

How to Build PWE's in Market Insight



Decide with Confidence

Select the target records – those records that you wish to use as the basis for finding other records. In this example, we are using Customer records.

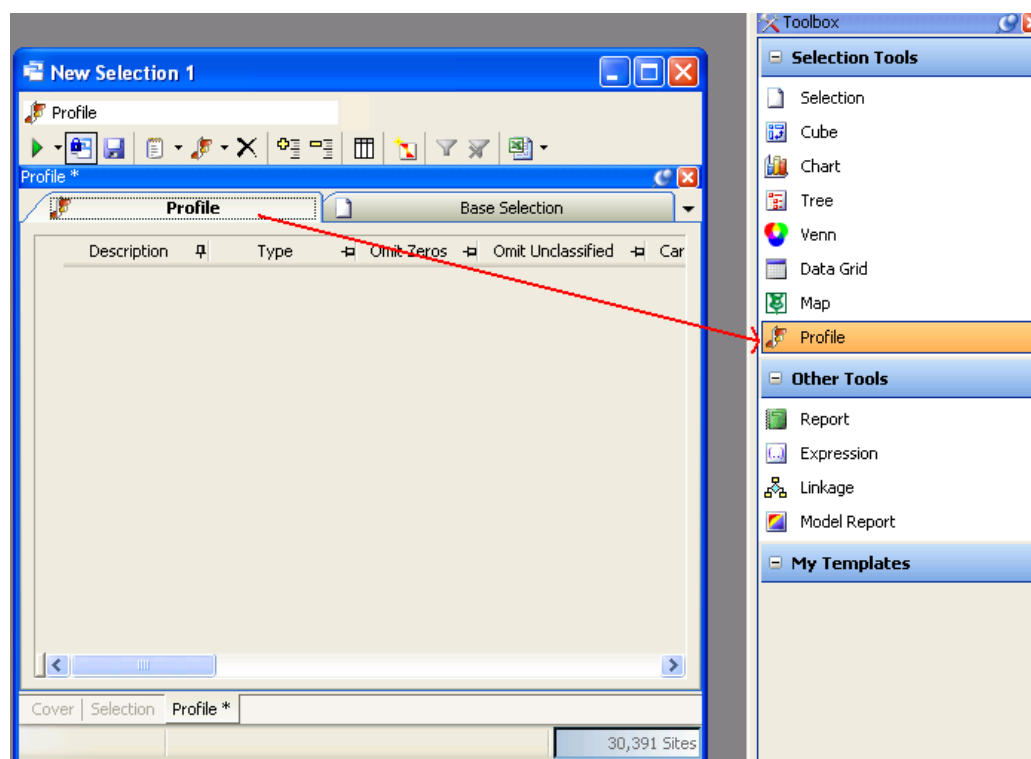
The screenshot shows the 'New Selection 1' dialog box. The 'Selection *' section shows a tree view with 'New Selection 1' expanded, revealing 'Site Status of Customer' selected. The 'Site Status' section contains a search bar with 'Description Co' and a dropdown arrow. Below is a table with columns: Include, Code, Description, and Sites.

Include	Code	Description	Sites
<input type="checkbox"/>	!	Unclassified	1
<input checked="" type="checkbox"/>	C	Customer	30,391
<input type="checkbox"/>	P	Prospect	603,550

Below the table, there are buttons for 'Include', a dropdown arrow, a grid icon, and an 'OR' button. At the bottom, there is a 'Cover' tab and a 'Selection *' field.



Next step is to begin to Profile. Click on Profile on the right hand side under the Toolbox.





