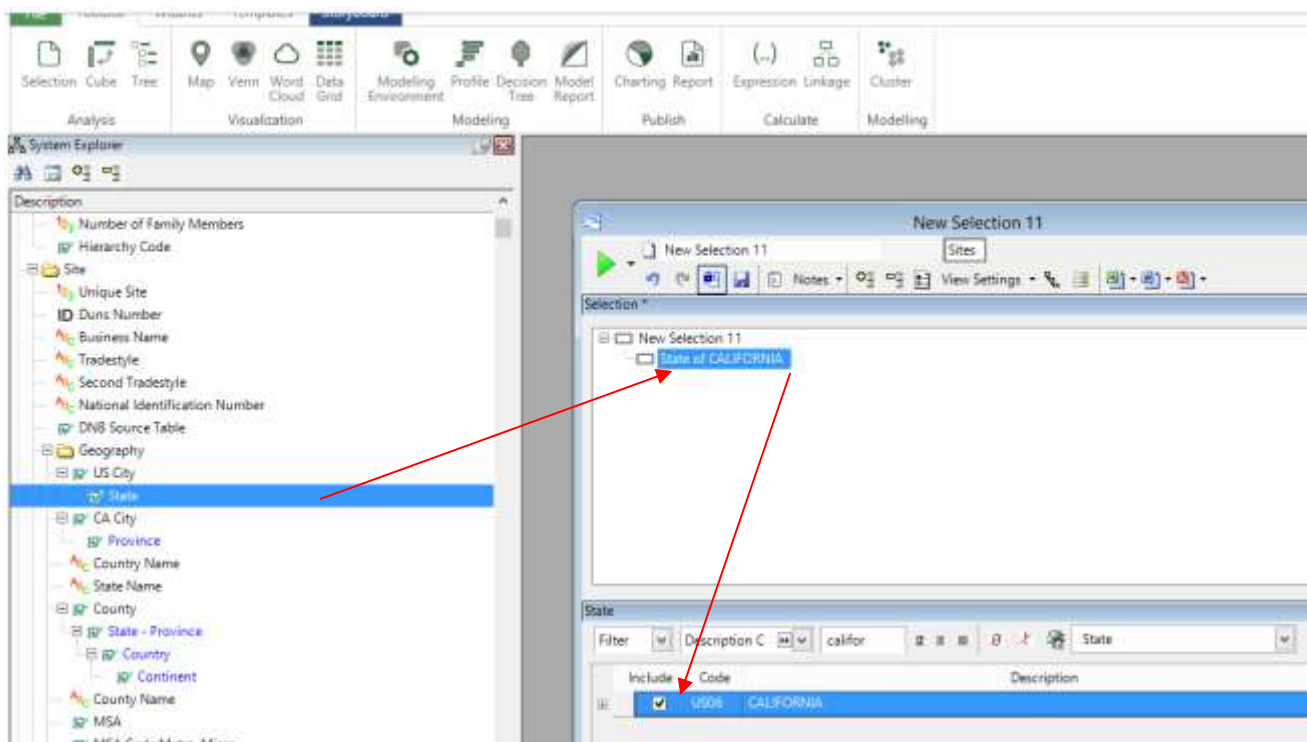


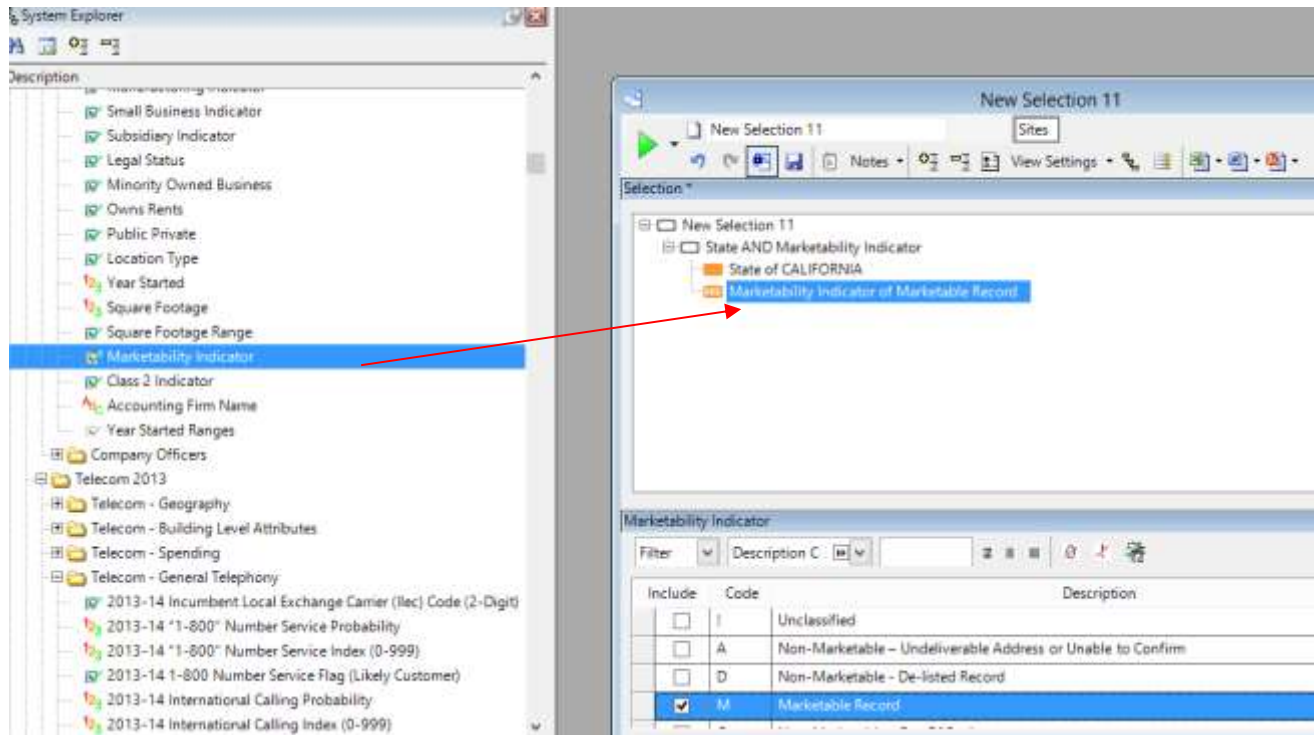
How to Use Selection Logic with AND and OR and the NOT Function

