

Removing mixes from a report

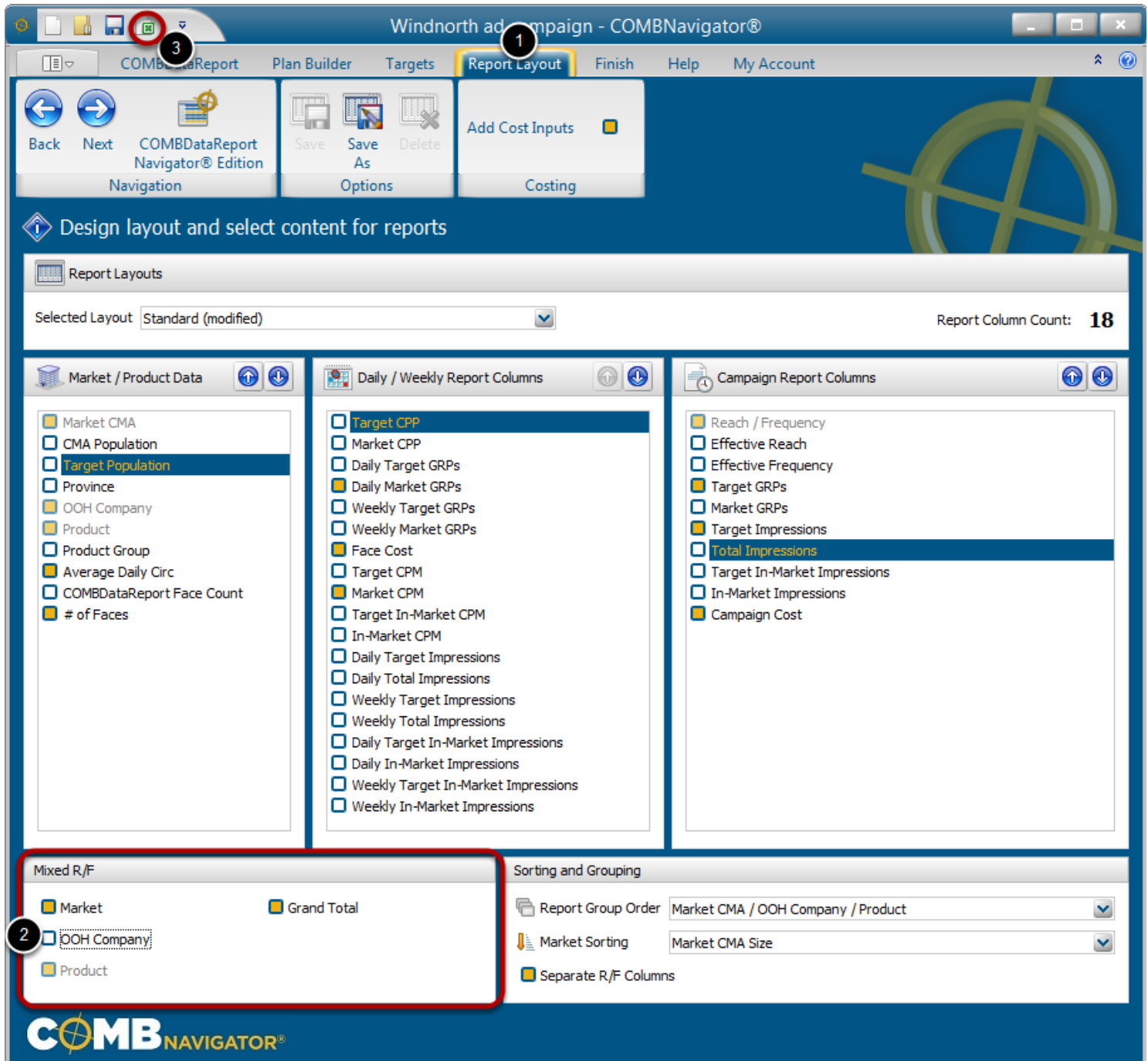
This lesson examines how to remove a mix from a report

An existing report

3	Sort By	Market CMA Size, OOH Company, Product												
4														
5														
6	Market CMA	CMA Pop	Tgt Pop	OOH Company	Product	Average	# of	Daily Tgt	Daily Mkt	4 weeks				
7		(000s)	(000s)			Daily Circ	Faces	GRPs	GRPs	R	F	GRPs	Target	Total
8	Toronto	5,905.2	4,564.4	OUTFRONT	Horizontal Posters	25,200	64	25	25	60	11.8	706	35,040	45,121
9	Plan #1				OUTFRONT Mix	25,200	64	25	25	60	11.8	706	35,040	45,121
10														
11					Toronto Mix	25,200	64	25	25	60	11.8	706	35,040	45,121
12														
13	Montreal	3,891.3	3,027.9	OUTFRONT	Horizontal Posters	39,800	27	25	25	56	12.6	700	23,026	30,051
14	Plan #1				OUTFRONT Mix	39,800	27	25	25	56	12.6	700	23,026	30,051
15														
16					Montreal Mix	39,800	27	25	25	56	12.6	700	23,026	30,051
17														
18	Vancouver	2,437.5	1,929.5	OUTFRONT	Horizontal Posters	39,900	17	24	25	59	11.6	682	14,463	18,995
19	Plan #1				OUTFRONT Mix	39,900	17	24	25	59	11.6	682	14,463	18,995
20														
21					Vancouver Mix	39,900	17	24	25	59	11.6	682	14,463	18,995
22														
23														
24		12,234.0	9,521.8		Plan #1 Total Mix	30,300	108	25	25	58	12.0	699	72,529	94,167
25														

The above example shows a report with redundant mixes. Since this report has only one OOH Company, the OOH Company mixes and market mixes report the same values. Removing either one of the mixes will improve the report, but removing the OOH Company mix is preferable in this example, since the title is always the same.

Removing a mix



1. Select **Report Layout** from the ribbon menu.
2. To remove a mix, uncheck the gold checkbox beside the undesired mix. (in this example, the **OOH Company** checkbox was unchecked)
3. Select **View Report** in the Quick Access Toolbar in the top left of the screen to generate the report again without the redundant mix.

Results: Updated Report

	Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 weeks				
										R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)
8	Toronto	5,905.2	4,564.4	OUTFRONT	Horizontal Posters	25,200	64	25	25	60	11.8	706	35,040	45,121
9	Plan #1				Toronto Mix	25,200	64	25	25	60	11.8	706	35,040	45,121
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15	Plan #1				Vancouver Mix	39,900	17	24	25	59	11.6	682	14,463	18,995
18		12,234.0	9,521.8		Plan #1 Total Mix	30,300	108	25	25	58	12.0	699	72,529	94,167

The redundant mix is no longer present in the updated report.