dun & bradstreet

Market Insight

Base Standard Module

Training Manual v3.1

Base Standard Module

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System: Training (UK & Europe)

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Introduction

Market Insight provides powerful and interactive marketing analysis of customer data overlaid on a D&B data universe. The system is web based with a truly easy to use Windows interface. Using a consistent and intuitive "drag and drop" approach throughout, every action automatically results in a query that can be saved and reused with ease. With a wide range of descriptive and predictive analytical tools, Market Insight's analysis options are virtually unlimited as any technique can be applied to any results in any order. Market Insight provides a unique combination of speed, power and accessibility for data exploration and understanding.

Market Insight holds your data overlaid on a D&B universe. This enables you to accurately measure your customer data in proportion to the opportunities in the market place. Hence the product's name: it enables insight of your activities in comparison to the market place rather than just within your business.

The D&B data universe in your Market Insight system will be adjusted to suit your licensing and measurement requirements. Your customer data is loaded from extract file(s) you provide and although this process allows for some cleaning and manipulation of the data, what you see within Market Insight is a reflection of the data you provide.

The Market Insight view of the data is a snapshot at the time that the data was loaded. Market Insight is an analytical system able to provide insight and understanding but it can also provide data feeds to your operational marketing systems to implement your targeting decisions.



Market Insight Splash Screen – D&B Website

N.B. The counts and figures in this manual may differ to those seen when you use this system as the data changes over time. Not all the functionality shown in this manual may be available in the system you are using.

N.B. Where suitable variables are not available in the Market Insight Training system, the data of a holiday company has been used to provide the examples.

Data Structure

The structure of your Market Insight system can vary. The elements shown here are typical – each Record may be simply flagged with Customer data or can have many related Names. A Record may also have many matched Customer Accounts. The data loaded for each matched Customer Account is configurable – for example you may have multiple Transactions or Divisional Summaries or Product Summaries etc.

The detail present on each table of data depends on the Market Insight administrator. The data is arranged into folders to assist the user to navigate and find data items.

The structure used in the Training System, illustrated in this manual, uses a simple structure that has Records (organisations) with Names (contacts at the organisation). Also a subset of the Records called Customers (the User's customers) is held with a related table Policies (activity of the User's customers).





Accessing Market Insight

The Market Insight software is downloaded automatically to your PC when you click a link to launch the system. Once the software has been downloaded, it will automatically update from the server whenever necessary. You will normally receive a welcome email with details of this process.

To access Market Insight you need:

- Windows PC Market Insight is a Windows.NET application that combines the best of the Windows interface with web based systems. Market Insight is not available on Mac or UNIX computers
- The latest Windows.NET framework version installed. This can be obtained by visiting www.windowsupdate.com or from your IT team

To launch your Market Insight system, use a browser to view:

https://www.dnbmi.com/disco_systems/v3/new/milauncher.msi

Alternatively use the links within your welcome email.

N.B. The "https" prefix, which establishes a secure connection between your browser and the D&B Server.



Welcome to D&B - Market Insight V3 Email

- Navigate to where you saved the downloaded file and double click it. Agree to run when prompted, and then follow the on screen instructions
- The installation process will result in an icon on your desktop and in a D&B Start Menu folder



- On subsequent uses of Market Insight, you can simply double click this icon. The software will automatically update from the D&B server whenever new releases are made available
- You can install Market Insight on as many computers as you wish it is your user id that controls your access. This means, for example, you can use Market Insight when working from home

谩	DnB Market Insight Launcher v4.5 Setup 🗧 🗆 🗙
S	Welcome to the DnB Market Insight Launcher v4.5 Setup Wizard The Setup Wizard allows you to change the way DnB Market Insight Launcher v4.5 features are installed on your computer or to remove it from your computer. Click Next to continue or Cancel to exit the Setup Wizard.
	Back Next Cancel

Launcher Setup Wizard

퀧	Options – 🗆	×
0	Options Choose your options	82
	Select the options for DnB Market Insight Launcher v4.5	
	 ✓ Create a DnB Market Insight Launcher v4.5 shortcut on the desktop. ✓ Run DnB Market Insight Launcher v4.5 after installation. 	
	Back Next Car	ncel

Options

How to Login

To use Market Insight, you need to have an Internet connection.

Start Market Insight by:

Clicking on the Market Insight icon on your desktop, or by navigating to the program using Windows Explorer

In the upper left hand corner of the screen you will see a Login window that gives you the opportunity to connect to a Market Insight system containing data available to you for analysis.

Enterprise Tab

Your Market Insight system operates on a secure and resilient web connected server enabling you to access the system from any location with an Internet connection. A number of users may access the system at the same time, each of whom is authorised by a user account and password. Your Market Insight Administrator will provide you with a Username and Password.

Login credentials	
Username:	
Password:	•
System:	
Iraining	Ţ
	Login
	Options >>
Enterprise	

Login Window

Navigating Market Insight

Once you have logged into Market Insight the main screen will load as shown opposite. This can be arranged to your own preferences.

This window consists of a main menu bar and a workspace that contains a number of other adjustable windows including a blank Selection window/page.



Market Insight Main Screen

Main Menu Bar

A number of functions can be performed from the menus shown here, including creating new selections and reports as well as changing options and accessing the Help system.



Main Screen Menu & Icon Bar

System Window

This is where all the elements of the system are displayed. You can see here the variables that can be used and how they have been grouped into appropriate folders.

The bottom part of the screen displays the tables that are used to hold the different elements of data in the database.

Both the variables and tables can be dragged from here onto other parts of the application to use or apply that setting.

At the bottom of the window are three further tabs that display File Window, Favourites and Current Windows.

File Window

The File Window provides access to private and shared public folders on the server where you may save your work. It also provides access to the local resources on your Windows PC. We will return to this area later in the course.

The File Window can be searched. To use this function ensure you have the folder you wish to search highlighted and then click on the binocular icon.

Favourites Window

This is the area where you can store any frequently used items.

riables	Туре	Size	Table	Reference	
GMarket Insight Training System					
∡ 🗁 Universe					
	Selector (Nominal)	3 Codes	Records	DELIST	
🐨 D&B Universe Status	Flag Array	5 Codes	Records	Status	
😴 Customer Status	Flag Array	4 Codes	Customers	sts_Cust	
4 🗁 Client Data					
IIII Client Reference Number	Reference (Numeric)		Customers	CLRef2	
☑ Assigned Salesperson	Selector (Nominal)	68 Codes	Customers	Terr	
🛗 Customer Start Date	Date	41,274 Codes	Customers	StartDT	
(E) Customer Level Revenue	Currency	2 d.p.	Customers	Value	
	Selector (Nominal)	11 Codes	Customers	cc	
4 🗁 Client Transactions					
III Policy Number	Reference (Numeric)		Policies	TransRef	
Policy Inception Date	Date	41,274 Codes	Policies	TranDate	
Policy Cancellation Date	Date	40,909 Codes	Policies	TranCan	
📸 Policy Renewal Date	DateTime	732 Codes	Policies	TranDat2	
Policy Product Type	Selector (Nominal)	5 Codes	Policies	TPType	
Policy Channel	Selector (Nominal)	8 Codes	Policies	TransCha	
Policy Status	Selector (Nominal)	3 Codes	Policies	TStatus	
Policy Premium	Currency	2 d.p.	Policies	TranVal	
Banded Policy Premium	Selector (Ascending)	17 Codes	Policies	poBanded	
Business ID and Contact Details					
IIII DUNS	Reference (Text)		Records	DUNS_NO	
Abc Business Name	Text	90 Chars	Records	COMPANY	
Abc VAT Number	Text	9 Chars	Records	VAT	
Abe Company Registration No	Text	11 Chars	Records	CRO_NO	
Alse Former Business Name	Text	90 Chars	Records	FORCOMP	
Abc Trading Style 1	Text	64 Chars	Records	TRAD1	
					2
bles		Count			
Market Insight Training System					
A III Records				6,1-	48
⊿ IIII Customers				:	55
[]] Policies				18	80
111 names				9,02	25
—					

System Window & System Tables Window

Filename
🔺 🖂 Desktop
My MI V3 Folders
Private
Public
My Documents
👂 🖳 My Computer

User Training Manual

D&B Market Insight

Current Windows

The Current Windows panel gives you an easy way of seeing which windows are open and what they contain without needing to "unlayer" them on the workspace. Double clicking on the relevant icon in this window will bring it to the front of the workspace. You can also drag from this area as an equivalent of dragging from the relevant window.

	F	ind	x
Find			Find Next
Direction	О Up	O Down	Cancel
Search Type	Variables Contains	; •	

File Window Search

🔁 Windows	д	×
Window Name		
Current Windows		
🔺 🖻 New Selection 1		
New Selection 1		

Current Windows

File	Toolbox	Wizards	Templates	Storyboard	 ⑦ 廿 ኵ
				Drop items H	ere to create templates

Template Ribbon Bar



Toolbox Ribbon Bar

Templates

This ribbon bar makes an area available for you to drag items from your Toolbox (see below) so that templates of the settings made can be saved.

Toolbox

The Toolbox is where the prime functions of Market Insight are made available. Templates of tools with specific settings applied can be created in the lower area of the toolbox. The precise set of tools available depends on the configuration of the Market Insight User. A number of these areas will be covered in more detail later in the course.

Wizards

The Wizards provide easy to use and powerful multi-step processes to create analysis results or further variables based upon existing or manipulated data.

The precise set of Wizards available depends on your Market Insight User configuration.

This area is covered in more detail in the Market Insight Base Advanced manual.

F	ile T	oolbox	Wizards	Template	es Story	yboard																		▲ ②) 🗳 🗎	0 🛛	
		+	٨	Σ	+	-	÷	R				Ø	(E	Ħ.	*	*	*=	***	*0	*	*3	*:-	•
T	ransactio Summary	n Count I /	Recency Ag	gregation	Cluster D Model N	ecision Tree lodel Outpu	e Profile Se it Model	gmentation	Transaction Analysis	Best Next Offer	DUNS Transformations	Location Geocode	Drive r Zone	Point to Point	Output	Microsoft Dynamics	SalesForce.COM	Data Licensing	Create From Cube	Create And Update	Initialise	Date Banding	Calculate Expression	Import Data	Numeric (Banding C	Combine ategories	Assign Values
		Aggregati	on Wizards				Analys	is Wizards			Linkage Wizards	Ma	ap Wizaro	ls		Output W	/izards	Purchase Wizards				Virtual Va	riable Wiza	rds			

Wizards Ribbon Bar

Ribbon Bar Display

By clicking on the small black arrow next to the icon bar, you can either minimize or maximize the ribbon bars.

Restoring the Default Display

If you have closed or moved some of the above windows you can restore them to their original position by going to the main menu and:

> Click on File \rightarrow View \rightarrow Reset windows positions

^	0	Ċ	۲	ው		
	Mini	mise	/ m	axim	ise the ribbon]

Ribbon Display & Icon Bar

Selection

Selection is at the core of all the work within Market Insight, enabling you to identify, count and later analyse a segment of your data.

The window/page opposite will appear in the centre of your screen when you first open your system. As this has been closed you can access a New Selection page by:

Clicking on the **Toolbox** and then the **Selection** button

There are other ways of opening a selection window and you will come across these as you work through this manual.

You will notice this window has a default name of "New Selection N" (the number "N" is dependent upon how many windows you have previously opened) and is set to resolve on the Records table in the Market Insight data structure. This means if we count this empty selection Market Insight will return all the Records at this table level.

Click the Build button (Build Changed Pages) to count the number of records

If you look at the bottom right hand corner of the window you will see the result in terms of Records.

N.B. All Market Insight systems will have a default table level. The Training database is set to the Records table level. However this can be changed by right clicking on the desired table in the System Tables panel and selecting Set as Default Table.

Image: Selection 1 Records Image: Selection 1 Image: Selection 1	7 ×
Selection 1 Notes - 1 1 2 A View Settings - S ■ 1 0 - 1 + 1 + 2 A View Settings - S ■ 1 0 - 1 + 1 + 2 A View Settings - S ■ 1 0 - 1 + 1 + 2 A View Settings - S ■ 1 0 - 1 + 1 + 2 A View Settings - S ■ 1 0 - 1 + 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 0 - 1 + 2 A View Settings - S ■ 1 + 2 A View Settings - S ■	7 ×
Selection 1	÷ ×
New Selection 1	
Cover Selection	
6,302,79	

Selection Window

Variable Types

As you have already seen, the System Explorer holds the various variables that are available for your use. The table below describes the variable type denoted by the coloured icon at their side.

Reference	This is the unique row identifier for a table. A table may only have one ID variable.	Text ^{Ac}	This option allows you to search by text and wildcard criteria.
Selector	This is displayed as a pick list for all coded or categorical data.	Multi Response 🎸	This option will display as the Selector but allows for a multi-response on/off indicator.
Numeric 1 ₂ 3	This option allows you to search by numeric threshold and range criteria.	Currency	This option operates in the same manner as a Numeric variable but can have the number of decimal places predefined.
Date	This option allows you to select dates by days or months and years and optionally by a date rule.	Date/Time	This option operates in a similar manner as a Date variable but also allows for a time frame to be included. The Date selection and the Time selection are Anded together to obtain the final result.

Using a Selector Variable

To specify a selection you need to define criteria you wish to search on using the variables within the System Explorer window.

You can now select which Ranges you want to include in your count.

- Click on the 1 5 band and drag down to select all the bands up to and including 11 - 20
- Click anywhere within the Include column of the selected bands to mark the ranges as selected

N.B. It is the presence of the check mark, not the highlight colour that determines a value is selected.

> Click the P Build button to count the number of Records

A progress bar moves across the bottom of the window and the result is

displayed in the bottom right hand corner. Use the Reset ^{III} button at the bottom of the screen and spend a few moments experimenting with selecting and counting various selections on the Banded Nr of Employees (Site) variable. Return to the selection shown in the screen shot opposite.

N.B. You may have noticed that the Build button will change from blue to green when a change has been made to the selection. Also the result display will be greyed slightly to indicate the figure there does not necessarily correspond to the selection now showing.

6	New Selection	n 1			
	New Selection 1		Records		
	5 🧭 📑 📄 📋 Notes 📲 🖷 🤬 View	Settings 🔹 🐾		- 🕑 -	
Sele	ction *				 <i>∓</i> ×
⊳e	New Selection 1	Banded N	Ir of Emp	loyees (Sit	e)
	Banded Nr of Employees (Site)	Filter -	Descriptio	on Contains	-
		ø x 📹			
		Include	Code	Descri	Records
			1	Unclas	2,615,730
			01	1 - 5 E	3,116,727
			02	6 - 10	300,261
			03	11 - 20	165,576
			04	21 - 49	90,186
			05	50 - 99	12,838
			06	100 - 1	703
			07	200 - 4	480
			08	500 - 9	149
			09	1000+	142
		Include	-	III OR	▼ +□
Cover	r Selection *				
				6,302	2,792 Records

Selection Window with a Selector Variable

Bai	nded Nr of Em	ployees (Site)		7	×
Filte	er 🔹 Descript	tion Contains	•	•1 • > Ø X 🖆	
	Include	Code	Description	Records	-
		1	Unclassified	2,615,730	
		01	1 - 5 Employees	3,116,727	
	✓	02	6 - 10 Employees	300,261	
	✓	03	11 - 20 Employees	165,576	
		04	21 - 49 Employees	90,186	
		05	50 - 99 Employees	12,838	-
Incl	ude 🔻	1 III OR 🔻] → □		

Selected Categories

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D&B Market Insight

Adding more Variables from the same Table

By adding further variables you can narrow the selection. In this example you will add the UK 2003 SIC 4 Digit variable.

