dun & bradstreet

Market Insight

Geo Mapping

User Guide v1.0

D&B Market Insight

Geo Mapping

Manual Version:1.0Software Version:2017 Q4System:Training (UK & Europe)

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Introduction

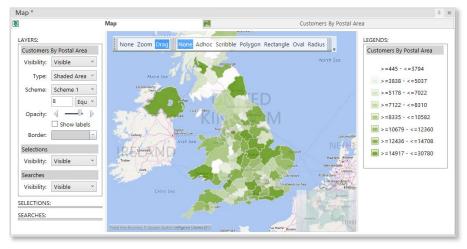
Understanding the geographical distribution of your customers and prospects can increase insight of your marketplace, highlight areas of untapped potential and facilitate campaign planning and execution. The Market Insight Geo module is an integration with Microsoft Bing Maps that allows you to visualize the spatial distribution of your data and export targeted selections for immediate use in your marketing campaigns. See Appendix 1 - Further Information.

Microsoft Bing Maps

Online mapping using Bing & OpenStreetMap provides street level mapping for all regions in the world. Users will need to subscribe to the online Bing Maps web service with a Bing Key. This can be arranged by contacting your Market Insight consultant. OpenStreetMap is a free service.

N.B. This document looks at the main relationship between Market Insight and the Mapping tools. For specific functionality of the mapping software refer to the Microsoft online help.

N.B. The examples in this document are for illustrative purposes only. You will not be able to follow these exact examples in reality unless you have the relevant licensed software and access to the Market Insight training system.



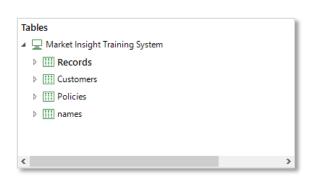
Microsoft Bing Maps

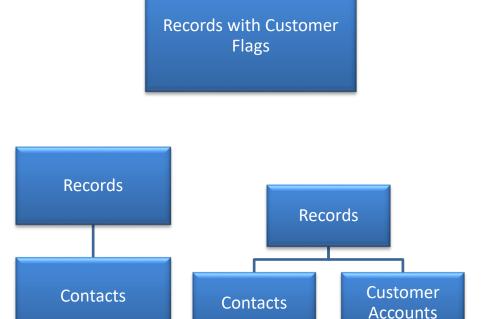
Data Structure

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 Users customers) is held with a related table Policies (activity of the Users customers).





Market Insight Training Database Table Structure

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 Window 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 authorized by a user account and password. Your Market Insight Administrator will provide you with a Username and Password.

> Enter your details if appropriate and click the **Login** button

Username:	
Password:	
System:	
System: Training	
-	
-	
-	Login

Login Window

Map Options

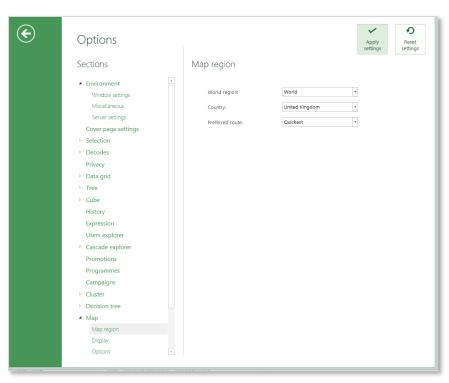
You can select your Bing license and the default settings you see, from the Market Insight Options window.

- ➢ On the menu bar click on File → Tools → Options...
- > Under the **Sections** column select **Map** to see 3 further sub menus

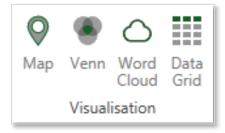
The screen shot opposite shows the Map region options set to World for use with Bing. Other default settings such as map type, distance units, routing options can be made on the other sub menus.

To start using your mapping tool:

- Open a selection window containing the records you wish to work with
- Drag the Map tool from the Visualization section of the Toolbox ribbon bar onto your selection window



Market Insight Discoverer – Options Window



Toolbox Ribbon Bar – Map Option

Bing Maps

Shaded Map

A shaded map allows us to display records using particular geographical boundaries e.g. by Postcode Area, Postcode District or Postcode Sector in the UK This gives us the opportunity to look at the distribution of our contacts or prospects around the country.

In the following example we will display a selection of Records which are High Sales Manufacturing Industries.

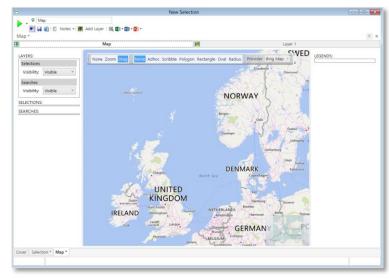
- Create a selection query that identifies Records with a Major Industry Sector of Manufacturing and Banded Sales of >£10,000,000
- Drag and drop the ^Q Map tool on top of the selection window

The Map page has two tabs; the one entitled Map currently shows the default display region and will be where the final display will be shown. The second tab, entitled Layer 1 is where we define how the results will be displayed. Multiple layers can be added to your map, which will be covered further on in this document.