Market Insight provides the ability to either restrict a selection further with each variable using the **AND** logic or to widen a search with the **OR** clause.

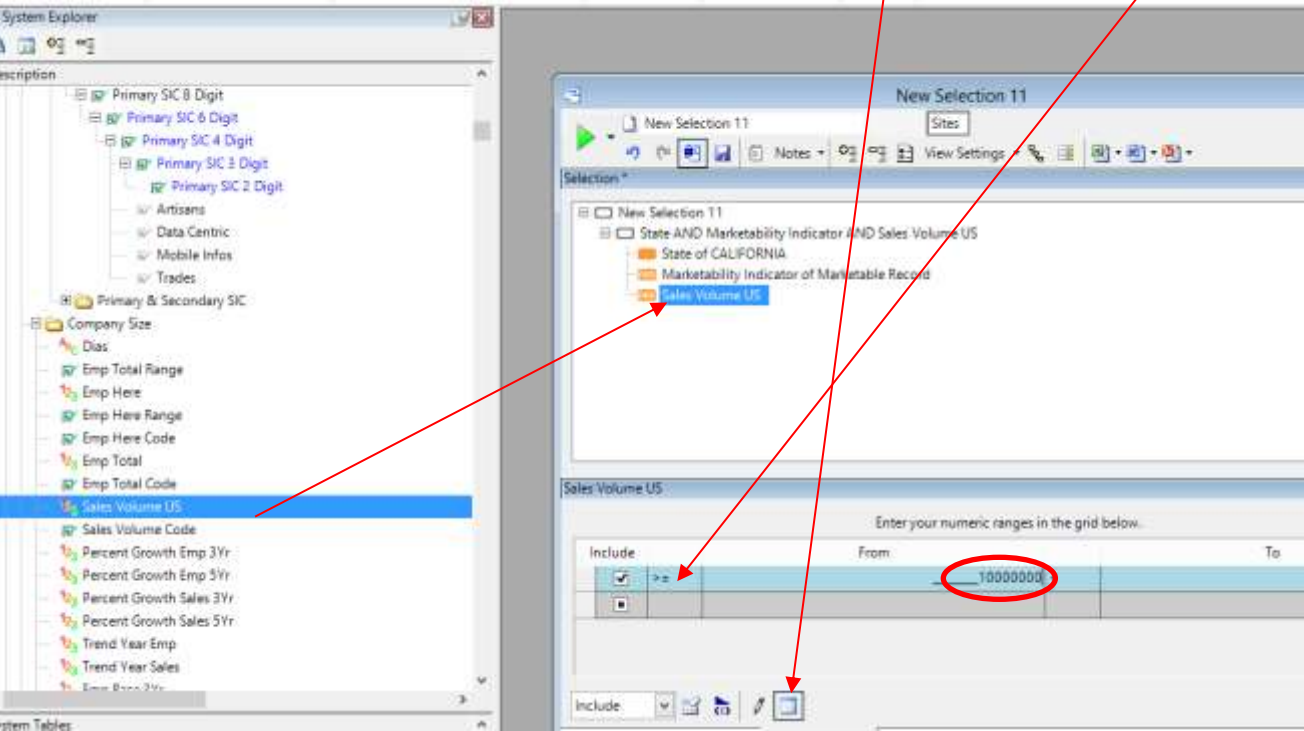
We will use the AND logic first

Create a selection of records we will start with marketable records in California with 10 million or greater in sales **AND** employees total of greater than or equal to 10. (This will return records that are marketable in California and have both 10 million or more in sales AND 10 or more employees total))

