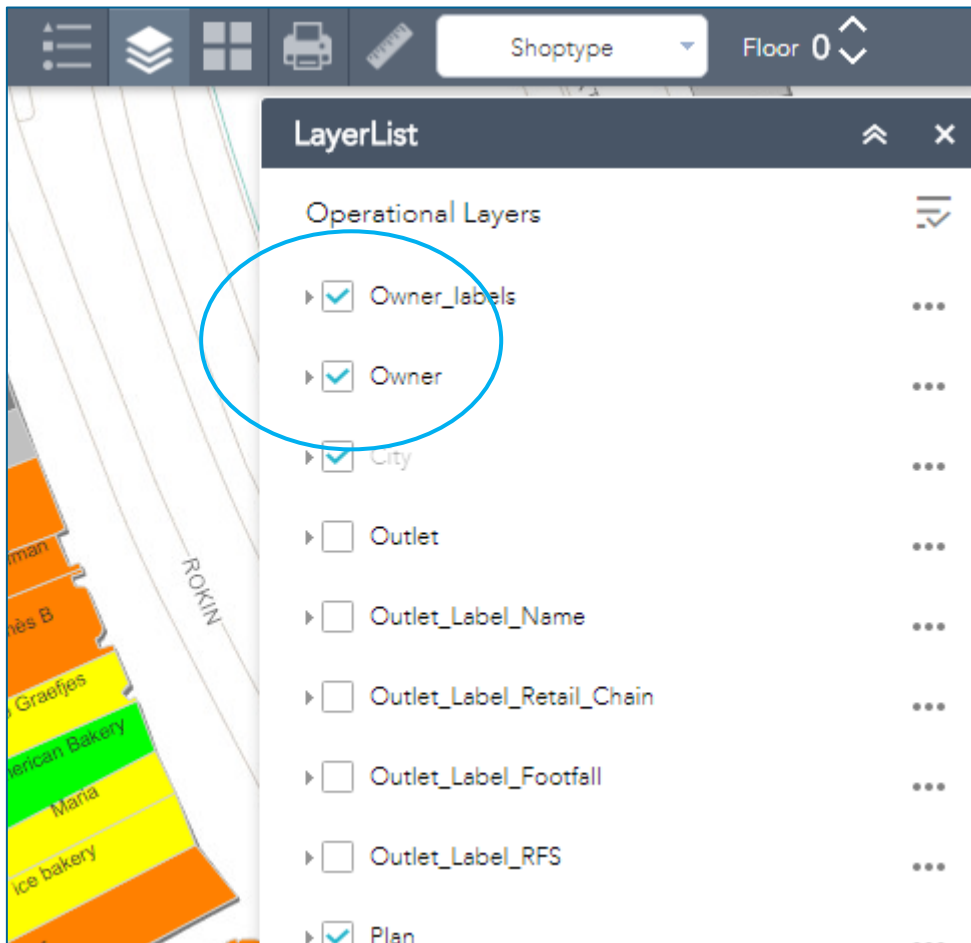
Choose a field to label

Select a label colour

Adjust label size

9.4 Your own data in the layer list

Your own data is now visible in the layer list, too, and can be activated and deactivated.



The connection with personal data will NOT be saved by Locatus Online.

10 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.



The cross deletes the bookmark.



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

11 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:

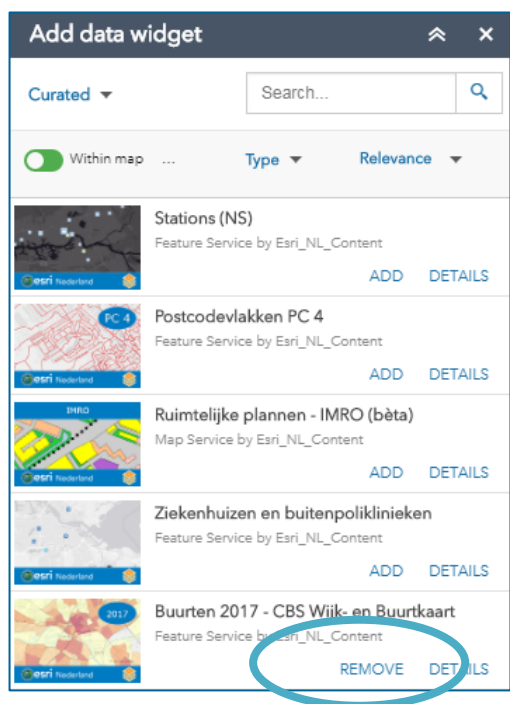
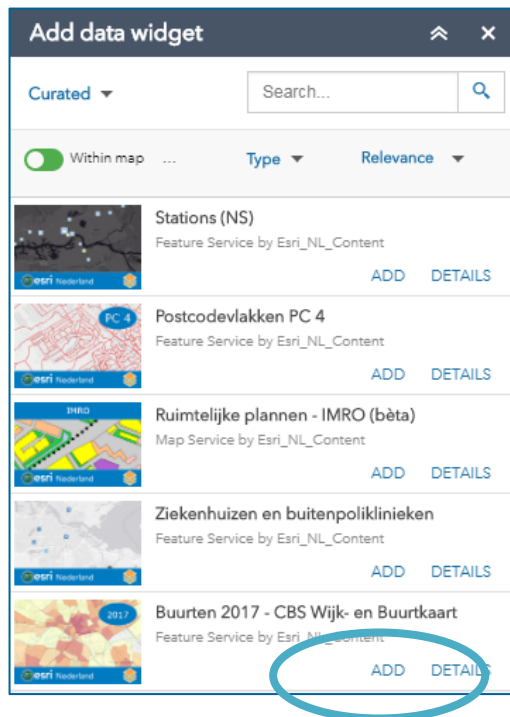