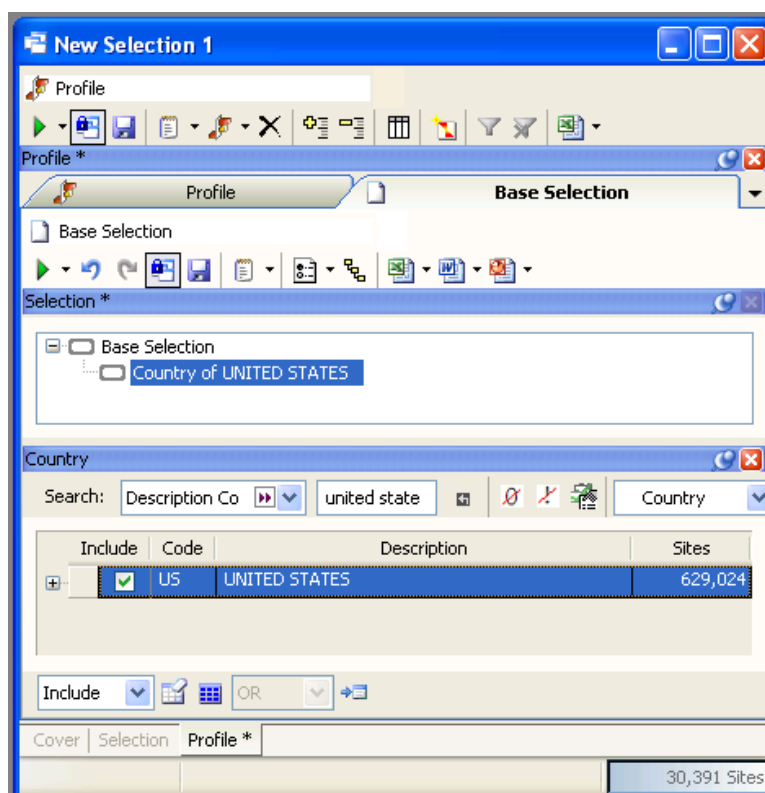
Select Variables that you wish to include in the profile report – at minimum, select variables that answer the following: where are my targeted records located, what do they do and what is their size?


The screenshot shows the 'New Selection 1' dialog box in the Market Insight software. The 'Profile' tab is active, displaying a table of variables to be included in the profile report. The table has columns for 'Description', 'Type', 'Omit Zeros', and 'Omit Unclassified'. All variables are of type 'Selector' and have checkboxes for 'Omit Zeros' and 'Omit Unclassified' checked. The variables listed are: Emp Total Range, Emp Here Range, Sales Volume U..., Major Industry..., Division Indicator, Import Export, Manufacturing I..., Small Business..., Subsidiary Indic..., Legal Status, Minority Owned..., Public Private, and Location Type. The bottom of the dialog shows a tabbed interface with 'Cover', 'Selection', and 'Profile *' tabs, and a status bar indicating '30,391 Sites'.

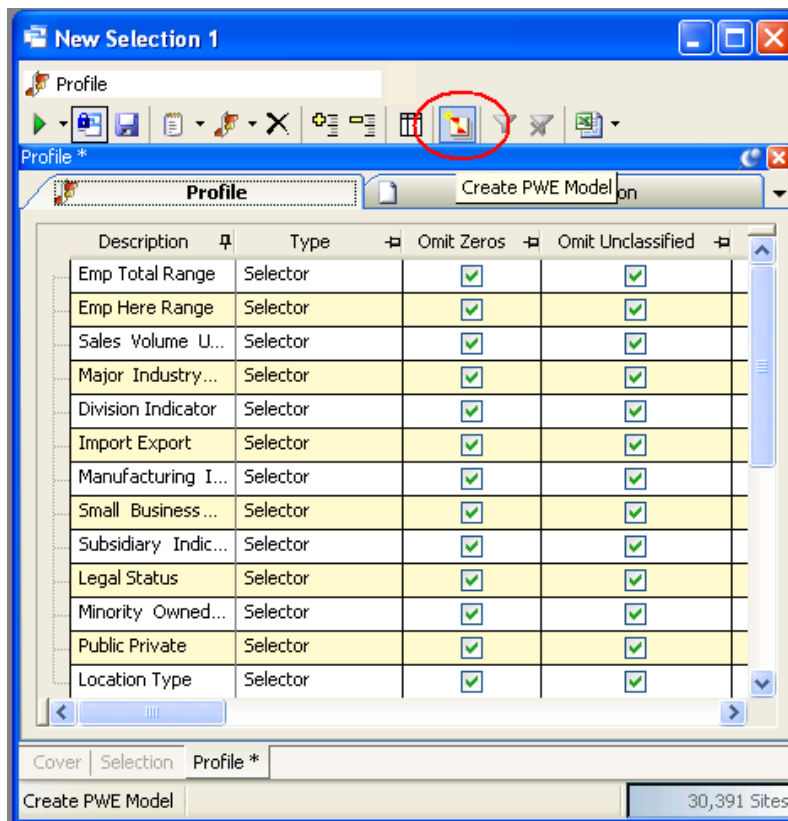
Description	Type	Omit Zeros	Omit Unclassified
Emp Total Range	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Emp Here Range	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Volume U...	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Major Industry...	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Division Indicator	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Import Export	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manufacturing I...	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Small Business...	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Subsidiary Indic...	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Legal Status	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Minority Owned...	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Private	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Location Type	Selector	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Next step is to identify the Base Selection that you are profiling against. In this example, the United States has been selected.