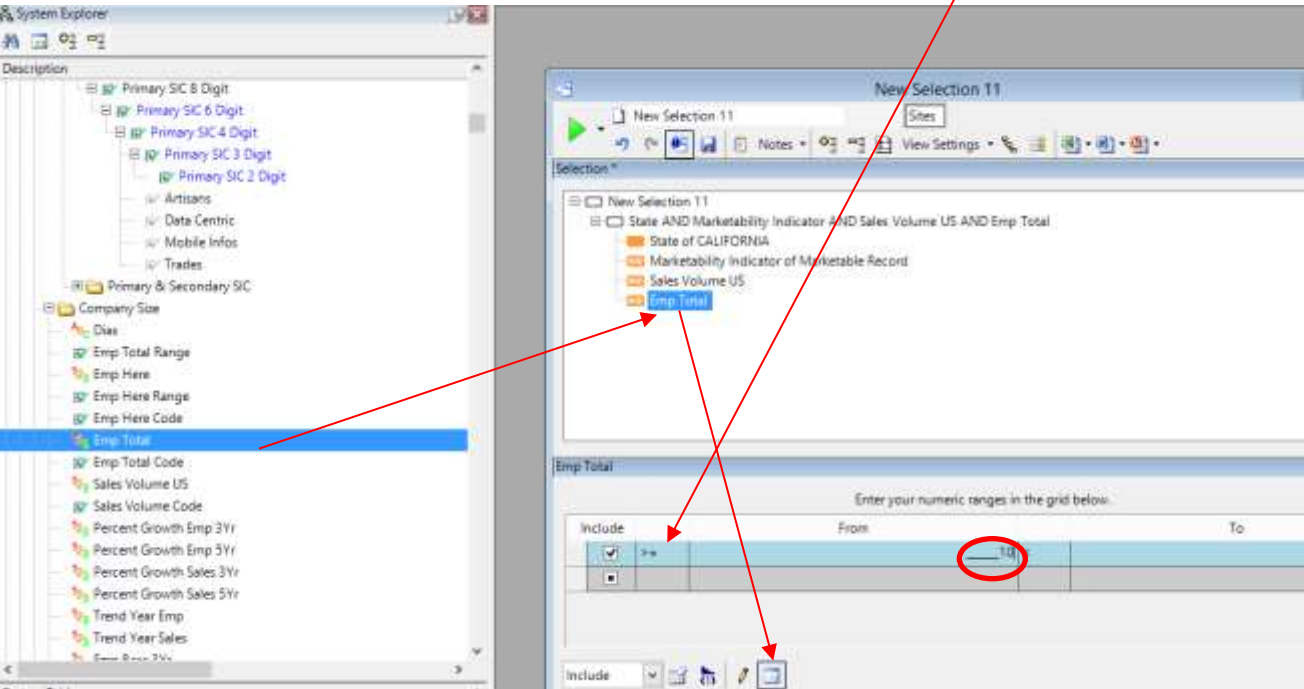




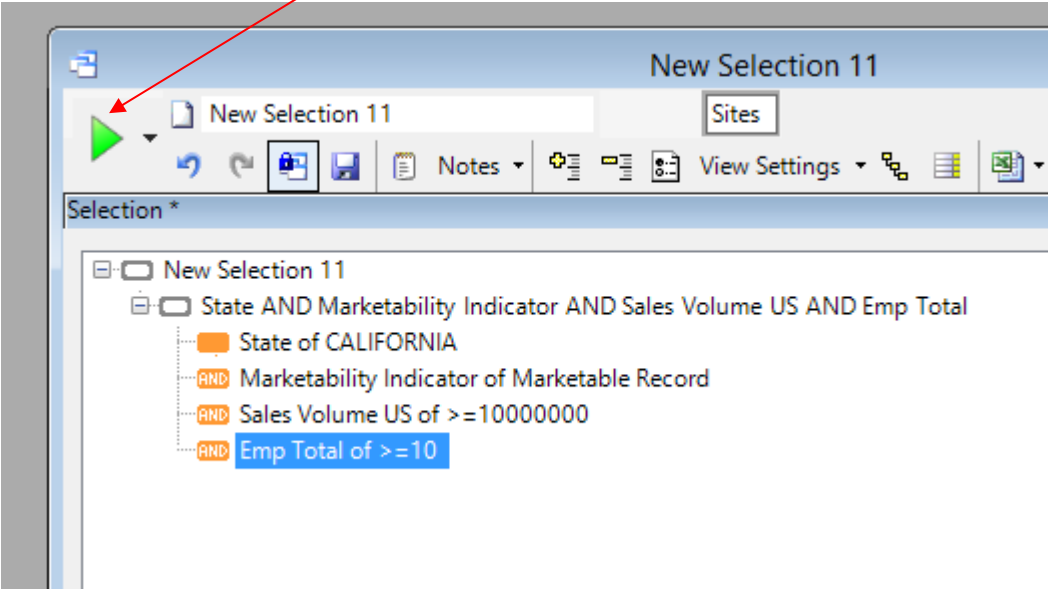
For the sales volume choose the sales volume US then use the grid functionality and use ≥ 10000000



