# dun & bradstreet

# How to use Text variables in the Tree Tool in D&B Market Insight

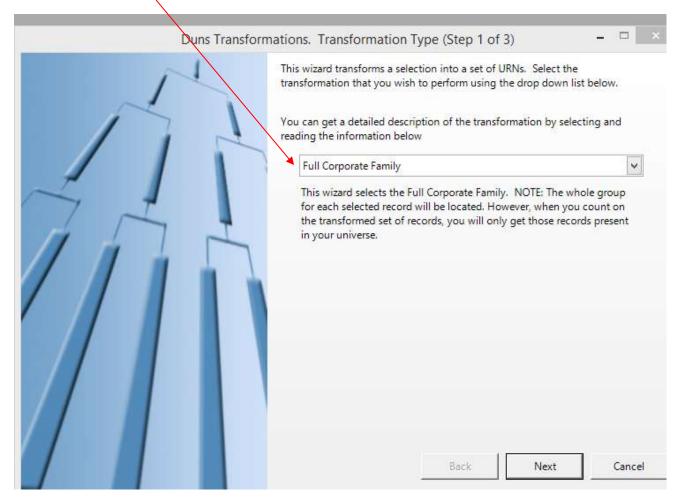
One of the advanced features of the Tree Tool in Market Insight is the ability to do analysis by any text variable that's available. This feature is most used when wanting to count by Global Ultimate DUNS number.

Just like the standard Tree functionality, you need to begin by dropping the tree tool onto a selection.

First let's start by creating a universe of records. I am going to start by identifying the Duns number for Nestle by running a selection on the duns number. Then I am going to use the Duns transformation wizard to bring back all family members.

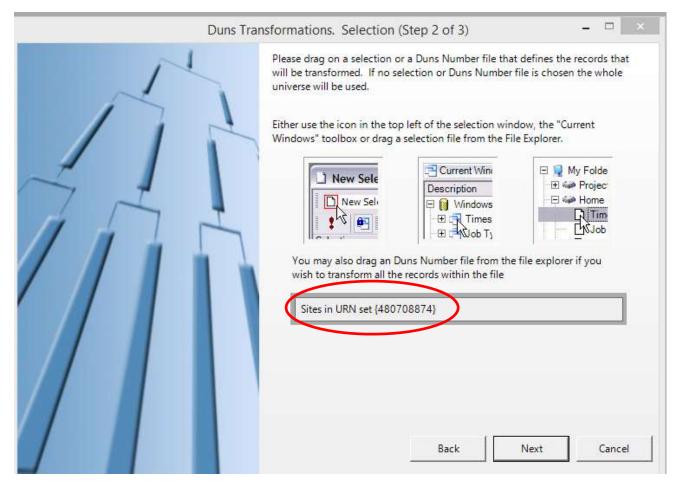
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Leave the default on Full Corporate Family and click next.



#### Then drag and drop you duns number selection into the box.

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Click next

#### Click the browse button.

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111	NOTE: If you use the same name as another file in your private directory then you will overwrite that file!
~ 1	Press the Finish button to create your transformed Duns Number set file.
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	Back Finish Cancel

When you click browse you are now going to tell it where you want to save it and what you want to call it. This will save it in the private folder and will be called Nestle Family Tree. Click Save.

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#### Now click finish.

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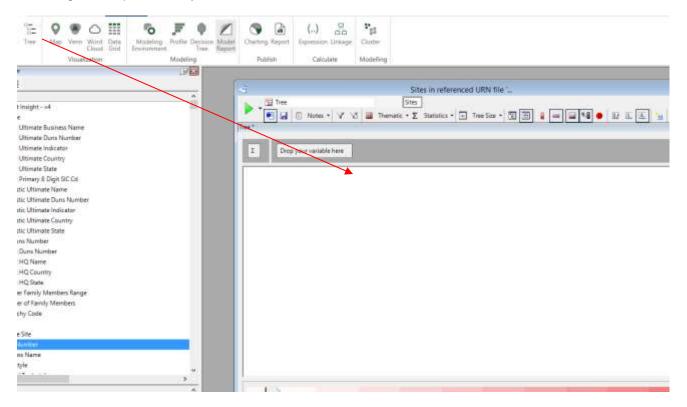
Then from the file explorer tab find your private folder and look for the name you called your selection and bring this into your workspace area and run it.

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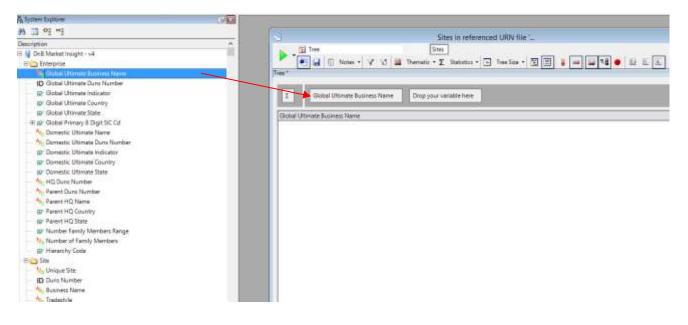
You will see the record count in the lower right hand corner.

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Selection	<b>X</b>
Sites in referenced URN file 'Nestle family tree.urn'	
Cover Selection	
	2,146 Sites

Now drag and drop a tree on your selection.



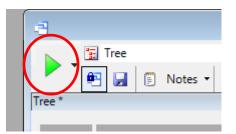
Now drag into your tree the global ultimate business name



## Also drag in the country

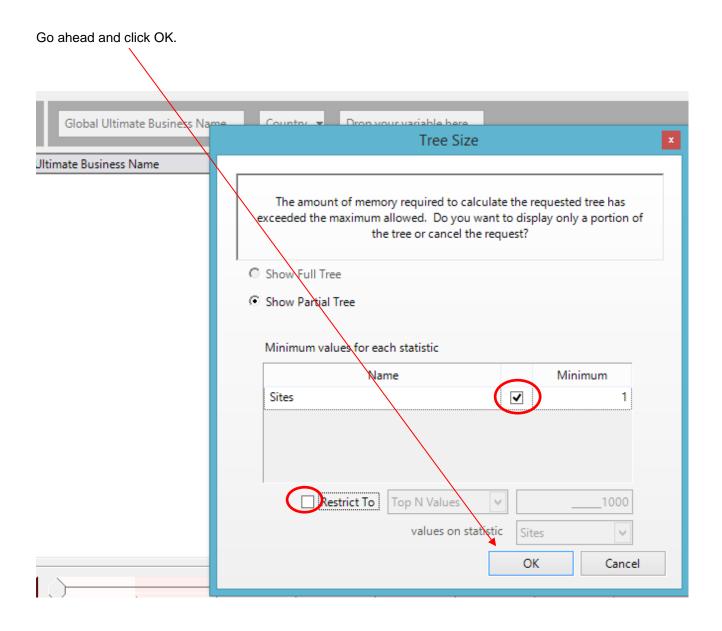
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- the Physical Zip (All)		
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## Click the green run triangle



You will then see this screen. Leave the show partial tree box checked. But then check this box and uncheck this box.

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When you click ok, your tree will now run and when finished it will look like the following. You will now be able to tell by country the number of sites in that country that have that Global Ultimate Business Name.

For example there are 34 site records in Canada with that global ultimate business name of Nestle.

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Nestlé S.A.	AUSTRIA	16	
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