12 Add data widget

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

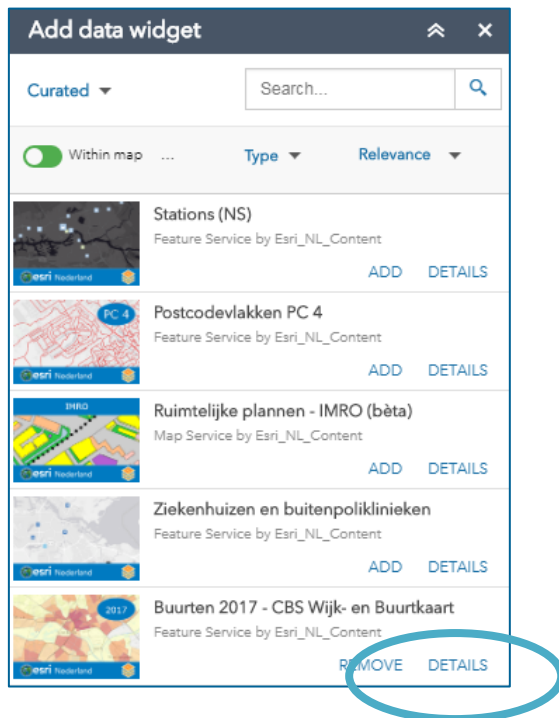
The map layers are provided by Esri and are updated by Esri Netherlands and/or Esri Inc.

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



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

The “Details” button links to www.ArcGIS.com, which provides additional information on this map layer.



