dun & bradstreet

Cubes – Absolute Threshold Thematic Options
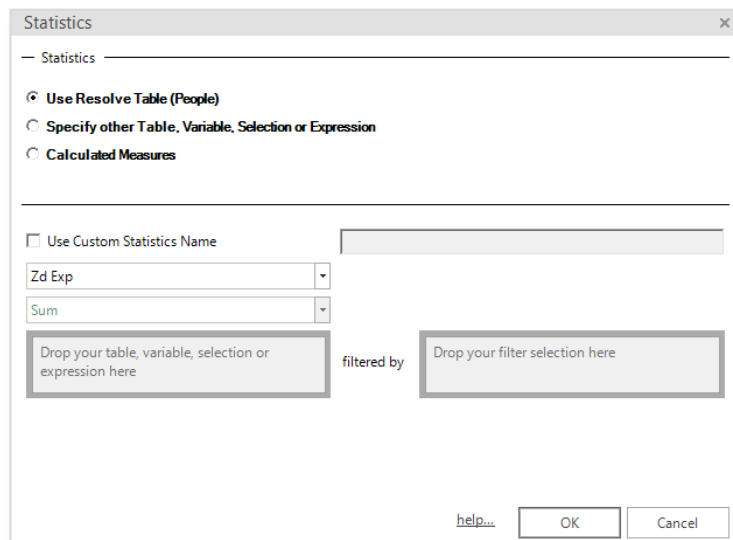
Release Date

2017 Q2

Summary

Two new thematic shading options have been added, that allow for a two-way threshold to highlight values above and below an <u>absolute</u> threshold value.

The two new thematic shading options are called **Equal Ranges From Absolute Threshold** and **Quantiles From Absolute Threshold**. Both allow for a two-way threshold that highlights values above and below an absolute threshold value.

The example below illustrates the **Equal Ranges From Absolute Threshold** option using the **Market Insight Demo** data system.

➤ Create a **Cube** that displays **Economic Region** by **Policy Status** at the **Records** table level

➤ Add the **Zd Exp** statistic to the **Cube** display

➤ Set the **Primary** statistic to be **Zd Exp**

The ZdExp is the "z-score of deviation from expected value" and is a significance measure which gives an indication of the *size, direction* and *significance* of any differences from the expected. Positive values are due to higher counts than expected and negative values due to lower counts than expected.

- ➢ Select **Equal Ranges From Absolute Threshold** as the **Thematic** type

- ➢ Set the Ranges to **5** and the **Threshold** figure to **3**

- ➢ Change the colours used for the shading to something appropriate e.g. Low = Blue and High = Red

- ➢ Click the **OK** button to see the results

The Equal Ranges from Absolute Threshold in this example will create 5 ranges each way from the threshold into equal bands between the Threshold Minimum and the Threshold Maximum.

Economic Region	Lapsed		Live		NO POLICIES		TOTAL	
	Records	Zd Exp of Records	Records	Zd Exp of Records	Records	Zd Exp of Records	Records	Zd Exp of Records
Unclassified	1	-0.66	4	-2.10	1,449	2.20	1,453	-
North	244	-1.04	1,601	3.21	195,647	-3.01	197,310	-
North West (Excludin	410	-1.80	2,359	-3.70	336,082	4.22	338,526	-
South East (Outside N	1,396	-2.89	8,529	0.32	1,124,551	-0.59	1,133,488	-
South West	640	-0.50	4,301	10.24	489,629	-9.84	494,087	-
East Midlands	498	2.41	3,100	11.31	336,421	-10.80	339,623	-
West Midlands	607	-0.43	3,602	1.68	463,704	-1.77	467,472	-
East Anglia	354	6.11	1,827	9.69	193,205	-10.26	195,128	-
Yorkshire and Humbe	550	0.93	3,350	6.50	397,392	-6.63	400,893	-
South East (Inside M2	1,531	-8.81	6,880	-41.38	1,403,840	40.26	1,411,219	-
Scotland	733	9.32	4,085	20.76	394,644	-20.31	398,864	-
Wales	273	-0.62	1,965	9.08	212,470	-8.14	214,478	-
Northern Ireland	351	17.10	1,551	25.30	109,217	-24.56	110,800	-
Greater Manchester	274	-2.23	1,520	-6.22	235,146	5.88	236,755	-
Channel Islands	13	-3.44	69	-8.59	24,611	9.00	24,680	-
TOTAL	7,875	-	44,743	-	5,918,008	-	5,964,776	-

The colour highlighting on the Cube makes it easier to establish insight, such as being statistically confident that there are higher than expected records form the South East (inside the M25) with No Policies.

Use the sliding bar at the bottom of the cube to quickly highlight and select ranges of cells by the thematic colour shading.