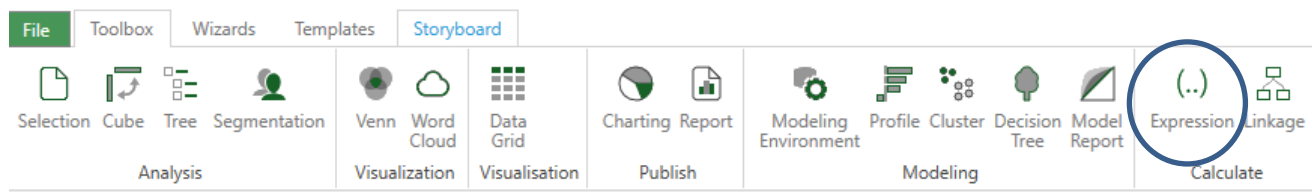


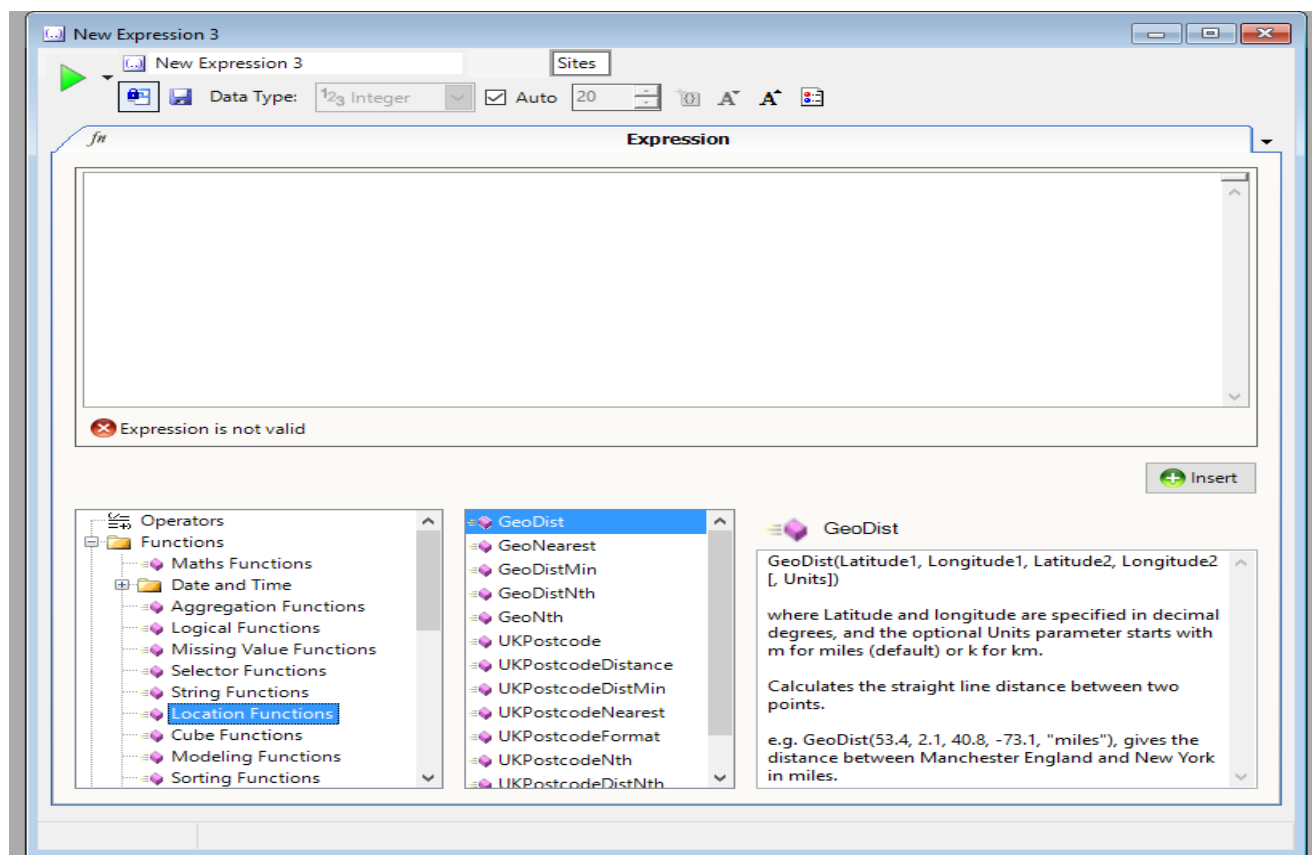
Market Insight

How to Use The GeoDist Expression (Single Site Radius Searches)