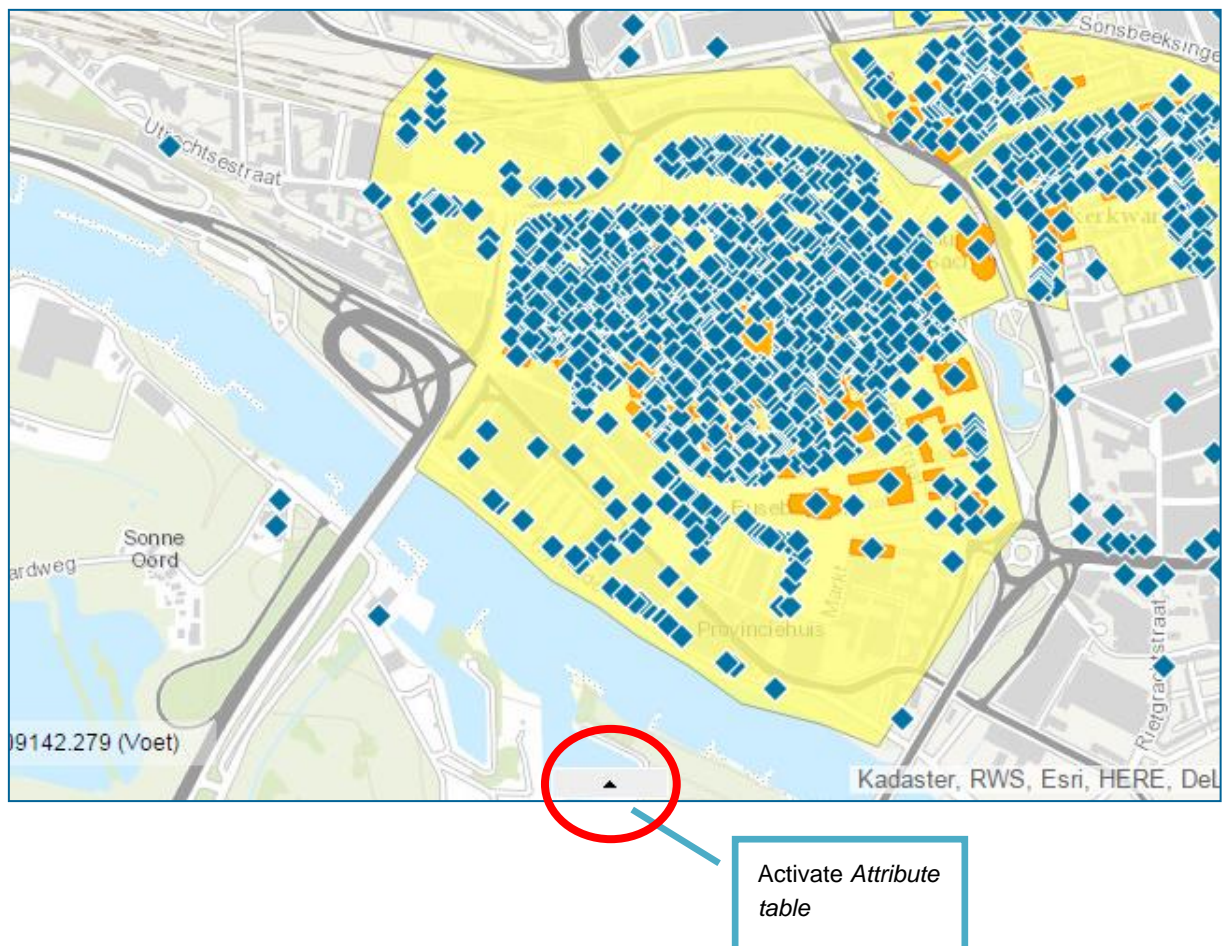
Data in these additional map layers cannot be downloaded or filtered.

13 Attribute table

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

You are able to download the data to a CSV file, but only up to a limit of 1,000 records.

If you want to download more records, please use the *Download widget*.



Options *Attribute table*:

Owner

City

Outlet

Retail_Area

Options

Filter by Map Extent

Zoom to

Clear Selection

Refresh

Show Selected Records

Show Related Records

Filter

Show/Hide Columns

Export All to CSV

RETAIL_CHAIN	STREET	HOUSE_NO	HOUSE_NO_ADD	POSTCODE	
(Indep/N.A.)	Markt	1			
(Indep/N.A.)	Drury Lane	43			
9,200,612	Flying Tiger	Flying Tiger	Neumarkt	2	50676

To turn columns on and off in the *Attribute table*:

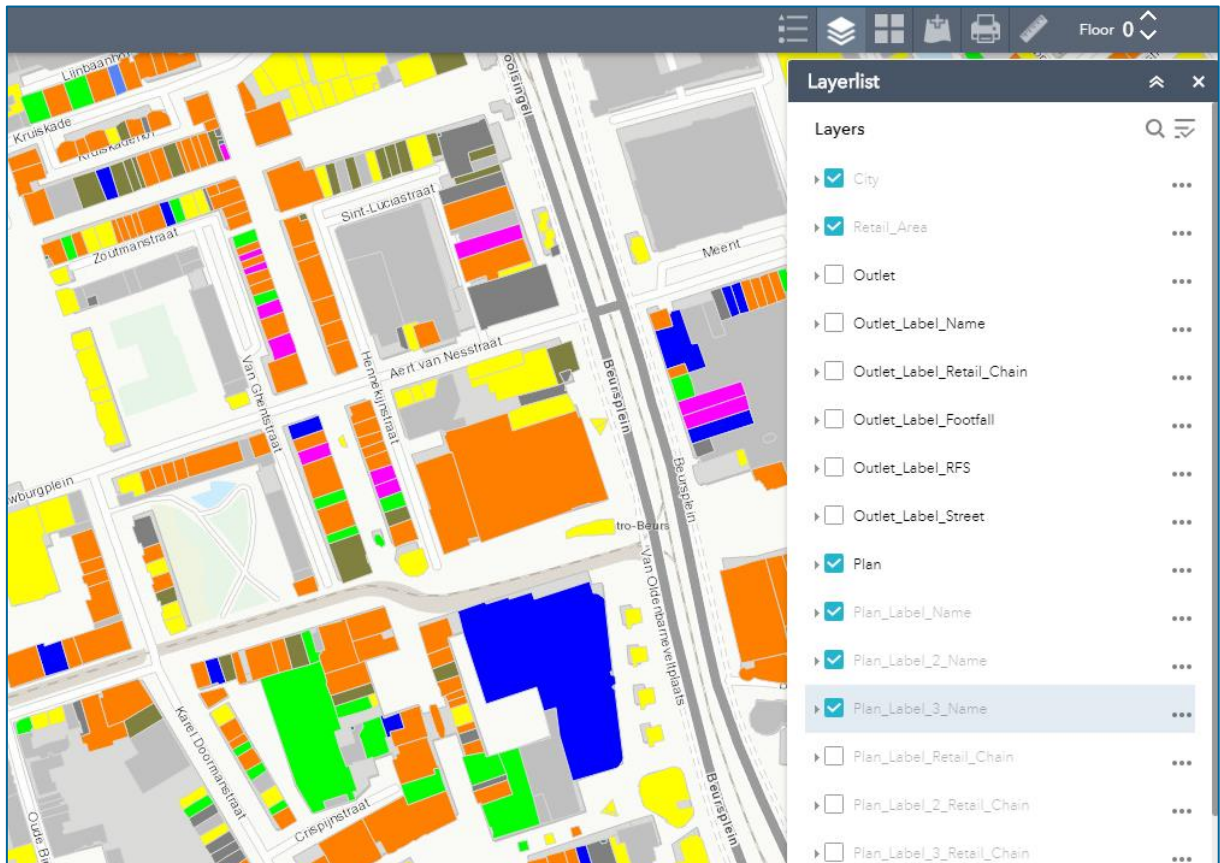
POPULATION	POPULATION_CL	RETAIL_AREA	RETAIL_AREA_CA	RETAIL_AREA_TY	RETAIL_SECTOR	RETAIL_C	
1	000000 <= Population_Class <001000	Essen Zentrum	City & town centres	Subregional Centre Small	37-Home&Garden	37.150-D Applianc	<input checked="" type="checkbox"/> UNITID <input checked="" type="checkbox"/> NAME <input checked="" type="checkbox"/> RETAIL_CHAIN <input checked="" type="checkbox"/> STREET <input checked="" type="checkbox"/> HOUSE_NO <input checked="" type="checkbox"/> HOUSE_NO_ADDITION <input checked="" type="checkbox"/> POSTCODE <input checked="" type="checkbox"/> CITY <input checked="" type="checkbox"/> POPULATION <input checked="" type="checkbox"/> POPULATION_CLASS <input checked="" type="checkbox"/> RETAIL_AREA <input checked="" type="checkbox"/> RETAIL_AREA_CATEGOR
7,556,900	175000 <= Population_Class	Covent Garden	Supportive Centres	Inner Urban Shopping Centre	59-Leisure	59.210-C industry	
998,105	175000 <= Population_Class	Köln Zentrum	City & town centres	City Centre	22-Clothing&Luxury	22.070- Househo Luxury gd	
7,556,900	175000 <= Population_Class	Covent Garden	Supportive Centres	Inner Urban Shopping Centre	00-Vacancy	00.000-Va	

14 Layer list

Clicking the *Layer list* button will display all available map layers. Ticking the box will activate the layer.

VKP means Retail Outlets and Plan means Retail Plans.

