



Analytics Canvas Tutorial:

How to use the Segment Block



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Overview

Welcome to Analytics Canvas's Segment Block tutorial. This is one of a number of detailed tutorials in which we explain how each feature within Analytics Canvas works, with additional context to help you understand it better, and to use it to best suit your own needs.

How to use the Segment Block

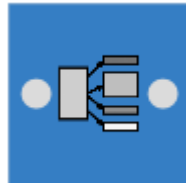


Figure 1: Segment Block

To group data using the Segment Block:

Step 1. Drag and drop the Segment Block from the Block Library onto the Main Canvas.

Step 2. Connect input data.

Step 3. To define a new segment, click "Add New Segment". Name the segment and define the segmentation rule. Rules are given an order of priority. If none of the rules apply, the default segment is assigned.

Step 4. Click on the output stub of the Segment Block and use Data Viewer to view the results.

The screenshot shows the Analytics Canvas interface. At the top, there are three blocks: 'ProductSales.xlsxSheet1AC', 'Segmentation Rule set 1', and 'Calculation Block 1'. The 'Segmentation Rule set 1' block is highlighted with a blue border. Below the blocks, there is a 'Main Canvas' label. The 'Segmentation Rule set 1' block is selected, and the 'Add New Segment' dialog is open. The dialog has a 'Block Name' field with 'Segmentation Rule set 1' and a 'Segmentation Rule set' field. Below these, there is a 'Column name for new segmentation' field with 'Segment' and a 'Create segments and define the expressions that determine if a row is in the segment. Drag the segments to define the order of precedence-top first, bottom last.' instruction. The dialog also has 'Add New Segment' and 'Delete All Segments' buttons. The 'Add New Segment' button is clicked, and a table of segments is shown:

Order	Segment Name	Rule
1	"Boyfriend" style	CONTAINS([Original.ITEM],"boyfriend")
2	"Skinny" style	CONTAINS([Original.ITEM],"skinny")

Figure 2: Using Segment Block

Conclusion

Thank you for reading this tutorial. We invite you to continue with the tutorial training to learn more about using Analytics Canvas.