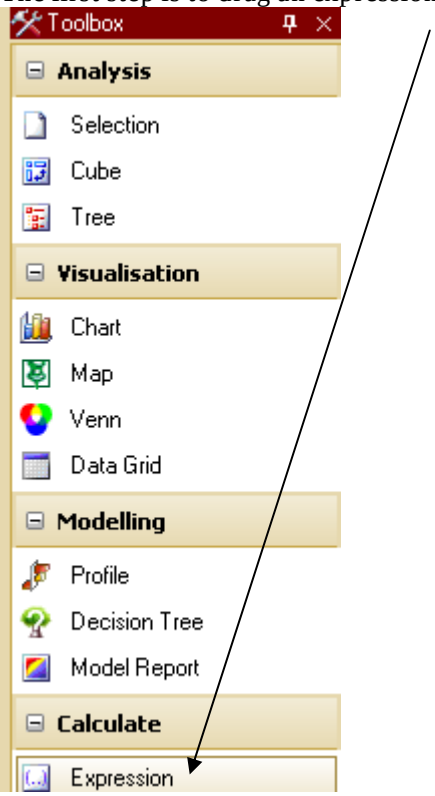
Using Expressions to determine if a Global Ultimate DUNS Number is the same DUNS Number in another DUNS Number field in Market Insight

Decide with Confidence

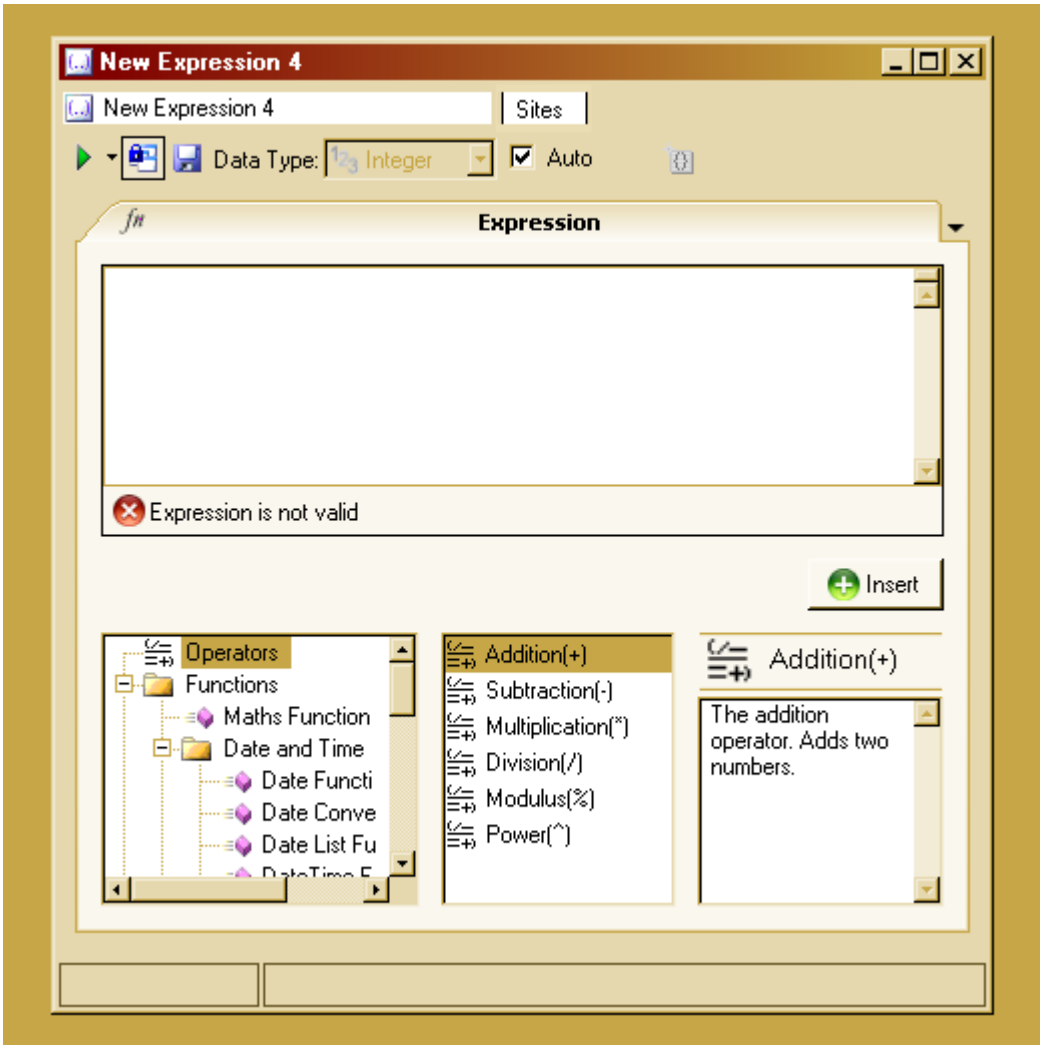
There are times when you want to know if the Global Ultimate DUNS Number is equal to a DUNS Number in Market Insight. For this example I will be using a Market Insight Demo database.

