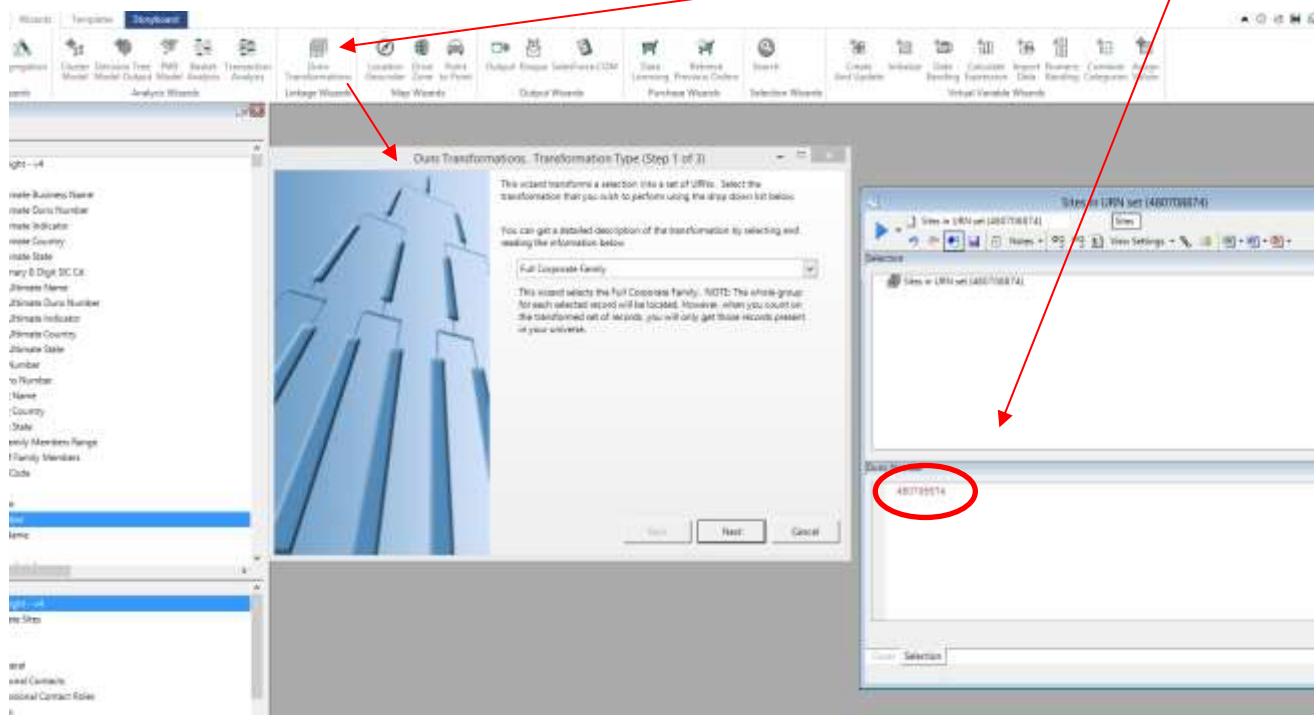


How to use Text variables in the Tree Tool in D&B Market Insight

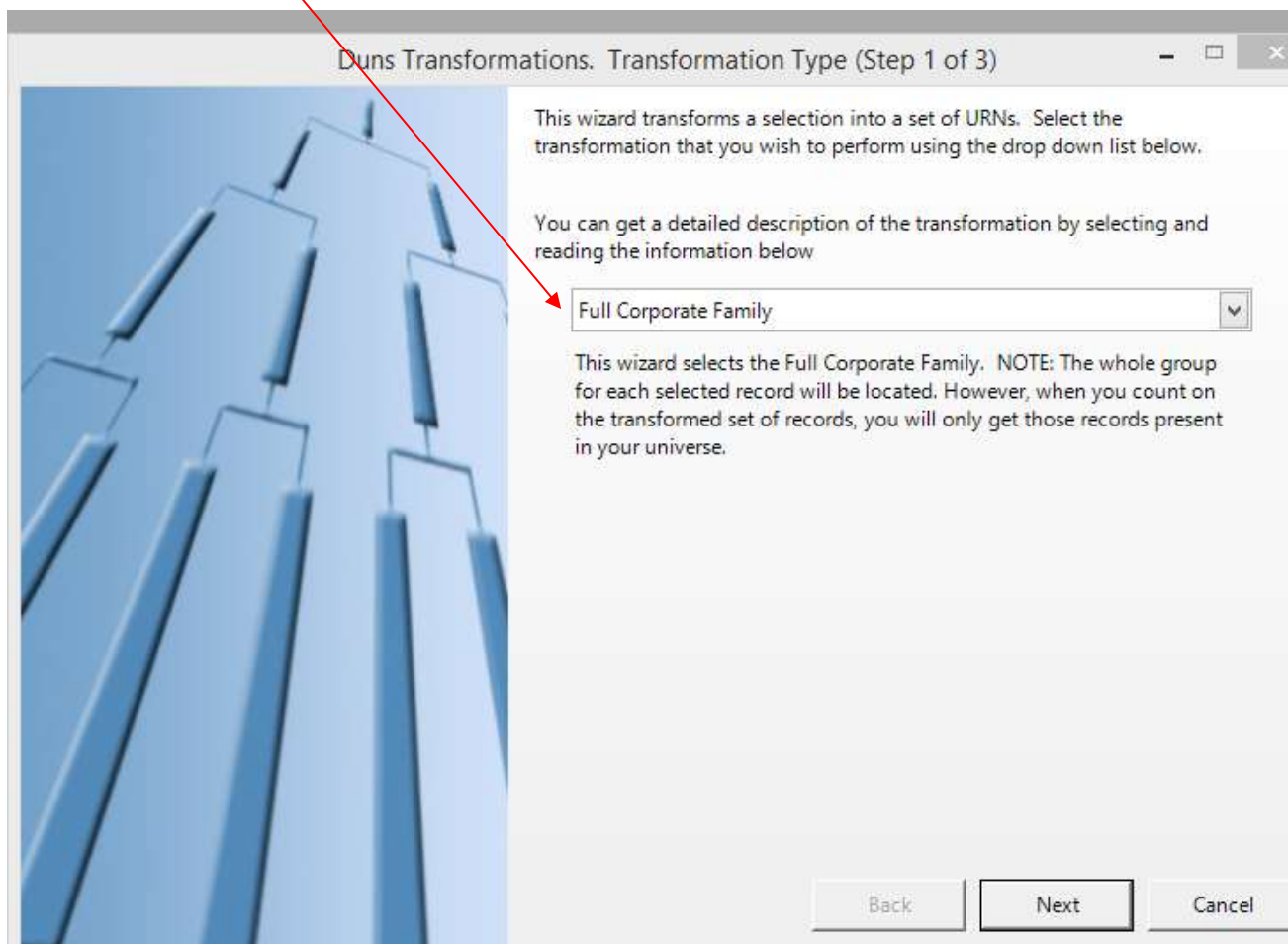
One of the advanced features of the Tree Tool in Market Insight is the ability to do analysis by any text variable that's available. This feature is most used when wanting to count by Global Ultimate DUNS number.