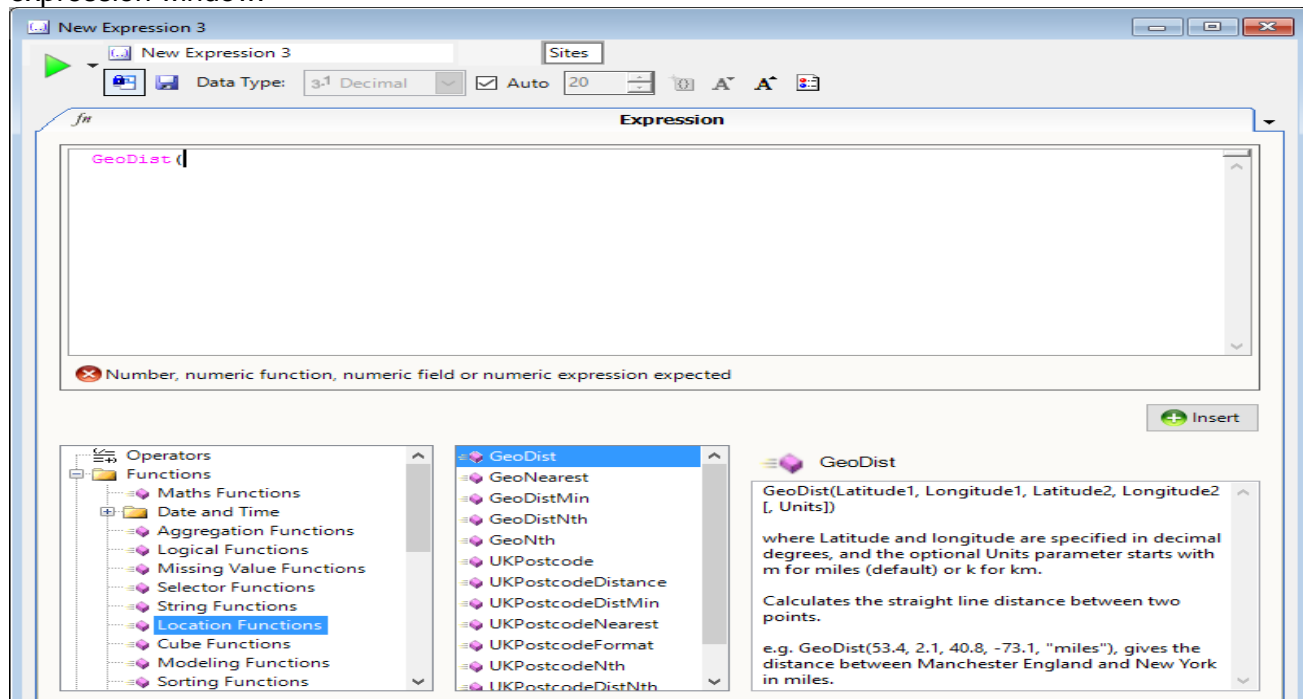
The GeoDist Expression can be used to do a radius search around ONE latitude/longitude point. You will need to have a selection already created in Market Insight with the Lat/Long you want to do the radius search around. The GeoDist Expression can be found in the Toolbox tab called “Expression”.