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



15 Basemap Gallery

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

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

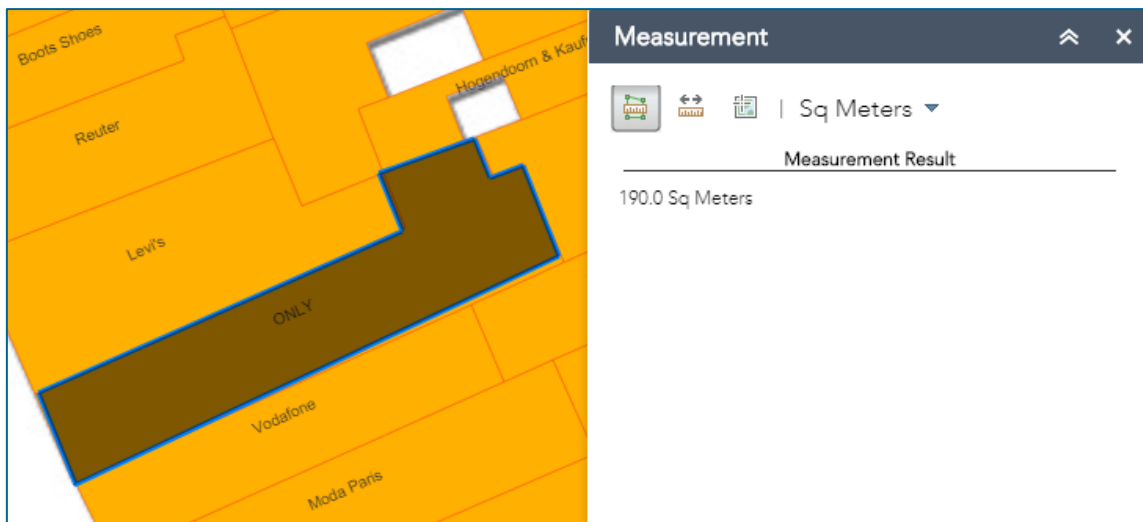


16 Measurement

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

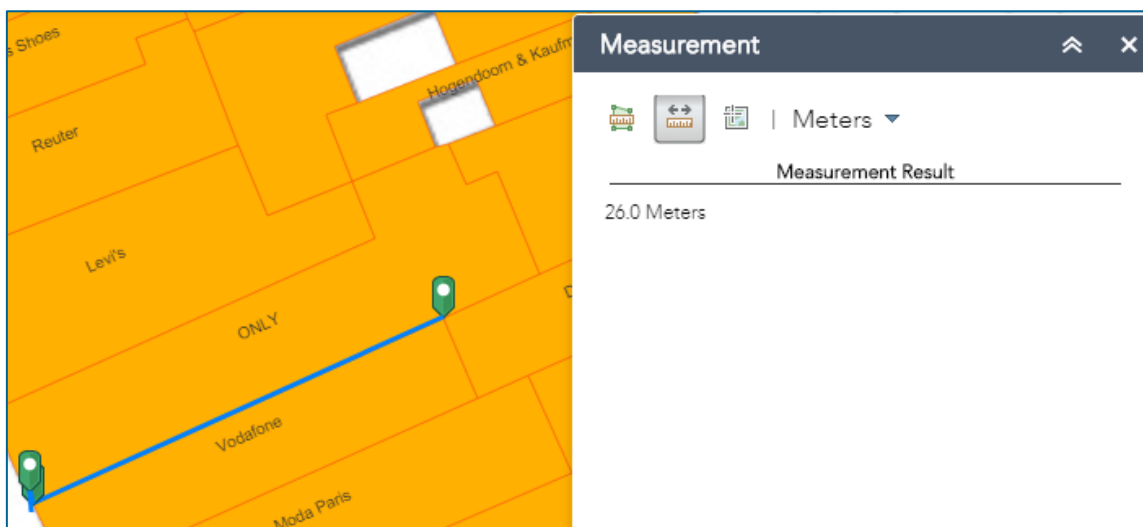
16.1 Measuring surfaces

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



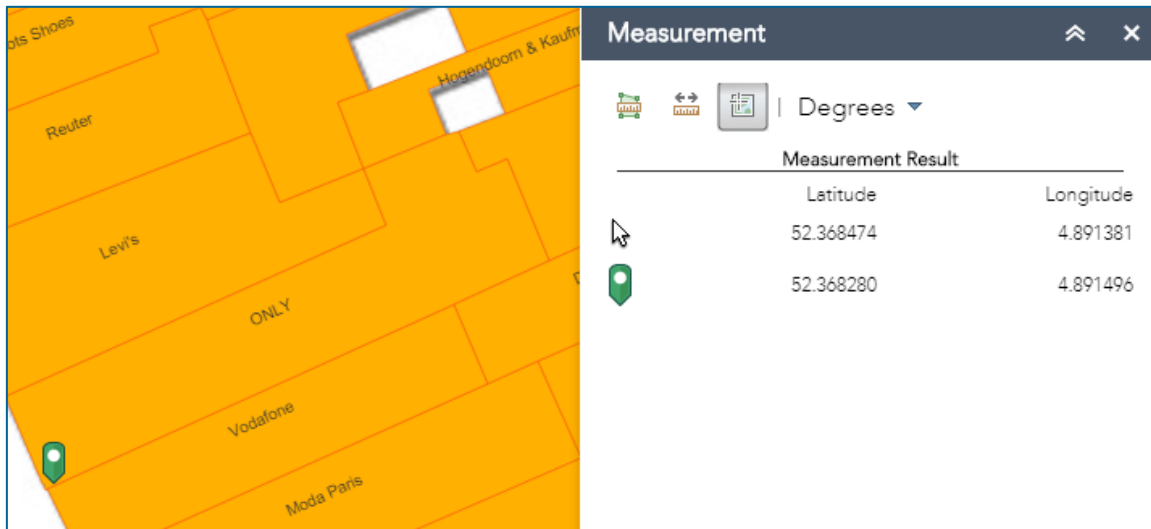
16.2 Measuring distance

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.