The first step is to drag an expression from your toolbox into your work space



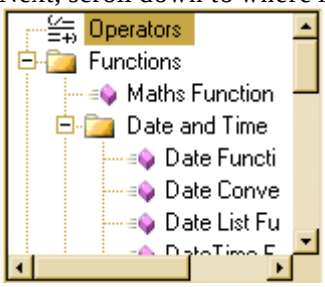
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Your screen will look as follows:

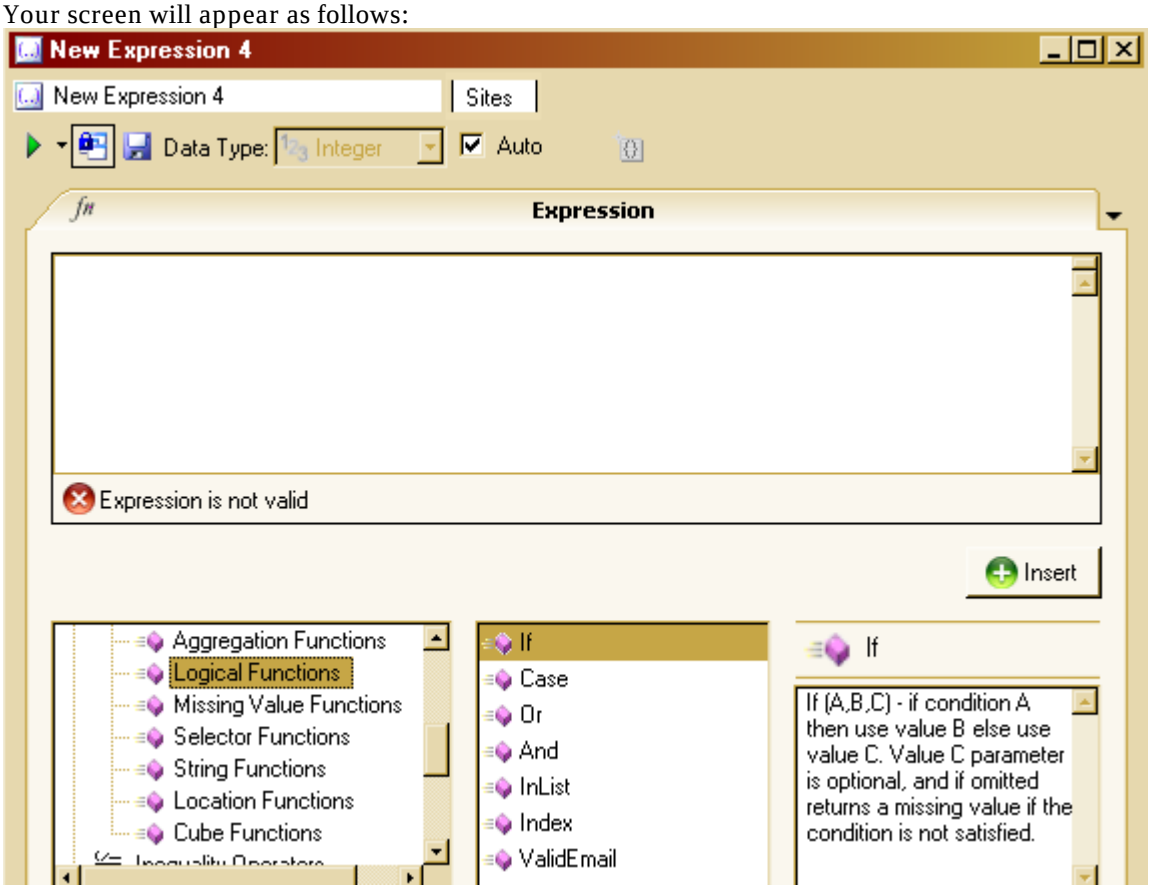


Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Next, scroll down to where it says Operators and stop at Logical Functions and click on Logical Functions.



Your screen will appear as follows:

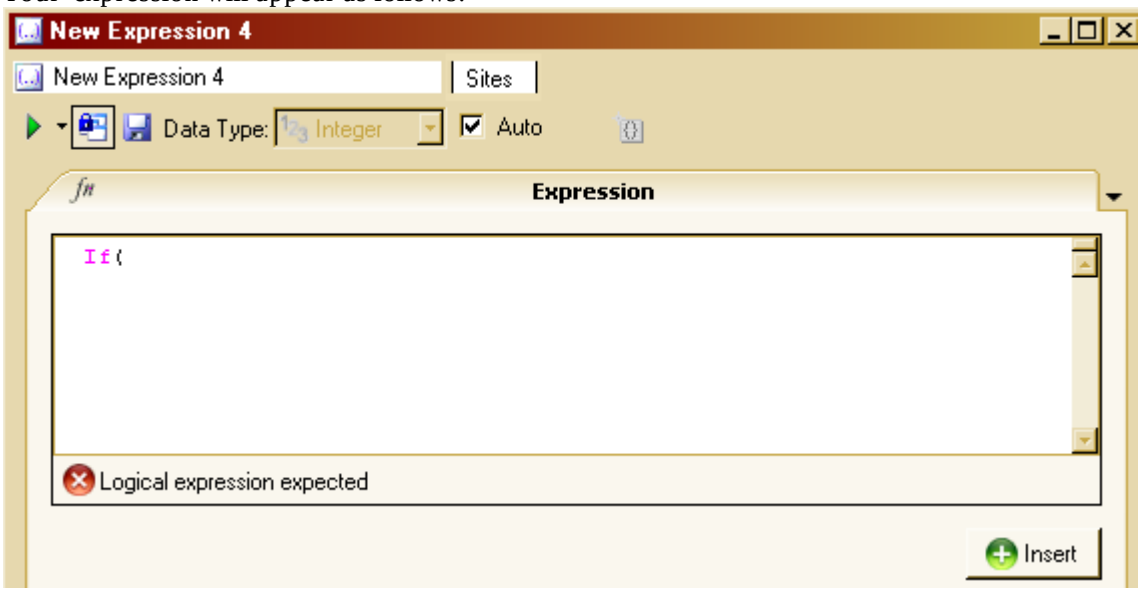


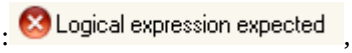
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Next click on 

.