Click on the Layer 1 tab

An explanation of the options on this window is shown on the next page. For now we will just make the changes shown in the screen shot opposite i.e. drag on **UK Postcode Area** as the Geographical Variable and change the layer title.

Click the Build button



The Map Tool – Bing Map Tab

3		New S	election				-	
▶ • ♥ Map ●	otes 📲 🙆 Add Layer 🔜	XII * 🛯 * 📴 *						
Map *								ų >
<u> </u>	Мар	1		High Sales M	anufacturing	1		
Map Layer Title	High Sales Manufacturing							
Resolve Table and Filter				Re	cords filt	ered to R	eturn all I	Records
Мар Туре						Shaded Map	, ,	
Default Display Style						Codes		•
— Shaded Layer ——								
Geographic Variable					UK Pos	tcode Area		
Segment Variable (Optic	onal)				Drop ye	our segment	variable	here
Statistics								
		Name		Format	Display	Primary		
Records				General	✓		Edit	Delete
help							Add	Statistics
Display MapPoint Wiz	ard for Next Build							
Cover Selection * Map	*							

Layer Tab – Shaded Map

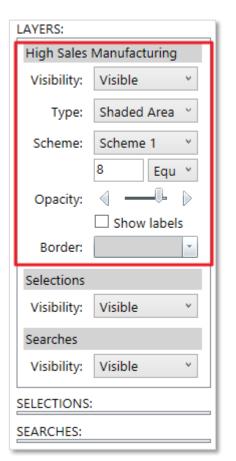
Map Layer Title	Enter the description to be shown on the layer tab and legend display
Resolve Table & Filter	Set the table level and any record filter here to determine the records shown e.g. Customers or Policies figures
Мар Туре	Choose between the Shaded and Plot Map options
Default Display Style	When viewing the Map results select to show the Descriptions or Codes for items
Geographic Variable	Drag and drop here the geographical variable to determine how the data will be shown on the Map
Segment Variable	Allows you to segment the data by the selection variable used, displayed as pie, column charts etc.
Statistics Panel	This area displays all the statistics that have been added for possible display on the map
Add Statistics	The statistics window allows you to define which statistics will be made available in the statistics panel
Help	Click this link to open the Market Insight Help files
Display MapPoint Wizard for Next Build	Displays the wizard each time the map is built so you can change the graph type and other options

Shaded Map – Viewing the Map

Now that the results have been calculated and displayed, we can see each State that contains records from our selection has been colour shaded. The colour shading has defaulted to 8 Equal Data Points. Options for this layer can be set in the Layers panel.

Visibil	ity: Ma	ake the layer display visible or hidde	n on the map
Type:	Dis	splays the appropriate type of map	from those listed

- Scheme: Select a colour scheme to be applied to the shading and the type and number of ranges to use
- Opacity: This allows control over how visible the layer is over the map. Moving the slider to the right makes the layer colours more solid until the map is no longer visible. Moving the slider to the left makes the layer colours more translucent until only the underlying map is visible
- ShowMarking the check box will turn on the layer labels rather thanLabels:just show them when the mouse pointer hovers over an item
- Border: This determines the colour used to define, in this example the Postcode Area borders. By clicking on the drop down arrow different colour options can be chosen from the palette



Bing Map – Layers Panel

User Guide

D&B Market Insight – Geo Mapping

Zoom & Drag

At the top left of the window is a group of 3 map actions. The highlighted item is the active function.

None	This keeps the map static when the mouse is moved over it
------	---

- **Zoom** A left drag will select an area and zoom into it
- Drag A left drag will move the map in the direction of the mouse

At the bottom right of the map window is a pop out control.

Move the mouse pointer over the bottom right of the window to bring the zoom and drag function to the foreground

The zoom and drag function options are shown below:

- Q Clicking on this symbol zooms out of the map
- Clicking on this symbol zooms into the map
- Clicking on this symbol will reset the zoom to its widest view
- Clicking on this symbol will select the default mouse action



Bing Maps – Zoom & Drag Options



Bing Maps – Zoom Options

Further display options can be found in the top right of the window:

Provider	Bing Map	~	Imagery	Road	v	Region	None	~	
----------	----------	---	---------	------	---	--------	------	---	--

Provider

No Map	No mapping functionality is displayed
Open Street Map	This free mapping service is displayed
Bing Map	This licensed mapping service is displayed
Imagery	
Road	The road network is overlaid onto the Region selected
Hybrid	The road network is overlaid onto a photographic aerial view of the Region selected
Aerial	A photographic aerial view is overlaid onto the Region selected
Region	Select the geographical country of focus

N.B. To see the Imagery options more clearly on the map the Opacity level may need to be reduced.



Bing Map – Hybrid View



Bing Map – Aerial View

Shaded Map - Viewing the Results

The map opposite uses **Postcode Sector**.