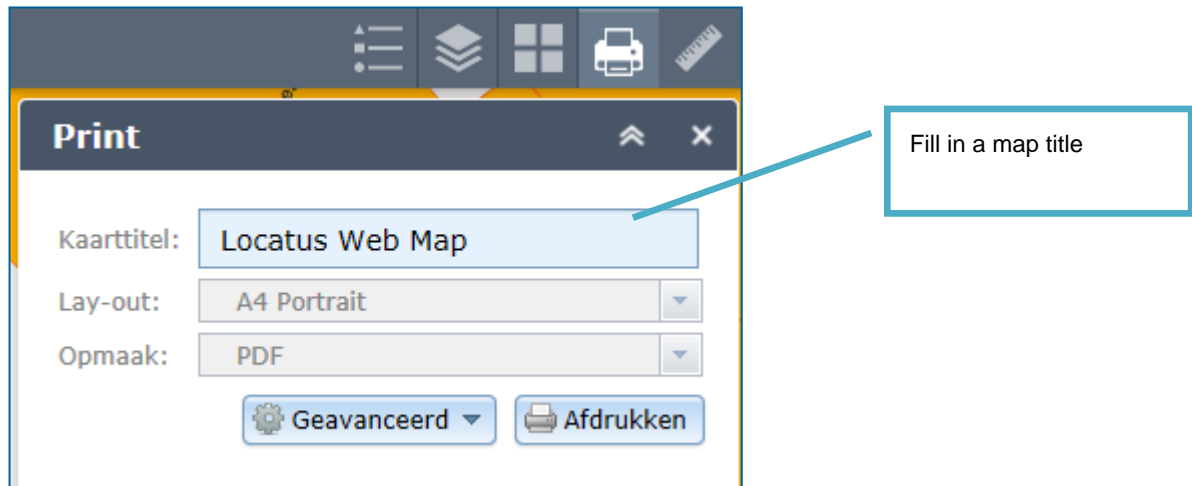


The screenshot shows a map interface with a yellow background and red street outlines. A green location pin is placed on the map. To the right of the map is a 'Measurement' panel. The panel has a title bar with a maximize icon and a close icon. Below the title bar are three icons: a green location pin, a double-headed arrow, and a square with a crosshair. To the right of these icons is a dropdown menu set to 'Degrees'. Below this is a table titled 'Measurement Result'.

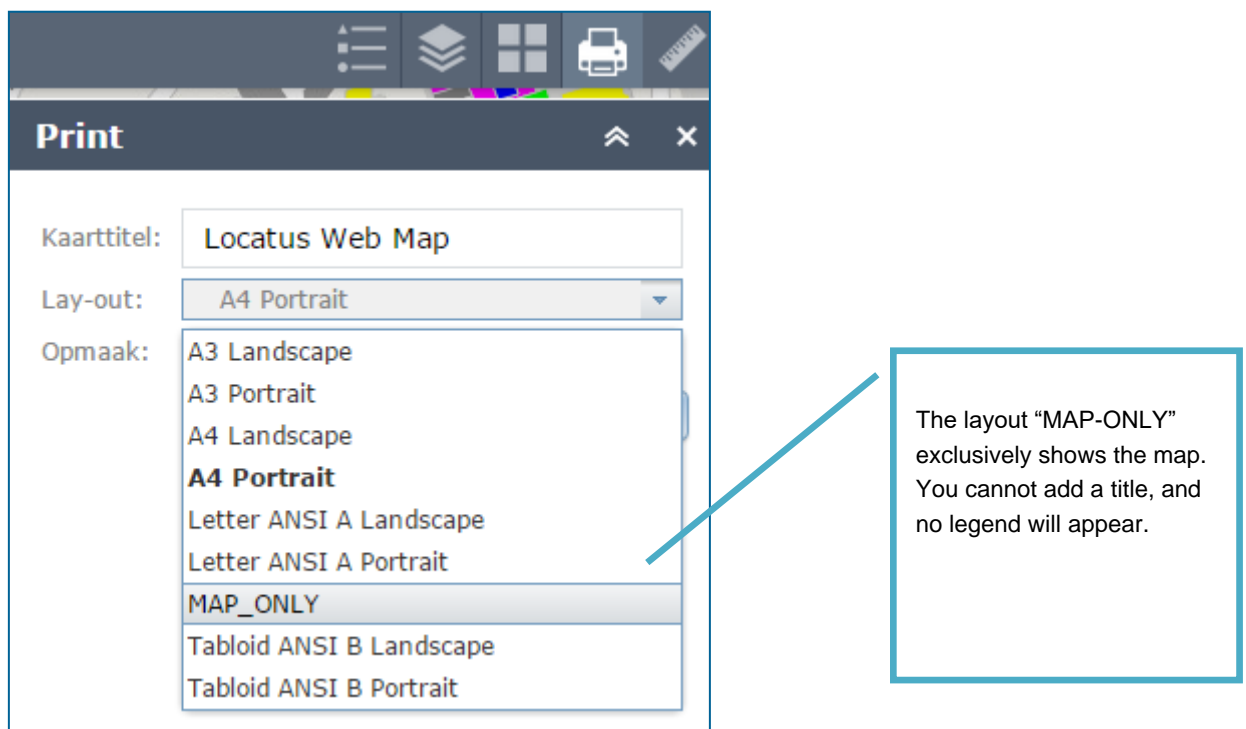
	Latitude	Longitude
Mouse	52.368474	4.891381
Pin	52.368280	4.891496