Your expression will appear as follows:



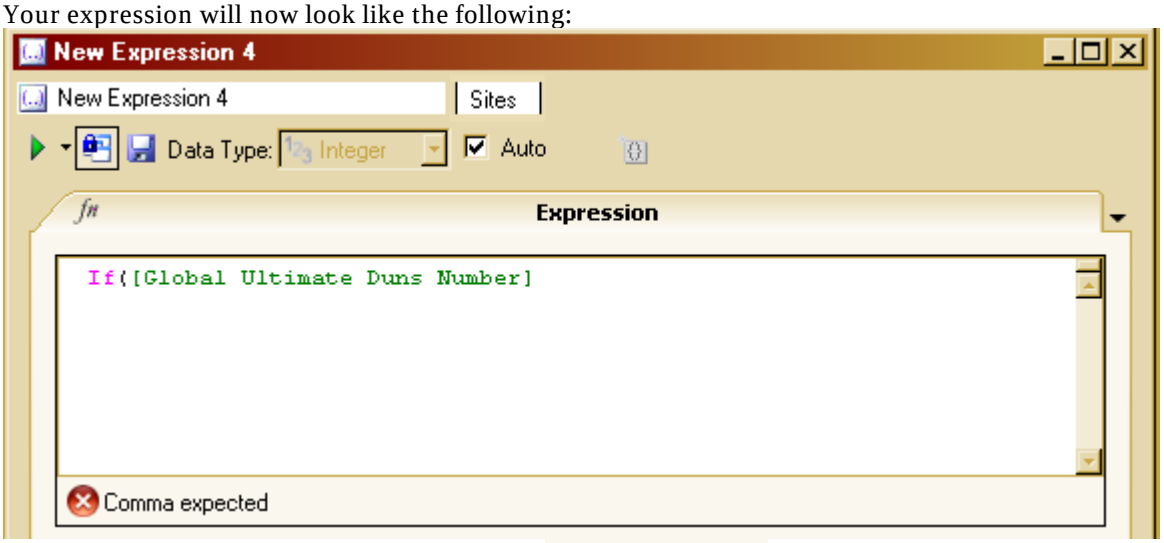
Note that at the bottom of the expression it says : 

, ignore this as we still have additional data elements to add to this expression.

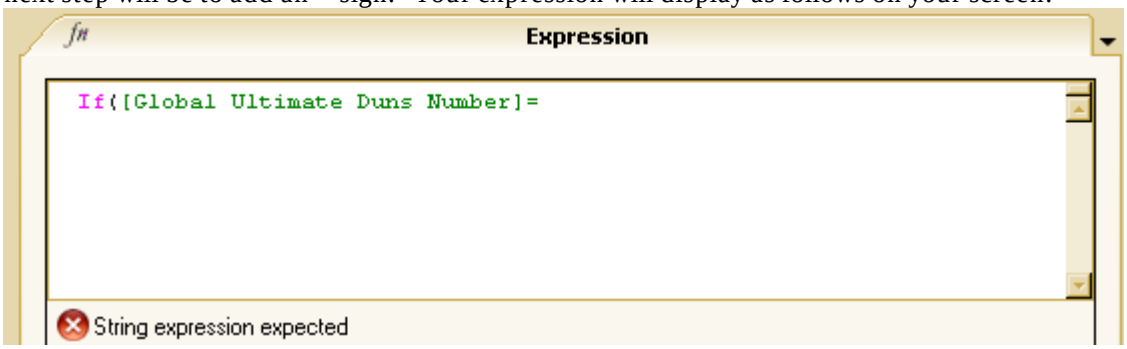
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Your next step will be to drag Global Ultimate Duns Number from your system explorer into your expression.

Your expression will now look like the following:



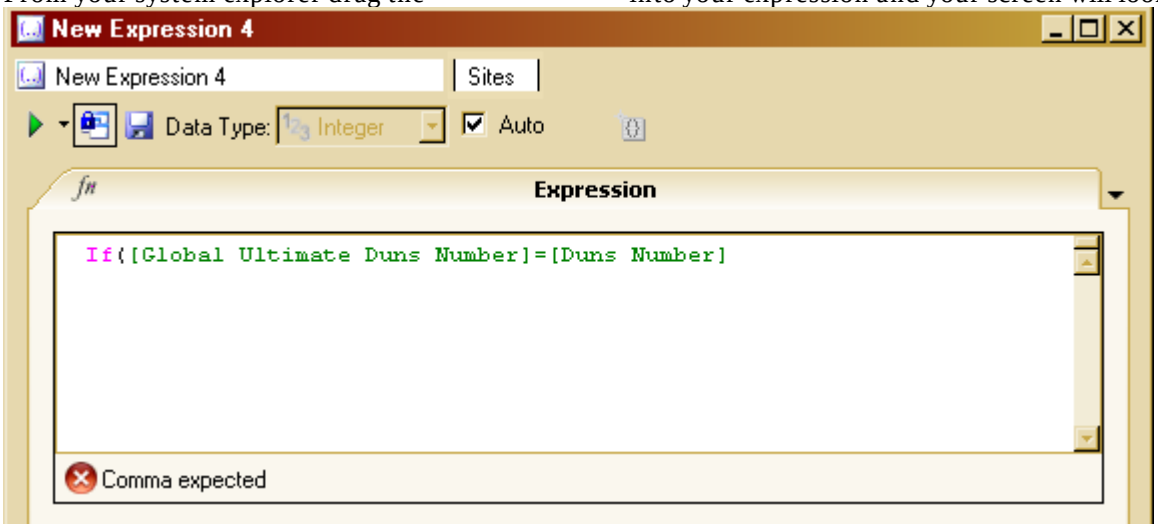
Note at the bottom of your screen it shows a Comma expected, we will be adding additional information. Your next step will be to add an = sign. Your expression will display as follows on your screen:



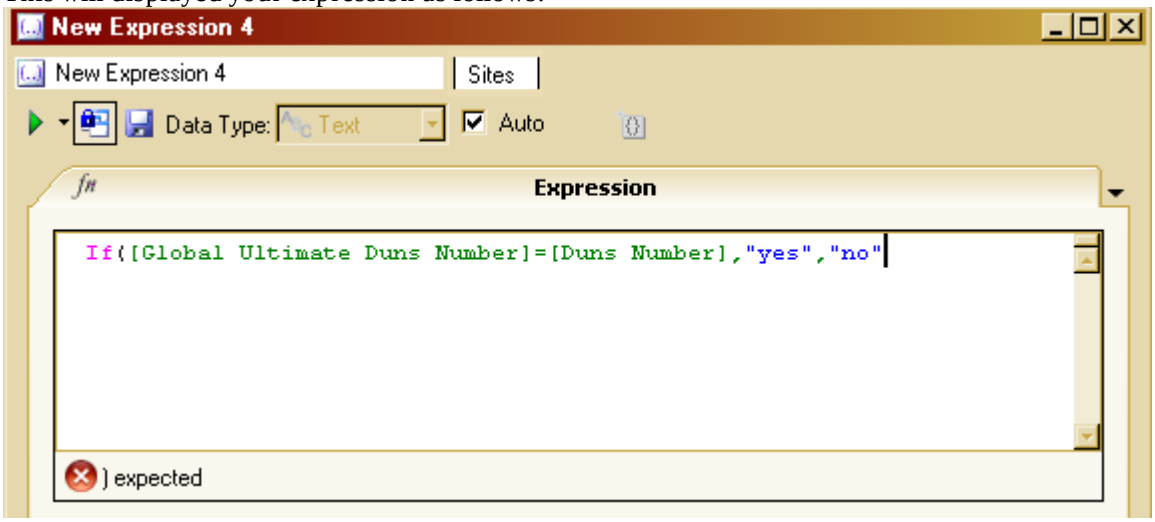
Now that you have added the = sign the bottom of your screen shows String expression expected, again ignore this as we will be adding additional information to this expression. Now we will add what we want to compare to the Global Ultimate Duns Number. In this case, we will compare the Global Ultimate DUNS Number to the DUNS Number.

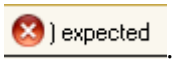
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

From your system explorer drag the ID Duns Number into your expression and your screen will look as follows:



Next we will want to add a comma after `[Duns Number],` then type in a “yes”, “no”
This will displayed your expression as follows:

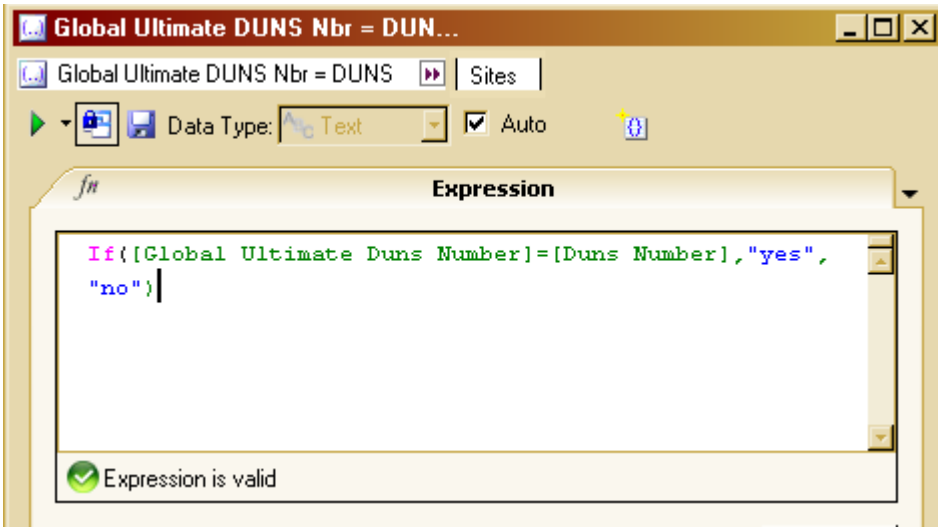


Note that at the bottom of the above screen it is telling us that if we are done with this expression a 

.
Now lets add a) to the expression after “no”. See the next screen below to view the final expression.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

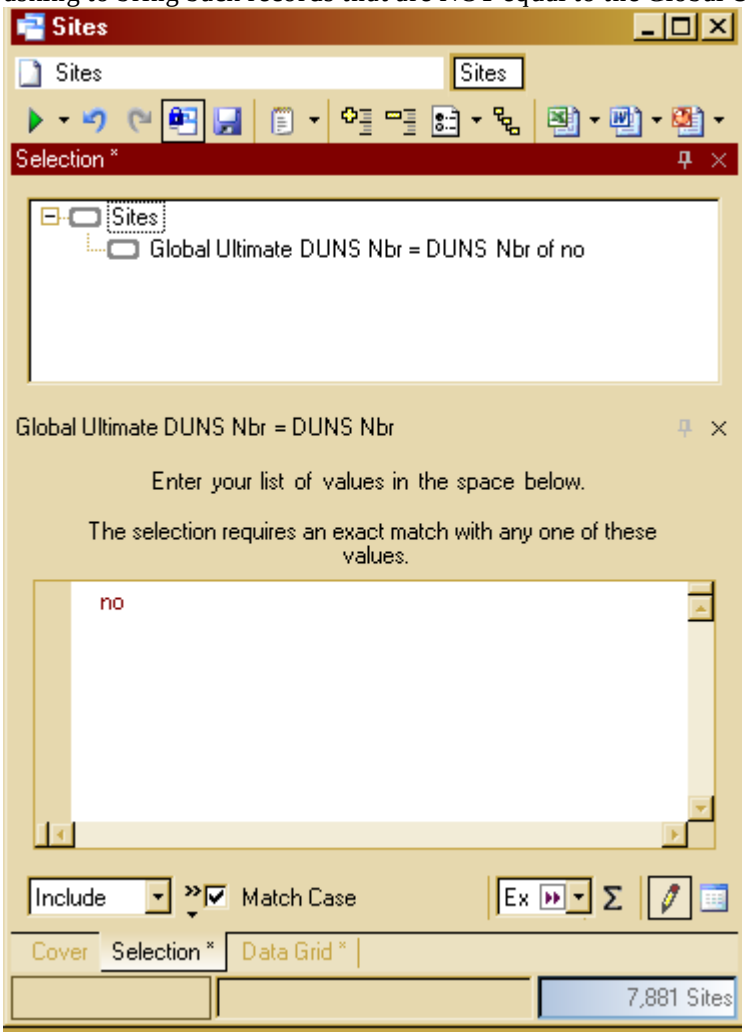
Note that I have changed the name of the expression to Global Ultimate DUNS Nbr = DUNS and at the bottom of your screen it now shows Expression is valid.