The results of our underlying selection have been applied through the colour shading. The legend, depending on the settings used may have a wide range of results associated with a particular colour.

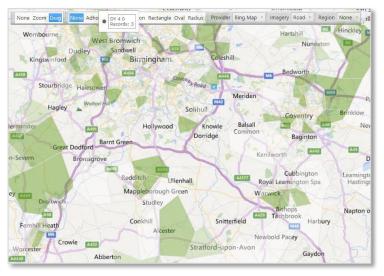
To find the actual result move the mouse pointer over the Postcode Sector of interest, which will be highlighted and the tooltip will display the count.

To select results from our map we can use tools from the Drawing Tool bar at the top of the window. In this example we will use the scribble tool to find an area of interest.

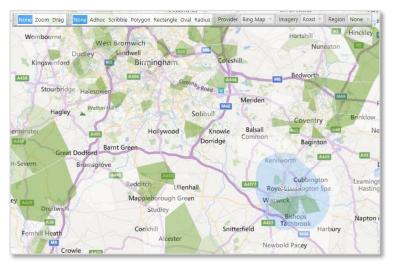
- Click on the Scribble tool and then click and hold the left mouse button to draw a joined up shape
- An item will be entered under the Selections section of the Layers panel. Click and drag the button onto the workspace to see and count the selection

N.B. – The line drawn on the map crosses several Postcode Sectors, so how does Market Insight interpret your shape? Market Insight looks to see if your line crosses the border of a geographical variable and if it does it will include everyone in that area. So for a more accurate results use more granular variables.

N.B. – See pg. 20 for more details on the various selection tools.



Shaded Map – Tooltip Count Display



Shaded Map – Scribble Tool Selection

Shaded Map – Using a Segment Variable

When using the shaded map option it is possible to display segmented data from a selector variable or selection query. For example we may wish to display graphically the Policy Product Type our Records have purchased by the Postcode Area in which they are based.

- Using a blank selection drag on a Map tool and change the Layer 1 tab to reflect the options in the screen shot opposite
- Click the Build button

The default display uses a sized pie chart to show the categories of the variable. The legend indicates the colour coding used to identify each of the segments.

The chart used can be changed by going to the Layers panel on the left of the screen, and making a selection from the Type drop down menu.

N.B. Moving the mouse pointer over a chart on the map will display the count for each category of the variable used. If a specific segment of the pie chart is touched by the mouse pointer the name and percentage of that segment will be displayed.

		E.		Layer 1	ů.
	Map	1		Layer 1	
dap Layer Title	Layer 1				
tesolve Table an	d Filter		Records	filtered to	Return all Records
Иар Туре				Shaded Ma	p
Default Display St	tyle			Codes	
- Shaded Layer					
ieographic Varia	ble		-	JK Postcode Area	
iegment Variable	e (Optional)		-	olicy Product Type	2
itatistics			_		
	Name		Format 0	Display Primary	
Customers			General	V	Edit Delete.
nelp					Add Statistics.

Layer Tab – Occupation as the Optional Segment Variable



Bing Map – Display of a Segment Variable Results

Shaded Map – Adding Statistics

As well as displaying values e.g. the number of Customers on a map, you can also generate and display a calculated statistic for those people being represented on the map.

Let's use the example the previous example. We can now amend this example to optionally display the total profit from each of these Policy Product Types per Postcode Area.

- Click on the Layer tab \geq
- Click on the Add Statistics... button to display the Statistics window \geq
- Click on the radio button Specify other Table, Variable or Expression \geq
- We can now drag on the Policy Premium variable and select the \geq statistic we want to apply (in this example Sum)
- \geq Click OK
- Within the Statistics panel change the Primary Statistic Sum(Policy \geq Premium)
- Click the 🕨 Build button \geq

When we move the mouse pointer over a chart, the tool tip that is displayed now shows the Sum cost Per Policy type in each Postcode Area.

Statistics			×
- Statistics			
C Use Resolve Table (Records)			
• Specify other Table, Variable, Selection	n or Expression		
Calculated Measures			
Use Custom Statistics Name			
Value	•		
Sum	•		
Policy Premium	Eltrare d'hui	Drop your filter selection here	
	filtered by		
<u>.</u>			
		help OK Ca	incel
			- House

Statistics Window - Summing the Profit Value for People



Sum of Division 1 Spend

Plot Map

A plot map allows us to display records using a more precise geographical boundary e.g. by UK Postcode. This gives us the opportunity to look at the location of smaller groups of customers or prospects around the country.

In the following example we will display a selection of **Records** with **High Sales Volume** from the **Coventry Postcode Area.**

- Create a selection query that identifies Records with High Banded Sales (>£10,000,000) in the Coventry UK Postcode Area (CV)
- > Drag and drop the ^Q Map tool on top of the selection window
- Click on the Layer 1 tab
- Change the Title to High Sales Volume Coventry
- Complete the window as shown opposite
- Click the Build button

An explanation of the options on this window are shown on the next page.