Upon execution of the Profile, the profile report is viewed at the variable level. This shows a summary for each variable. You can also drill down across the categories of each variable. The next step is to build a PWE Model. You can start this by clicking on the PWE icon 



The following window will open. The PWE Model has a wizard with 10 steps to help you complete the model. Selecting Equal Ranges will provide a score value while Quantiles segment the records into equal sized groups ranked by PWE score.



PWE Model. Banding Type (Step 2 of 10)

Select the type of banding that you wish to create from the options below

☒ **Equal Ranges**

Equal Ranges will produce a variable that evenly splits the variable from a specified minimum to a specified maximum value

☐ **Quantile**

Quantile Ranges will define ranges to ensure that the same number of records will fall into each band

☐ **Actual Value**

Actual value will create a Numeric Variable that contains the actual calculated PWE value

Back Next Cancel

Select Size of each Band and enter 1. Click Next.

PWE Model. Bands (Step 3 of 10)

You can optionally supply the minimum and maximum value for the bands that are created. Any record that has a value outside these minimum and maximum values will be put into the unclassified category

Minimum band value ☒ Auto

Maximum band value ☒ Auto

In order to create the bands we need to know either the total number of bands to create or the size of each band. If we are creating Quantiles, then the size of each band will vary so you will need to specify the number of bands in this case.

☐ Total Number of Bands

☒ Size of each Band

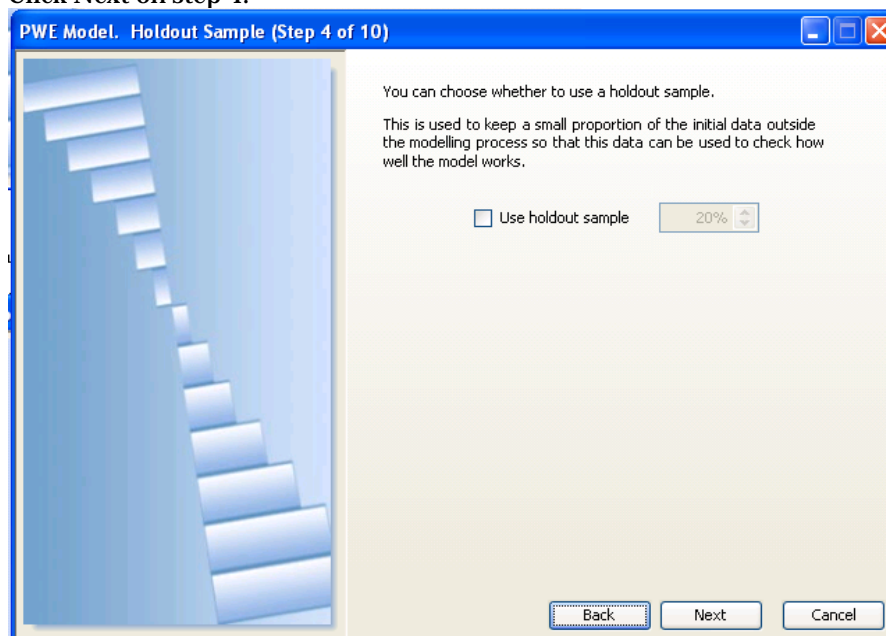
Lastly, you can choose if you wish the bands to be created in ascending or descending order