Don't forget to save this expression into your private and or public folder. Remember your can also drag this to your My Templates located in your Toolbox.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

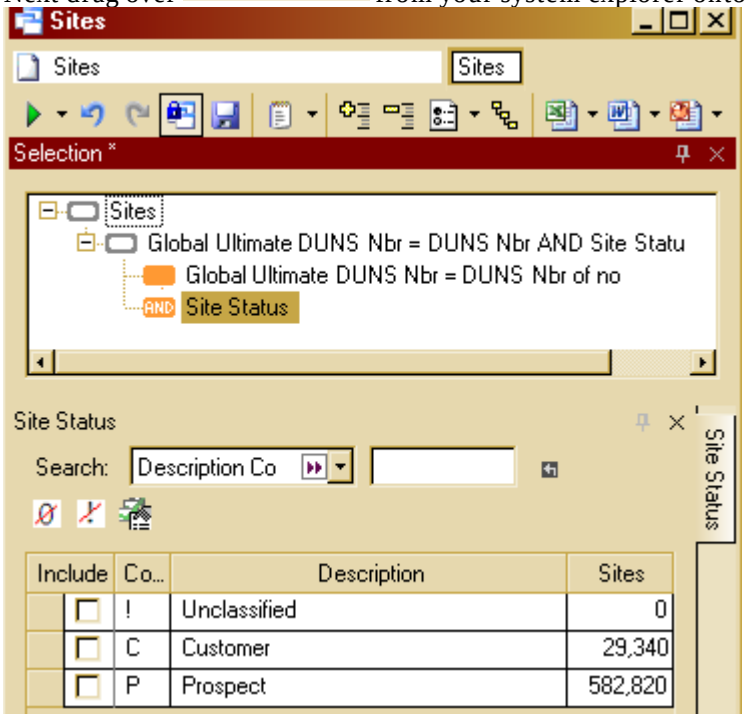
Now, how to make this actionable, drag a Selection into your workspace, drag your expression called Global Ultimate DUNS Nbr = DUNS that you just created. In the lower half of the screen type NO. By typing no, we are asking to bring back records that are NOT equal to the Global Ultimate DUNS Number.



Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

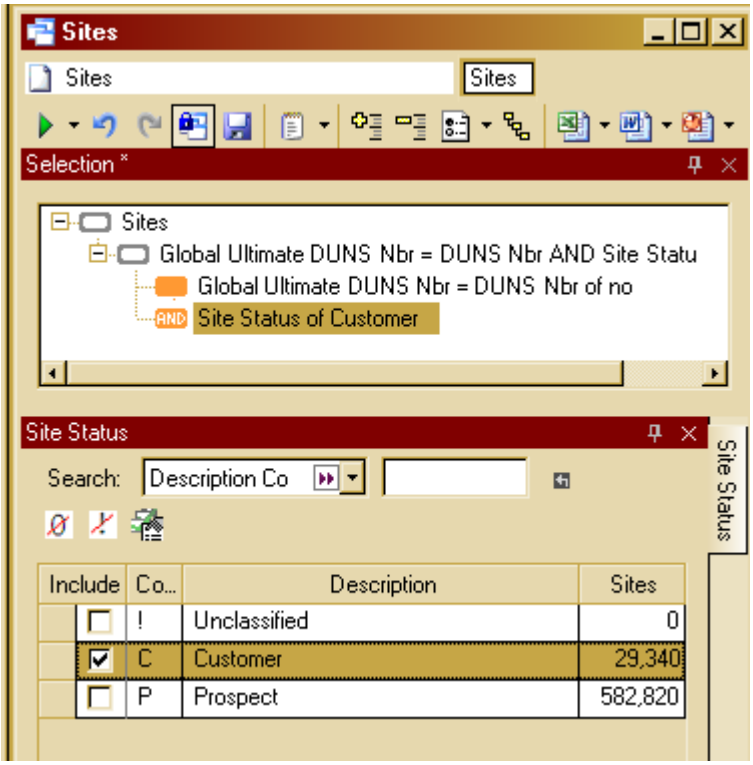
Next drag over 

from your system explorer onto your selection:



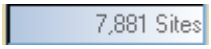
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Click on customer:

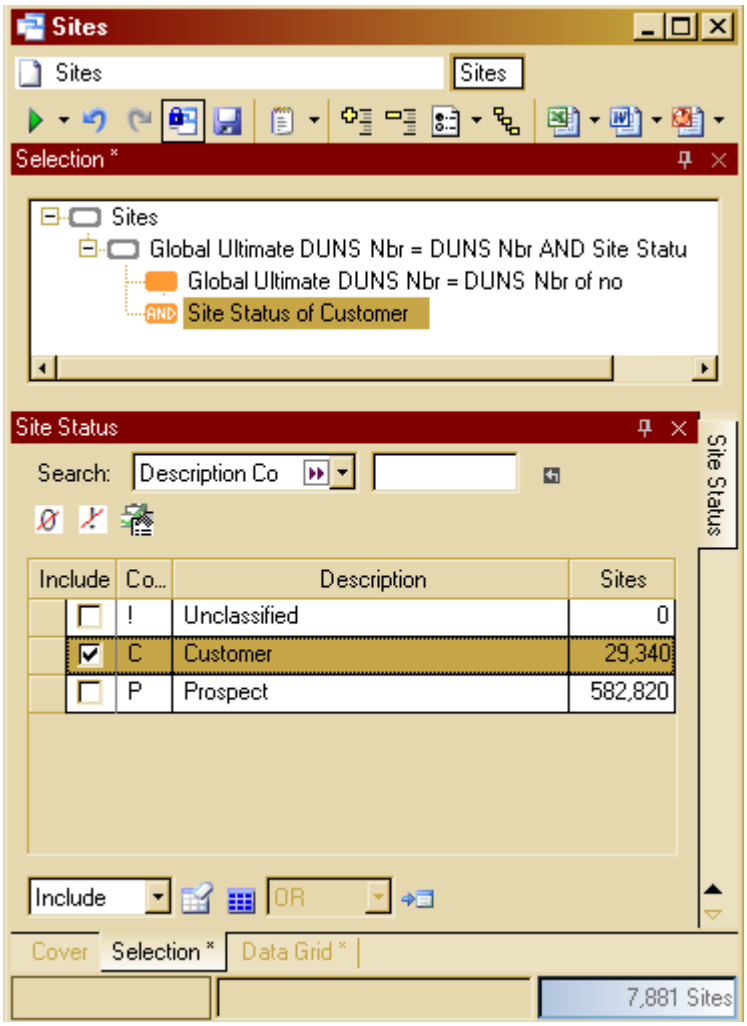


Go ahead and execute the running of this selection by clicking on  .

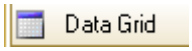
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

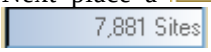
Note, there are 

in our result where the Global Ultimate is not equal to the DUNS Number and are customers.

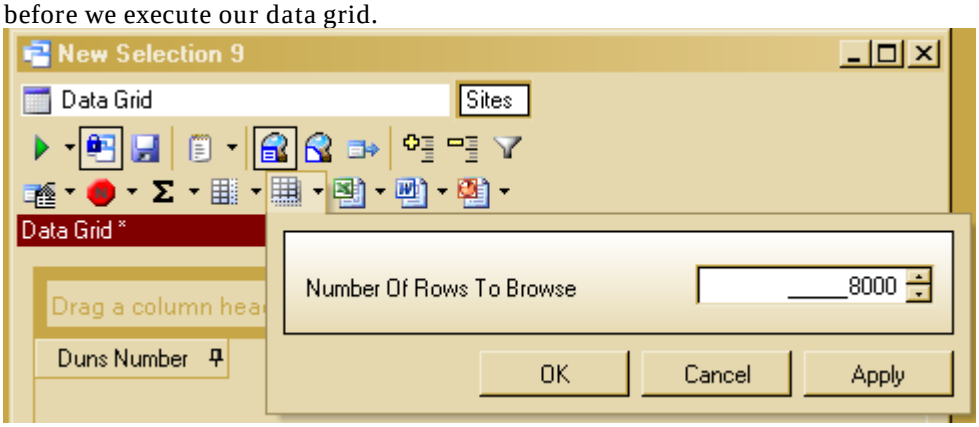


Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Next place a 

onto your selection. Because we know that the results from our selection were 

we will want to change the  (rows to browse) to a number higher that our selection results, before we execute our data grid.

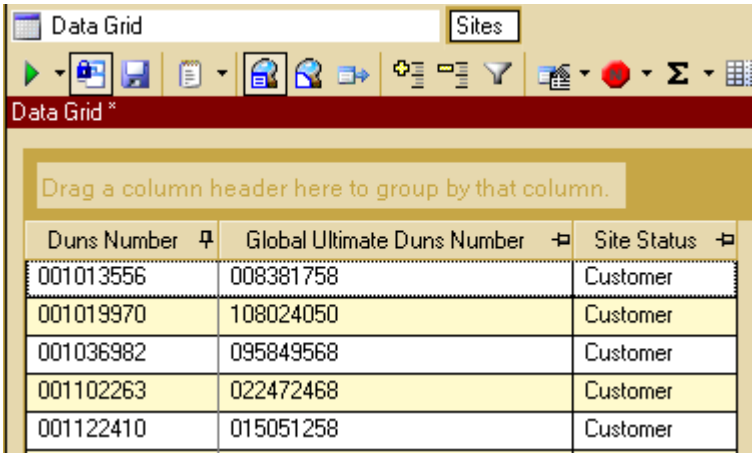


Once you have changed the number of rows to browse click on 

, then click on 

. Then from your system explorer drag the data elements onto you data grid.

In this example from system explorer we dragged over the Duns Number, Global Ultimate Duns Number and Site Status.