	Map	8	Coventry High Sales Volume	
vlap Layer Title	Coventry High Sales Volume			
Resolve Table and Filter			Records	filtered to Return all Records
Иар Туре				Plot Map
Default Display Style				Codes
Plot Laver				
Plot Layer				
			P	ostcode
			L	Add Reference Number as an
Seographic Variable	ag additional geographic or data items		2	
Seographic Variable Additional Variables (Dri	ag additional geographic or data items Vari a		. ✓ Display Style	Add Reference Number as an Additional Data Item
Seographic Variable Additional Variables (Dra Business Name			Display Style Default.	Add Reference Number as an Additional Data Item
Seographic Variable Additional Variables (Dri Business Name Telephone Number			Display Style Default	Add Reference Number as an Additional Data item Delete Delete
Geographic Variable Additional Variables (Dri Business Name Telephone Number Policy Status			Display Style Default.	Add Reference Number as an Additional Data Item
			Display Style Default Default Default	Add Reference Number as an Additional Data Item Delete Delete Delete

Layer Tab – Plot Map

	Variable	Display Style	
Business Name			Delete
Telephone Number		Default	Delete
Policy Status		Default	Delete
Policy Product Type		Default	Delete

Additional Variables – Display Style

Map Layer Title	Enter the description to be shown on the layer tab and legend display						
Resolve Table & Filter	Set the table level and any record filter here to determine the records shown e.g. People or Household figures						
Мар Туре	Choose between the Shaded and Plot Map options						
Default Display Style	When viewing the Map results select to show the Descriptions or Codes for items						
Geographic Variable	Drag and drop here the geographical variable to determine how the data will be shown on the Map; in this case use latitude and longitude as discussed on the previous page.						
Add Reference Number	This allows a selection to be dragged off the map listing the DUNS						
Additional Variables	Information for these variables can be accessed for records displayed on the map						
Display MapPoint Wizard for Next Build	Displays the wizard each time the map is built so you can change the graph type and other options						

Plot Map – Viewing the Map

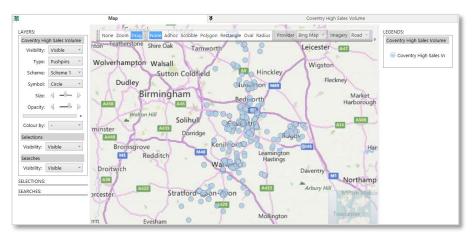
To get a closer or different view of the Map use the functions described on pgs. 8 & 9.

The screen shot opposite shows the map centred over Coventry.

The Layer options are as follows:

Visibility	Make the layer display visible or hidden on the map
Туре	Select the type of pushpin to display
Scheme	Select a colour scheme to be applied to the shading and the type and number of ranges to use
Symbol	Select the type of symbol to represent the pushpin
Size	This control allows the pushpins to be increased or decreased in size
Opacity	This allows control over how visible the layer is over the map. Moving the slider to the right makes the layer colours more solid until the map is no longer visible. Moving the slider to the left makes the layer colours more translucent until only the underlying map is visible

Colour by This will colour code the pushpins by an additional variable selected from the list



Plot Map – High Sales in Coventry Postcode Area

LAYERS:		Z
Coventry Hig	gh Sales Volume	
Visibility:	Visible *	
Type:	Pushpins ~	-
Scheme:	Scheme 1 Y	
Symbol:	Circle Y	100
Size:	< -□- ▷	mi
Opacity:	∢ — ₿ ⊳	
	×	th
Colour by:	Ý	0
Selections	-	
Visibility:	Policy Status	_
visionity.	Policy Product Ty	pe
Searches		
Visibility:	Visible ^v	
SELECTIONS:		, in
SEARCHES:		

Plot Map – Colour by

Plot Map – Viewing the Results

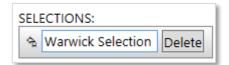
To select results from our map we can use tools from the Drawing Tool bar at the top of the window. In this example we will use the scribble tool to find an area of interest.

- Click on the Scribble tool and then click and hold the left mouse button to draw a joined up shape
- An item will be entered under the Selections section of the Layers panel. Click and drag the houtton onto the workspace to see and count the selection

The selection we have just made on the map can be renamed for easier reference.

> Rename the selection from Scribble 1 to Warwick Selection

To remove the selection permanently from the map click on the Delete button on the relevant selection row, under the selections heading.



N.B. See pg. 20 for more details on the various selection tools.