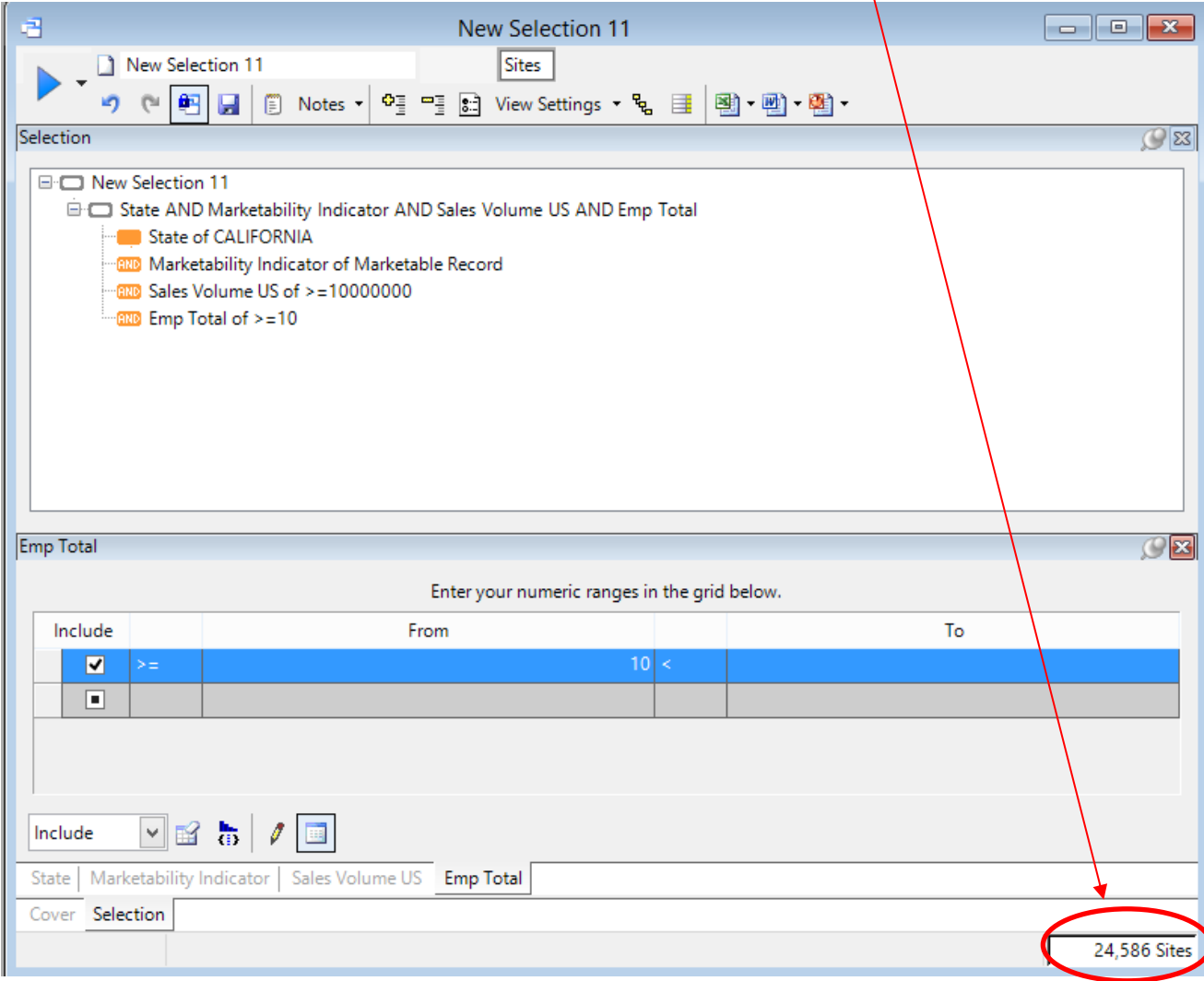
Next choose Emp Total and again using the grid functionality choose ≥ 10



Now click the green triangle to run the count.



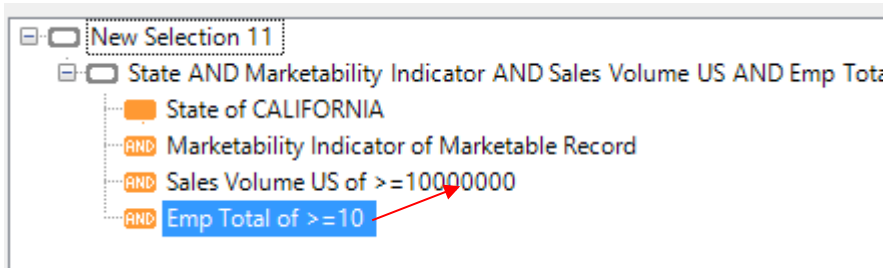
After this finishes running you can find the count in the lower right hand corner.