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

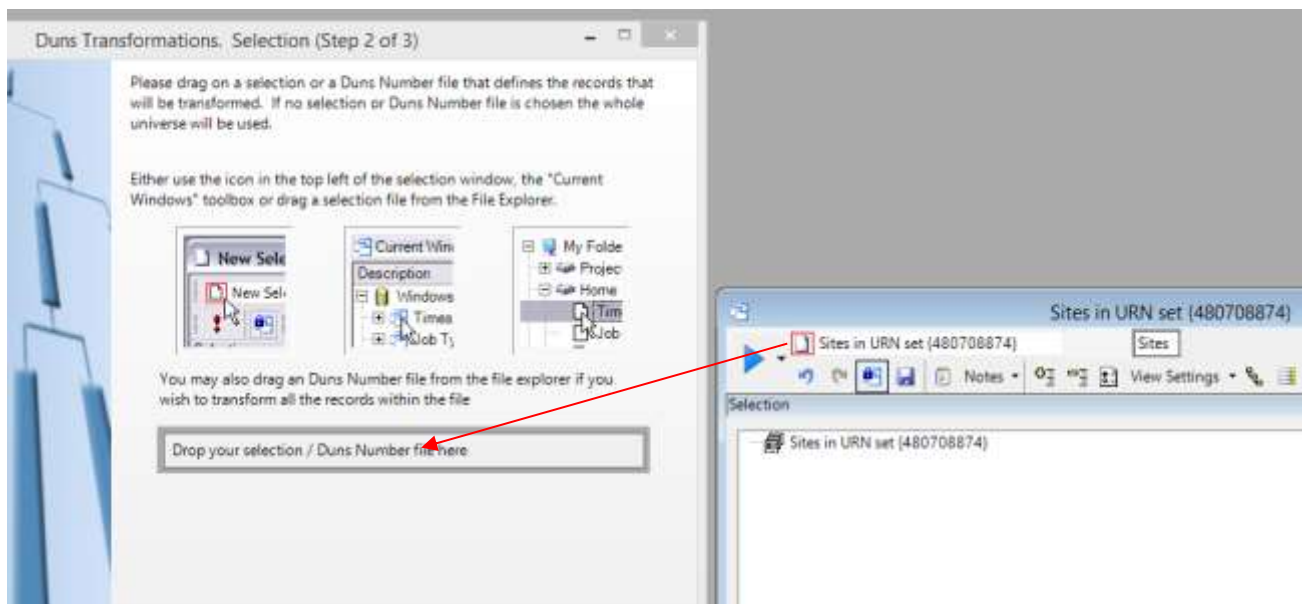
First let's start by creating a universe of records. I am going to start by identifying the Duns number for Nestle by running a selection on the duns number. Then I am going to use the Duns transformation wizard to bring back all family members.