Plot Map – Scribble Tool Selection

	Selection dragged from Warwick		x
	Selection dragged from Warwick Selection Records		
	• • 🕐 🔍 🖳 📓 Notes • 🖓 🖳 🔛 View Settings • 🗞 📑 🕼 • 💼 • 🔯 •		
Sele	ction *	Ц	>
4 C	Selection dragged from Warwick Selection		
	Image: Content in URN set (211068002, 211557354, 216286864,)) AND (New Selection)		
	🛑 📾 Records in URN set (211068002, 211557354, 216286864,)		
	▲ 🚥 New Selection		
	🔺 🗔 Banded Sales AND UK Postcode Area		
	Banded Sales of £10,000,000 - £49,999,999 or £50,000,000 - £99,999,999 or £100,000,000 - £499,	999,99	
	Banded Sales of £10,000,000 - £49,999,999 or £50,000,000 - £99,999,999 or £100,000,000 - £499, Banded Sales of CV	999,99	
		999,99	
		999,99	
1		999,99	F
	IK Postcode Area of CV	999,99	
		999,99	
	IK Postcode Area of CV	999,99	

Selection

When setting the options on the Layer tab variables were added to the Additional Variables panel. This will allow the information for the records to be displayed on the map.

Move the mouse pointer over a pushpin to see information for that record

If the pin represents a single record, a balloon will appear with the DUNS and the relevant variable information for that record.

If the pin represents more than one record, a window will appear listing the postcode for each of those records.



Plot Map – Show Information

Plot Map – Create DriveTime Zone

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

Using the **Plot Map** from the last example, create a drive time zone of 20 minutes from Birmingham Airport.

- Right click on the map and select Search... , from the pop up menu, for your centre point
- > Type **Birmingham Airport** into the **Location** box and click **OK**

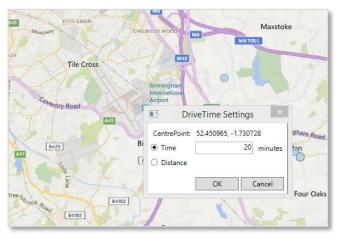
If necessary we can be more specific with our starting point by using a Postcode.

- Right click on the location
- Select DriveTime...
- Set the DriveTime to 20 minutes and click OK

You can now find out how many Records on the Market Insight system are within this 20 minute drive time by:

An item will be entered under the Selections section of the Layers panel. Click and drag the button onto the workspace to see and count the selection

The result will be all the records, in the underlying selection, shown on the map which can be reached within a 20 minute drive from Birmingham Airport.



DriveTime Settings Window



DriveTime Zone Display

Multiple Layered Maps

It is possible to create Maps with multiple layers. These layers can be either shaded or plot maps using different selections. To show the two maps created earlier on the same map page:

- Redisplay the shaded Map of Records which are High Sales Manufacturing Industries.
- Click the Add Layer button to apply a second set of settings to your Map

To investigate where Live Policies are held:

- > Create a **Customer** Level Selection of **Policy Status Live**
- > Drag the selection onto the **Return all People** filter box of **Layer 2**
- Use the settings shown in the screenshot.

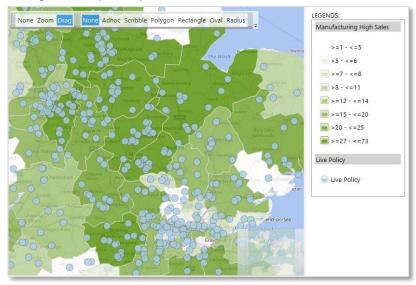
This has to be applied in this way because the underlying selection window still holds the High Sales Manufacturing Industries query used on the shaded map.

- > Apply all the other settings as previously
- Click on the Build button to see the results

The result is a display that now shows a shaded map of Records with High Sales in Manufacturing, with pushpins indicating where Customers with Live Policies are located.

N.B. To select from a particular layer, ensure all other layers are set to Hidden. See pg. 20 for more details on the various selection tools.

3			New Selection			
Map			New Selection			
· ·	Notes 🔹 🔯 Add Layer					
Map *	Notes • Add Layer					
	Мар	1	Manufacturing High Sales	\$	Live Policy	· · ·
Map Layer Title	Live Policy					
Resolve Table and Filte	er				Customers filtered to	Live Policy
Мар Туре					Plot Map	•
Default Display Style					Codes	
Deladit Display Style					codes	
— Plot Layer ———						
Geographic Variable					Postcode	
Additional Variables (I)rag additional geographic	: or data items onto the g	rid below)		Add Reference Numb Additional Data Item	er as an
		Variable		Display	Style	
Display MapPoint V	Vizard for Next Build					
Cover Selection Ma	p *					
					- 1,	653 Customer:



Layered Map Display

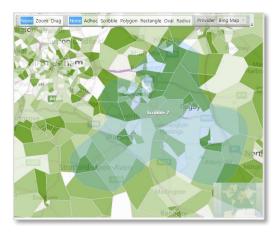
Settings to Show Layered Map

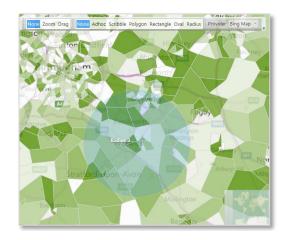
Selecting from the Map

Adhoc	Select or deselect by clicking on individual regions on the map e.g. records displayed by Postcode				
Scribble	Select an area of the map by clicking, holding and dragging the pointer over the desired area				
Polygon Click on the map and every subsequent click will join the previous point to the new point, until you have identified the area					
Rectangle	A click and drag will draw a rectangle in any direction from the point where you clicked				
Oval	A click and drag will draw an oval in any direction from the point where you clicked				
Radius	A click and drag will draw a circle radiating from your click point, the tooltip indicates the radius distance				



Adhoc Selection





Scribble Selection

Radius Selection

Map Wizards

This group of wizards interacts with Bing Maps or Microsoft MapPoint to allow you to identify records in relationship to time and distance, using geographical variables. The result of these wizards will create a Virtual Variable, which will appear in the System Explorer.