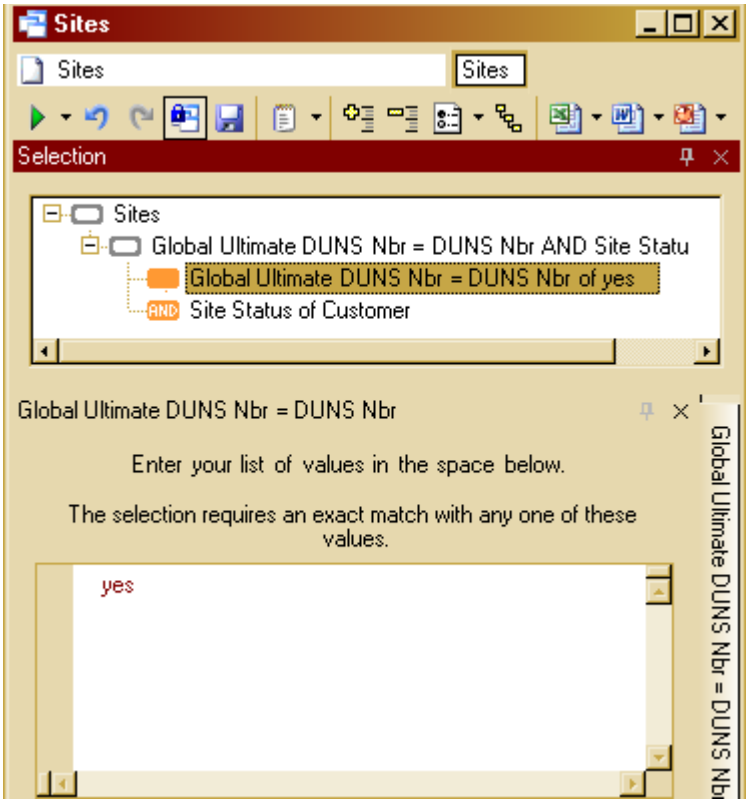
Duns Number	Global Ultimate Duns Number	Site Status
001013556	008381758	Customer
001019970	108024050	Customer
001036982	095849568	Customer
001102263	022472468	Customer
001122410	015051258	Customer

In this example you are seeing where your DUNS Number is not equal to your Global Ultimate for your customers. It is a way to view those records that are customers and are linked to a global ultimate. You can add other data elements like business name, global ultimate business name and etc to your data grid.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Lets look at the same set of customers from our demo Market Insight data base, but this time we want to see the records where the Global Ultimate Duns Number and the Duns Number are equal.

We are going to repeat what we did above, but this time when we drag our expression onto selection, in the lower half of the screen we are going to type yes. See the example below.



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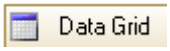
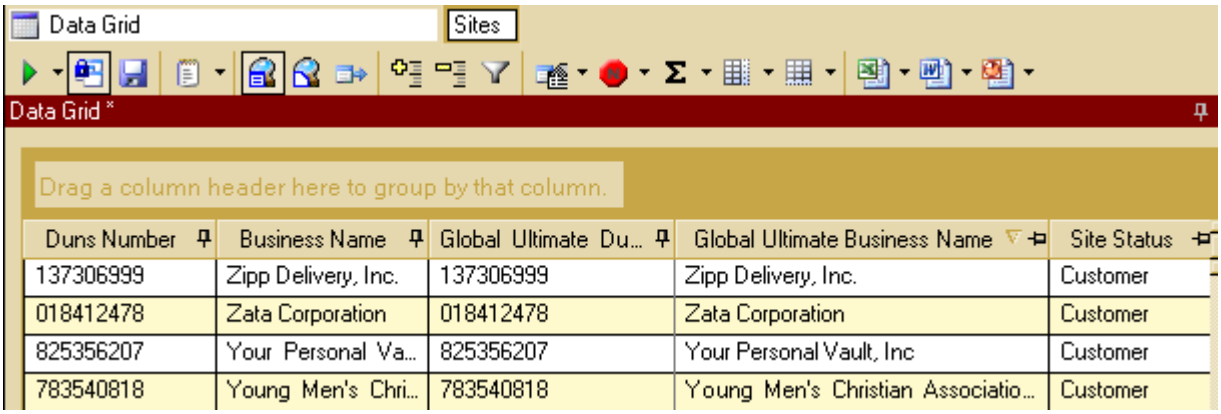
The results came back with a total of 

. Next we will drag a 

and remember to adjust your rows to browse to reflect the total of records from your selection. Drag over the data elements you would like to see in your data grid.



Duns Number	Business Name	Global Ultimate Du...	Global Ultimate Business Name	Site Status
137306999	Zipp Delivery, Inc.	137306999	Zipp Delivery, Inc.	Customer
018412478	Zata Corporation	018412478	Zata Corporation	Customer
825356207	Your Personal Va...	825356207	Your Personal Vault, Inc	Customer
783540818	Young Men's Chri...	783540818	Young Men's Christian Associatio...	Customer

Now in looking at the results there are a lot of records where the DUNS Number equals the Global Ultimate Duns Number. So let's take this a step further and eliminate those records that are not a subsidiary. These would be records that are not linked and there are no family members.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

