



Market Insight Release Notes
2025 - October



Table of Contents

1. Executive Summary	3
1.1 Target Audience.....	3
2. Features.....	3
2.1 New options to find and present statistically significant results when creating penetration maps	4
2.2 Ability to band date and datetime variables and expressions into decades	5
2.3 Point to Point wizard description override option	6
2.4 Profile Model wizard now allows user-specified codes and descriptions	7
2.5 Timezone updates.....	8
2.6 Simplified process for adding an expression into a new selection	9
2.7 New Expressions	10
3. Support.....	11



1. EXECUTIVE SUMMARY

This document outlines the Market Insight (MI) features that are scheduled to be released to production in October 2025.

The key functional areas affected by this release are:

- **Ability to band date and datetime variables and expressions into decades:** This new option is useful when working with a date variable that has a large range.
- **Simplified process for adding an expression into a new selection:** Now just right drag the expression onto your MI workspace and select 'Add expression to new selection' from the context menu.

1.1 Target Audience

This document is intended for all users of Market Insight.

2. FEATURES

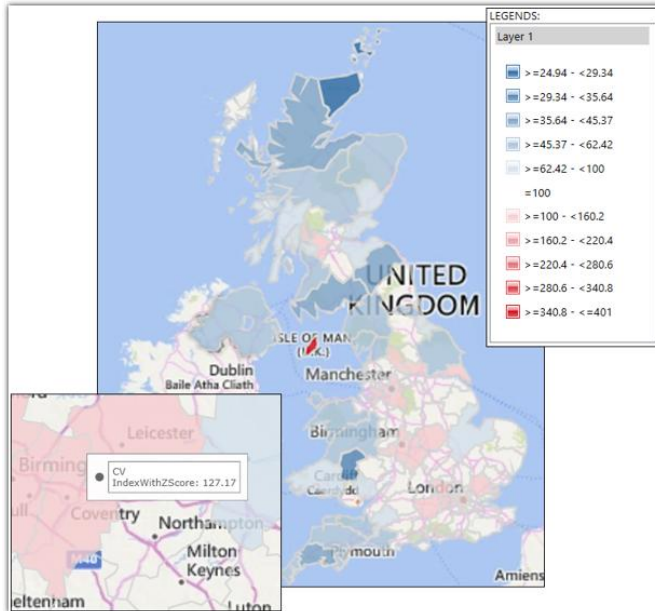
This section outlines the new features and improvements to Market Insight.



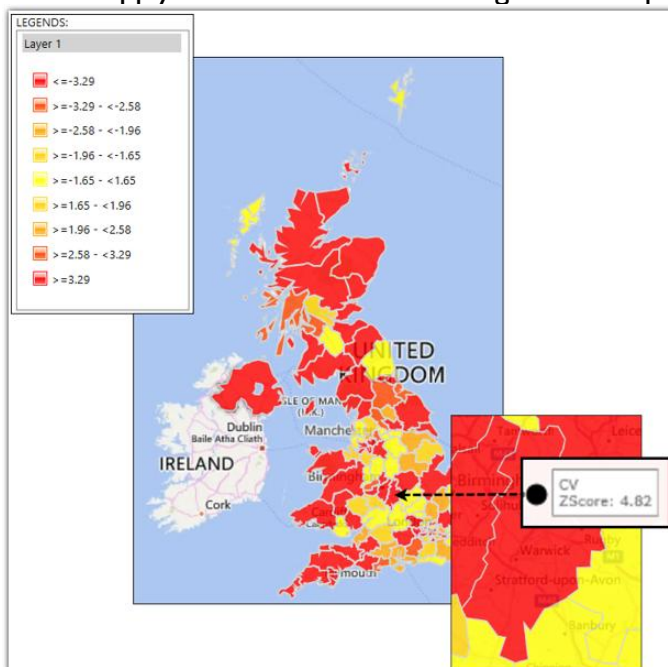
2.1 New options to find and present statistically significant results when creating penetration maps

Based on the capabilities of the Profile tool, penetration mapping provides valuable insight by allowing you to compare two groups of records on a map using an analysis to base index measure. Now it's possible to refine your analysis further and display results which, based on their Z-score, are statistically significant. You can choose to:

- Display only statistically significant categories when applying shading based on the Index measure.



- Set your penetration map to display statistically significant areas based on actual Z-scores.
- Apply Z-score thematic shading to the map.





2.2 Ability to band date and datetime variables and expressions into decades

You can now band date and datetime variables and expressions into decades for use in a:

- Cube: As a dimension
- Data grids: As a column
- Selection: As an ad hoc date option

This new option is useful when working with a date variable that has a large range. Full support also extends to include the PeriodToDate and Comparison functions within calculated measures, as well as the equivalent expressions for derived cubes and PeriodToDateCubeRange, which all now support decade banding.

Banded SME Update Date (Decades)	Σ	Drop your variable here
		Records
	Unclassified	37,031
	1980s	120
	1990s	616
	2000s	4,615
	2010s	42,731
	2020s	8,655,341
	TOTAL	8,740,454



2.3 Point to Point wizard description override option

For the Point to Point wizard, in the case where you create a single variable from multiple centre points using a centre point file that has optional descriptions, those descriptions are displayed.