File	Т	oolbox	Wizaro	ds Templat	25																				• 0	s 🖬 🗘 🖂
	8	‡\	A	Σ	+	-	4	A	\$			Ø	(1)			E	Ħ	्र	*=	*8	*::::	*i]	*4	*=}	*:-	*
	saction mmary		Recency	Aggregation		Decision Tree Model Output					Duns Transformations					alesForce.COM	Data Licensing	Retrieve Previous Orders	Create From Cube	Create And Update		Calculate Expression				
	/	Aggrega	tion Wiza	ards				Analysis W	/izards		Linkage Wizards	Ma	o Wizaro	ds	Outpu	ıt Wizards	Purch	ase Wizards			Virtu	al Variable	Wizards			

Wizards Ribbon Bar – Map Wizards Section

User Guide

Drive Zone Wizard

The Drive Zone wizard provides a quick way to group records by their distance (or drive time) from a specific point. When grouping records by distance, the distance "as the crow flies" is used.

Example

Create a Selector virtual variable of 30 minute Drive Zones based from the central point of East Midlands Airport to see where existing Records are located in terms of drive time from the airport.

- > Click the ^(III) Drive Zone wizard icon
- Settings Set the World Region to World and the unit to measure distance. Click Next
- Centre Point Enter the centre point, this could be a postcode or town name. If you have multiple centre points it is possible to drag a file containing them onto the drop zone box at this stage. In this example use East Midlands Airport Postcode DE74 2SA. Click Next
- Select Geographic Match Variable Drag on the geographical variable that will be used to plot the points from the centre point UK Postcode District. Click Next
- Time or Distance Determine if you are going to create a variable based upon drive time or distance – Use Distance as the Crow Flies

	Drive Z	one	
	Geographic Settings		
 Settings 	Enter the following information	about your location and your working	units for
o Centre Point	measuring distance.		
o Select Geographic Mat	World Region	World	-
D Time or Distance	Distance Units	Miles	-
o Zones			
o Notes	For calculating drive times and	drive distances we will use the speeds	provided by Bing.
D Update Variable			
o Security			
o Finish			
		Next	Cancel

Drive Zone Wizard - Settings

	Drive Zor	ne –								
¢	Select Geographic Match Variable									
Settings Centre Point	The wizard will create a matrix of the centre point to every distinct value for this variable within the selection.									
Select Geographic Mat	UK Postcode District									
o Time or Distance	UK Postcode District									
o Zones	Country	-								
O Notes	, i i i i i i i i i i i i i i i i i i i	United Kingdom								
O Update Variable										
o Security										
O Finish										
		Next	Cancel							

Drive Zone Wizard - Select Geographical Match Variable

- Zones Determine the zones to be created. Enter the information as shown opposite to calculate half hourly zones from the centre point. Click Next
- Notes Add Optional Notes. Click Next
- Update Variable Type the description name for the variable [centrepoint] East Midlands Airport. Click Next
- Security This step is only visible if you are running an Enterprise system and you have ticked the Modify Security Attributes box in the previous step. Click Next
- Finish This step will tell you how many records have been updated. Click Finish

The virtual variable is now available for you to select individual or consecutive 30 minute drive zones from East Midlands Airport.

The Unclassified category in this example will be all Records with Postcode Districts over 120 minutes from East Midlands Airport.

Suggested Uses

 Identify customers/prospects within a certain distance from a retail outlet

	Drive Zor	ne – 🗆							
Specify Drive Zones									
Settings Centre Point	The zones created will be from the previous maximum value to the maximum value								
Select Geographic MatTime or Distance									
Zones	Maximum ^	Description							
o Notes	30 0-30 mins fr	om East Midlands Airport							
o Update Variable	60 30-60 mins f	rom East Midlands Airport							
o Security	90 60-90 mins f	rom East Midlands Airport							
o Finish	😽 120 90-120 mins	from East Midlands Airport							
	*								
		Reset							
	Unmatched Text	Unclassified							
		Next Cancel							