Navigate to Activity and click on the plus sign next to UK 2003 SIC 5 Digit. Drag and drop the UK 2003 SIC 4 Digit variable underneath the Banded Nr of Employees (Site) variable in the selection window

To display only the SIC codes that refer to Retail we can use the Filter facility in the middle of the window.

- > Type Retail in the box adjacent to the Filter: box
- Use the Select All button to select all the categories that have been returned

You will have noticed that as the variable was added to the selection the default logic operator AND was used to join them together.

> Click on the **Build** button to count the number of Records

To widen the search you could specify that records are returned for Sites where either of the specified criteria is met. This can be achieved by replacing the AND logic operator with an OR.

- > Right click on the AND node and select the option Change Logic to OR
- > Click on the **Build** button to count the number of Records

N.B. Notice that the result has increased significantly as Records may meet either one of the criteria rather than both.

New Se	election 1						9
C New Selection 1 Records Notes - 1 ≥ 4 View Settings - % □ 1 → 1 → 1 → 1 → 1 → 1 → 1 → 1 → 1 → 1	•						
election							7
⊢□ New Selection 1	UK 20	03 SIC 4 digit				7	×
Eanded Nr of Employees (Site) AND UK 2003 SIC 4 digit	Filter	 Description 	n Contair	ns 🔹 retail	4 Þ		
Banded Nr of Employees (Site) of 1 - 5 Employees or 6 - 10 Employe	8 X	🐔 UK 2003 SK	C4 digit	-			
UK 2003 SIC 4 digit of 50.00 - Sale, maintenance and repair of motor		Include	Co	Description	Records		F
			5	50.00 - Sale, mainte		52	
			5	50.50 - Retail sale of		11,859	
			5	52.00 - Retail trade,		0	
			5	52.10 - Retail sale in		41	
			5	52.11 - Retail in non		68,603	
			5	52.12 - Other retail s		24,095	
			5	52.20 - Retail sale of		2	
			5	52.21 - Retail sale of		4,293	
			5	52.22 - Retail sale of		10,679	
			5	52.23 - Retail sale of		1,446	
			5	52.24 - Retail sale of		14.243	
	1		5	52.25 - Retail sale of		10,410	
	1 I		5	52.26 - Retail sale of		3,482	
			5	52.27 - Other retail s		12,566	
	1-	-	-			12,000	Y
	Include	• 111	III OR	× +0			
over Selection							
					30	8,112 R	ecor

Variables using AND logic

a N	lew Sele	ction 1					×
C New Selection 1 Records C → @ □ □ □ Notes → # P□ ⊕ View Settings → % □ □ □ • @ Selection	- 📑 -					Ŧ	۰ ×
New Selection 1		Banded N	r of Emp	loyees (Si	te)	7 ×	
Banded Nr of Employees (Site) OR UK 2003 SIC 4 digit		Filter *	Descriptio	on Contains	•	•1 • 🕨 X 😤	ande
Banded Nr of Employees (Site) of 1 - 5 Employees or 6 - 10 Empl	loye	Includ	e	Code	Description	Records	d Nr
02 UK 2003 SIC 4 digit of 50.00 - Sale, maintenance and repair of mo	otor			1	Unclassified	2,615,730	9
			(()1	1 - 5 Employees	3,116,727	mpl
					6 - 10 Employees	300,261	oyee
					11 - 20 Employees	165,576	000
			0	14	21 - 49 Employees	90,186	ne)
			0	15	50 - 99 Employees	12,838	c
			0	16	100 - 199 Employ	703	N 20
			0	17	200 - 499 Employ	480	00 0
			0	18	500 - 999 Employ	149	0.4
			0	19	1000+ Employees	142	ligin
4		Include	• 131	III OR	Va		
the second se		include	1.0	шок			
over selection						3,808,758 Reco	ord

Variables using OR logic

Using a Multi-Level Variable

We will now use a multi-level geographical variable to narrow down the selection even further. First reset the logic between the existing variables to an AND:

- > Right click on the **OR** node and select **Change Logic to AND**
- ➢ Navigate to Geography → PostCode → UK Postcode Area (option at bottom of tree) and drag the variable into the existing selection window. Select B for Birmingham
- > Click on the **Build** button to count the number of Records

To narrow the selection further to specific districts we can zoom in on the category of Birmingham.

> Expand the display by clicking on the + to the left of the row for **B**

This feature allows you to zoom down to the Districts within Birmingham. These Districts are currently all selected as they are part of the Area we selected.

- Deselect B1, B2 and B3
- Click on the Build b
 - e 🕨 Build button to count the number of Records

N.B. You can change which of these associated variables are displayed by selecting from the Filter box.

N.B. Remember the counts and figures shown here may differ to those when you use this system, as the data changes over time.



UK Postcode Area Variable

Filter	 Descript 	ion Conta	ins 💌	4 A	F 50
ØX	UK Post	code Area		•	
	Include	Code	Description	Records	- i
÷		1		493,522	
*		AB	AB	40,884	
•		AL	AL	27,741	
-		В	В	165,898	
	Include	Code	Description	Records	
		B 1	B 1	4,972	
÷			B 2	1,498	
				5,426	
	✓	B 4	B 4	1,230	
+		B 5	B 5	3,080	
		B 6	B 6	2,304	
+		B 7	B 7	1,581	
		B 8	B 8	2,207	

Deselected District Categories

Saving & Reopening your Selection

Before saving your selection for re-use at a later date, it makes sense to give it a logical name.

Highlight New Selection 1 in the top left hand corner of the window and type – Low Employee Retail Birmingham – and then click away

You can now save your newly named selection in two ways:

- > Click on the 📕 Save icon and navigate to the Private folder
- > Click the Save button once you have chosen the Type of file to save

From the **Type** drop down you can choose:

Save Selection Settings – This will remember the variables and settings made on the Selection and will be run and give results based upon whatever is in the current database.

Export To Reference File – This will remember the URN's of the records found when the Selection was first run. This will always return the same records unless deleted from the database.

or

Clicking on the icon next to the selection name and drag and drop onto the **Private** folder in the **File Explorer** window

This will save as Save Selection Settings whereas a right click drag and drop will give you the option of also saving as Export to Reference File.



Renaming a Selection Window

		Save as
Save In:	Q My MI V3 Fold	ters 🔹 🖻 🖆 🗙
My Mi V3 Folders My Documents My Computer	Name	
	File name: Save Item:	Low Employee Retail Birmingham.xml Save
	Туре:	Save Selection Settings

Save Window

Close the currently open Low Employee Retail Birmingham selection window and drag and drop the saved selection back onto the workspace

You will note that the display defaults to a Selection book cover. This is a summary of the work undertaken and would list all the pages within the book which would be the Selection page and any other Tools that may have been used.

To view the details of the selection criteria, click on the Selection tab and then on the relevant line in the logic tree

Saving a Book of Work

The previous example explained how to save a Selection page and retrieve it. When you use the tools (explained further in this manual) to analyse or visualize your work you may wish to save all the pages as a work book.

You can do this by:

Select Whole Book from the Save Item section of the Save as window

or

Drag the icon on the Selection Book cover (see opposite) onto the appropriate folder of the File Explorer to save all the work pages

6	Low Employee Retail Birmingham	
Low Employee	Retail Birmingham	
· · ·		
Cover		# ×
8,624 Recc	ords	dun & bradstreet
Last updated on: Using data loaded on: * The selection is current	24/07/2018 at 15:29:31 by Johnsoni 06/07/2018 at 16:00:18 y out of date	
Contents Notes		
Page	Note	\$
Low Employee Re		
		•
Cover Selection *		0.524.5
		8,624 Records

Cover Page of a Selection Window/Book

6	Low Employee Retail Birmingham	2	×
	Low Employee Retail Birmingham		
	e 🖶		
Cove	r	7	×

The Selection Book Icon

Using Numeric Variables

Although many numeric variables ¹²³ are pre-banded for ease of use in Market Insight, it is also easy to analyse and select directly on numeric variables. For example, if your business uses different categorizations for size of business, you can specify these directly on numeric variables.

There are two methods to enter and review numeric selections. The default is **FreeForm** shown by the \checkmark button. Enter the ranges shown opposite

Review the same criteria in **Grid** mode by pressing the ^{IIII} button. Extend the criteria by using the popup menus in the bottom row.

N.B. The different threshold options, including "><" which selects records with missing values (i.e. no number specified) in the **Nr of Employees** (Company)

Click the Build button

This count returns the number of Records where the Nr of Employees (Company) values fall within one of the ranges.

Click the Reset button. Note that this removes the ticks from the ranges you entered. To remove the ranges from the definition, highlight the rows at the left edge and press the Delete key



Numeric Va	ariable Using	a Free	Form	Display
------------	---------------	--------	------	---------



Numeric Variable Using a Grid Display

Numeric Distribution and Ranges

The numeric selection method provides some understanding of the distribution of values in the numeric variable. However, Market Insight provides a powerful distribution analysis and range generation tool:

> Click the 🟥 button to launch the **Banding** tool

The system automatically updates the displays of the banding as you work.

The Type of Banding panel allows you to specify the method used to create the band values:

Equal Ranges

Divides the range between the lower and upper bounds into an equal number of bands. You can specify either the number or size of bands you require

• Geometric Ranges

Divides the range between the lower and upper bounds into a number of bands with increasing size. You can specify the number of bands or the size of the first band

• Quantile Ranges

Divides the range between the lower and upper bounds into a number of variable size bands each with equal population as far as this is possible. For example, selecting 4 intervals will create quartiles, each interval having roughly 25% of the data. You can specify the number of bands (but not the size)

• User Defined Range

Divides any range into any number of bands. The definition of the bands specifies the number and size of bands







Banding Emp Total Variable into Geometric Ranges - Chart Display

User Training Manual

D&B Market Insight

You may wish to start by looking at a simple frequency distribution for your numeric variable to get an idea of the spread of values.

> Use the default settings of **Equal Ranges** with **10** Bands

This calculates and then displays a chart showing the distribution of values in the variable. You can also view this information in a tabular presentation by clicking on the Table tab.

The Base Selection allows you to apply a selection to determine what subset of rows the distribution analysis will be performed on.

The Summary tab displays statistics about the numeric values (restricted by the Base Selection if applied).

The Advanced Options tab enables you to control:

Range Covered by Bands

Sets the lower and upper bounds respectively to use or ignore the 2.5% extreme values. If no such extreme values exist, the system will use the full data anyway.

Automatic Rounding

Whether the start, end and width of bands is rounded to whole tens, hundreds, thousands etc. to make them easier to read and interpret.

Extreme Values

Whether bands are created to cover the extreme values (outside the number of bands specified for the main data). If no bands are created for extreme values, records with these values will be "unclassified".

Click the **Finish** button to set the ranges in your variable

Description	-14	Orde 🕫	Count 🕫	Percent of T 🕫	Percent of Popul 😕	Percent of Classif #	Width 👳
Missing			2,347,624	37.25%			
Unclassified			0	0.00%	0.00%		
>=0 - <4		1	2,881,799	45.72%	72.86%	72.86%	4
>=4 - <8		2	555,970	8.82%	14.06%	14.06%	4
>=8 - <12		3	174,436	2.77%	4.41%	4.41%	4
>=12 - <16		4	90,152	1.43%	2.28%	2.28%	4
>=16 - <20		5	26,968	0.43%	0.68%	0.68%	4
>=20 - <24		6	52,110	0.83%	1.32%	1.32%	4
>=24 - <28		7	24,553	0.39%	0.62%	0.62%	4
>=28 - <32		8	27,187	0.43%	0.69%	0.69%	4
>=32 - <36		9	10,283	0.16%	0.26%	0.26%	4
>=36 - <40		10	3,689	0.06%	0.09%	0.09%	4
>=40 - <=1,400			108,021	1.71%	2.73%	2.73%	1,399,960

Banding Emp Total Variable into Equal Ranges – Table Display

Total Count	6,302,792	Char
Count of Missing	2,347,624	-
Count of Non-Missing	3,955,168	able
Count of Zero	4	S
Count of Non-Zero	3,955,164	n n
		nary
Minimum	0	
Main data start*	1	
Lower Quartile*	1	
Median*	2	
Upper Quartile*	4	
Main data end*	40	
Maximum	1,400,000	
Sample Size	10,170	
Mean (Non-Missing)	14.82	
Mean (Non-Zero)	14.82	
Std Deviation (Non-Missing)	993.44	
Std Deviation (Non-Zero)	993.45	
		_

Summary Display

Using Text Variables

Text variables \clubsuit allow you to search by typing in the value(s) you wish to select with.

- > From the Business ID folder, display the Business Name variable
- > Type Ford Motor Company as shown in the screen shot opposite

The result of this selection will be to return all Records for the Ford Motor Company.

N.B. The **Match Case** tick box is checked so, in this example only names with a capital on their first letter will be selected. The popup menu allows you to choose between four methods to match the text data:

• Ranges and Wildcards

Allows flexible use of pattern matching and ranges. This is the most flexible but most resource intensive (and hence slowest) matching method

• Exact Match

Allows simple and precise matching of single values

• Begins With

Allows simple matching of the start of the text value

• Ends With

Allows simple matching of the end of the text value

• Contains

Allows simple matching anywhere within the text value

Business Name 7	×
Enter your list of values in the space below.	
The selection requires an exact match with any one of thes values.	e
Ford Motor Company	~
_ <	
Include 🔹 👻 Match case Exact 💌 🔹 🚺	+□
Text Variable Window	
Exact ▶ ▼ / III →□ Ranges and Wildcards	
Exact Match	
Begins With	
Ends With	
Contains	

Pattern Matching

When using the Ranges and Wildcards setting, three characters have a special meaning:

- The "*" asterisk (or star) character is a wildcard that matches zero one or more characters of any type. "Ford*" will therefore select any business name that begins with "Ford"
- The "?" question mark character is a wildcard that matches any single character (letters, numbers, punctuation). Use of several "?" allows you to specify the number of characters to match. The "?" will match a space character within a text value but does not match any spaces (notionally or actually) at the end of the text value. "Ford????" will select all Business Names that start Ford with a total of 8 characters
- The "-" hyphen character is used to separate the lower and upper bounds of a range of text values. For example, "Ford-Kilo" will select any Business Name that starts with any four letters alphabetically between Ford and Kilo. Note that the ends of the ranges do not need to be the same length
- You may use multiple mixed wildcards in a single selection for example "*Xerox*" selects any company with the word "Xerox" in the business name irrespective of prefixes and suffixes
- You can use "?*" (i.e. any character followed by anything) as an easy method to select populated text fields. This can be extended to check the formatting of specific data – for example, "?*@?*.?*" selects correctly formed email addresses

Business Na	ame		₽	×
Ente	er your list of values in	the space below.		
The selection	on requires an exact ma values.	atch with any one of	these	
Ford??	??			^
<			>	Ť

Text Variable using the ? Wildcard

Business Name	Ŧ×
Enter your list of values in the space below	
The selection requires an exact match with any one values.	of these
zerox	^
<	>
Include 🔹 🐺 🗸 Match case Exact 💌 🔹	/ 🏢 +🗆

Text Variable using the * Wildcard

Using Date Variables

Date variables is are a special type of Selector variable that Market Insight can manipulate in different ways. Date variables can be accessed through predefined options, manual selection and date rules.