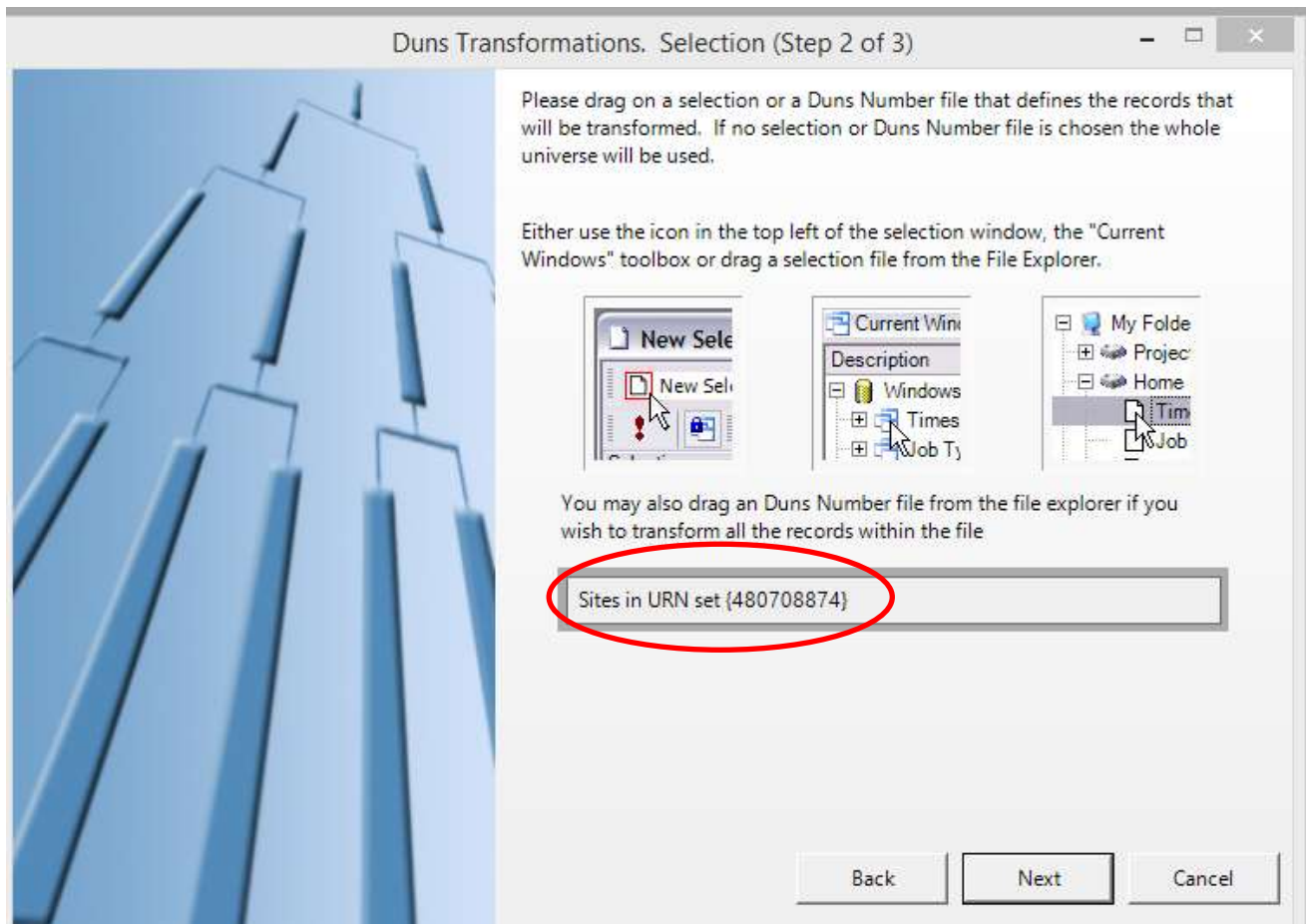


Leave the default on Full Corporate Family and click next.



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






Click next

Click the browse button.