Drive Zone Wizard - Zones

1	New Se	lect	ion			
New Selection	Records	в.		- 🖬 - 🗗 -		
Selection *						Ф ×
A New Selection	C	DE7	4 2SA	East Midla	nds Airport	н х
DE74 2SA East Midlands Airport	F	Filter	-	Description	Co 🗃 -	
	Å	ø -	- 裕	DE74 2SA E	ast Midlands Air 🙀 💌	
		h	nclu	Code	Description	Records
		•		1	Unclassified	3,055,127
		÷		30	0-30 mins from East Midlands Airp	200,346
		÷		60	30-60 mins from East Milands Airp	587,793
	B	÷		90	60-90 mins from East Midlands Air	876,825
	8	÷		120	90-120 mins from East Midland Air	1,498,787
over Selection *	Ir	nclu	de	• 🖬 🔳	0R 💌 +3	

Selection Window – East Midlands Airport Drive Zones Virtual Variable

Location Geocoder Wizard

The Location Geocoder wizard gives us the opportunity to create Latitude and Longitude Virtual Variables. For a given group it will calculate the Latitude and Longitude for each distinct value for a geographical variable within the selection.

Example

Create the Latitude and Longitude variables to allow you to find the Records, by Postcode exhibiting particular characteristics

- Click the Ø Location Geocoder wizard icon
- Selection Drag on a selection at the Records with Banded Sales of £1,000,000,000+. Click Next
- Geographical Match Set the World Region to World and drag on a geographic variable (UK Postcode Area) which can be a place or part of a postcode that can be evaluated to a single point
- Tick the box Geographical variable is either part or whole of a Postcode/postcode. Click Next
- Folders Select or create a folder where you want to place your Virtual Variable. Leave the default for the Others folder. Click Next
- Notes Enter optional notes. Click Next

	Location Ge	eocoder	- 🗆 🗙
	Choose Selection of Record	ds	
Selection Geographic Match Folders Notes Latitude Name Latitude Security Dependants Longitude Security Dependants Finish	Either use the icon in the top le toolbox or drag a selection file Selection * New Selection * New Selection * New Selection * High Sales Note: If no selection is chos	th of the selection window, from the File Explorer. [™] Windows [™] Window Name [™] Current Windows [™] New Selection 2 [™] New Selection 2 [™] New Selection 2 [™] New Selection 2	E Files Q

Location Geocoder Wizard - Selection

	Location Ge	ocoder	- 🗆 🗙
¢	Geographic Variable		
Selection	World Region	World	
Geographic Match	wond Region	world	•
o Folders		variable onto the panel below. The wizar	
o Notes	calculate the latitude and lor the selection.	gitude for each distinct value for this var	iable within
o Latitude Name	the selection.		
o Latitude Security	UK Postcode Area		
Dependants			
D Longitude Name	Country	United Kingdom	•
Construction Longitude Security	Geographic variable is eit	ner part or whole of a zip code / postcod	e
O Dependants			
o Finish			
		Next	Cancel

Location Geocoder Wizard - Geographic Match

- Latitude Name Type the description name for the Latitude variable – High Sales - Latitude. Click Next
- Longitude Name Type the description name for the Longitude variable – High Sales - Longitude. Click Next
- Finish This step will tell you how many records have been updated. Click Finish

N.B. Security - This step is only visible if you are running an Enterprise system and you have ticked the **Modify Security Attributes** box on the Latitude Name or Longitude Name steps. It allows you to select security options for yourself, groups you belong to or anyone else.

Suggested Uses

• Identify locations using latitude and longitude information

	Location Geocoder – 🗆 🗙	
€	Choose Variable Description	
SelectionGeographic Match	We need a description for your latitude variable. A unique variable reference will be created for the variable based on the description and table name.	
Folders	Description High Slaes - Lattitude	
Notes Latitude Name	Alternatively you can choose to overwrite an existing virtual variable with these new	
	values. Drag the variable to be overwritten onto the panel below.	
 Latitude Security 		
Dependants	Drop the variable to overwrite here	
 Longitude Name Longitude Security 	If you wish to change the security attributes for this variable for yourself, your group or other users check the checkbox below.	
 Dependants 		
o Finish	Modify Security Attributes	
O FILISH		
	Next Cancel	

Location Geocoder Wizard – Latitude Name

		Location Geocoder			×
\bigotimes	Choose Variable Description				
SelectionGeographic MatchFolders	We need a description for your longitude variable. A unique variable reference will be created for the variable based on the description and table name. Description High Sales - Longitude)e	
Notes		· · ·			
 Latitude Name 	Alternatively you can choose to overwrite an existing virtual variable with these new values. Drag the variable to be overwritten onto the panel below.				
Latitude Security	totocsr brog the t		to the panel below		. 1
 Dependants 	Drop the var	riable to overwrite here			
 Longitude Name 	L				
 Congitude Security Dependants 	If you wish to change the security attributes for this variable for yourself, your group or other users check the checkbox below.				
o Finish	Modify Sec	urity Attributes			
		Item	Latitude	Longitude	^
	Match Progress	BA	cuttude	congitude	
	-	BB			~
		80'	%		
Calculating			Next	Canc	el

Location Geocoder Wizard – Longitude Name

Point to Point Wizard

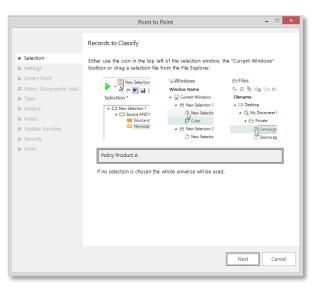
The Point to Point Wizard provides a way to record the drive time or distance between a selection of records and a specified centre point as a virtual variable.