17 Printing

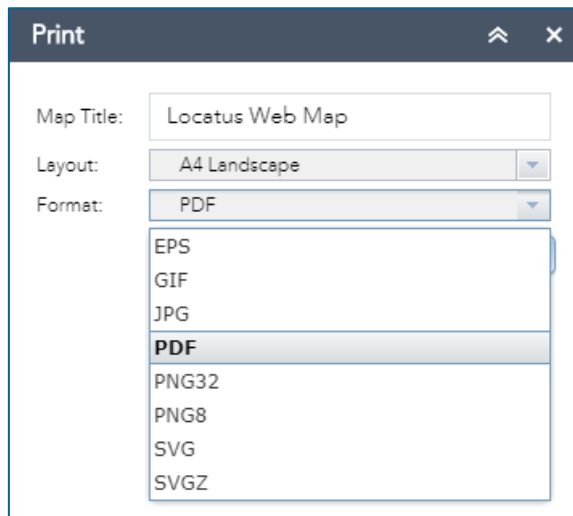
The Print button allows you to create images in various file formats and paper sizes.



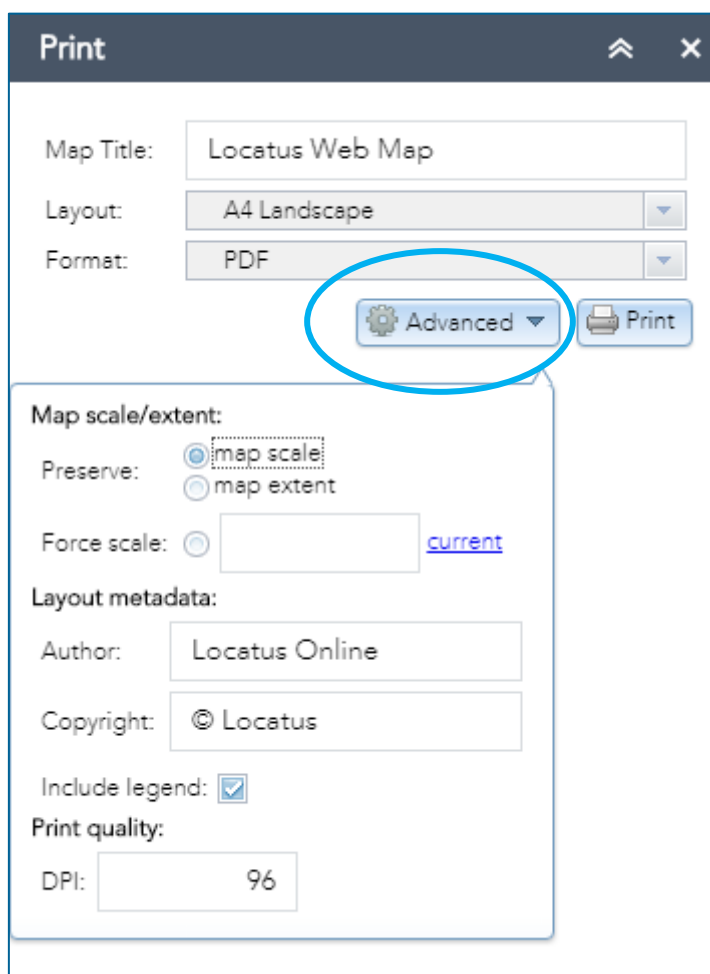
You can choose from several layouts.