The image shows two windows from the Point to Point wizard. The main window is titled 'Point to Point' and has a sidebar with options: Selection, Centre Point, Type, Geo Variable Type, Geographic Match, Lat Long Match, Maximum Value, Folders, Notes, Update Variable, Security, and Finish. The 'Centre Point' option is selected. The main area is titled 'Choose Geographic Centre Point' and contains instructions: 'Enter your centre point in the space below. It must evaluate to a single point. Examples include postcodes e.g. "CV34 4EH", addresses e.g. "Apteco Limited, 21 Jury Street, Warwick, UK" or latitude and longitudes.' Below this is a text input field containing '8 centre points'. Further down, it says 'Or, drag the file containing your centre points onto the panel below. Note that if you are connecting to an Enterprise system, the file needs to be available in one of the folders within My MI V3 Folders. This file should have a location (using the same definition as the single centre point defined above) on each line, and it should not contain a header. It can optionally contain a second column using a tab separator to hold an override description.' Below this is a file input field containing 'UKAirports.txt' and a 'Preview...' button. At the bottom are 'Next' and 'Cancel' buttons. The 'Preview' window is open, showing a list of airports with their coordinates and names: 51.4727,-0.4531 Heathrow, 51.1537,-0.1821 Gatwick, 52.4524,-1.7435 Birmingham, 53.3554,-2.2772 Manchester, 55.8700,-4.4345 Glasgow, 55.9472,-3.3608 Edinburgh, 53.8667,-1.6586 Leeds, and 51.3831,-2.7172 Bristol. An 'OK' button is at the bottom right.

Code	Description
51.4727,-0.4531	Heathrow
51.1537,-0.1821	Gatwick
52.4524,-1.7435	Birmingham
53.3554,-2.2772	Manchester
55.8700,-4.4345	Glasgow
55.9472,-3.3608	Edinburgh
53.8667,-1.6586	Leeds
51.3831,-2.7172	Bristol

The image shows the 'New Selection 4' window. It has a sidebar with 'New Selection 4' and 'Closest Airport (Nearest 1)'. The main area is titled 'Closest Airport (Nearest 1)' and contains a 'Filter' dropdown set to 'Description Contains'. Below this is a table with columns: Include, Code, Description, and Records. The table lists the same eight airports as the preview window. At the bottom, there are buttons for 'Include', 'OR', and 'Exclude'.

Include	Code	Description	Records
<input type="checkbox"/>	51.4727,-0.4531	Heathrow	8,201,115
<input type="checkbox"/>	51.1537,-0.1821	Gatwick	75,915
<input type="checkbox"/>	52.4524,-1.7435	Birmingham	68,028
<input type="checkbox"/>	53.3554,-2.2772	Manchester	144,310
<input type="checkbox"/>	55.8700,-4.4345	Glasgow	67,161
<input type="checkbox"/>	55.9472,-3.3608	Edinburgh	89,521
<input type="checkbox"/>	53.8667,-1.6586	Leeds	69,378
<input type="checkbox"/>	51.3831,-2.7172	Bristol	25,026


The example above demonstrates this for a 'nearest drivetime' virtual variable with 8 centre points, generated from a file containing the latitude and longitude co-ordinates for the location and name of eight UK airports. The airport name is now used in each variable category description instead of the location.



2.4 Profile Model wizard now allows user-specified codes and descriptions

In the PWE wizard, category descriptions have always been determined automatically. Whilst this remains the default, you can now specify your own custom codes and descriptions for the case when there are *N* bands in the created variable. This is not possible if you choose the size of each band.

☒ Use user-specified codes and descriptions

Code	Description
01	Band 1
02	Band 2
03	Band 3
04	Band 4
05	Band 5
06	Band 6
07	Band 7
08	Band 8
09	Band 9
 10	Band 10



2.5 Timezone updates

We’ve updated how time zones are aligned across MI servers and user locations. This means that when making a selection with a date or datetime variable, the time zone displayed reflects the server/system location, rather than your location.

Date Rule

Description

Today

Every 1 day(s)

From

☐ The Earliest Date

☐ The Latest Date

☐ 15/05/2025

☒ Today

☐ Forward

by Days

To

☐ The Earliest Date

☐ The Latest Date

☐ 15/05/2025

☐ Forward by selected days

☐ Backward by selected days

☒ Today

☐ Forward

by Days

From Date: 16/05/2025 (Date outside ran

To Date: 16/05/2025 (Date outside range

There is a +9:00 hour difference between the timezone of the server and the user

OK

Cancel



2.6 Simplified process for adding an expression into a new selection

Adding an expression into a new selection is simplified so that you now just right drag the expression onto your MI workspace and select ‘Add expression to new selection’ from the context menu.

Copy to new expression

Add expression to new selection

Cancel

New Expression 1

New Expression 1

Records

Data Type: 123 Integer

Auto

20

A

A

If ([Sales] >50000,1,0)

✓ Expression is valid

Date Conversion

Date List Functions

DateTime Functions

Aggregation Functions

Logical Functions

Missing Value Functions

fx If

fx Case

fx Or

fx And

Insert

fx If

If(Condition, True Value, False Value)

Can return a value that is different depending on the result of a conditional test. If the condition is true then the first (True) value is returned, otherwise the second (False) value is returned. The false parameter is optional and if omitted returns a missing value when the

Expression

Preview

Add expressi...

Dun & Bradstreet – Commercial in Confidence

Publish date: October 2025



2.7 New Expressions

- No deduping - Next N returns the Nth record after this one.
- Different - Next N returns the Nth record after this one once direct repeats are deduplicated and removed.
- Distinctly Different - Next N returns the Nth distinctly different record after this one.

N% per variable functionality extended to support expressions

The ability to sample N% of records whilst maintaining distribution across a selected variable is extended to include distribution across a selected expression.



3. SUPPORT

Should you have any questions or need assistance, please contact the UKCS@DNB.com team or by contacting your Customer Experience Representative.