Band Sequence

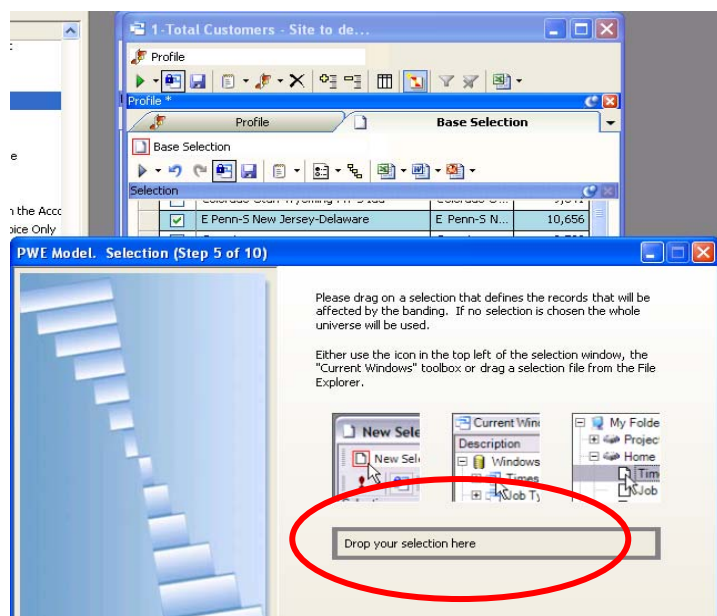
Back Next Cancel



Click Next on step 4.



Step 5 – Drop your selection which defines the records that will be scored by the model. More than likely, it will be the selection from the Base Selection. Simply hover over the  Base Selection icon until a red box appears. Then click and drag the icon into “Drop your selection here” highlighted in the red circle. In this example, all records in the United States will be scored.





Click on Next to complete the PWE Model Wizard until you reach Step 10. The new variable will be in the Others folder in your System Explorer.

The model is now available as a Selector Variable. The model you built will help you select those records that are worth marketing to - from those that are not, by helping to find look-alikes of your targeted records. The score will help you segment the database by the score value. In this example, we used the Equal Ranges to evenly split the variable from a minimum to a maximum creating a bell shape curve of the sites.

The screenshot shows a software window titled 'Selection *' with a search bar and a table. The table has columns for 'Include', 'Code', 'Description', and 'Sites'. A red bell curve is overlaid on the 'Sites' column, indicating a normal distribution of the data.

Include	Code	Description	Sites
<input type="checkbox"/>	03	15.00 - 16.00	5
<input type="checkbox"/>	04	14.00 - 15.00	3
<input type="checkbox"/>	05	13.00 - 14.00	122
<input type="checkbox"/>	06	12.00 - 13.00	159
<input type="checkbox"/>	07	11.00 - 12.00	1,471
<input type="checkbox"/>	08	10.00 - 11.00	1,060
<input type="checkbox"/>	09	9.00 - 10.00	2,551
<input type="checkbox"/>	10	8.00 - 9.00	2,393
<input type="checkbox"/>	11	7.00 - 8.00	2,895
<input type="checkbox"/>	12	6.00 - 7.00	5,376
<input type="checkbox"/>	13	5.00 - 6.00	3,597
<input type="checkbox"/>	14	4.00 - 5.00	2,419
<input type="checkbox"/>	15	3.00 - 4.00	3,221
<input type="checkbox"/>	16	2.00 - 3.00	2,984
<input type="checkbox"/>	17	1.00 - 2.00	1,737
<input type="checkbox"/>	18	0.00 - 1.00	2,324
<input type="checkbox"/>	19	-1.00 - 0.00	2,109
<input type="checkbox"/>	20	-2.00 - -1.00	980