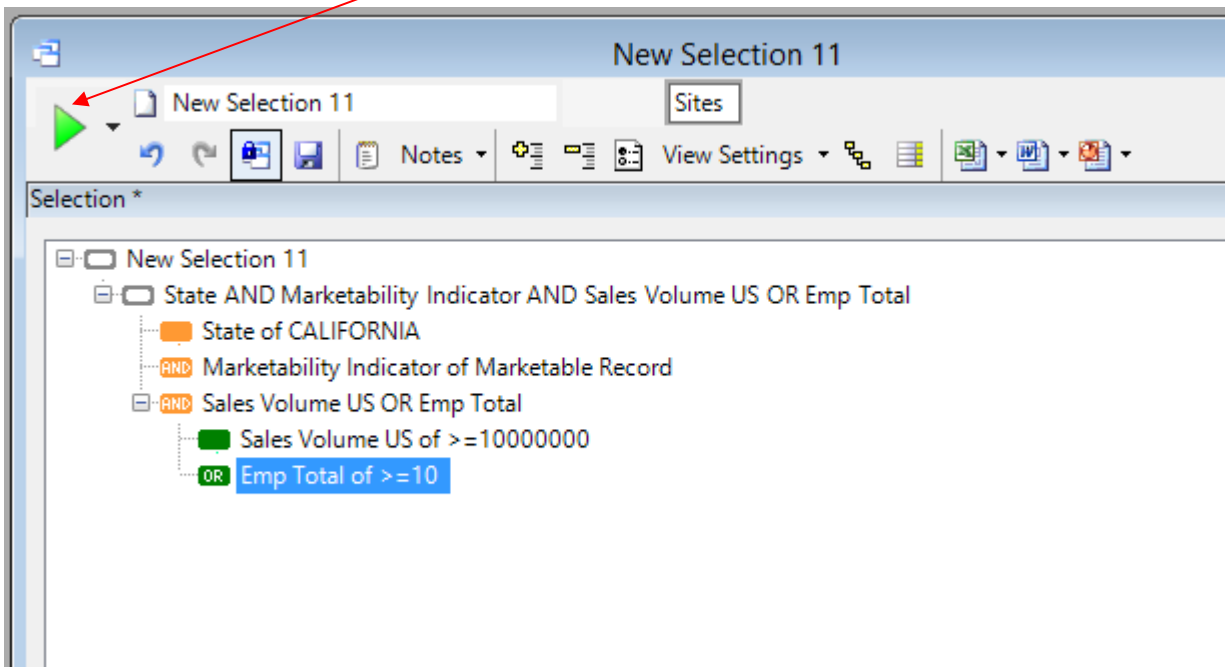
Your result is 24,586 records.

Now let's try the **OR** logic. What this will do is now return records with either 10 million or greater in sales **OR** employees total of 10 and greater. The records returned will have one or the other of this criteria not both.

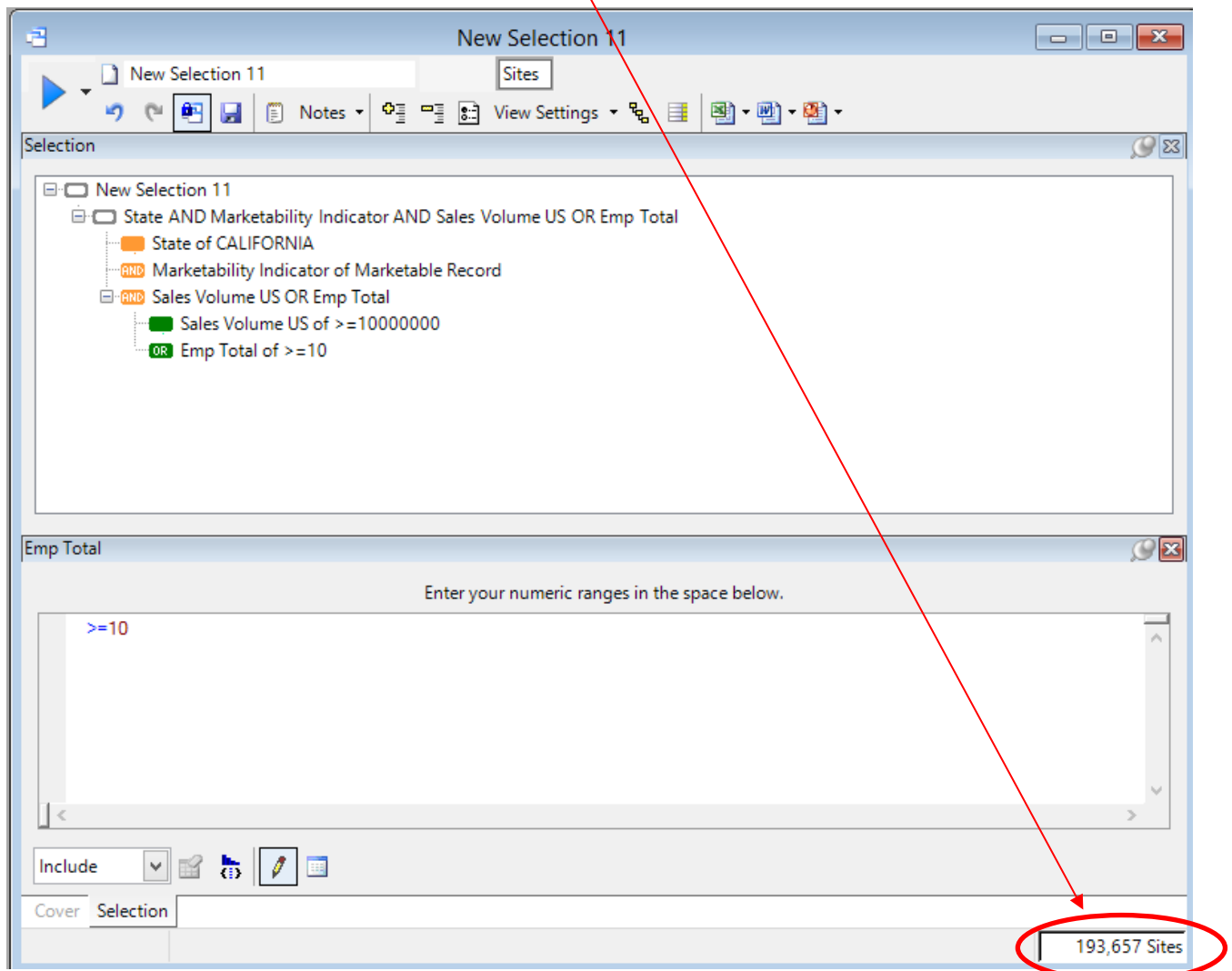
To do this simply drag and drop the employees total right on top of the sales volume.