Example

Create a Numeric virtual variable to find the number of customers with Policy Product A, by distance from Warwick to various Postcodes.

- Click the Point to Point wizard icon
- Selection Drag on a Selection to find Customers with a Policy Product of A from the West Midlands. Click Next
- Settings Set the World Region to World and the preferred unit and route options. Click Next
- Centre Point Enter your centre point (Warwick) which can be a place or part of a postcode that can be evaluated to a single point. You also have the opportunity to drag on a file if you have multiple centre points. Click Next
- You may find at this point a pop up window appears to confirm the entry you made. Select the correct location
- Select Geographic Match Drag on the geographical variable (Postcode) so that a calculation can be made between the centre point (Warwick) and the centre points of each geographical area as limited by the selection

Tick the box Geographical variable is either part or whole of a **Postcode/postcode**. Click **Next**



Point to Point Wizard - Centre Point

	Point to Point –	□ ×
¢	Select Geographic Variable	
SelectionSettings	The wizard will create a matrix of the centre point to every distinct value for this variable within the selection.	
Centre Point Select Geographic Mat	Postcode	
a Type a Folders Notes update Variable a Security a Finish	Country United Kingdom Geographic variable is either part or whole of a zip code / postcode	
	Next	Cancel

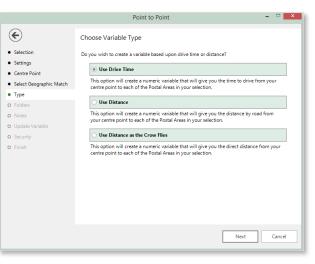
Point to Point Wizard - Select Geographic Match

- Type This step allows you to decide if the variable created will be based upon drive time or distance. Select the Use Drive Time radio button.
- Folders Select or create a folder where you want to place your Virtual Variable. Leave the default for the Others folder. Click Next
- > Notes Enter optional notes. Click Next
- Update Variable Type the description name for the variable Warwick Point to Point. Click Next
- Security This step is only visible if you are running an Enterprise system and you have ticked the Modify Security Attributes box in the previous step
- Finish This step will tell you how many records have been updated. Tick the Show new variable as a selection box. Click Finish

You can now make distance selections in the numeric variable by typing in the free form box. E.g. 2-100 will return customers within a Postcode, between 20 and 100 miles from the central point of Warwick.

Suggested Uses

- Identify distance/time between retail outlet and customers
- Calculate average time travelled by customer segments drop the variable onto a cube and use the average function to see breakdown of customer groups



Point to Point Wizard - Type

	Point to Point – 🗆 🗙
۲	Choose Variable Description
 Selection Settings Centre Point Select Geographic Mat Type Folders 	We need a description for your new variable. A unique variable reference will be created for the variable based on the description and table name. Description Warwick Point to Point Alternatively you can choose to overwrite an existing virtual variable with these new values. Drag the variable to be overwriten onto the panel below.
Notes	Drop the variable to overwrite here
 Update Variable Security Finish 	If you wish to change the security attributes for this variable for yourself, your group or other users check the checkbox below.
	Note: Use [centrepoint] in the description for your centre point
	Next Cancel

Point to Point Wizard - Update Variable

Appendix 1 – Further Information

Market Insight Geo Module

This license comes with the OpenStreetMap free service. To use Microsoft Bing Maps, the online mapping service, you will need a Bing key, which can be obtained through Apteco. To use Market Insight with Microsoft MapPoint you will need to have a licensed copy of this software and have it installed on the machine with which you are accessing your Market Insight system.

Bing Maps

A Bing key gives you access to the geocoding functionality of the software and gives you a potential worldwide display, with the appropriate boundaries. Bing maps gives you access to the majority of MapPoint functions except for the Mapping Wizards.

www.bing.com

Boundary Files

To apply data to your online maps you will require boundary files, also known as shape files. Apteco can provide basic UK shapes; Postal Area, Postal District and Postal Sector.

Various boundary files are available and some nations e.g. Australia make these available free of charge.

A broader range of boundary files, can be purchased from commercial organizations such as MapMechanics – www.allmapdata.com

Other commercial providers are available.

OpenStreetMap

As OpenStreetMap is a free service and without the addition of Bing Maps, will only allow you to display thematically shaded maps, with the appropriate boundary files being available. With a Bing Maps key, OpenStreetMap can display the geocoding functions on its map display.

www.openstreetmap.org