➢ Navigate Client Data → Client Transactions. Double click on the Policy Inception Date variable. This will create a new selection based on the Policy Inception Date variable

By default the Design process will create a number of predefined options listed under the drop down Type column.

- Click on the drop down arrow under the **Type** column
- Select Ad-hoc Dates

The initial display shows the Full date but this can be changed.

- Click on the drop down arrow next to the box that currently displays Full Date
- Click on one of the other options to see the date display change accordingly

Make your selection as you would with any other categorical variable.

Policy Inception	Policy Inception Date						
	Add your date selections below						
Eac	h date selection will be ORed tog	ether					
Туре	Description						
•	•	Edit	Delete	2			
Include	▼			_	_		

Date Variable Window

				Date Range			
escripti	on						
Adhoc E	Dates ()						
ator							
Filter	Description Contains		• • • Ø / 5	Full Date	*		
	Include	Code	Descriptio	Full Date	<u> </u>	Policies	
		20071027	27-10-2007	Months			3
		20071028	28-10-2007	Quarters			11
		20071029	29-10-2007	Weeks			1
		20071030	30-10-2007	Week of Year			35
		20071031	31-10-2007	Day of Week			65
		20071101	01-11-2007	Month of Year	Ψ.		174
		20071102	02-11-2007				14
		20071103	03-11-2007				5
		20071104	04-11-2007				18 -
III III	OR 💌 +🗖						
							OK Cancel

Adhoc Dates Window

Date Rules

In some circumstances it may be more useful to select a set of dates by defining a rule rather than picking lots of individual days. Whilst rules can be used to select absolute date ranges they can also be used to define more complex ranges and use relative dates too.

Select A Date Range from the drop down menu

The window is divided into three; the From, To and Pattern sections. The From and To sections allow you to define the time period you want to explore and the Pattern options (+currently collapsed) allow you to set the frequency of the information returned.

Set the date options as **From** 01/01/2016 – **To** 31/12/2016

This will display all the Policies that commenced between these dates. Note the Pattern bar states it is counting Every 1 day, which means every day in the time period is being considered.

A number of other predefined rules are available for immediate selection without any further input needed.

- Select **This Month** from the drop down menu
- Click on the Edit button at the end of the row that has now been displayed

You can now see the settings that have been used to find all the records in the current month.

N.B. Whichever options you choose, the dates displayed at the bottom of the window will make it clear what date range has been selected.



Defining a Date Range for a Year



Defining a Date Range for the Month

However, you may wish to create your own Date Rule:

Select **Custom Rule** from the drop down menu

Setting the Time Period

The Earliest and Latest radio buttons allow you to set the search based upon the First and Last date within the data.

The date calendars allow you to specify actual date parameters for your search.

The remaining options allow you to set a wider rule which is best explained with some examples:

e.g. you want to find all records with a Base Date in the last 3 months as of today. (As shown opposite)

e.g. you want to find all records with a Base Date in the 3 month period ending a month ago (Today is 30^{th} October so time frame will be 30^{th} June to 30^{th} September) (As shown opposite)

Pattern Section

Click on the drop down arrow on the row entitled Every 1 day(s)

The options here allow you to determine which days in the time period you have set in the Date Rule, will be used to return results on. The default option is to return results for every day within the time period set.





Examples of Custom Rules

Date/Time Variables

Some Date variables ¹⁰ give you the opportunity to apply an additional time constraint. It may be you want to identify transactions that took place on certain dates but only during certain hours of the day.

- > Display a **Date/Time** variable if one is available
- Click on the drop down arrow under the **Type** column
- Select Last Week

You could select other date periods at this stage and each date period will be ORed together.

You may now want to restrict the time these communications were made to those that just took place in the morning. If more than one time period is required each one will be ORed together.

- Click on the drop down arrow under the **Type** column
- Select Custom Time Rule
- Set the Range From 09:00:00 to 12:00:00 and click OK

The Date periods and the Time periods will now be ANDed together to obtain the result. In this fictitious example, we would get a count of policy renewals made last week in the morning between the hours of 9am to midday.

Policy Renewa	al Date	e		Ŧ×					
Add your date and time selections below									
Ea Each The date se	Each date selection will be ORed together Each of the time selections will be ORed together The date selections will then be ANDed with the time selections								
Туре		Description							
Last Week	▼ P	revious Monday to Sunday	Edit	Delete					
	▼ Edit Delete								
Include	•								

Date/Time Variable Window

	Time Rule					
Description						
Rule (Fro	om 09:00:00 to 12:00:00)					
Range						
From	09:00:00 to 12:00:00					
	OK Cancel					

Custom Time Rule Window

Using Multi-Response Variables

A multi-response variable \checkmark (bold) allows a certain number of codes to be held on that record e.g. 2 Dig SIC Codes – each SIC code has a 2 character code and the variable holds 12 characters, therefore each site can hold up to 6 sic codes against their entry.

Alternatively, a multi-response variable \checkmark (light) holds information as a series of Yes/No responses where an individual may need to be recorded in more than one category e.g. A variable that recorded the **Functions** of contacts – a Name may have no function, 1,2,3 functions.... or be a member of all available functions.

By default the internal logic used in variables with a pick list is to use an OR logic operator.

e.g. Functions of Marketing OR Sales OR Administration.

Since it is possible that a site may have more than one SIC Codes and because of the way in which the data is held, you may want to find those sites that have a combination of SIC Codes.

e.g. Functions of Marketing AND Sales AND Administration.

By being more restrictive with the selection logic the results tend to reduce.

The internal logic on a multi-response variable can be changed by clicking on the box at the bottom of the window between OR and AND.

The logic on a standard categorical variable \checkmark is defaulted and restricted to an OR due to records falling into only one category e.g. Banded Nr of Employees (Site).

Include	Code	Description	names
	01	Senior Decision Maker	8,655,252
	02	Finance	174,333
		Marketing	86,784
\checkmark	04	Sales	97,583
\checkmark	05	Administrative	41,186
	06	IT	69,475
	07	Human Resources	68,906
	08	Health and Safety	26,022
	09	Facilities	58,553
	10	Operations	40,327
	11	Purchasing	58,222
	12	Fleet	34,382
	13	Engineering	20,589
	14	Other	107,565

Functions Multi-Response Variable

 ~ ~	
OR	
 AND	
	AND

Option to Change the Internal Logic

Selection Logic with AND & OR

Until now, you have primarily used the AND logic to restrict the selection further with each variable. Market Insight allows selections to be widened with the OR clause and excluded with the NOT clause.

- Drag the Policy Product Type variable onto the workspace and select Product A
- Right-Click and drag the Policy Channel variable onto the selection window

N.B. A popup menu is presented with the options for AND or OR at both the Policies table and the Customers and Records table above it. The default (AND) is shown in bold.

- Choose OR this Policy has Policy Channel to see the selection structure with a green icon. Choose Broker
- Click the Build button

N.B. You can also control the logic used in a selection:

Right click on an existing selection clause and choose Change Logic to...

		Policy Pro	duct Type		7
New Selection	ct Type of PRODUCT A	Filter •	Description Contain	s v	
,		ø x 📹			
	AND this Policy has Policy Channel		Code	Description	Policies
	AND this Customer has ANY Policy with Policy	Channel	1	Unclassified	
	AND this Records has ANY Policy with Policy C	hannel	PRODUCT A	PRODUCT A	68,
	OR this Policy has Policy Channel		PRODUCT B	PRODUCT B	42,
	OR this Customer has ANY Policy with Policy C	hannel	PRODUCT C	PRODUCT C	41,
	OR this Records has ANY Policy with Policy Cha	annel	DRODUCT D	PRODUCT D	22
	Cancel		PRODUCT D	THOSE I D	
	Cancel		PRODUCT		

Selecting Query Logic

		New Selection	n				×
	lew Selection	Policie	s				
· 5 c	- 🖬 🗐 Notes 🕶 📲	는 💦 View Settings + % 🗐 🕅					
Selection *						4	₽ ×
			Policy (hannel		7 ×	
⊢⊡ New S	election	Channel					Polic
P-[P0	Policy Product Type OR Policy		Filter	Description Contain	ns 💌		1 Pr
OR.	Policy Channel of Broker		ØXY				odu
		Cut	lude	Code	Descri	Policies	8
		Сору		1	Unclas	0	ype
		Paste					
		Delete		Field Sales	Field S	19,011	olic
		Not		Media Advertising	Media	19,256	C C
		Change Logic to AND		Referral	Referral	5,180	ann
		Apply Limits		TV	TV	73,569	9
		Apply Top N		TeleSales	TeleSa	29.033	
		Apply 'N' per 'Variable'		Web	Web	18 483	
		Apply 'N' Policies per Customer.			1100	10,400	
		Apply 'N' Policies per Records					
		Rename					
		Apply Alternatives					
		Apply Parameters					
		Cancel					
					_		
			include		* *		
Cover Select	tion *						

Changing Between OR and AND Logic

How Selections Work

Notice that when you drag a variable over the selection tree you see two indicators:

- a black insert line between existing items
- a blue merge shading on existing items

The insert line lets us indicate where to insert a new item. Notice that on nested clauses, the extent of the left edge of the insert bar indicates which clause the insert will be made into.

The merge bar (achieved by dragging a variable on top of another variable) indicates that the dragged item is to be associated with the target item and merged into a new sub logic clause.

A new variable dragged into the default area (below the existing selection criteria) will add to the existing bottom logic clause if the item dragged is on an ancestor or descendant table or create a new clause from the root level if not.

New Selection		- • •
New Selection Records • ↑ ● □ □ □ Notes • • □ ↓ • ↓ ↓		
Selection *		7 ×
New Selection	UK 2007 Major Industry Sector	7 × 0
Economic Region AND UK 2007 Major Industry Sector	Filter Description Contains	onor
Economic Region of South East (Inside M25)	🖉 🗶 📹 🛛 UK 2007 Major Industry Sector 🔹	* Bir
UK 2007 Major industry sector of H - Transportation and Storage	Include Code Description	Records
	I Unclassified	274,556
	A A - Agricult	103,724 🗸 戻
	Include 🔹 🌃 🎹 OR 🔹 +🗖	
Cover Selection *		

Insert Line Indicating Where A Variable Will Be Placed

8	New Selection								×
New Selection	Records								
ち 🖓 😐 🔜 🗄 Notes 🗐 🚝 🦓 Viev	/ Settings + 🐾 📰 🕅 🗐 + 🕪 +								
Selection *								#	×
New Selection		UK	2007 Major	Industr	y Sector		7	×	E
Economic Region AND UK 2007 Major Ind	ustry Sector	Filte	er 💌 Desc	ription Co	ntains	-			ono
Economic Region of South East (Inside	M25)	ø	X 📹 🛛 UK 2	007 Majo	r Industry Sector				mic
	Fransportation and Storage		Include	Code	Description	Record	ls	-	Regi
				1	Unclassified		274,556		9
				Α	A - Agricult		103,724		Ę
		Incl	ude	· • 🖬 🏢	OR +				A
Cover Selection *									

Result Of Two Variables Being Merged

Multiple use of a Variable

Using the same principles you can build up a more complex selection using the same variables more than once. In this example you will find North West Low Sales OR South West High Sales.

- Double click on Economic Region to open a new selection window. Select North West
- Directly below the Economic Region variable drag and drop the Banded Sales variable. Select all bands between £1 to £4,999,999
- Right click and drag a second Economic Region variable above the first Economic Region until the black line extends out beyond that heading
- From the popup menu select OR this Records has Economic Region. Select South West
- Drag and drop Banded Sales on (merge with) the second Economic Region variable. Select between £5,000,000 & £1,000,000,000+

By merging two variables you will obtain the opposite logic operator to the original one stated.

- Collapse the two sub queries to get an overview of the selection so far
- Right click on each sub query row and select Rename
- Give each line a more readable name as shown opposite
- Name the selection North West v South West and drag it into the File Explorer to save



⊢□ New Selection		
Economic Rec	ion AND Banded Sales	
Econon	AND this Records has Economic Region	er)
💷 Banded	OR this Records has Economic Region	000 - £999,999 or £1,000,000 - £4,999,99
	Cancel	

Selecting Logic from a Right Drag

► New Selection
Economic Region AND Banded Sales
Economic Region of North West (Excluding Greater Manchester)
Banded Sales of f1 - f99 999 or f100 000 - f499 999 or f500 000 - f999 999 or f1 000 000 - f4 99
Economic Region AND Banded Sales
Economic Region of South West
Banded Sales of f5 000 000 - f9 999 999 or f10 000 000 - f49 999 999 or f50 000 000 - f99 999 99

Mixed Logic in a Selection

⊳-⊡ (N	orth West Low Sales) OR	(South West High Sales)	
4-	North West Low Sales		
⊿ OR	South West High Sales		

Renaming Elements of a Selection

Using the NOT function

In some circumstances you may want to exclude certain records from your selection results.

You may be interested in Birmingham Records that do not include any foreign companies.

- Open a new selection with the UK Postcode Area variable and select
 B
- Drag in another variable, Legal Status Code and select Foreign Company
- Right click on the second row of the AND clause and choose NOT
- Click on the Build button

The number of records returned here is made up of all the records in Birmingham, but excludes any of those records which have a legal status of a foreign company.

Wherever you use a variable you could also use a saved selection, so it is easy to select one criterion and exclude a previously saved criterion.

6	New Selection					×
New Selection	Records]				
ち 🔿 😐 🖬 📋 Notes 🗐 📲 🖓	🖞 View Settings 🔹 👷 🔣 🗐	- · 💓 • 💽 •				
Selection *					7	×
New Selection		Legal Status	Code		# ×	⊆
UK Postcode Area AND Legal Status	Code	Filter • De	escription Co	ontains	•	P
UK Postcode Area of B		ø X 📹				stco
Cut	ompany	Include	Code	Description	Records	de A
Сору			1	Unknown	1,046,935	rea
Paste			01	Proprietorship	976,674	5
Delete			02	Private Limit	3,869,783	gal
Not			03	Public Limite	6,544	Stat
Change Logic to OR			04	Limited Partn	49,819	us C
Apply Limits			05	Private Unlim	4,471	ode
Apply Top N		✓	06	Foreign Com	11,556	
Apply 'N' per 'Variable'			07	Partnership	208.877	
Rename			09	Private Com	146.891	
Apply Alternatives			10	Friendly Soci	1.552	
Apply Parameters			11	Incorporated	952	
Cancel						
		Include	- 111 111	OR - +		
Cover Selection *						

NOT Logic Shown on a Right Click Menu

► 🗖 NOT example	
- UK Postcode Area AND (NOT Legal Status Code)	
UK Postcode Area of B	
⊨ 🚥 🚥 NOT Legal Status Code	
Cale Code of Foreign Company	

Selection with AND & NOT Logic

Waterfall Counts

Waterfall counts give you the opportunity to see how each element of your selection is contributing to the final count so that you can make informed decisions about which elements to include.