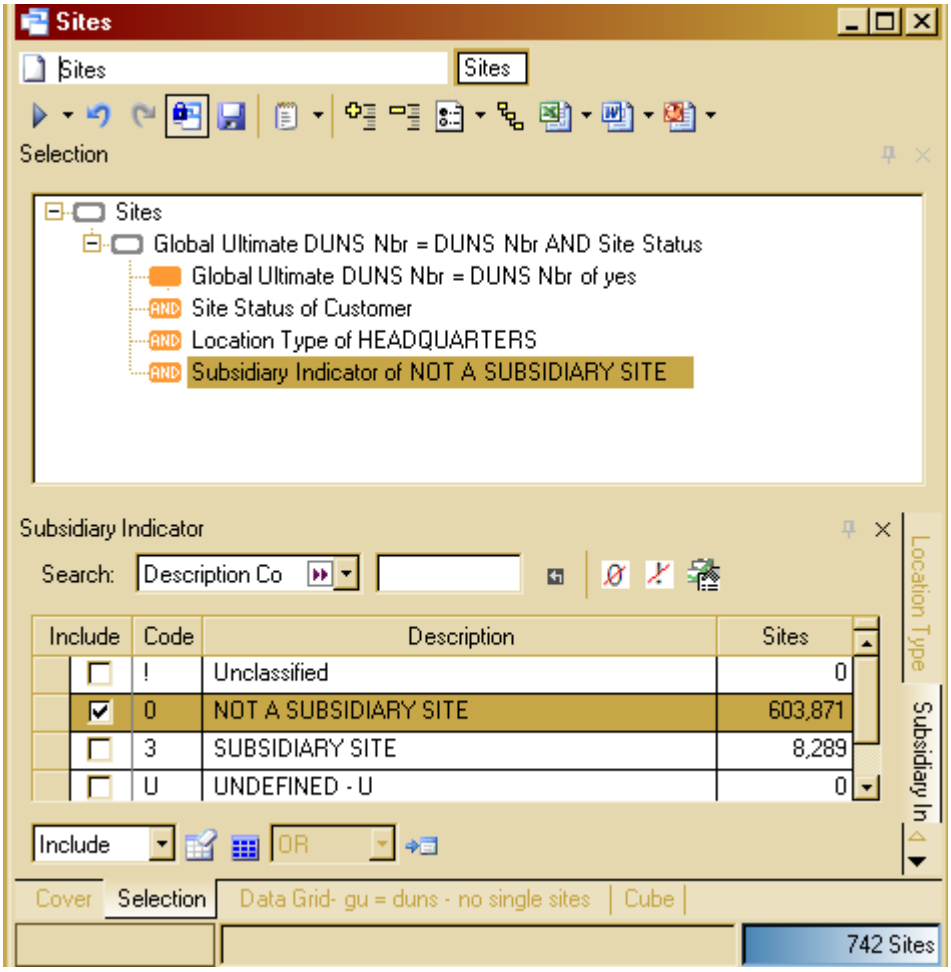
We will go to system explorer and drag 

on to the selection that we had used in the prior example. We will check off 

. In addition drag 

onto your selection and click on 

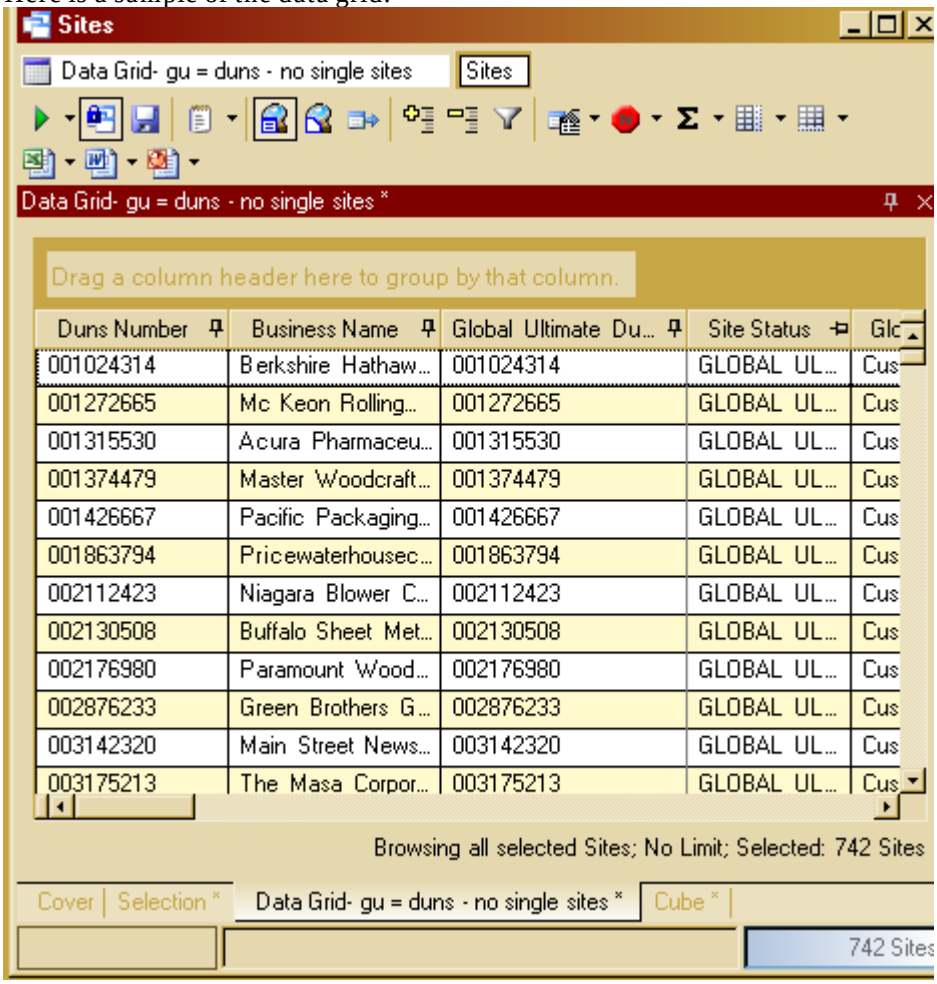
. Our selection now looks as follows:

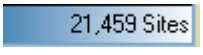


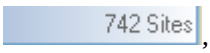
Since we are using the same selection and data grid that we did in the prior example all we need to do is to click on  to execute this request.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

Here is a sample of the data grid:



Notice that we started with 

and now we have 

, we eliminated the single sites that are not linked to a family.

You can use this for other applications within Market Insight. When building your expression you could always substitute Global Ultimate DUNS Number for Domestic Ultimate DUNS Number and etc. You could substitute DUNS Number for a DUNS Number that is unique to your system and in your customer folder.