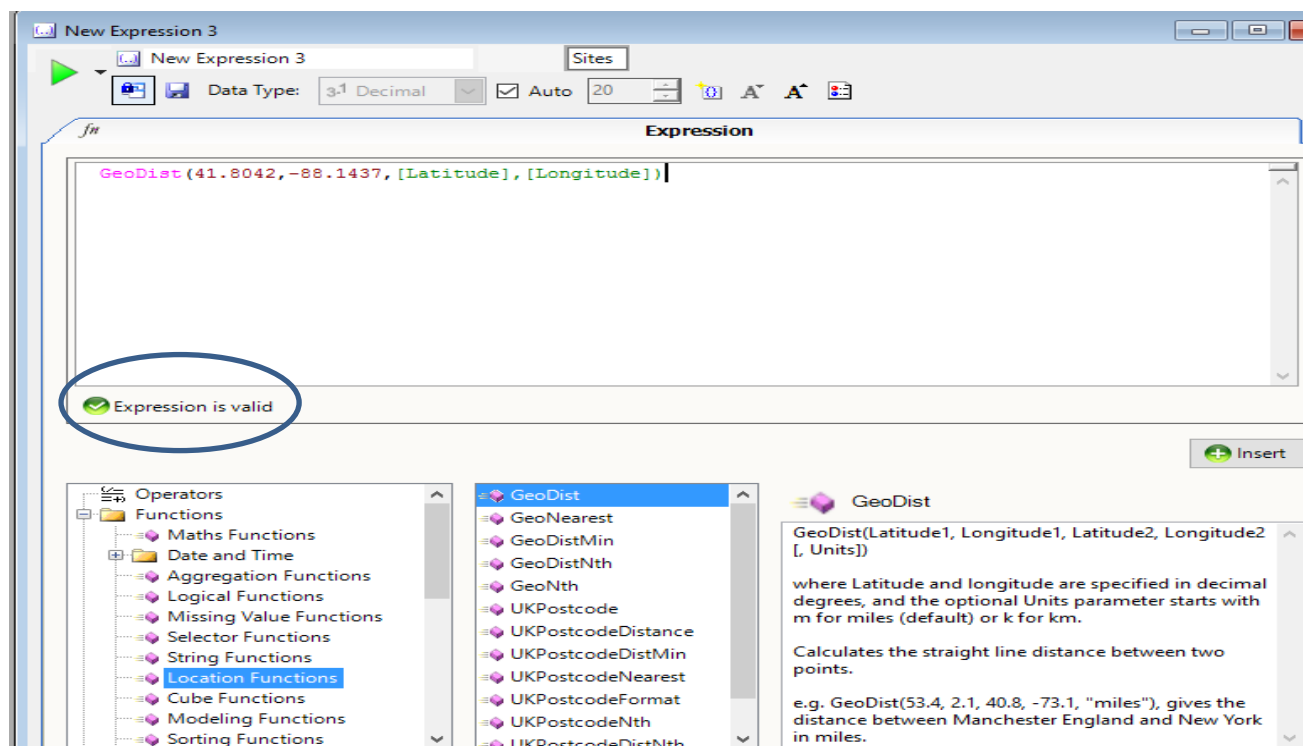
Open a new Expression window in your workspace. (either double-click on the Expression tool in your toolbox, or drag-and-drop the Expression tool into the workspace.) Next, note the types of expression categories in the lower-left corner of the window; choose the “Location Functions.” You’ll then see the “GeoDist” option appear in the lower-center box; the lower-right box contains the description of the function.



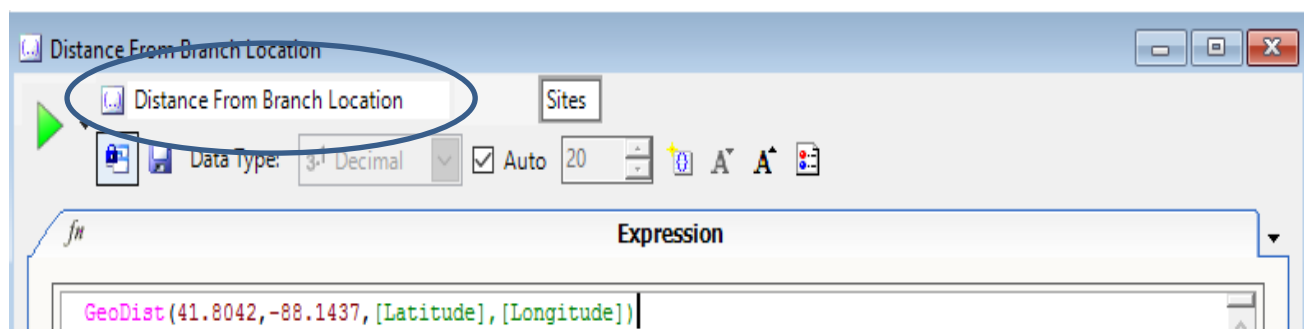
After you've highlighted the GeoDist function, click on the "Insert" button and it will appear in the expression window.