Your system can be set to show Discrete (Individual) or Compound (Cumulative) figures. (Change between the options by clicking on the View Settings icon & View Settings *)

On the North West v South West selection window click on the
 Waterfall Counts button and click the
 Build button

Discrete - Each line shows the total number of records available on the database for that particular part of the selection. The top figure is the net figure once all of the selection elements have been put together and deduplicated. NB: this will always match the final count in the bottom right hand corner. Each selection variable or sub clause will show the amount for that line.

The individual waterfall counts feature is useful if you want to see how many potential records are available on your database without any other selections applied. If your final count is too low or too high then you can see which elements of the database might have influenced the result.

Compound – Each line will show how many records are remaining as each element of the count is applied. Depending upon the logic used, the next figure will get smaller or larger e.g. AND tends to decrease, OR tends to increase the count.

The compound waterfall counts feature is particularly useful if your final count is too low and you want to see if one particular element has caused the count to suddenly drop.

Туре	Tree View						
Node display	[Description]						
Parameterised colour	DarkGreen						
✓ Use brackets in logic names							
✓ Display all selector values in names							
Display all selector values	lues in names						
 Display all selector va Display full selection 	lues in names modifier information						
Display all selector va Display full selection Waterfall counts	Ilues in names modifier information Discrete						

View Settings Window

8	North West vs South West				×
	North West vs South West Records				
	5) 🦟 🚚 📄 Notes = 🖅 🖓 View Settings = % 🗐 🗊 = 🐼 = 🗗 -				
Sele	ction			$\vec{\tau}$	×
►C	North West vs South West Hord Next (No Sales) Hord Next Low Sales) Month West Low Sales Hord West Low Sales	10,006 6,525	Records Records		Banded Sa
	Conomic Region of North West (Backling Greater Manchester) Canode Sales of £1.289,999 or £100,000 - £499,999 or £200,000 - £999,999 or £10,000,000 - £4999,999 Conomic Region of South West Sales of £5,000,000 - £9,999,999 or £10,000,000 - £49,999,999 or £100,000 - £99,999,999 or £100,000,000 - £99,999,990 or £100,000,000 - £99,990 or £100,000,000 - £99,990,000 - £99,990 or £100,000,000 - £99,990,000 - £99,990,000,000,000 - £99,990,000,000,000,000,000,00	358,023 166,775 3,481 513,669 58,098	Records Records Records Records Records		les Economic Region
•				,	4
Cove	Selection		10,006 Re	cor	ds

Waterfall Counts with Discrete figures

8	North West vs South West			•	х
	North West vs South West Records				
Sele	か / · · · · · · · · · · · · · · · · · ·			4	×
≻C	D North West tvs South West ► (m) (North West Low Sales) (DR (Guchh West High Sales) ► North West Low Sales ► South West Low Sales ► South West High Sales (S 1 - 1990 990 6 £100,000 - £499,999 or £500,000 - £999,999 or £1,000,000 - £4,999,999 ► South West High Sales ► South Sales of £5,000,000 - £9,999,999 or £10,000,000 - £49,999,999 or £10,00	10,006 6,525 358,023 6,525 10,006 513,669 3,481	Records Records Records Records Records Records		Banded Sales Economic Region
•				Þ	4 4
Cover	Selection		10,006 R	eco	rds

Waterfall Counts with Compound figures

Selections across Tables

So far you have made some simple selections where the variables have been ANDed or ORed together and the results have been displayed in terms of numbers of Records. You can also make selections that display in terms of numbers of Names (or any other table in your Market Insight system).

So far you have used variables to open new selection windows. There are many ways to create a new selection window. Which method you use will determine the resolve table used by default in that window.

- Double click the Names table from the System Tables window. Note the resolve table shows Names
- Drag onto the selection window the Job Functions variable from the Professional Contacts folder. Select Partner
- Click on the Build button and note the result is expressed in Names
- Change the resolve table to **Records** by either right clicking on the area at the top of the window that says **Names**, or click and drag **Records** from the **System Tables** panel and drop it on the same area. Note the change in the query to identify that the selection is for any **Records** that have **ANY Names** who have a Marketing Function
- Click on the Build button and note the result is expressed in Records and consequently is lower
- Change the selection back to resolve on Names. Note the ANY clause is removed automatically

Ν	ames - Partner						
Names - Partner	names						
5 🦟 🥶 拱 🗄 Notes 🗐 📲 🎼 🥵 View Setting:	• % 📄 🗶 • 💌 • 🗨 •						
lection							7
Names - Partner	Job Fun	octic	ons				7
Job Functions of Partner (A0A2)	Filter	•	Description Co	ontains	-		
	ø x 😤	Joł	o Functions		-		
	Inclu	de	Code	Description		names	
			1	Unclassified		285,7	19
	0		A045	Incorporator			0
			A046	Joint Venture			0
			A047	Shareholder (1	54
			A0A1	Owner (A0A1)		657,4	36
		~	A0A2	Partner (A0A2)		330,6	56
			A0A3	Managing Pa		2,6	82
			AOAB	Corporate Ge			0
	Include		• 🗊 📖	OR ▼ →□			
er Selection							
						330,656 na	am

Names with a Marketing Function

B Records ANY 1	Names - Partne					x
Records ANY Names - Partner	Records					
5 🦟 📑 🔚 📋 Notes 📲 🚝 🍰 View Settings 🔹 🗞	= × • • • •	-				
Selection					7	×
Ecords ANY Names - Partner	Job	unctio	ns		7	×
>- and Records has ANY names with Job Functions	Filter	•	Description Co	ntains	•	•1
Job Functions of Partner (A0A2)		•				
	In	clude	Code	Description	names	+
			1	Unclassified	285,719	۲
			A045	Incorporator	0	
			A046	Joint Venture	0	
			A047	Shareholder (154	
			A0A1	Owner (A0A1)	657,436	
			A0A2	Partner (A0A2)	330,656	
			A0A3	Managing Pa	2,682	
			AOAB	Corporate Ge	0	*
	Includ	e	• 🕅 📖	OR ▼ +□		
over Selection						
					156,700 Reco	rds

Records that have a Name with a Marketing Function

Drag onto the selection window the Banded Nr of Employees (Site). Select 200 – 249 to 1000+. Note the selection is now for Names with a Partner Job Function where THE Record they work at has over 200 employees

⊢□ Selection

Job Functions AND (names having THE Records with Banded Nr of Employees (Site))
 Job Functions of Partner (A0A2)
 Image names having THE Records with Banded Nr of Employees (Site)
 Image names having THE Records with Banded Nr of Employees (Site)
 Image names having THE Records with Banded Nr of Employees or 500 - 999 Employees or 1000+ Employees

Number of Names with Marketing Functions at Records with over 200 employees

Drop UK Postcode Area under Banded Nr of Employees (Site) and select B. Note that the second Record criteria is added within the THE clause and forms a new AND clause



Number of Names with Marketing Functions at Records with over 200 employees in Birmingham

Market Insight supports powerful selections across tables using the THE and ANY clauses.

- THE is used when joining from many records to THE one they relate to
- ANY is used when joining from one record to ANY of the many it relates to
Logic and the Table Structure

As we have seen table relationships have a one to many structure e.g. one Record can have many Names. The selection window also uses default tables depending on how the window is created. The order in which we apply variables from different tables can therefore have an effect on the result.

For example we decide we want to find all the Partners Job Function Names at Records within the Economic Region of the North. To do this we would:

- Drag and drop Job Functions variable onto the workspace and select Marketing
- Now drag and drop Economic Region under the Functions variable and select North
- Press the Build button
- Save as **Functions First**

By making our Functions selection first, we open a Names selection window because Job Functions is defined on the Names table. When narrowing the selection with the Record table variable, Economic Region we are asking for all Partners at Records in the North.

What difference could it make if we made our selections the opposite way around?

Job Function First				- 6
Dob Function First names				
5) 🧭 😬 📕 🛛 🗊 Notes + 🚛 🚝 🦓 View Settings + 🗞 🚍 🔯 + 💽 + 💽 +				
lection				
Job Function First	Economic R	egion		+
IDD Functions AND (names having THE Records with Economic Region)	Filter 💌 I	Description (ontains	•
Job Functions of Partner (AOA2)	ø X 🐔			
Economic Region of North	Include	Code	Description	Records
		1	Unclassified	3,010
			North	211,048
		02	North West	358,023
		03	South East (1,190,424
		04	South West	513,669
		05	East Midlands	363,639
		06	West Midla	493,382
		07	East Anglia	208,022
		08	Yorkshire an	426,051
		09	South East (1,498,666
		10	Scotland	424,830
		11	Wales	232,414
		12	Northern Ire	118,688
	Include	- III II	OR	
er Selection Data Grid				
				10.938 n

Selection Opened with a Names Variable

Try the alternate order

- Drag and drop Economic Region onto the workspace and select North
- Now drag and drop Job Functions under the Economic Region variable and select Partner
- Change the resolve table to Names as we want the result expressed in Names
- Click the Build button
- Save as Economic Region First

Notice that this count has resulted in a higher figure indicating that a different selection has actually taken place.

In this case by selecting Economic Region first we have created a Record selection clause that is then qualified to ensure that ANY of the Names at the Record are a Partner Job Function. When we changed the resolve table to Names, we effectively asked for all the contacts at the selected Records. Hence the higher result.

You can read exactly what the selection requires:

Names where THE record they are associated with is in the North and that record has ANY names with a Partner Job Function. We have asked for (and successfully counted) all the Names at Records in the North that have a Partner Job Function working for them. Market Insight has done exactly what we asked. However, the lesson is to read carefully what we asked the system to do. You can amend the request by simply dragging and dropping the items into the same order as was originally used.



Selection Opened with a Record Variable (changed to Names)

Selection Summary

You can open a blank selection window into which you can drag the variable you want to use, or double click (or drag) the variable itself onto the workspace where it will open up in its own selection window.

Variable Types

Variables are broadly divided into two types, those that present you with a pick list and those that allow you to specify the criteria on which you want to search.

Logic Functions

The basic functions that are available are AND, OR, NOT. In general by default criteria within a variable use an OR and variables use an AND between themselves.

Location Line

When dragging a variable over the logic box a black line will indicate where it will be placed in the logic sequence. The length of the line will also determine how the variable will interact with the existing query.

Merge Variable

When a variable is dragged over another variable in the logic box it will react in a particular way. The two variables will be associated by the opposite logic currently displayed.

Build

Clicking on this button will resolve your query selection at the Table level you have chosen.

Save Selection

The rules of your selection can be saved by dragging the icon next to the selections name onto the File Explorer or through the Save button.

Data Grids

A Data Grid is a two dimensional view of the results of a selection. Each row in the grid is a record within the selection. Each column displays a field of each record. The column headers show the field names. The cells within the Data Grid are the values for that particular column of a selected record.

You can use a Data Grid to check the data you selected or prepare it for Export. By default a data grid is displayed in Browse mode as indicated by the blue outline to the Browse View button.

N.B. You may find some columns are blank if the records selected are yet to be Licensed. Also by default only the first 1000 records will be displayed. This can be increased from the Rows to Browse button.

- Drag and drop the Customer Status variable onto the workspace and select Live Policy (all of these records have been licensed in the Training system)
- Drag and drop a Data Grid from the Toolbox ribbon onto the open selection
- > Drag and drop the following variables onto the Data Grid:

Business Name, Address Line 1, Address Line 2, Town, Postcode

Click the Build button

N.B. To display all the variables used in the underlying selection click on the ^{fill} Fields From Selection button.

🖻 Live Cu	stomers	- • •
Live Customers	Customers	
か 🦟 😐 🕞 🗄 Notes 📲 🚝 🦓 View Settings 🔹 🗞	I X • W • P •	
Selection		7 ×
► Live Customers	Customer Status	7 ×
Customer Status of Live Policy	Filter	• [*
	ø * 📹	
	Include Code Desc	ription Customers
	✓ 10 Live Pol	icy 51,185
	20 Lapsed	Policy 2,706
	30 Prospec	cts 0
	40 Unmatc	hed to 2,732
	Include - III III OR -	
Cover Selection Data Grid		
		51,185 Customers

Selection of Live Customers

Client Reference Number 👎	Business Name 🛛 🕈	Address Line 1 😽	Address Line 2 😽	Town 🕂	Postcode ቀ
295621	Tts Equity Ltd	22 Great James Street		London	WC1N 3ES
430984	Spirit Healthcare Ltd	1 Selbury Drive	Oadby	Leicester	LE2 5NG
327168	Gatehouse Bank Plc	Floor 24		London	EC2N 1AR
307768	Saffron Walden Golf Club	Windmill Hill		Saffron Walden	CB10 1BX
283868	Seaton Joinery Ltd	Unit 1 Richard Speirs Road	Kirkton Industrial Estate	Arbroath	DD11 3LT
505210	Criggies Solicitors Ltd	30 Broomgate		Lanark	ML11 9EE
506319	Abu Dhabi Petroleum Co Ltd			London	WC2E 7EE
328049	Rta Trading Ltd	Asher House	Blackburn Road	London	NW6 1AW
405097	Rta Trading Ltd	Asher House	Blackburn Road	London	NW6 1AW
406403	Stockport Grammar School	Buxton Road		Stockport	SK2 7AF
397612	Convergex Ltd	12-18 New Bridge Street		London	

Data Grid Displaying Live Customer Information

There may be some situations where you want to view the records individually.

- Click on the **Browse Page View** button to change the display
- > Use the horizontal scroll bar buttons to move through the records
- Click on the Browse Grid View button to return to the default display

By right clicking on a variable heading you are presented with a number of useful options:

Change Column To Display Codes – acts as a toggle between codes and descriptions

Change Column To Display Unclassified As Spaces – for use on pick list variables only

Sort Ascending – ABC, 123

Sort Descending – CBA, 321

Remove Sort - Restore to original display

Group by this column – Same as dragging variable onto Group by box

Group by Box – Acts as a toggle switch to display Group by box

Remove this column - The selected variable is not shown

Column Choose... - Add or subtract standard columns to your display

Best Fit – Resizes the column to its longest value

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Grid		Chart
Client Reference Number	290814	
Business Name	Boscombe Dental Prac	tice
Address Line 1	740 Christchurch Road	
Address Line 2		
Town	Bournemouth	
Postcode	BH7 6BZ	

== i i

Data Grid – Browse Page View

	Change Column To Display Codes
	Summary Aggregation
	Aggregate to Customers
	Rename
₽↓	Sort Ascending
Ă↑	Sort Descending
	Remove Sort
쾨	Group by this column
	Group by Box
	Remove this column
	Column Chooser
	Best Fit
	Show all columns

Data Grid – Browse Grid View (Right Click Options)

When 2 or more numeric/currency variables are displayed on a Data Grid an option appears to allow you to visualise the values on a scatter plot chart.

- Drag and drop the variables Customer Level Revenue and Policy Premium on to the Data Grid
- Click on the Build button

On the right hand side of the Data Grid a Chart tab has appeared.