Duns Transformations. Name (Step 3 of 3)



Lastly you must enter a file name for your transformed Duns Number set.

Private:

Browse...

NOTE: If you use the same name as another file in your private directory then you will overwrite that file!

Press the Finish button to create your transformed Duns Number set file.

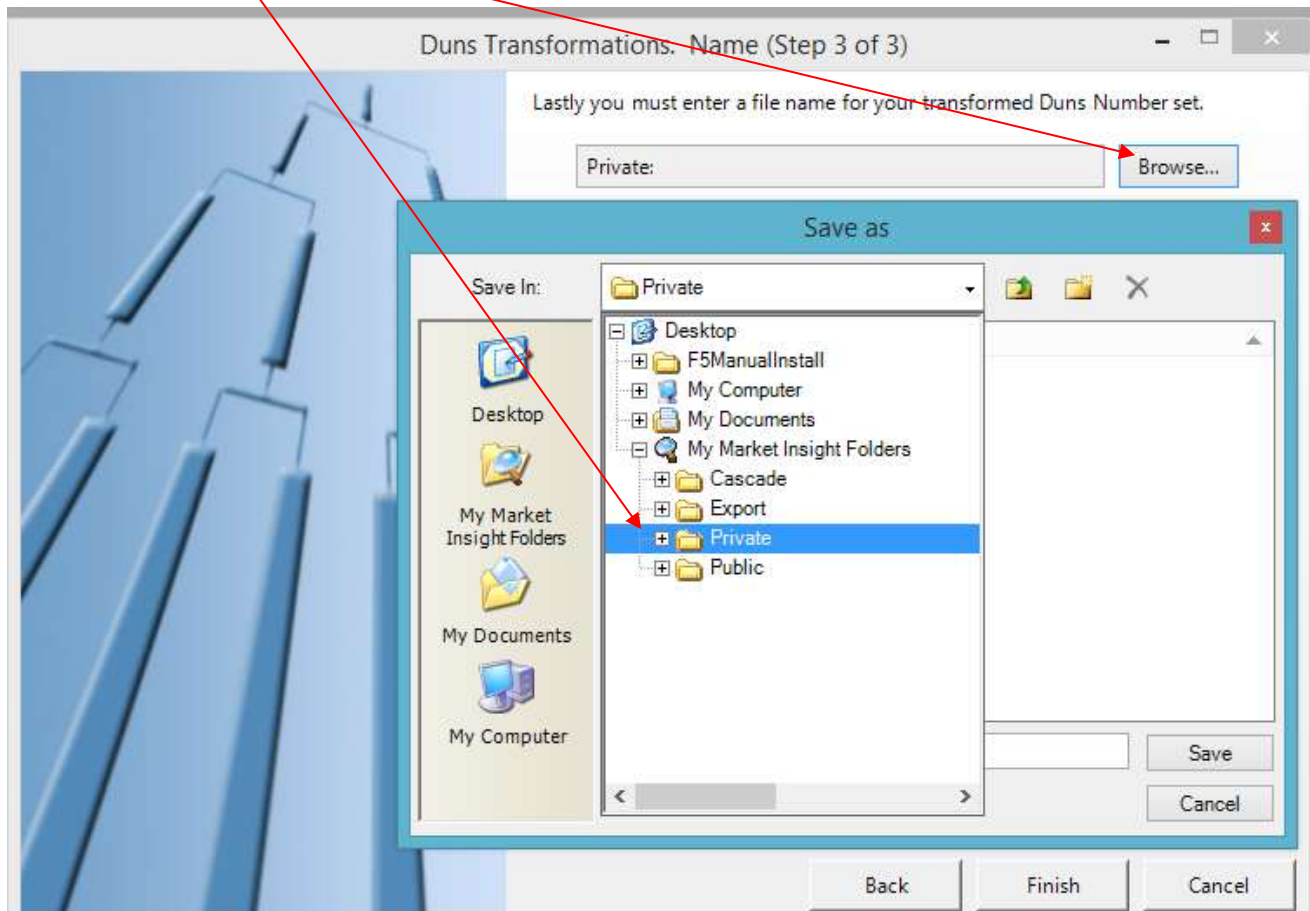
0 %

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.



Now click finish.

Duns Transformations. Name (Step 3 of 3)



Lastly you must enter a file name for your transformed Duns Number set.

Private:\Nestle family tree

Browse...

NOTE: If you use the same name as another file in your private directory then you will overwrite that file!

Press the Finish button to create your transformed Duns Number set file.