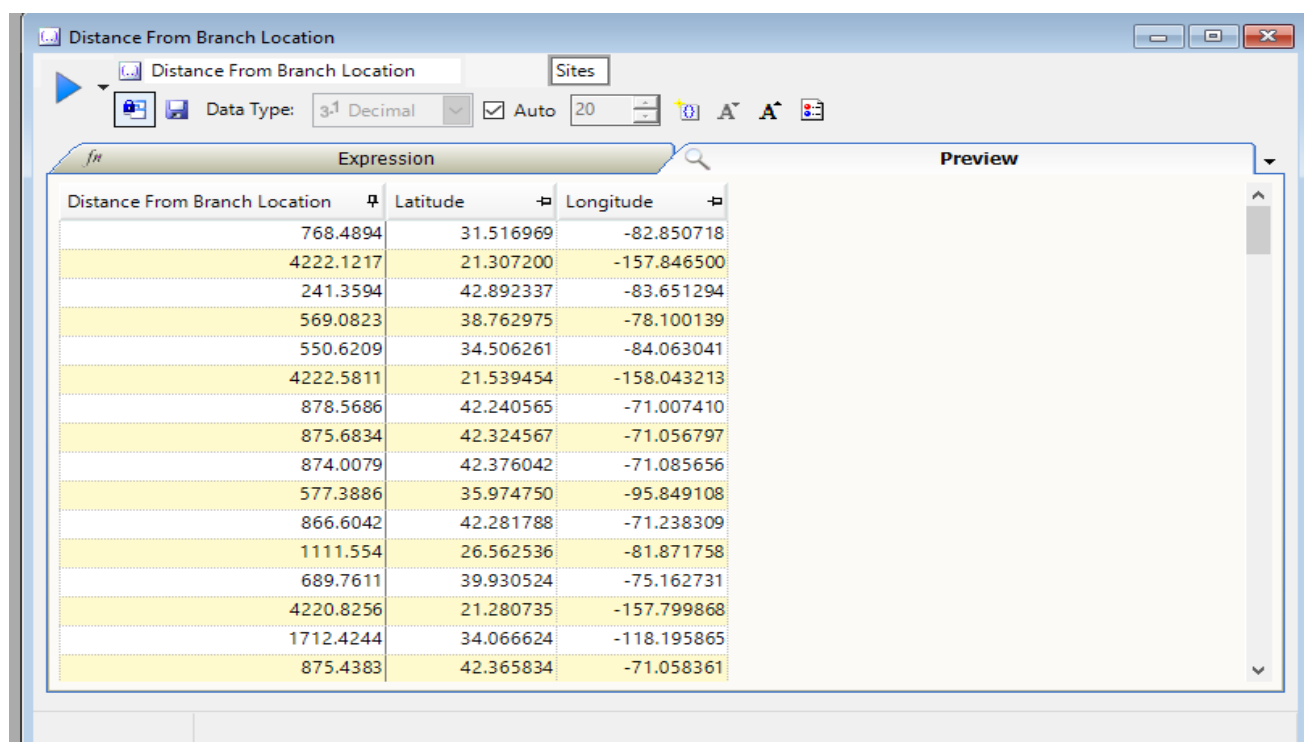
Next, you need to setup the criteria. For this example, we will use the Latitude 41.8042 and the Longitude -88.1437. You will need to type in the lat/long into the expression window and follow the prompts in the lower left hand corner. Once they are entered you will need to go to your System Explorer tab on the left of your screen and find the Latitude and Longitude variables. Drag those into the expression window and separate with commas as shown below. When finished you should get "Expression is Valid" message.