It will now look like this. Again click the green run triangle.



Again you can see the result in the lower right hand corner.

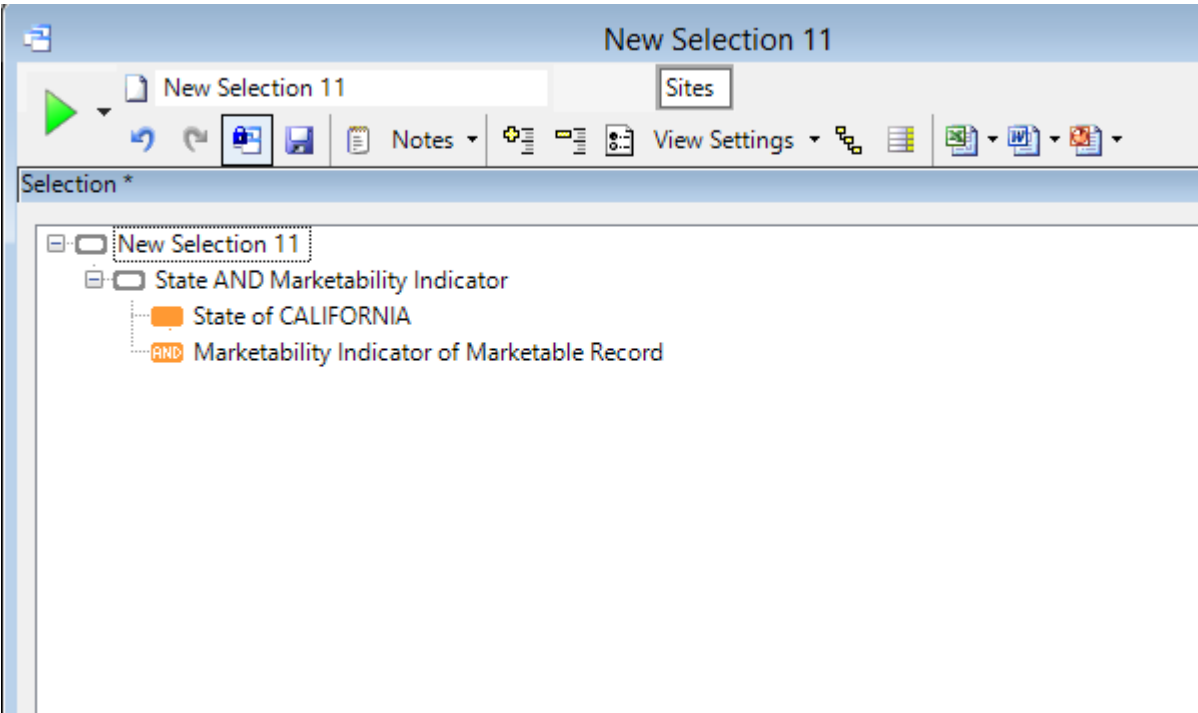


You will see the count is now much larger at 193,657 this is because it did not have to meet both criteria of sales and employees total it was only one or the other.