- Click on the Chart tab
- Click on the dimension boxes to select which variable to show on which axis
- Switch back to the Grid view and drag the Policy Product Type variable on to the data grid.
- Click on the Build button

In the top right of the Chart window is a box that lists all the selector variables used in the Data Grid. This will allow you to highlight data by a certain category.

Select the **Product B** category

The data points on the chart which relate to Product B are now coloured according to the legend.



Data Grid Scatter Plot Chart

Templates

Market Insight allows you to store certain Toolbox settings as Templates so that you can drag them onto different selections without having to recreate them each time.

In the previous section the Data Grid was amended to show names and addresses for further selection browsing or as the requirements for Export.

- Rename the Data Grid as Name & Address
- Drag and drop the Name & Address Data Grid by the drag handle icon onto the Templates ribbon bar at the top of the screen

This Template can now be dragged onto any selection and will display the Name & Address variables for each record (where licensed).

Templates can also be set up for:

Cube, Chart, Tree, Venn, Map and Report

File	Toolbox	Wizards	Templates
Name 8 Addres	k s		
Visualisa	ation templat	es	

Data Grid Template

Why was I Selected?

It is possible to identify why a record has been selected using the Why was I selected functionality. To do this ensure that you have the identifier on your data grid that corresponds to the table level of the selection.

- Open a selection of interest and drop the Name and Address template on top
- From the Site folder in the system explorer drag the Duns Number variable on to your data grid
- Highlight the rows you are interested in then right click and select Why was I selected?

A new window will open up showing you why each record you chose to highlight was selected. The criteria the record met are displayed in Green and those not met displayed in red.

It is possible to enter the URN of a record in the box at the top of the display to investigate why that record was not selected.

It is also possible to select the date you wish to check which of the criteria the record met. This is to take account of the fact if using xmls. It is possible for a record to have moved within a category within a variable. For, example a record may meet the criteria for selection on the current date but when checking the date at which some marketing was sent out it would be possible for the record to have not met the criteria for selection.

	(ārid		
Drag a col	umn header here	to group by that column.		
DUNS #	Bus	iness Name 👳	Town 👳	A
210068676	Prorendita Five Ltd		Chester	
210069959	Whalley Systems Lte	ł	Burnley	
210071243	Fiveten Group Hold	ings Ltd	Torpoint	
210073954	Caldicott's Ltd	Why was I selected?	Warrington	
210075835	Partner Logistics	Cancel	Gloucester	
210075868	Partner Logistics Gl	oucester Ltd	Gloucester	
210078757	Large Diameter Drill	ing Ltd	Camborne	
210079207	Njg Consultancy Se	rvices Ltd	Macclesfi	
210082011	Adam Bailey Ltd		Chippenh	
210082655	Byotrol Consumer P	roducts Ltd	Chester	
210084079	Hoole Enterprise Tri	ust - Time for You (Hetty)	Chester	
210084857	Crewood Consultan	ts Ltd	Frodsham	
210085444	Arte2u I tel		Livernool	×
				browsing first 1,000 Records
Cover Sele	ction Data Grid			
				9,021 Records

Data Grid with highlighted Records

nter URN	Check this URN Today's date 27/07/2018 - Update
10003779	
>-□ North	West vs South West West vs South West High Sales) North West Low Sales North West Low Sales Bood Sales of £1 £99,999 or £10,000 - £99,999 or £10,000,000 - £49,999,999 or £1,000,000 - £4,999,999 South West High Sales Economic Region of South West Economic Region of South West Economic Region of South West Sanded Sales of £5,000,000 - £9,999,999 or £10,000,000 - £49,999,999 or £1 South West

Why was I selected? Window

Word Cloud

The Word Cloud is a visualisation which displays the descriptions of categories from a selector or banded variable, as a "cloud" of words. Those words with the highest counts (or other cube statistic value) for the underlying selection are given the most prominence.

- Redisplay the selection of Live Policy
- From the Toolbox drag and drop the Word Cloud tool onto the open selection
- Drag the variable Economic Region onto the drop zone of the Word
 Cloud and click the Build button

The display here is indicating that South East (Outside M25) is the most populous Economic Region in the underlying selection.

To show more than one variable displayed on a Word Cloud window the settings can be changed as follows:

- Click on the Add Dimensions Together button (This will display another drop box alongside the one set as Economic Region)
- Drag Legal Status Code onto the new drop box. Click the Build button
- Click OK on the restrict results box (By default this will restrict the number of results to the top 200 if required)

The results will now show all the categories for both Economic Region and Legal Status Code shown on the same display as separate entities.





Add Dimensions Together

To show the relationship between more than one variable displayed on a Word Cloud window, the settings can be changed as follows:

- > Click on the ^{The Combine} Dimensions Together button
- Click the Build button

The results will now show all the categories of both variables joined together e.g. South East (Outside M25), Private Limited Company etc.

Text variables can also be used in a similar way by "shredding" the content so that the individual words can be displayed. So the content of a series of Facebook status or a Twitter tweet may be analysed.

- Drag on a second Word Cloud and then right drag the variable Business Name onto the drop zone
- Right drag the variable Business Name onto the drop zone of the existing Word Cloud
- From the popup menu select Add as shredded variable and click the Build button
- Click OK on the restrict results box (By default this will restrict the number of results to the top 200 if required)

N.B. By right clicking on the variable drop box and selecting Edit, you can define the word length used and define the words to exclude.

For further options and information refer to the Help files... Visualisation – Word Cloud.



Combine Dimensions Together



Shredded Variable

Cubes

A Cube is a numeric analysis of your data broken down by one or more of your variables. This can be displayed on either a subset of the data or the whole universe. The results of this analysis can then be used as the basis for further selection or analysis.

In the following example you will create a basic Cube showing the breakdown of Customers, initially by Economic Region and Banded Nr of Employees based on a selection of Live Customers.

- Use Customer Status to make a selection of Live Policy
- From the Toolbox drag & drop the Cube tool onto the Live Policy selection window
- From the System Explorer drag & drop the Banded Nr of Employees (Site) variable onto the horizontal drop zone (labelled "Drop your variable here") on the upper axis of the Cube
- Repeat the process dragging the Economic Region variable onto the vertical drop zone
- Click the Build button to build the table

It may be interesting to breakdown the display further and include Major Industry Sector in the analysis.

Drag the MIS variable onto the box next to Banded Nr of Employees (Site) and rebuild the table

N.B. Cubes can have as many dimensions as the memory on your PC can support.

Eanded Nr o	f Employees (Site)	Drop your variable he	re								
	Unclassified	1 - 5 Employees	6 - 10 Employees	11 - 20 Employees	21 - 49 Employees	50 - 99 Employees	100 - 199 Employees	200 - 499 Employees	500 - 999 Employees 1000+ Employees	TOTAL	
Unclassified	2	1	0	1	0	0	0	0	0	0	
North	531	568	234	226	192	41	3	0	0	0	
North West (Exclud	n 742	739	416	354	371	60	6	6	1	0	
South East (Outside	2,636	3,108	1,392	1,317	1,061	167	7	7	1	1	
South West	1,101	1,817	724	660	423	75	5	7	3	1	
East Midlands	958	1,068	492	464	408	73	7	4	1	0	
West Midlands	1,204	1,193	574	554	462	81	8	6	0	1	
East Anglia	593	711	273	260	213	32	5	0	0	0	
Yorkshire and Hum	1,052	1,240	543	475	362	79	2	3	0	1	
South East (Inside N	C 2,975	2,123	986	988	844	376	20	15	4	2	
Scotland	1,346	1,512	660	615	455	138	11	1	1	1	
Wales	555	809	348	261	180	33	3	0	0	1	
Northern Ireland	439	656	203	191	164	35	2	3	0	0	
Greater Manchester	569	464	209	242	224	36	3	3	0	1	
Channel Islands	28	20	7	7	6	1	0	0	0	0	
TOTAL	14,731	16,029	7,061	6,615	5,365	1,227	82	55	11	9	5

Cube Using ER & BNE Variables





Saving Your Cube

As with Selections before saving your Cube for re-use at a later date it makes sense to give it a logical name. This process is the same for the other tools.

Highlight Cube in the top left hand corner of the window and type - ER v BNE v MIS - and then click away

You can now save your newly named Cube:

- Click on the icon next to the Cube name and drag and drop on to a relevant folder in the File Explorer window
- Close the currently open ER v BNE v MIS window and drag and drop the saved Cube back on to the work space

Changing the Information Displayed

By default a cube will show the record count. However by using the Statistics button you can specify different or additional information to display.

- \blacktriangleright Click on the **Add Statistics...** button from the Σ Statistics window
- Choose the Statistic you want to display from the drop down list and click OK

In the example opposite each row now displays a percentage figure as well as the count. You will also note that the Thematic shading on the table is being applied to the Count figure.

You can also scroll through the statistic display options without adding to the display by using the $\ge \ge$ buttons.



Renaming a Cube before Saving

ER v B	NE v MIS						7 ×
	Σ Banded Nr of	Employees (Site) 🔸	Major Industry Sector	UK 2003 • Drop	your variable here		
		Agriculture, Hunting	& Forestry				
gion		Unclassified	1 - 5 Employees	6 - 10 Employees	11 - 20 Employees	21 - 49 Employees	50 - 99 Employees
c Re	Unclassified	0	0	0	0	0	0
ju j	North	5	66	2	5	2	0
E E	North West (Excludin	10	43	6	3	4	2
-	South East (Outside !	24	129	41	33	19	6
g	South West	17	108	20	12	5	2
le he	East Midlands	25	73	12	19	13	0
dah	West Midlands	13	59	18	7	5	0
- N	East Anglia	22	85	28	10	11	1
b ye	Yorkshire and Humb	21	90	12	8	5	2
ă	South East (Inside M.	13	20	10	5	3	0
	Scotland	43	211	30	18	17	0
	Wales	4	48	6	4	4	0
	Northern Ireland	1	31	1	3	0	0
	Greater Manchester	3	12	3	1	2	0
	Channel Islands	0	0	0	0	0	0
	TOTAL	201	975	189	128	90	13
	<						>
		1 1	1	1	1	1	

Cube Displaying Count & % Column Figures

Value	•
Value	-
% Column	
% Row	
% Total	
% Grand Total	
% Universe	
Index	
ΣRow	-

Cube Statistics

Thematic Shading

Thematic shading is a visualization technique used to highlight the numeric distribution within the Cube result. Thematic shading allows easy and quick interpretation of Cube results. You can control the range of colours used and the method of assigning cell colours based on one of the numeric results.

The default thematic shading option is set to Quantiles with 10 ranges i.e. deciles.

> Click the **Thematic** button to reveal the menu opposite

Change the Type and Colour settings to see the different effects that can be produced.

Filter Row & Column Values

You may want more control over which values are displayed in a Cube. One way to do this is to restrict the values shown. In this example you will narrow the Emp Here Range display to just 3 ranges.

- Click on the black arrow beside the Banded Nr of Employees (Sites) box within the Cube window
- From the pop up window Reset the selection and tick 1-5, 6-10 and 11-20 Employees
- Click **OK** to show the changes on the Cube



Thematic Window

Include	Code	 Description
	1	Unclassified
	01	1 - 5 Employees
	02	6 - 10 Employees
✓		11 - 20 Employees
	04	21 - 49 Employees
	05	50 - 99 Employees
	06	100 - 199 Employees
	07	200 - 499 Employees
	08	500 - 999 Employees
	00	1000 - 5
		K Cancel Apply

Variable Filter Window

Selecting Cells

With your Cube in place you can now select the data displayed in a number of different ways:

- Drag across a number of contiguous cells or use Shift-Click and Control-Click to choose non-contiguous areas
- Click on any one of the highlighted cells and drag onto the work space. This will create a new selection rule made of the underlying selection the cube analysed, further restricted to the cells chosen. Count the new selection to see the total you have selected

Thematically Shaded Cells

- Use the right hand part of the Slider button at the bottom of the window to gradually select the coloured cells as you progress. Alternatively move the whole button to the end then you can move backwards selecting the highest value cells
- Click on one of the highlighted cells and drag onto the work space. Count the new selection to see the total you have selected

Sometimes it is more appropriate to view your data in a graphical representation. The next section will guide you through how to display your data in the form of a Chart.

_		Agriculture, Hunting &	& Forestry			Fishing	
5		1 - 5 Employees	6 - 10 Employees	11 - 20 Employees	TOTAL	1 - 5 Employees	6 - 10 Employees
2	Unclassified	0	0	0	0	0	
	North	66	2	5	73	0	
3	North West (Excludin	43	6	3	52	0	
-	South East (Outside I	129	41	33	203	3	
:	South West	108	20	12	140	4	
	East Midlands	73	12	19	104	1	
	West Midlands	59	18		84	0	
	East Anglia	85	28	10	123	0	
÷.	Yorkshire and Humb	90	12	8	110	1	
	South East (Inside Mi	20	10	5	35	1	
	Scotland	211	30	18	259	10	
	Wales	48	6	4	58	0	
	Northern Ireland	31	1	3	35	1	
	Greater Manchester	12	3	1	16	0	
	Channel Islands	0	0	0	0	0	
	TOTAL	975	189	128	1,292	21	1

Cube Showing Highlighted Cells

Selection dragged from ER v BN	
Selection dragged from ER v BNE v MIS Customers	
ち 🕐 😐 📕 📋 Notes + 🚛 🚈 🚱 View Settings + 🗞 🗐 🗐 + 📵 + 📵 +	
Selection	\mp ×
► Selection dragged from ER v BNE v MIS (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region) AND (Customer having THE Records with Economic Region of South West or East Midlands For Customer having THE Records with Sanded Nr of Employees (Stel) Gustomer having THE Records With Sanded Nr of Employees or 11 - 20 Employees	n Banded Nr of Employe with Banded Nr of Empl Nr of Employees (Site))
Customer having I HE vectors with Major industry sector UK 2003 Customer having I HE vectors With Major industry sector UK 2003 Major industry Sector UK 2003 of Agriculture, Hunting & Forestry Customer Status of Live Policy	
٩	Þ
Cover Selection	
	328 Customers

Selection Dragged from a Cube

Charting

The Charting tool does not only allow you to graphically represent existing identified records but also allows you to visually explore your data. You may prefer to build your display by visualising your variables rather than using them to create a selection.

However we will start by taking identified records and demonstrating how they can be graphically displayed.

- Create a Cube based upon the selection, Customer Data Status (Live policy) AND Banded Sales (£1 £99,999 through to £1,000,000 £4,999,999)
- Use Economic Region on the vertical axis and Location Indicator on the horizontal axis
- Click the Build button
- Click and drag the Cube button
 Toolbox ribbon bar. Click the
 Build button on the Charting tool

By default the data is displayed as a clustered column chart. Use a Chart when the visualisation of data will illustrate things more effectively than a table of numbers.

The Charting Window

To the left and bottom of the chart are 2 bars:

Measures – by default this will display what is being counted e.g. Records, Names etc. Click on the default box to select a different counting level or statistic





Default Column Cluster Chart

Counting Level and Statistics

Dimensions – this displays the variables used to break down the data e.g. Economic Region, Location Indicator etc.