This expression uses the first lat/long that you key in as the starting point, and then is comparing the lat/long on every DUNS number to that starting point to give a distance. The default is to show miles. To make things easier to keep track of, rename your expression window for the variable.

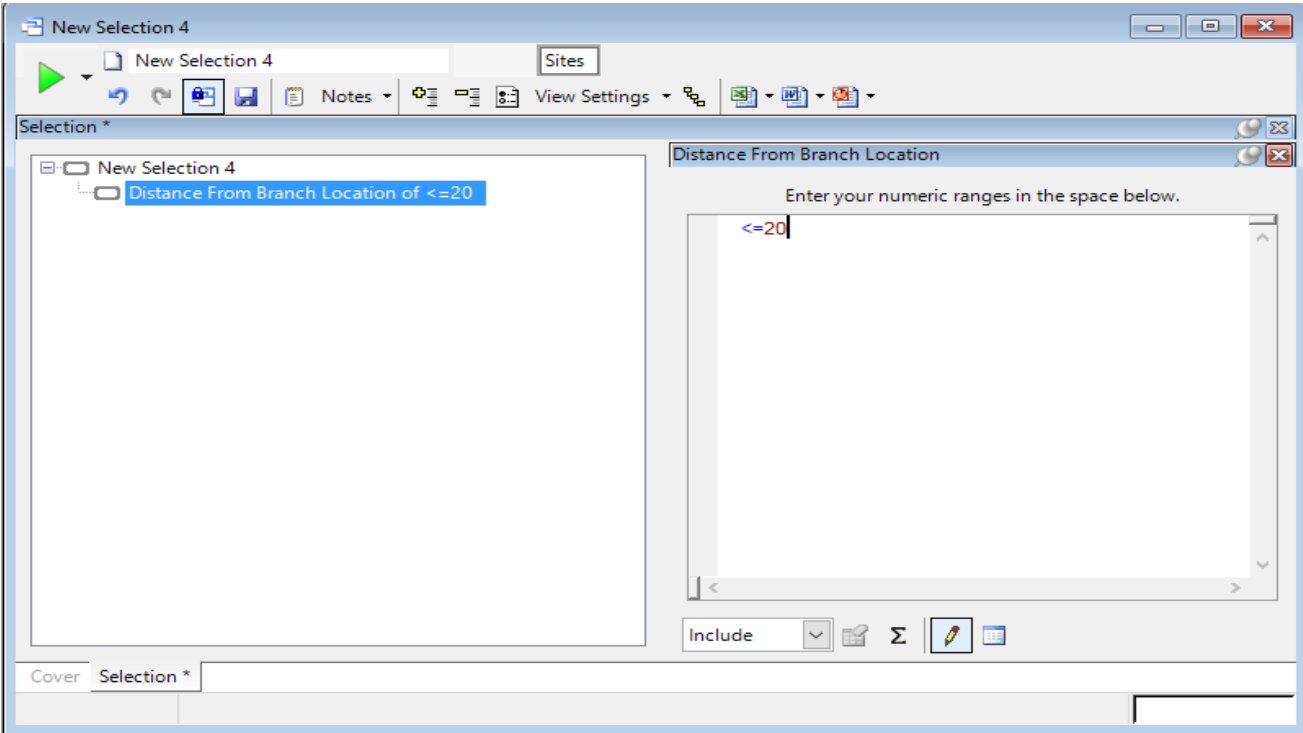


Click the build/run button in the upper-left of the window. You can build the expression to see a preview of the calculation.



This preview shows a random selection of DUNS numbers and their distance from my starting point Lat/Long in miles. Now, you can drag-and-drop this expression into a Selection window and use it as criteria for your query.

In this new selection, I am asking Market Insight to return only those records that are less than or equal to 20 miles from my starting lat/long of the branch location.



You can also drop your expression into a data grid and it becomes a column, showing the results of the calculation when looking at the lat/long for each DUNS number site.