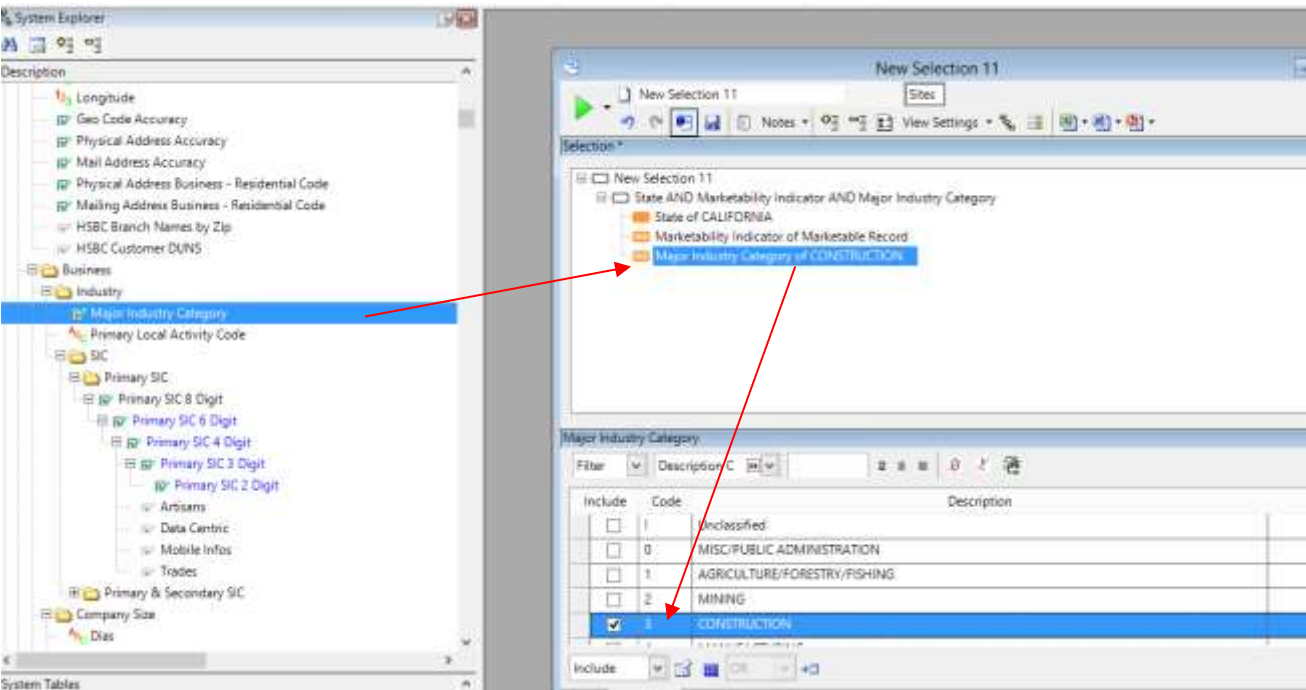
Now let's look at the NOT functionality.

In some circumstances you may want to exclude certain records from your selection. Let's say for example we want marketable records in California that are NOT in the major industry category of construction.

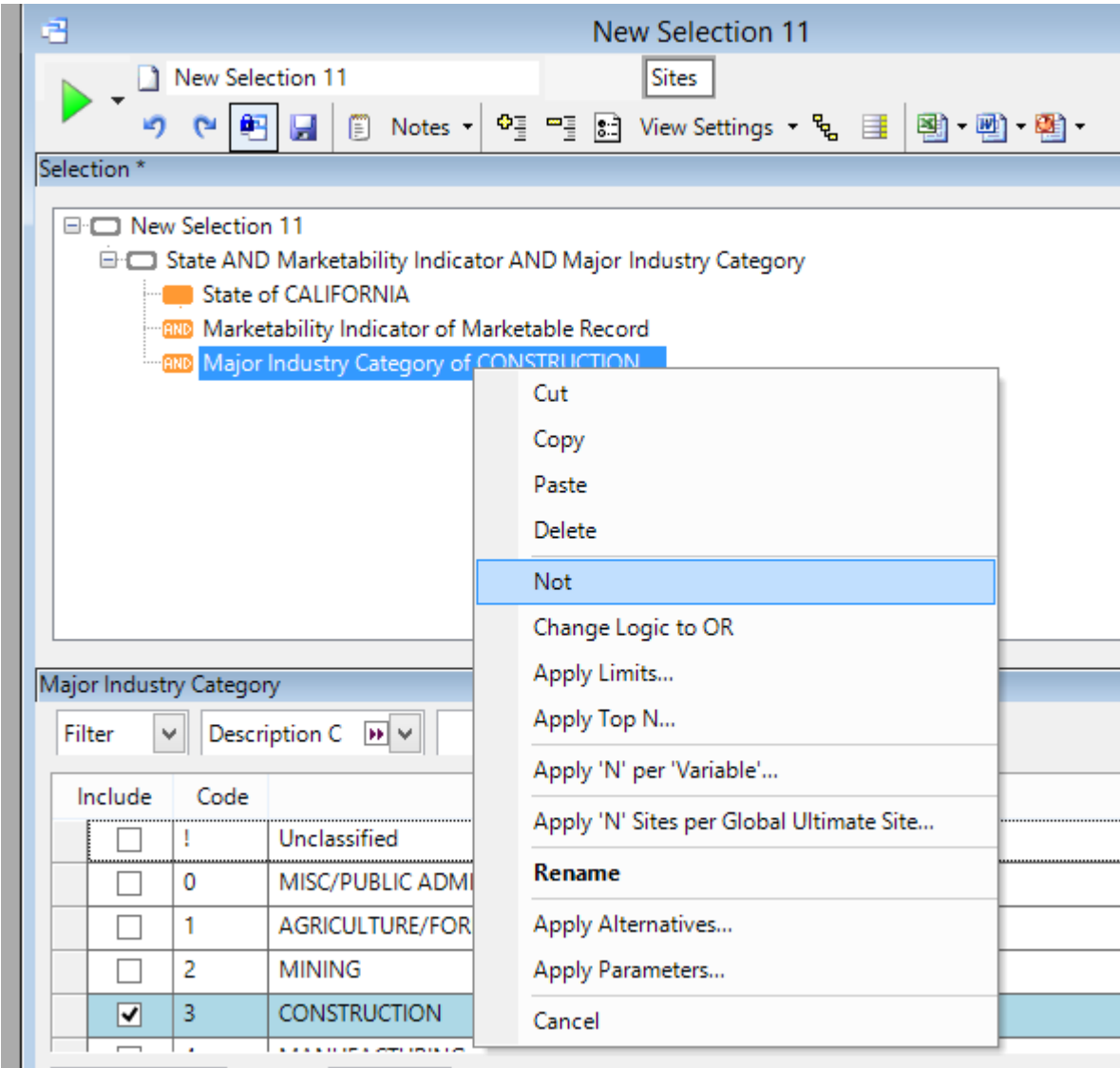
Again you would start your selection with the marketability indicator and the state of California.