The panels to the left of the charting window show:

Filter – selections that are used to restrict the results

Legend – colour coded to the chart display. Should business or cultural reasons require you to use specific colour combinations rather than those set as the defaults, simply click on the colours in the legend to access a colour palette to select from. Any selected colours will be retained for the individual user until changed again

Count - the total number of records represented in the display

Labels - choose to add/remove values and percentages

The panel to the right of the charting window shows:

Analysis trail – a record of the key steps taken within a particular charting window. Mouse over a thumbnail image to review any of the different steps taken, or click on an image to open and return to a particular chart display.



Charting Window – Filter, Legend & Count



Charting Window – Analysis Trail

Chart Types & Combinations

When a Charting window is open a new tab will appear on the ribbon bar called Charts.

From here different chart types can be selected and the way in which the information can be combined for that chart.

For example if you select a Paged Treemap you will get the opportunity to animate the display as it cycles through the different Location Indicators.

By moving the mouse pointer over the different elements of the chart you will see a tooltip that describes that element and the count it represents.

Spend some time experimenting with the chart types. Notice that a variety of chart **Combinations** can be applied to 2 dimensional charts.



Ribbon Bar – Charts Tab



Animation Controls

Multi-Measure Chart

It is possible to apply multiple measures to a single dimension chart.

- Return the chart to a clustered column chart
- > Right click on and remove the **Location Indicator** dimension
- Click on the black arrow next to the measure on the left hand measures bar and change the measure to records
- Drag Customer Level revenue onto the right hand Measures drop box and build

If you wish to see the same measure with a different statistical calculation applied

Click on the arrow next to Sum (Customer Level Revenue) and change to the required statistic

or

- Right drag the Customer Level Variable and drop it on the right hand measures bar. Chose the required statistic
- Click the Build button

To change the appearance of a multi-measure chart:

Click on the drop down arrow below the Multi icon, select from the available options and Apply the changes



Charting Window – Multi-Measure Chart



Chart Appearance Options

Exploring Data Using a Chart

To visually explore the data to achieve the same outcome (but restricted to 3 Regions) as in the previous example, we can start with a blank chart.

- > Click on the Charting icon on the Toolbox ribbon bar
- Add the variable Economic Region to the Dimensions axis and click the Build button
- Control click on the South West, East Midlands & West Midlands columns which will cause an Include box to appear. Click Include to add the regions to the Filter
- Drag the Location Indicator variable next to the Economic Region on the Dimensions axis. Click the Build button to update the display

We are now looking at all records in these regions in terms of their location indicator.

- To restrict the records to those who are Live Customers in certain sales bands, click the Edit filters button
- Drag the Customer Status variable onto the selection window and select Live policy
- Now drag on the Banded Sales variable and select £1 £99,999 through to £1,000,000 - £4,999,999
- Click Apply and then the Build button to update the display



Include to the Filter

Customers with (Live Policy) AND (Customer ha 💌	
・ う ぐ 🎍 🗐 Notes - 🚛 垣 🎧 View Settings - 🐁 🗐 🔞 - 爾 - 爾 -	
ection *	7
Customers with (Live Policy) AND (Customer having THE Records with Economic Region)	
- C (Live Policy) AND (Customer having THE Records with Economic Region)	
Eive Policy	
Customer Status AND (Customer having THE Records with Banded Sales)	
Customer Status of Live Policy	
►	
Banded Sales of £1 - £99,999 or £100,000 - £499,999 or £500,000 - £999,999 or £1,000,000 - £4,999,999	
- 🚾 🚥 Customer having THE Records with Economic Region	
Conomic Region of South East (Outside M25) or South West or East Midlands	
	1

Edit Filter Selection Window

Exporting a Chart

Before exporting a chart it is good practice to give it a relevant description.

- > Click on the New Charting heading and amend as required
- Click on the Export icon on the Charts tab

From this window you can select to transfer the image directly into a Microsoft Excel, Word or PowerPoint template, select from a number of image files formats or copy to the clipboard.

> Once a format has been selected click on the **Export** button

	Format
Regional Analysis	Excel ~
Amending Chart Title	Excel Export to Excel
	Word Export to Word
	PowerPoint Export to PowerPoint
	Export as image (.png)
	JPEG Export as image (.jpg)
	GIF Export as image (.gif)
	Export as image (.tif)
	Clipboard Copy to clipboard



Export Window

Trees

A Tree is a nested representation of a multi-dimensional cube. The cells are calculated in the same way as a cube but the dimension categories are represented as nodes in a tree.

Here you will recreate an example similar to the one used to demonstrate Cubes to view the differences when using a Tree.

Create a selection of Customer Status - Live Policy on the workspace and then drop the Tree from the Toolbox onto it

There are 2 possible views to select from - Collapsible Tree and Flattened **Tree**. Select the Collapsible Tree ¹ option.

- > Drag the Economic Region variable onto the first drop zone and then repeat with the Banded Sales variable
- Click on the Build button

Initially the breakdown of cells is shown by the first dimension (Economic Region). Each cell can be opened by clicking on the plus sign to reveal the breakdown by the second dimension (Banded Sales). In this way you can delve into the more interesting areas of the results cube without being overwhelmed by the number of cells.

Click on the + sign next to the North category

The cells displayed show the Economic Region broken down by their sales banding.

Thematic shading and the filtering of values operate in the same way as described for Cubes.

a	Live Policy	
	%: Tree Customers	
	• □ □ □ Notes • □ ∇ ∇ □ □ □ Thematic • Σ Statistics • □ = Tree Size • □ = □	
	i 🖾 x 🖬 x 📭 x	
Tree		7
Σ	Economic Region Banded Sales Drop your variable here	
Tree	2	Customers
	ree	51,185
Þ	Unclassified	4
Þ	North	1,795
⊳	North West (Excluding Greater Manchester)	2,695
Þ	South East (Outside M25)	9,697
Þ	South West	4,816
⊳	East Midlands	3,475
⊳	West Midlands	4,083
Þ	East Anglia	2,087
Þ	Yorkshire and Humberside	3,757
Þ	South East (Inside M25)	8,333
Þ	Scotland	4,740
Þ	Wales	2,190
Þ	Northern Ireland	1,693
Þ	Greater Manchester	1,751
⊳	Channel Islands	69
Cove	r Selection Tree	
		51,185 Custom
_		

Collapsible Tree View

ree		÷
Σ Economic Region → Banded S	Sales Drop your variable here	
Economic Region	Banded Sales	Customers
Unclassified	Unclassified	4
North	Unclassified	1,446
North	£1 - £99,999	9
North	£100,000 - £499,999	14
North	£500,000 - £999,999	10
North	£1,000,000 - £4,999,999	54
North	£5,000,000 - £9,999,999	50
North	£10,000,000 - £49,999,999	135
North	£50,000,000 - £99,999,999	42
North	£100,000,000 - £499,999,999	28
North	£500,000,000 - £999,999,999	5
North	£1,000,000,000+	2
North West (Excluding Greater Manchester)	Unclassified	2,106
North West (Excluding Greater Manchester)	£1 - £99,999	10
North West (Excluding Greater Manchester)	£100,000 - £499,999	17
North West (Excluding Greater Manchester)	£500,000 - £999,999	23
	(1.000.000 (1.000.000	c2

Expanded Collapsible Tree

A Tree may also be transformed into a 'flattened' view. This will result in all cells being displayed and referenced by their dimension coordinates. This is particularly useful if combined with sorting by the Count to reveal the most highly populated cells.

- \succ Click on the \equiv **Flattened Tree** button
- Right click on the Count (Customers) column header and select Sort
 Descending

It is also possible to narrow down the display on a Tree by specifying a minimum value for each of the statistics used and/or by applying a Top or Bottom N figure.

- ➢ Click on the [™] Tree Size Tree Size button
- Select the **Show Partial Tree**

It is now possible to further restrict the display by applying a Top N function.

- Tick the **Restrict To** N Values box
- Enter 100 as the number of values to restrict to and Sites as the statistic to which to apply the restriction. Click OK
- Click on the Build button

You can select cells in the same way as shown in the section on Cubes.

8	Live Policy	
Image: Tree Image: Tree Image: Tree	Customers Σ Statistics ▼ ► Tree Size ▼ Ε Ε ■ ■ ■ 5	
Tree		4 х
Σ Economic Region V Banded Sales V	Drop your variable here	
Economic Region	Banded Sales	Customers 👻 ^
South East (Outside M25)	£1,000,000 - £4,999,999	380
Scotland	£10,000,000 - £49,999,999	338
Yorkshire and Humberside	£10,000,000 - £49,999,999	302
East Midlands	£10,000,000 - £49,999,999	299
South East (Inside M25)	£100,000,000 - £499,999,999	298
North West (Excluding Greater Manchester)	£10,000,000 - £49,999,999	287
South West	£10,000,000 - £49,999,999	278
South East (Inside M25)	£50,000,000 - £99,999,999	216
South East (Outside M25)	£100,000,000 - £499,999,999	202
Greater Manchester	£10,000,000 - £49,999,999	180 🗸
Cover Selection Tree		52,446 Customers



Showing the Tree Size Window

Flattened Tree View

Venn Diagrams

A Venn diagram gives a colourful, graphical representation of the way in which data interrelates. It is very useful in the segmentation of the data, for example when creating target groups for mailings. The name comes from John Venn a 19th century British logician who devised the notion.

Up to five sets can be used in a Venn diagram. Each is represented by a coloured ellipse and intersections are shown in a different colour. Any coloured section (or background) may be dragged onto the workspace to be examined as a selection rule.

Before you start on your Venn create and save the following 3 sets in your Private Folder in the File Explorer window:

- Selection 1 Records where the UK Postcode Area is Birmingham
- Selection 2 Records where the Major Industry Sector UK 2003 is Manufacturing
- Selection 3 Records where the Banded Nr of Employees (Company) is 1-5 through to 21-49 Employees

You can use these selections to explore the workings of a Venn.

N.B. Ensure your underlying selection window and the selections you create are at the correct table level to display your results.

- > Drag & drop a Venn onto the work space from the Toolbox
- Now drag and drop each of the selections in turn onto the Venn window then click the Build button to see the results



Blank Venn Window



3 Way Venn Diagram

User Training Manual

D&B Market Insight

As you dropped each selection onto the Venn you will have noticed a label appear alongside the set drawn and a count when built. Further actions can be performed when you click on the label:

• Edit description

In the new window that appears enter your new description and click Save

Edit selection

The selection window will appear. Amend your selection as appropriate and click OK

• Hide in diagram

Selecting this option will hide this segment from the Venn diagram

• Remove this selection

Clicking on this option will remove the set from the Venn diagram

By moving the mouse pointer over the relevant segment a pop up display will strike through any selections of which that particular segment is <u>not</u> a member. This is very useful if you have the maximum number of data sets being displayed.

In the image opposite a segment has been highlighted with the corresponding coloured part of the bar to the left also highlighted. This bar is visually representing the proportion of data in each segment.

The arrow at the top of the proportion bar \diamond will give you access to further settings.



Venn Information Boxes



Highlighted Segment Shown on the Proportion Bar

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An alternate display to the multi coloured sets is to use a single colour scheme.



Using a single colour scheme allows you to use it as a thematic shading display. The higher value segments have the darker shading.



Venn Diagram – Single Colour Thematic Shading

Palette: - Less Thematic: Quantiles v Ranges: Thematic legend Thematic legend

Thematic Settings

If you click on the **+Thematic setting** button you can change the way in which the shading can be applied.

By default Quantiles is used so that each segment receives a distinct shade of the colour chosen. Alternatively you can use Equal Ranges which may cause some segments to be coloured with the same shade. If you check the **Thematic legend** box a legend will display alongside the main diagram.

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To display the results as a percentage statistic:

From the Statistics button click on the Add Statistics option. Change the Display from Value to Percentage. Click OK

This will display an additional value of a percentage of the base selection. You also have the option of displaying a percentage of the values within the segments or as a percentage of a particular segment.

Click on the Book Statistics Legend button



3 Way Venn Diagram with Count & Percentage Figures

- - -Selection dragged from Venn Selection dragged from Venn Records 5 🕐 📫 🕞 🔋 Notes + 🚛 🚝 🖧 View Settings + 🗞 🔜 🕅 + 🗃 + 💽 • Selection * 7 ⊢□ Selection dragged from Venn - UK Postcode Area AND (NOT Major Industry Sector UK 2003) AND Banded Nr of Employees (Company)) OR ((NOT UK Postcode Area) A UK Postcode Area AND (NOT Major Industry Sector UK 2003) AND Banded Nr of Employees (Company) UK Postcode Area of B - 00 00 NOT Major Industry Sector UK 2003 Major Industry Sector UK 2003 of Manufacturing Banded Nr of Employees (Company) of 1 - 5 Employees or 6 - 10 Employees or 11 - 20 Employees or 21 - 49 Employees 00 (NOT UK Postcode Area) AND Major Industry Sector UK 2003 AND Banded Nr of Employees (Company) UK Postcode Area of B Major Industry Sector UK 2003 of Manufacturing Banded Nr of Employees (Company) of 1 - 5 Employees or 6 - 10 Employees or 11 - 20 Employees or 21 - 49 Employees MI UK Postcode Area AND Major Industry Sector UK 2003 AND (NOT Banded Nr of Employees (Company)) UK Postcode Area of B - Major Industry Sector UK 2003 of Manufacturing - NOT Banded Nr of Employees (Company) Cover Selection

A Selection Dragged from A Venn Diagram

Click on a segment or ctrl click on multiple segments on the Venn and then drag onto to the workspace.

This will create a selection query to identify the records in the segments selected. The selection can now be built, saved or edited as shown previously.

Sampling

There are a number of ways of limiting the number of records selected – for example to undertake a test mailing with a small proportion of the data prior to a full rollout. You can use the Top N function or Limits within a selection window or to specify limits on a Data Grid view.

Limits

You can apply a sampling limit to any clause of a selection tree.

- Open a saved selection.
- Right click on a clause (or the summary line to apply to the entire query) and choose Apply Limits...

All – This is the default setting and applies no limit. Use this setting if you wish to remove a previous limit.

First – Will take the first N records.

Regular (Stratified) – Will take a regular sample of the selected records (e.g. take 1 skip 9, take 1 skip 9 etc.)

Random – Uses a random decision to select each record.

Skip First – Optionally skip the first N records.

Fraction – Option to enter sample as a fraction e.g. $\frac{1}{2}$, $\frac{3}{4}$

Percentage – Option to enter sample as a percentage e.g. 50%, 75%

Fixed Total – Allows you to specify when to stop outputting records.

electio	on					7
⊢⊡ Lo	ow emp - Manufacturing and Tra	nsport	Banded N	r of Employees	(Company)	+ ×
Þ-C	Cut	ND Banded Nr of Employee	Filter *	Description Contain	ns 💌	
	Copy	13 of Manufacturing or Tran	ø 🗶 🐔			
	Paste	mpany) of 1 - 5 Employees	Include	Code	Description	Records
	Delete			1	Unclassified	2,241,573
	Not		V	01	1 - 5 Empl	3,407,561
	Apply Limits				6 - 10 Emp	315,937
	Apply Top N					174,675
	Apply 'N' per 'Variable'				21 - 49 Em	97,751
	Rename			05	50 - 99 Em	42,399
	Apply Alternatives			06	100 - 199	20,690
	Cancel			07	200 - 499	13.312
				08	500 - 999	4.678
				09	1000+ Em	5.478
				05	10001 211111	5,470
-		Þ	to stude			





Тор N

Who are my top 100 customers? A frequently asked question but one that is normally surprisingly difficult to answer using selection query tools. Using Top N enables you to identify the top or bottom N records by an ordered variable. Top N can be applied to any clause of the selection tree.