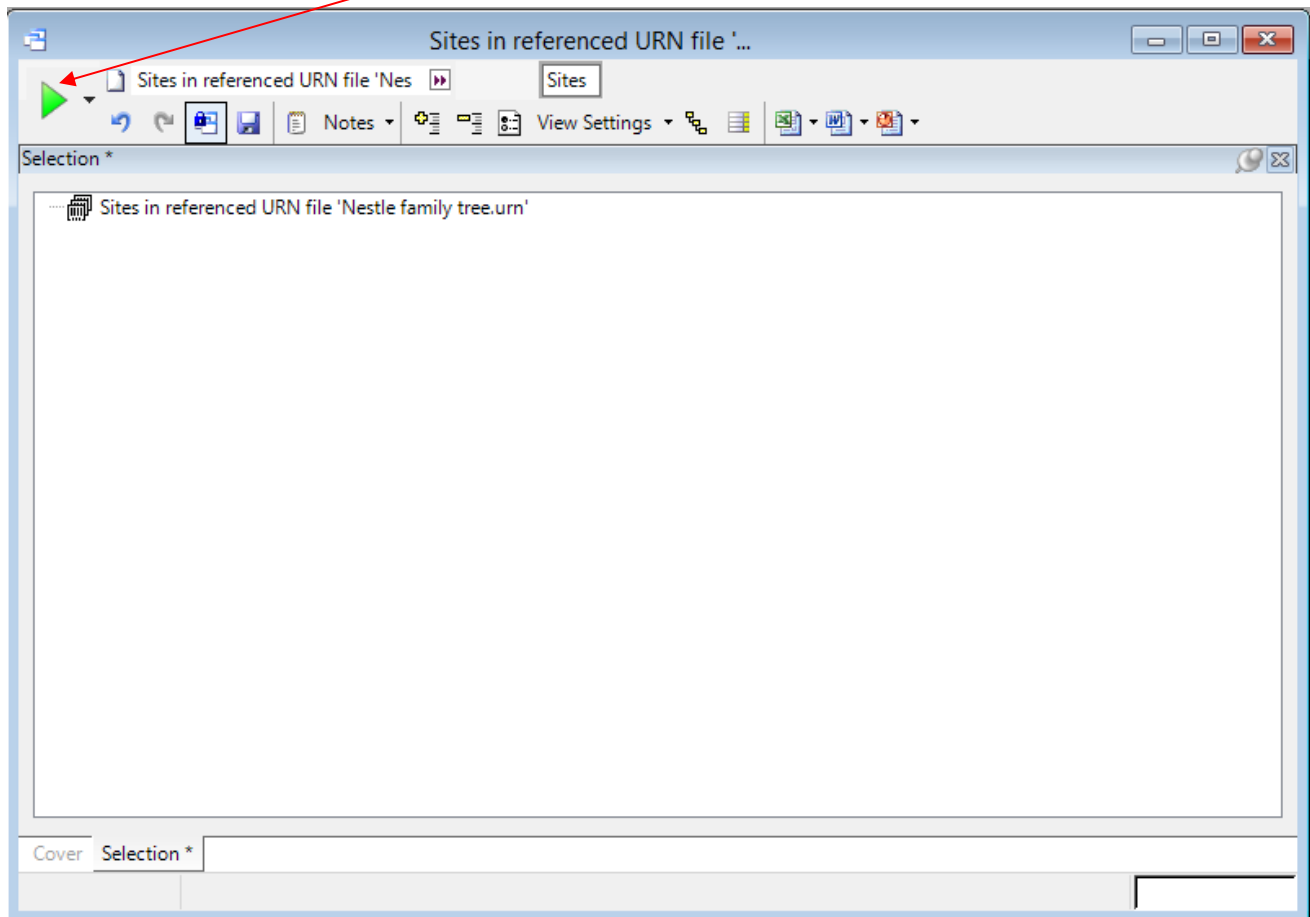
0 %

Back

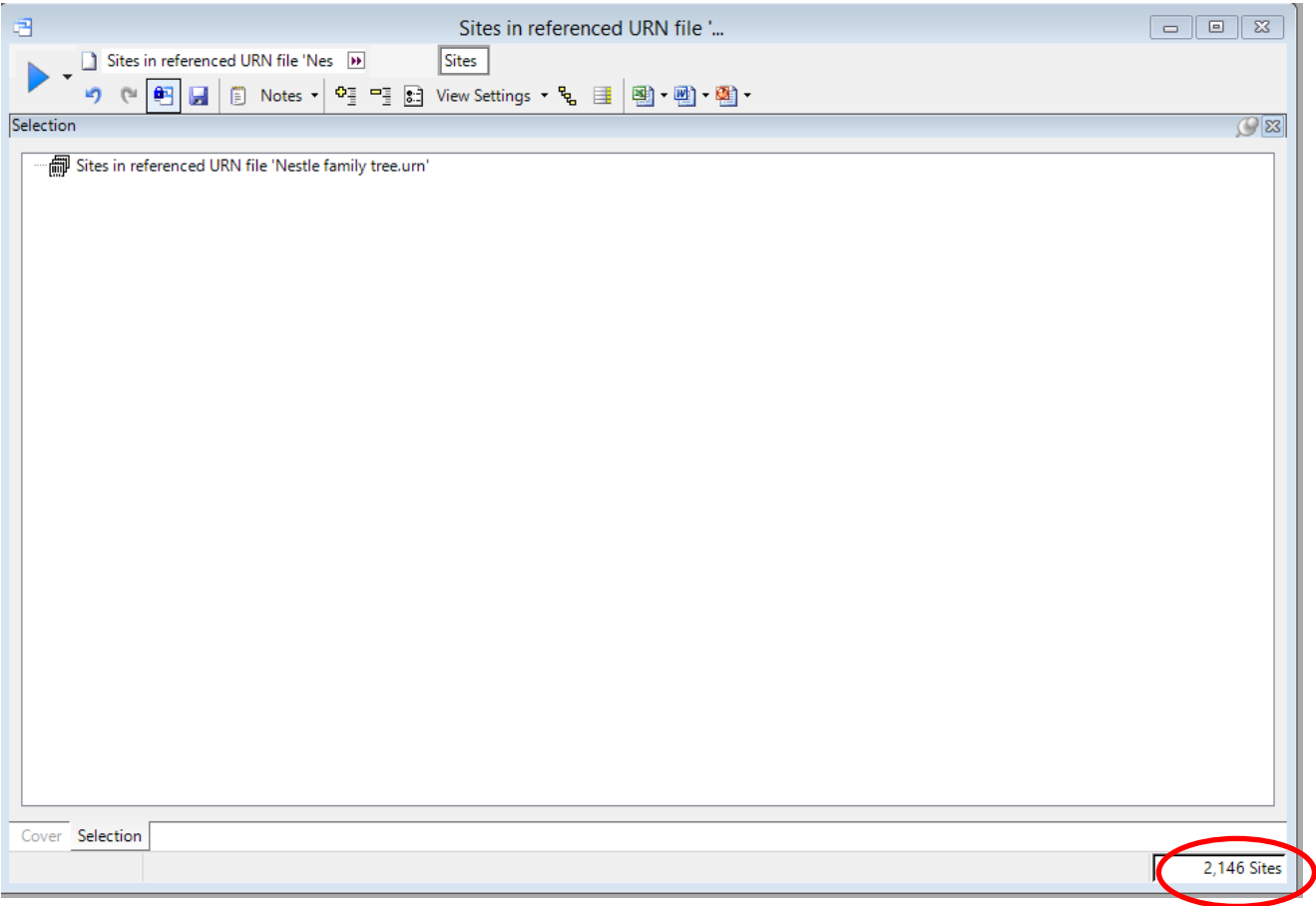
Finish

Cancel

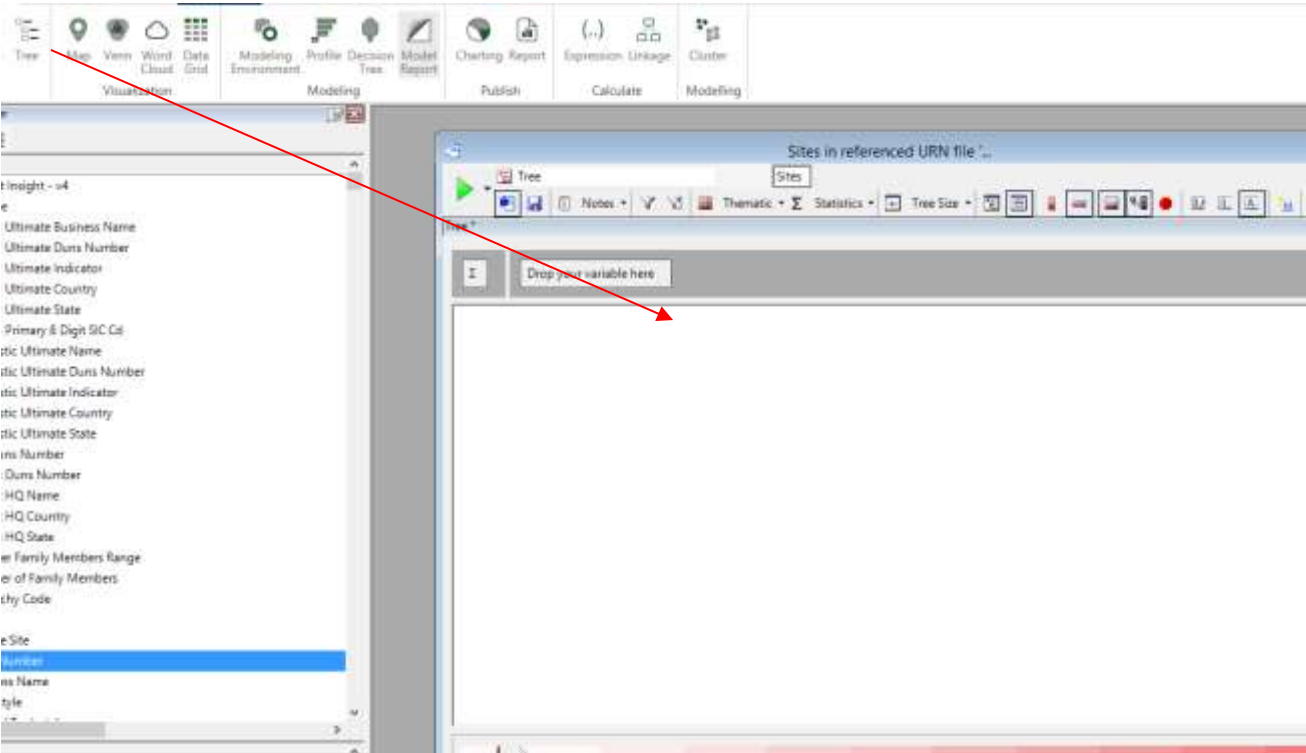
Then from the file explorer tab find your private folder and look for the name you called your selection and bring this into your workspace area and run it.