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.

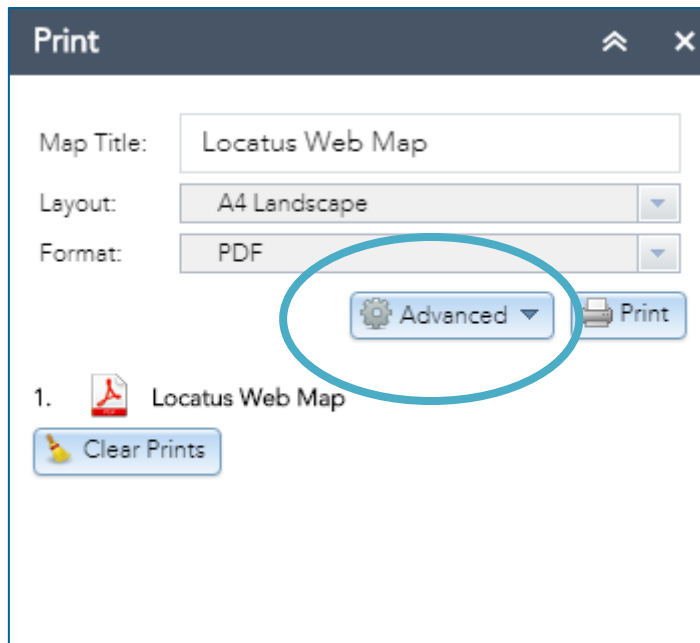


When you click the print button, a document will be displayed in the widget.
The print will open in a new tab of your browser when you click on the document.

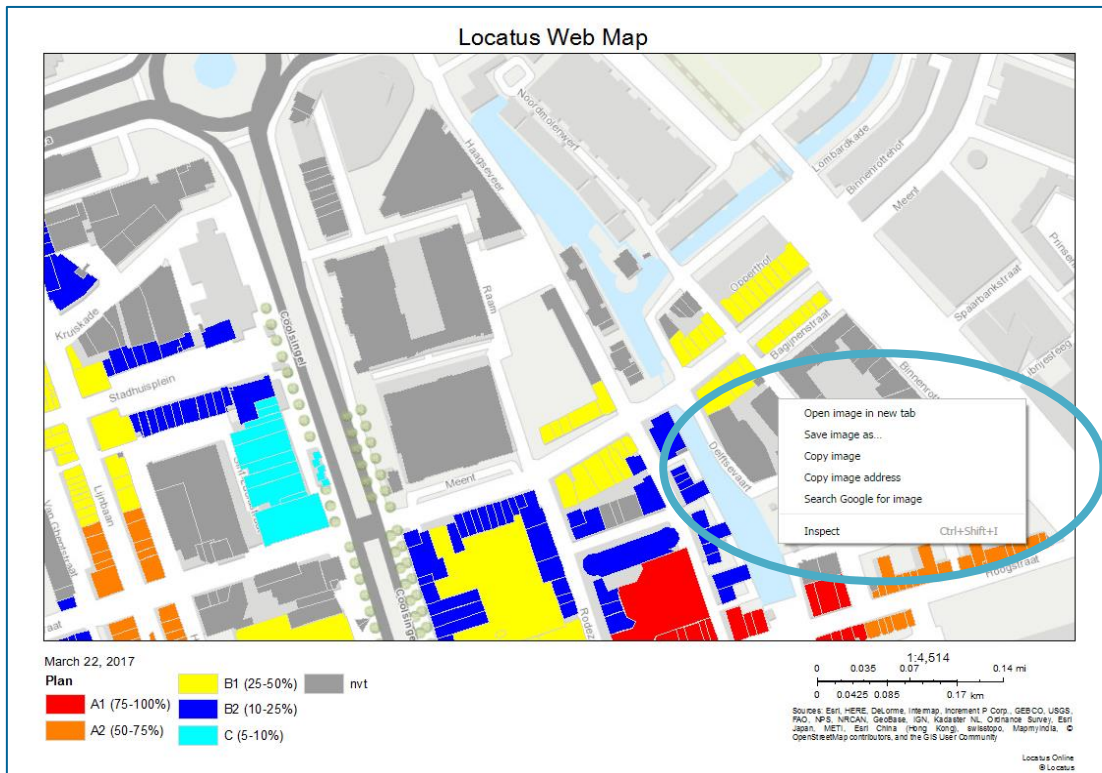
Attention!

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.



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



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.

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/>.