The Top N criteria are applied after all other Market Insight selections have been completed so that you can isolate the segment and then pick the top (or bottom) N or N% records.

- Close any selection windows open and display the Low Employee Retail Birmingham selection
- Right click on the selection name at the top of the logic tree and select Apply Top N...
- Tick the Top N box and drag and drop the Sales variable into the grey bordered box
- > Type 10 as the **Total** records to be returned
- Click OK

N.B. Non sequential variables can now be ordered by the User when using Top N. The variable used must come from the same table level as the selection or a higher table.

lection CLC werp - Manufacturing and Transport CLC by Banded Nr of Employees (Company) Filter CLC by Banded Nr of Employees CLC by Bandacturing or Tran Paste Copy Paste Dekte Not Apply Jumits Apply Top N Apply Top N Apply Top N Apply Aternatives Cancel Banded Nr of Employees Copy Copy Dekte Of the paste Of the	
Image: Second Control Image: Second Contro Image: Second Contro <	afacturing and Transport ⇒ Soft Manufacturing or Transport ⇒ Banded Nr of Employees ⇒ Bord Manufacturing or Transport ⇒ mpanyl of 1 - 5 Employees ⇒ Include Code Description Code Lincture Lincture
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Cancel 07 200 - 499 08 500 - 999 09 1000 + Em	Image: Per Variable' Q1 - 49 Em 97,75 □ 05 50 - 99 Em 42,39 ernatives 06 100 - 199 20,69
	07 200 - 499 13.33.1 08 500 - 999 4.67 09 1000+ Em 5.47

Selection with Right Click Menu – Apply Top N...

Top N ×					
Top N Table Records	I				
✓ Top N	I				
Тор 🝷	I				
Total 10 1	I				
O Percentage1.00%	I				
Sales					
The Top value for variable Sales is 855407000000. The Bottom value is 1.					
OK Cancel					

Top N Window

Notice that the selection now has a new icon next to it called TOP. To see the results:

- Click the Build button to return the number of records. (10 Sites)
- Drag the Name & Address template onto the selection and then count to see the individual top 10 Records
- To confirm they have high sales numbers drag the Sales variable onto the grid and click Build
- > Right click on the Sales column and select Sort Descending

N.B. If no information is showing in the Data Grid remember you have to License records to view them.

Cow emp - Manufacturing and Transport Records Selection Major Industry Sector UK 2003 AND Banded Nr of Employees (Company) Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication Major Industry Sector UK 2003 of	Low emp - Manufacturing and Tr	
A C A B A COMPARISON OF A COMPANY OF A CO	Low emp - Manufacturing and Transport Records	
Selection	5 🕜 📫 🖬 📋 Notes • 4월 🔄 🎝 View Settings • 🗞 🧮 🗐 • 🗊 • 🗊 •	
	Selection	7 >
	 ► COM Low emp - Manufacturing and Transport ► Com Major Industry Sector UK 2003 AND Banded Nr of Employees (Company) ► Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication ■ Major Industry Sector UK 2003 of Manufacturing or Transport, Storage & Communication 	ployees
		10 Record

Selection with Top N Applied

N per Variable

There may be some circumstances where records share an attribute and you wish to only select say 1 record. If a contact shares an email address you may want to select just 1 contact per that email address.

It is also possible to use a further variable to prioritise who of the multiple contacts should be selected.

An information row will appear at the bottom of the window to indicate the range of values applicable.

N.B. Only variables from the table level you are working at (or ancestor tables) can be used with this function.

N.B. Non sequential variables can be ordered by the User when using Top N and N Per. The variables used must come from the same table level as the selection or a higher table. See the N Per section for an example.

Notice that the selection now has a new icon **(NPT)** next to it called NPT, indicating that N Per sampling is in effect.

6		Job Functions						×
	Dob Functions	names						
	ち ご 📲 🗒 🛯 Notes 📲 🖷	👌 View Settings 🔹 🗞 🗐 🕅	• 🖻 • 🛛] -				
Selec	tion *						7	× 4
			Job I	unctions	Summary		7	+ ×
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	Delete			Include	Code	Description	names	
	Not		۲		1	Unclassified	285,719	9
	Apply Limits		٠		A	Executive	7,718,158	8
	Apply Top N		٠		в	Administrati	535,383	3
	Apply 'N' per 'Variable'				с	Systems & D	84,475	5
	Apply 'N' names per Records				D	Engineering/	81,788	8
	Rename				E	Finance	126,742	2
	Reset Description				F	Personnel/B	52,668	8
	Apply Alternatives				G	Purchasing/	19,923	3
	Cancel				н	Manufacturi	53,483	3
					1	Sales & Mar	191,646	6
			÷		J	Facilities	15,600	0
			÷		к	Government	7,983	3
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4		•	Includ	e -	• 🖿 📖 o	R 🔻 💷		
Cover	Selection *							

Selection with Right Click Menu – Apply N Per Variable

N Per Variable	×
N Per Variable Table	names
✓ N Per Variable	
1 per	Company Registration No
✓ sequence by Descending ✓	Job (seq'ed)
The Highest value for variable Job is Finance Director	r.
[OK Cancel

N Per Variable Window

N Per Table

When compiling a selection for a mailing often there is a requirement to ensure the result is limited, for example, to 1 contact per site.

- > Make a Names level selection on Functions and select Marketing
- Click on the Build button to see the results
- Right click on the Summary row at the top of the logic tree and select Apply 'N' Names per Records... Leave the default settings on the pop up window and click OK
- > Click on the Build button to see the results

The result will now reflect only 1 contact at a site chosen by whoever is first found. If you want to make the choice of the person selected say by Gender:

- Redisplay the N Per window by right clicking on the line with and select the Modify option and change the Any to First
- Drag the Gender variable onto the drop zone to be presented with a window in which you can order the categories
- Double click on the categories to present them in order of importance and then click OK
- Click OK on the main N Per window and then click the Build button

The result will now show only 1 name per record for a Marketing function with prioritization based on Gender.

N Per			×
Grouping Table			Records
Transactional Table			names
✓ N Per			
Drop your sequence variable here	iny	•	1
		ОК	Cancel

N Per Window

Unallocated Decodes	Count	Sequenced Decodes	Coun
Unknown	892,29	Male	5,770
		Female	3,039

Decode Sequence Window

► Interpretations Summary of Finance or Purchasing/Procurement or Facilities	
	nmary of Finance or Purchasing/Procurement or Facilities

Selection with N Per Applied

Market Insight & Microsoft Products

Market Insight offers a seamless integration with Microsoft Word, Excel and PowerPoint allowing you to transfer information from Market Insight into your commonly used desktop programs.

- Drag and drop the saved selection Low Employee Retail Birmingham onto the workspace
- > Click on the **Word** button at the top of the window

Details on the selection and Count are transferred into a Word document.

- Return to the Market Insight window
- > Drag and drop a **Cube** onto the selection
- Add Banded Sales to the horizontal dimension and Banded Nr of Employees (Company) to the vertical dimension
- Click the Build button
- > Click on the **Transfer** to **Excel** button at the top of the window

Details of the Cube have been transferred to an Excel worksheet ready for you to further manipulate the figures if you so wish.

The same principal applies to using PowerPoint.

N.B. If you perform successive transfers to Word or Excel the items are appended into a single document or workbook, providing an easy to create train of thought report.

iviai ket misign	Document
System Name	Training
Load Date:	6/20/2017 6:41:16 PM
Prepared by:	(JohnsI)
Low Employe	e Retail Birmingham
Selection of L	ow Employee Retail Birmingham e Retail Birmingham
Bande	1 Mr of Employees (Site) AND UK 2003 SIC 4 digit AND UK Postcode
Area	Banded Nr of Employees (Site) of 1 - 5 Employees or 6 - 10 Employees or

A	B	C	D	E	F	G	H	1	J	K
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inclassified	51	0	0	0	0) (0	0		o i
- 6 Employees	6,688	24	25	3	2	(2	0		0 6
- 10 Employees	528	1	3	1	3	1	1	0		1
1 - 20 Employees	184	0	1	1	1	1	3	0	1	1
1 - 49 Employees	5	0	0	0	0		0	0		0
0 - 99 Employees	2	0	0	0	1	(0	0		0
00 - 499 Employees	1	0	0	0	0) (0 0	1		0
OTAL	7,459	25	29	5	7	1 2	6	1		2 7
	Produced using	D&B Market Insi	icht.							

Transfer to Excel Example

Mapping – Microsoft Bing Maps

A Map is a visualization of the geographical breakdown of a subset of the database. Market Insight gives you the ability to thematically shade or plot records depending upon your data. On first use of this module change the World Region to Europe by clicking on File – Tools – Options – Map – Map region.

Thematic Map

Use thematic shading to look at the geographical spread of Records with 100 employees or more.

Create a selection on Banded Nr of Employees (Company)

Q

- Drag the Map Map icon onto your selection
- Click the Layer 1 tab to apply the settings to your Map. Set Map Type to Shaded Map and Default Display Style to Codes. Drag the UK Postcode Area variable onto the Geographic Variable box
- Click the Build button

The legend on the left hand side of the window indicates the numbers to be found in the differently shaded Postcode Areas.

To zoom in further drag across a part of the Map you wish to view and click within the outline area

Use the radius tool to select an area. Right click and drag from within the radius to the workspace then click the
 Build button

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lesolve Table and Filter		Rec	ords fil	tered to	Return all	Records		
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efault Display Style				Codes		•		
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eqment Variable (Optio	nal)		Drop y	our segmen	t variable	here		
tatistics								
	News	F	Dissis	Delener				
Records	Name	General	Display	Primary	Edit	Delete		
Records		General			Edit	Delete		
ielp					Add	Statistics		
Display MapPoint Wiz	ard for Next Build							
ver Selection * Map	1*							

Settings for a Shaded Map



Shaded Map

Plot Map

Use the plot map function to display pins to represent records on the display.

- Create a selection limited to 100 Records
- > Drag the map icon onto your selection
- Click the Layer 1 tab to apply the settings to your Map. Set Map Type to Plot Map and Default Display Style to Descriptions. Drag the Postcode variable onto the Geographic Variable box
- > Drag the **Business Name** variable onto the **Additional Variables** area
- Click the Build button

You are now able to see where individual businesses are located by the pushpin symbols.

Use the Scribble drawing tool to select an area. Right click within the area drawn and drag onto the workspace

You will now be presented with a selection window listing all of the DUNS numbers of Sites within that area.

Right click on a pin and select Show Information. You will then be presented with an information box showing the Business Name and DUNS number

nap							Π,
1	Мар	\$		Layer 1			
Map Layer Title	Layer 1						
Resolve Table and Fil	lter		Records	filtered to	Return al	l Records	
Мар Туре				Plot Map			•
Default Display Style				Description	ns		•
— Plot Layer ———							
Geographic Variable			Postc	ode			
							_
Additional Variables	(Deca additional accorran	ic or data itams onto the ori	Add Data	Reference No Item	umber as a	n Addition	al
Additional Variables	(Drag additional geograph Variable	ic or data items onto the gri	✓ Add Data	Reference No Item Display Style	umber as a	n Addition	al



Plot Terrain Map

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Drive Time Mapping

It is possible to use this function to find Sites that are within a determined area calculated upon the number of minutes it takes to drive from a given point.

- Using the Plot Map from the last example, create a drive time zone of 10 minutes from the centre of London
- Right Click on the Map and select Search type London
- Right click on the desired location in London and select Create Drivetime Zone...
- Set the Drivetime to 10 minutes and check the Draw drivetime zone behind roads
- Click OK

You can now find out how many Records on the Market Insight system are within this 10 minute drive time by:

- > Right click within the selected area and drag onto the workspace
- Click on the Build button of the selection window that has been created

The result will be all the records shown on the map which can be reached within a 10 minute drive from the centre of London.



Create Drivetime Zone Window



Drivetime Zone Display

Reporting

Once you have used Market Insight to find relevant or interesting data from your system you will want to share this with others. One of the more formal ways is to produce a report of your results. Market Insight reporting option allows you to take you results and present them in a branded format.

From the **Toolbox** drag the **Report** tool onto the workspace

The Report format is split into 3 areas – Header, Main Body (Detail) and Footer. You can use the Text Box & Drawing tools at the bottom of the window to top and tail your report and then save it as a Template. Use the Settings tab to further change the page layout.

- When you are happy with the layout of your Report select PDF or
 Word as the output format. Click on the
 Build button to see the
 Report in Adobe Reader or Word
- If you are happy with your creation rename as **Report Template**. Then drag and drop the icon onto the **Templates** ribbon bar
- Close the existing Report Template
- > Drag the **Report Template** onto the workspace
- Drag and drop a tool object onto the centre part of your Report. In the example shown opposite a Data Grid has been dragged onto the main body of the Report
- Click on the Build button

The contents of the Data Grid now form the main body of the Report.



Report Setup Window

Mari	ket Insight Report		du	n & bradstr	ee
Birmingham T	op 10				
DUNE	Dusinger Manua	Address Line 1	Tour	Destanda	
215050740	Sloc Com	16-19 Hobbard Road	Dirminaham	POSICIDE R21 OLT	
210240200	Ere Dealizations Ltd	Hoit 1 Lower Trinity Street	Diminaham	DO AAG	
210450666	Cilidara Ltd	Ad Lakeland Drive	Tommorth	B77 ETU	
220255577	E Red Box I td	Winston Churchill House	Birminoham	82 48G	
220270816	C 7701td	Winston Churchill House	Birmingham	B2 4BG	
238875095	Linking I to	1098 Stratford Road	Birmingham	B28 SAD	
294476692	Inowa Diagnostics Ltd	Po Bhox 11712	Birmingham	814 478	
345461979	Grosvenov Freehold Ltd	7 Eestherston Road	Sutton Coldfield	B74 3 IW	
728454631	Amber Care Centre Ltd	52 Broad Street	Bromsgroup	B61 81	
739759475	Clifton Cleaning Services Ltd	573 Chester Road	Sutton Coldfield	873 5HU	
		Private & Confidentia	al .		

Report Displaying the Results of a Data Grid
Upload DUNS to Market Insight

You can upload DUNS to Market Insight to allow you to analyse the identified records.

You can do this by:

- > Prepare a file with one **DUNS** number on each row
- Rename the file to have a URN (Unique Reference Number) extension
- Use the Market Insight File Explorer to Navigate to the file. It will be displayed with a red cross indicating that Market Insight does not yet have details about the file
- > Right Click on the file and choose **Create URN File Description**
- > Drag the **Duns Number** variable onto the drop on box
- > Press **OK** to accept the default settings. The red cross will disappear
- Upload the URN file by dragging it from your computer to the private folder in My MI V3 Folders

You can select on the uploaded DUNS by simply dragging the file into a selection window in the same manner as you do for a selection variable.