Now bring in major industry category. Then choose construction.



Now place your mouse on the major industry category and right click and choose NOT.



It will now look like this and go ahead and click the green triangle to run your criteria.

New Selection 11

New Selection 11

Sites

Notes

View Settings

Selection *

New Selection 11

State AND Marketability Indicator AND NOT Major Industry Category

State of CALIFORNIA

AND Marketability Indicator of Marketable Record

AND NOT NOT Major Industry Category

Major Industry Category of CONSTRUCTION

Major Industry Category

Filter

Description C

Include	Code	Description	Sites
<input type="checkbox"/>	!	Unclassified	1,698,648
<input type="checkbox"/>	0	MISC/PUBLIC ADMINISTRATION	2,345,209
<input type="checkbox"/>	1	AGRICULTURE/FORESTRY/FISHING	4,089,564
<input type="checkbox"/>	2	MINING	262,435
<input checked="" type="checkbox"/>	3	CONSTRUCTION	8,039,277

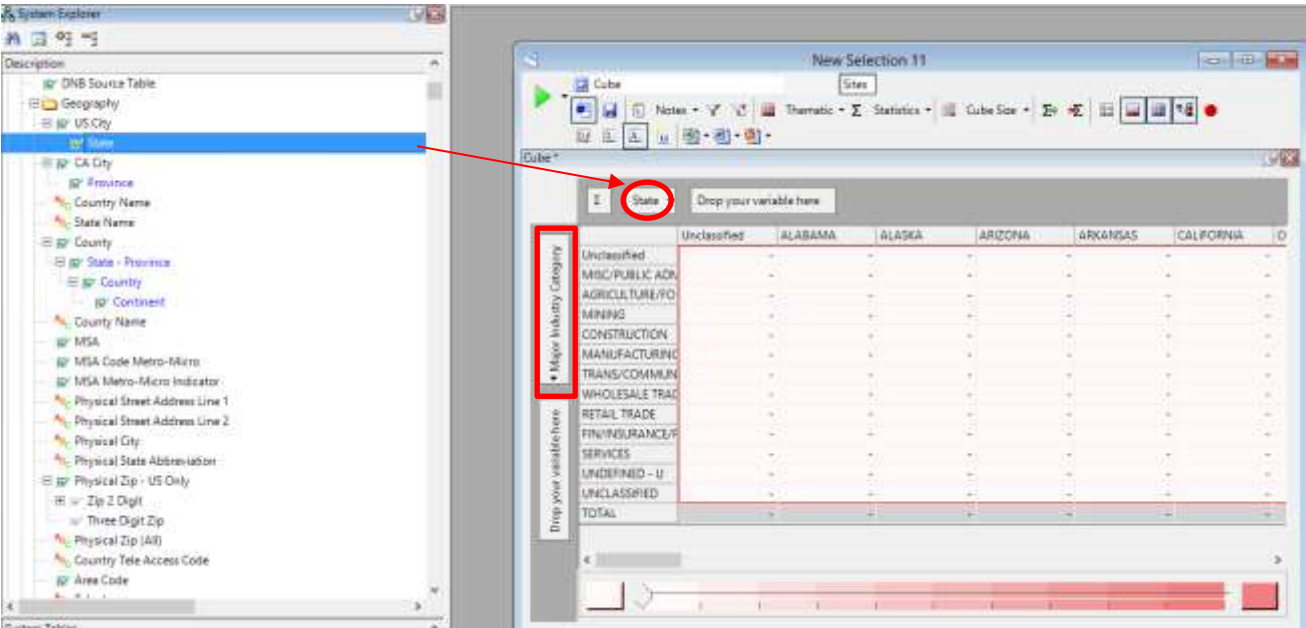
Include

OR

Cover

Selection *

Once this finishes running you can once again confirm or validate your criteria by placing a cube on top and then bring into your cube the state and major industry category. And you should see no records in the major industry category of construction.



As you can see they are all in the state of California and there are no records in the major industry of construction.