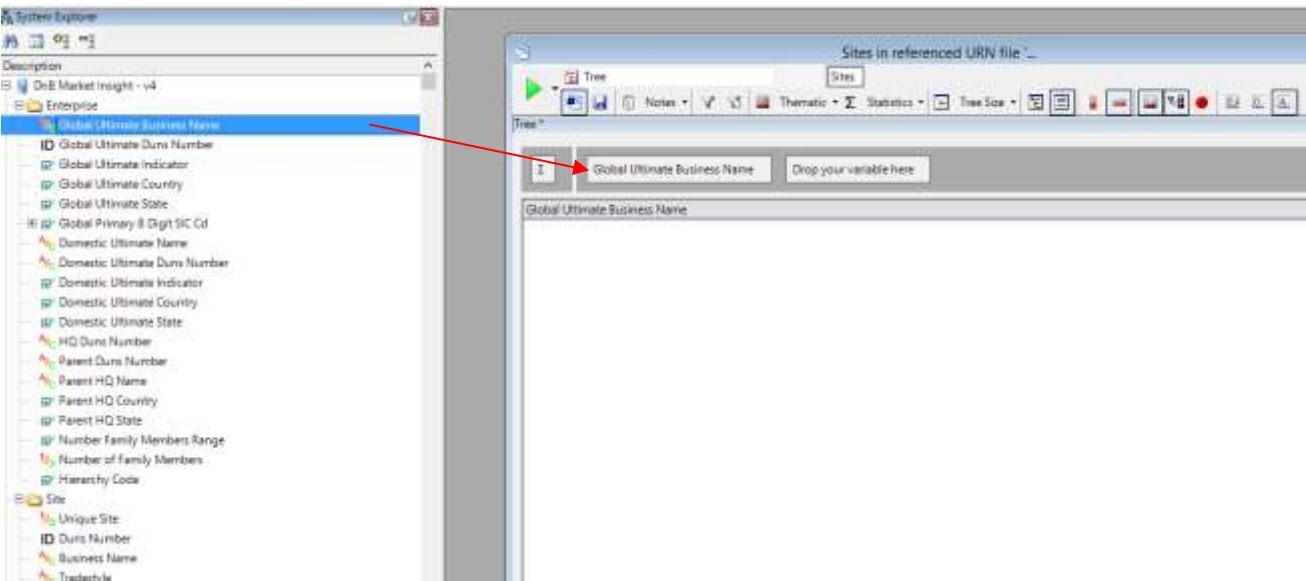
You will see the record count in the lower right hand corner.