N.B. Check that your DUNS number is 9 digits in length otherwise the system will not be able to find it.



URN File of DUNS



Create URN File Description Window

Linkage

Market Insight supports this optional module based on D&B's unique Who Owns Whom data about corporate ownership. This data set records ownership details so that relationships between different companies or specific sites within a corporate family can be established. A tree may be created from one or more DUNS numbers.

To create a Linkage Tree:

- > Drag and drop a selection of licensed records onto the workspace
- Drag and drop a Data Grid onto the selection add relevant variables (ensure it includes the DUNS variable) and click
 Build
- Open a new Linkage tool by clicking on it in the toolbox ribbon bar. Notice that the Linkage tool does not apply to a selection (there is no selection tab at the bottom left). Linkage works on individual records rather than selected groups
- > Arrange the two windows so you can see the central section of each
- Click to select one row in the data grid
- Drag the selected row and drop it onto the drop zone at the top of the Linkage window
- Click Build to create the Linkage tree

Data Grid	*			210000143 Drop v	our DUN	Shere			
		Grid							
Drag a o	olumn header here to g	group by that colu	ımn.	210000143					7
DUNS #	Business Name 👒	Address Line 1 👒	Town	Duns	Туре	Company	City	Country	Licensed
210000	Specially for You	22 Main Street	Kilmar	370720615	-S	Optimass Europe Bvba	Antwerpen	Belgium	Unlicensed
210000	J & C Signs	60 Catesby Road	Rugby	4 🟮 516277642	PS	Hilco Commercial Limited	London	- England	Unlicensed
210000	Phoenix Digital Imaging	Unit 2 Clarion Cl	Swans	\$ 211207128	-S	Marine Sales Uk Limited	London	- England	Unlicense
210000	Bijou Cards & Gifts	587 Cranbrook	llford	a 🏮 216896237	PS	Db Invoice Finance Holdings Ltd	London	- England	Unlicensed
210000	Castle Newsagents	7 St John's	Warwi	\$ 216963417	-S	Db Invoice Finance 15 Limited	London	+ England	Unlicense
210000	North to North Health	C/O Sabir Hussain	Leeds	\$ 219229968	-s	Hilco Commercial Lender Services Lin	nit London	- England	Unlicense
210000	Central Garage	70a Fore Street	Exeter	A 🛊 779351647	PSH-	Clipper Marine Limited	London	- England	Unlicense
210000	Dennis J Moriarty	102 Eltham Hill	Londo	210000143	-s	Clipper Marine Motorboats Limited	London	England	Licensed
210000	Ubs Whitworth	699 Market Street	Rochd	· 218050814	B	Clipper Marine Limited	Southampton	- England	Unlicensed
210000	Woodspring Pools	Thimble Hall	Westo	· 218050815	В	Clipper Marine Limited	loswich	- England	Unlicensed
210000	Breeze Consolidated Ltd	Applegate House	Chisle	467840092	-s	Clipper Marine Spain SI.	Palma	Spain	Unlicense
210000	Contract Curtains	Rame Cross	Newp						
210000	Clipper Marine Motor	80 New Bond St	Londo	Displaying 82 of 82 record	ds tound	Filter: Full Corpor	ate Family	▼ Eng	Jland
210000	Whitehall Park Propert	76 Haverstock Hill	Londo						
210000	Babisil Products (Uk) C	27 Cross Street	Nelson						
210000	Kings Mews (Margate	Charlton House	Dover						
210000	Axion Polymers Ltd	Langley Road So	Salford						
210000	Trading Spaces (Porta	Coggeshall Road	Colche.					•	

Linkage Tree Display of Associated Records

N.B. The display of the whole corporate structure with the Ultimate Parent company at the top. The business record selected is shown highlighted in position within the corporate ownership tree. Additional data is shown to the right hand side.

You can drag and drop a branch out of the Linkage Tree to create a selection expressed by DUNS numbers.

You can "hover" the mouse over the Linkage window when dragging a reference number. This will bring the Linkage window to the front to allow you to control where to drop the DUNS number.

You can run a number of trees concurrently by dragging several DUNS numbers into the drop zone area. The trees are displayed on tabs.

You can transfer the tree into Word, Excel or PowerPoint using the transfer buttons.

	Records in URN s	et (467840092)	
	Records in URN set (467840092)	Records	
	~ 🔿 🧀 🕞 🗄 Notes 📲 🚝 🦨 Vie	ew Settings 🔹 🎭 🧮 🛛 🖬 🕶 🐨 🕶 🕶	
Sele	ction *		7
6	Records in URN set (467840092)	DUNS	7
		467840092	

Branch Dragged from a Linkage Tree

lcon	Description
#	Parent
•	Headquarters
i	Subsidiary
H	Branch
P	Parent & Headquarters
ŧ	Parent & Subsidiary
₽•	Parent, Subsidiary & Headquarters
ô,	Subsidiary & Headquarters

Linkage icons used to illustrate record relationships

Linkage Wizards

A wizard is also available to allow you to transform a series of DUNS numbers into a file of related DUNS numbers e.g. a set of records could be transformed into a file of DUNS numbers that relate to the Whole Group of records linked to that original set of records.

From the Wizards tab click on the Duns Transformation wizard under the Linkage Wizards section

The first step of the wizard will appear which allows you to choose the transformation you want in terms of linking to other sites. A description is shown for the option you select.

- Transformation Type Select Whole Group from the drop down list. Click Next
- Selection Create a selection of records and drop it on the zone called Drop your selection / Duns Number file here. Click Next

The records associated with this selection will be used for the transformation.

- Name Click the Browse... button to navigate to your Private folder where the file will be created and give it a name
- Click Finish to generate the file

This example will create a file of DUNS numbers for all records that link to the original records in my selection.

	DUNS Transformations – 🗆 🗙
	Choose Transformation Type
 Transformation Type 	This wizard transforms a selection into a set of URNs. Select the transformation that you wish to
O Selection	perform using the drop down list below.
O Name	You can get a detailed description of the transformation by selecting and reading the information below.
	Immediate Parents
	Immediate Parents
	Ultimate Domestic Parents
	Ultimate Parents
	Whole Group
	Whole Group (exc. Branches)
	Whole Domestic Group
	Whole Domestic Group (exc. Branches)
	Subsidiary
	Next Cancel

Transformation Type

	DUNS Transformations – 🗆 🗙									
¢	Choose Filename for Transformation									
Transformation Type	Lastly you must enter a file name for your transformed DUNS set.									
Selection Name	Private: Browse									
	NOTE: If you use the same name as another file in your private directory then you will overwrite that file!									
	Press the Finish button to create your transformed DUNS set file.									
	0%									
	Finish Cancel									

Name

Data Licensing

Data Licensing Wizard

Typically in a Market Insight system, some variables will not be visible to the user (through a browse or export) until they have been licensed. The Data Licensing wizard is used to license this data on demand. The wizard can be used to select what records are required and pricing is calculated based on pre-configured values.

From the Wizards tab click on the Data Licensing wizard under the Purchase Wizards section

N.B. Chose your Dataset is not shown in this wizard as currently only data is licensed at the Record table level.

Pick Selection – Drag onto the drop zone on this step the selection that identifies the records you wish to license. Click Next

At this step you will see the number of records available to you to be licensed. Any records from the selection you already license will be automatically excluded from the figure.

To make a random sample of the records in your selection type the number in the box. A further figure will be displayed to show how many records are still available to license.

	Data Licensing	- 🗆 🗙
	Choose Selection of Records to License	
Choose your Dataset	Please drag on the selection that defines the records to be licensed.	
Pick Selection		
O Confirm O Authorise	Either use the icon in the top left of the selection window, the "Current Windows" toolbox or drag a selection file from the File Explorer.	\square
O Results	License Records	
	0%	
	Next	Cancel

Pick Selection

User Training Manual

D&B Market Insight

Confirm – Click Next

This step of the wizard shows the number of records in this transaction.

The purchase order number and job description are used for your own reference to identify an order after it has been made.

If you have been given a special "Authorisation Code" then you should tick the Use Authorisation code checkbox and enter it here.

- Authorise Enter the relevant information, including your Account password as security. Click Finish
- Results This will show the results of the licensing transaction; the number of records licensed and the remaining number of records to be licensed. Click Next to close the wizard

Your licensed records from this transaction will be available as an URN file called and located as defined in the Authorise step. You can use a Data Grid to view these records or export them as shown in the next section of this manual.

	Data Licensing – 🗆 🗙					
¢	Confirm Licensing					
Choose your Dataset	The grid below shows the number of records that fit your selection. Note that any records that are still licensed will have been excluded from this number.					
Pick Selection						
Confirm Authorise	It also shows the number of records that are available for you to license before and after this transaction.					
O Results	Number of records available to license 99,575,394 Number of records in this transaction 185 Number of records left to license 99,575,209 You may choose to limit the number of records you license to a random sample through your selection.					
	V70 Next Cancel					





Authorise

Exporting Data

After using Market Insight to explore and analyse your data you will want to export relevant records for mailing etc. The method for completing this task is to use the Data Grid view of your selection.

- Create a selection of licensed records
- Drag and drop the Name & Address template onto the selection and click
 Build



You may wish to add an extra column to your output at this stage to indicate a source/mailing code etc.

- > Click on the Add User Code button and complete as opposite
- Click Add

A new column will now appeared on your Export Data Grid.

> Click on the **Build** button to see the new column populated

			LICE	ensed Record		
▶ - "	Data Grid		[Records		
_ <u>0</u>	🕞 🗒 Notes - 🏢 🖷	4≣ № ▽ 6 = 1	P [™] Export	As 🔹 🛞 Limits 🔹	∑ Aggregation • III, Add User Code • ∰ Rows To Brows	e • 📰 • 💓 •
	-					
ata Grid						7
		Grid				
Drag a c	olumn header here to g	roup by that colu	mn.			
DUNS #	Business Name 羽	Address Line 1 👒	Town 🕫	Mailing Code	4	
2 10000	Specially for You	22 Main Street	Kilmar	DNB123		
2 10000	J & C Signs	60 Catesby Road	Rugby	DNB123		
2 10000	Phoenix Digital Imaging	Unit 2 Clarion Cl	Swansea	DNB123		
2 10000	Bijou Cards & Gifts	587 Cranbrook	Ilford	DNB123		
2 10000	Castle Newsagents	7 St John's	Warwick	DNB123		
2 10000	North to North Health	C/O Sabir Hussain	Leeds	DNB123		
2 10000	Central Garage	70a Fore Street	Exeter	DNB123		
210000	Dennis J Moriarty	102 Eltham Hill	London	DNB123		
4						Þ
					Browsing first 1,0	000 Records
over Sele	ection Data Grid					
						101 Record

Export Data Grid with Mailing Code

You can amend the type of data file exported.

Click on the Export As button

Here you can make the choices for your preferred Output Format.

Output Format – determines the type of file to export.

Header Row – if applicable for the file format selected, determines what headers are included at the top of the file;

Delimiter / Alpha Encloser / Numeric Encloser – if applicable determine the characters used in the structure of a file. The popup menu offers a choice of typical and special characters, but you can type any normal character into the menu entry.

Use Authorization Code – this tick box and entry field is for use with D&B's Velocity Checking mechanism when the export exceeds the volume limits or is out of normal working hours.

Output Reference file with this Output – determines whether the application will create a file of DUNS numbers in parallel with the data output.

Leave the settings as they are and click OK. Rename the file Licensed Records and drag it onto the Private folder within the File Window

In this example you will see the file has a **.csv** extension. At this stage, the data file you have exported is on the Market Insight server. To transfer the file to your own PC, drag it from the private folder to any of your local PC's storage areas, for example to the **Desktop.** You will see the progress bar indicate the download process. Once downloaded, right click to email the file.



Export As Window

	A	В	C	D	E	F	G	н	1	J	1
1	DUNS	Business Name	Address Line 1	Address Line 2	Town	Postcode	Mailing Code				1
2	210042566	Tap 2007 Ltd	21 Bedford Square		London	WC1B 3HH	DNB123				
3	210049020	Noor Fancy Goods Ltd	York House 353a Station Road		Harrow	HA1 1LN	DNB123				
4	210097900	Gwiz 3 Ltd	C/O Venthams	51 Lincoln's Inn Fields	London	WC2A 3NA	DNB123				
5	210169998	Noved Investment One Ltd	Marlborough House	Victoria Road South	Chelmsford	CM1 1LN	DNB123				
6	210321765	Oaksmere Design	Unit A Flemming Court		Castleford	WF10 5HW	DNB123				
7	210404236	Luma	98 Church Road	Barnes	London	SW13 0DQ	DNB123				
8	210411972	The Bakewell Veterinary Clinic	Milford Farm	Milford	Bakewell	DE45 1DX	DNB123				l
9	210562592	Blue Cave Internet	96 Spring Bank		Hull	HU3 1QH	DNB123				
10	210895319	E T Davies	Pantile Motor Works	Penrhiwfer Road	Tonypandy	CF40 1RL	DNB123				
11	211079243	Sub-Zero Events Ltd	Media Centre 201 Wood Lane		London	W12 7TQ	DNB123				
12	211102717	Essex Recruitment Services Ltd	2 Ranger Walk	Colchester	Colchester	CO2 8BY	DNB123				
13	211243870	Blue Cat Technical Ltd	Greens Court West Street		Midhurst	GU29 9NQ	DNB123				
14	211277305	David Brown Gear Systems Ltd	Park Works	Park Road	Huddersfield	HD4 5DD	DNB123				
15	211455196	John & Jan Newton Driving Instructors	113 Aldenham Road		Guisborough	TS14 8LB	DNB123				
16	211578677	Fila Surface Care Products Ltd	Third Floor East	12 Bridewell Place	London	EC4V 6AP	DNB123				
17	211633357	Synergy Chinese Medicine Ltd	26 Lavender Hill		London	SW11 5RN	DNB123				
18	212246931	Infoplace	Festival Place Shopping Centre	Town Centre	Basingstoke	RG21 7LJ	DNB123				
19	212314887	Fausto Laurano	4 Ludstock Close		Worcester	WR5 2NF	DNB123				
20	213442853	China Kitchen	131 Oxford Road	Cowley	Oxford	OX4 2ES	DNB123				
21	213577450	Try Construction Ltd	Church Road		London	SW19 5AG	DNB123				
22	213700068	Alpha Teknics	Unit 5 Rawcliffe House	Howarth Road	Maidenhead	SL6 1AP	DNB123				
23	214162532	Ivory Bespoke Dentistry	215 High Street		Solihull	895 58G	DNB123				
24	214719960	Milestone Memorials	4a Frensham Drive		London	SW15 3EA	DNB123				
25	215405197	Myakka Trading Company	Tything Commercial Centre	Station Road	Wincanton	BA9 9EQ	DNB123				
26	215622934	Jonathan Sayer	61 Tegid Road	Mayhill	Swansea	SA1 6UL	DNB123				
27	215647376	Mark Williams	Unit 25 Kingsgate Centre	King Street	Huddersfield	HD1 2QB	DNB123				
H	E H Lice	ensed Reords / 😏 /		14			11			Þ	1

Example of a .CSV File Opened in Excel