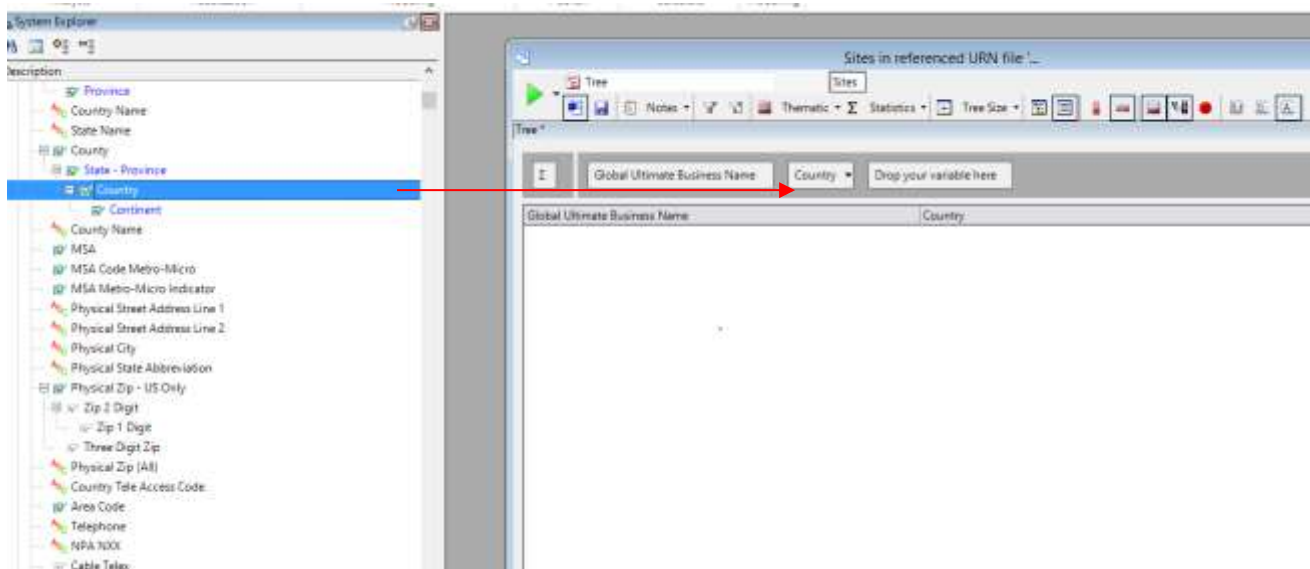
Now drag and drop a tree on your selection.



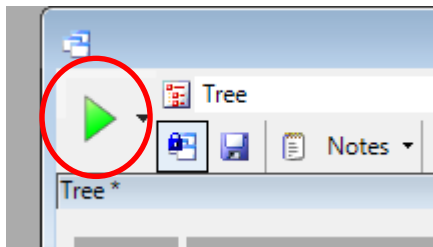
Now drag into your tree the global ultimate business name



Also drag in the country



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.

The screenshot shows a 'Tree Size' dialog box with a blue title bar and a close button (X) in the top right corner. The main text area contains the message: 'The amount of memory required to calculate the requested tree has exceeded the maximum allowed. Do you want to display only a portion of the tree or cancel the request?'. Below this message are two radio buttons: 'Show Full Tree' and 'Show Partial Tree'. The 'Show Partial Tree' option is selected. Below the radio buttons is a section titled 'Minimum values for each statistic' containing a table with two columns: 'Name' and 'Minimum'. The table has one row with 'Sites' in the 'Name' column and an unchecked checkbox in the 'Minimum' column. Below the table, there is a checked checkbox labeled 'Restrict To', followed by a dropdown menu set to 'Top N Values', a text input field containing '1000', and another dropdown menu labeled 'values on statistic' set to 'Sites'. At the bottom right are 'OK' and 'Cancel' buttons. Three red arrows originate from the top of the image: one points to the 'Show Partial Tree' radio button, another points to the checkbox in the 'Minimum' column of the table, and a third points to the 'Restrict To' checkbox.

Global Ultimate Business Name Country Drop your variable here

Global Ultimate Business Name

Tree Size

The amount of memory required to calculate the requested tree has exceeded the maximum allowed. Do you want to display only a portion of the tree or cancel the request?

☐ Show Full Tree
☒ Show Partial Tree

Minimum values for each statistic

Name	Minimum
Sites	<input type="checkbox"/>

☒ Restrict To Top N Values 1000
values on statistic Sites

OK Cancel

Go ahead and click OK.

The screenshot shows a 'Tree Size' dialog box with a blue header and a red close button. A red arrow points from the text 'Go ahead and click OK.' to the 'OK' button. The dialog contains a message box, radio buttons for 'Show Full Tree' and 'Show Partial Tree', a table for 'Minimum values for each statistic', a 'Restrict To' checkbox, and dropdown menus for 'Top N Values' and 'values on statistic'.

The amount of memory required to calculate the requested tree has exceeded the maximum allowed. Do you want to display only a portion of the tree or cancel the request?

☐ Show Full Tree
☒ Show Partial Tree

Minimum values for each statistic

Name		Minimum
Sites	<input checked="" type="checkbox"/>	1

☐ Restrict To Top N Values 1000
values on statistic Sites

OK Cancel

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.

