dun & bradstreet

Market Insight Release Notes
2022 - April

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1. EXECUTIVE SUMMARY

This document outlines the Market Insight (MI) features that are scheduled to be released to production in April 2022.

The key functional areas affected by this release are:

- **Mapping Wizard Improvements:** Records selected on maps use co-ordinates rather than shape files, giving a more accurate result.
- **Updated Expressions**: New functionality within Expressions.
- **Various Improvements in Market Insight Orbit:** Orbit is updated on a different schedule to Market Insight, but recent changes include Venn Diagrams and Tile Filters, a way to filter individual tiles.

1.1 Target Audience

This document is intended for all users of Market Insight.

2. FEATURES

This section outlines the new features and improvements to Market Insight.

2.1 Cached Expression Performance Improvements

The mechanisms used within Market Insight for creating requests and evaluating the cache have been updated. These improvements benefit expressions and Decision Trees in particular.

2.2   Drive Zone Wizard Improvements

Two improvements have been made to the Drive Zone wizard:
Zones can now be created using Latitude and Longitude variables for all 3 methods (Drive Time, Distance and Distance as the Crow Flies) of calculating the zone size, resulting in better accuracy.
An option for using driving distance for creating the zones has been added.

Drive Zone Wizard using Geographic Variable.

Drive Zone Wizard using Latitude and Longitude.

Map showing above selection.
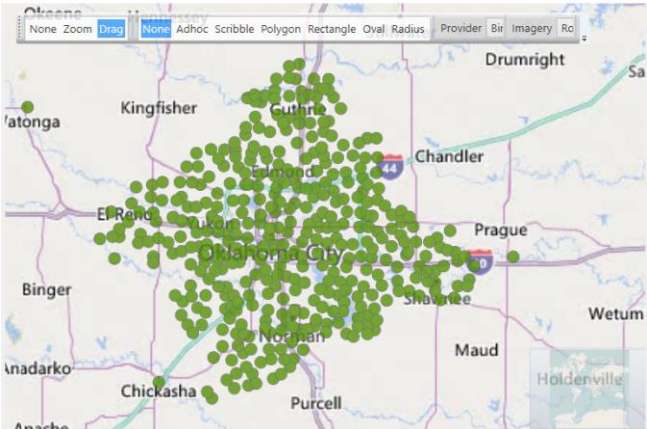
Map showing above selection.
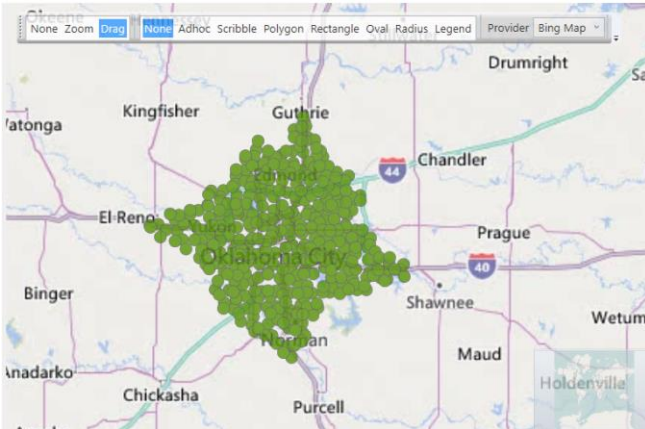
As you can see using Latitude and Longitude is a lot more accurate for Drive Times. This is because using a Geographic Variable (which was Physical Zip – Us Only) gives sites from that zip code that are in 30 minutes, but also some sites that are just outside the 30 minutes. This is because the zip code is reachable in 30 minutes, but not all of the zip code.

2.3   Point to Point Wizard Improvements

Two improvements have been made to the Point to Point wizard:
The straight line distance option has been changed so that you can specify Latitude and Longitude variables which are used to calculate the distance from the centre point to each location.
For all the existing and new options, you can specify a maximum value of drive time/drive distance/straight line distance, and only records within that area are categorised in the resulting virtual variable.

Using a Geographic Variable.
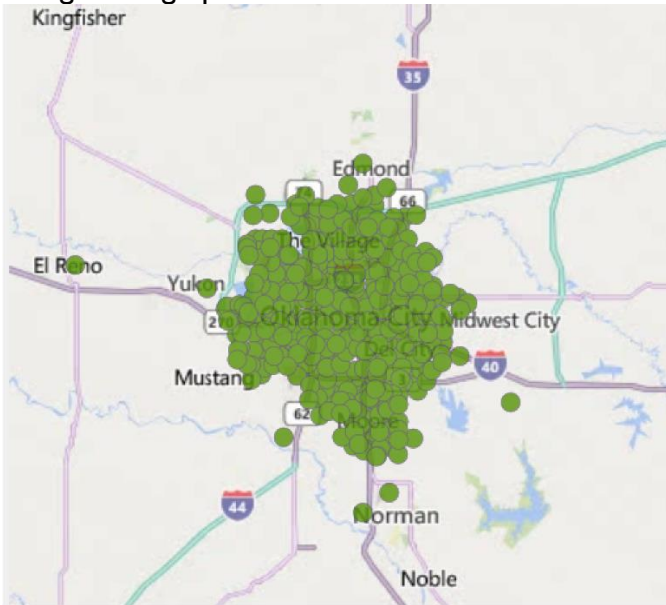
Using the new Latitude and Longitude.
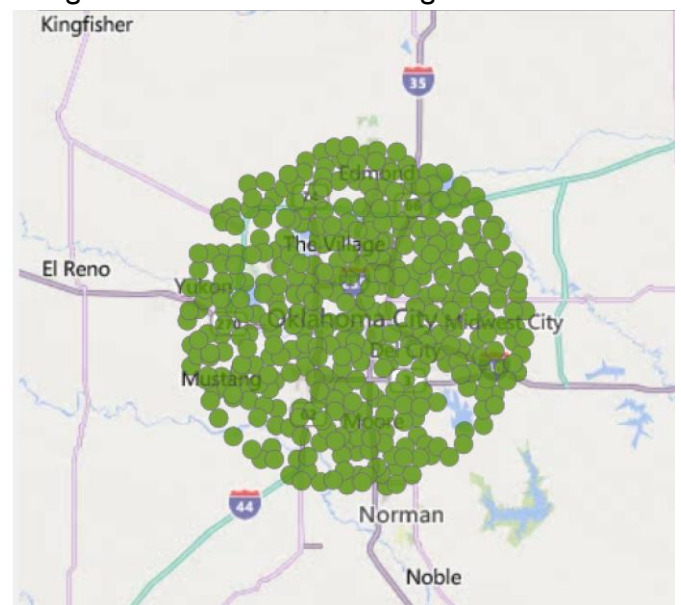
2.4 Expressions

New Expression Function

The *VarCountsInfoFind* system function returns the index of the code or description to find for the given variable.

Derived Cube Functions

DatePeriodCubeRange([cube$0], "measure", "dimension", period)

Enables you to refer to measures in a part of a cube with a date dimension. The period can be "days", "weeks", "months", "quarters", or "years".

CubeCellIndexFromHeader([cube$0],"dimension","matchvalue"[,"code|desc"])

Enables you to find the index to a specific dimension value ensuring your cube expressions remain valid even if the number or sequence of categories in the dimension changes in the future.

Set Functions

The IsSubset and IsSuperset functions – now support an optional parameter to specify 'proper' subset/superset. A proper subset is a set that contains some but not all the items in the set it is compared with, and similar for a proper superset.

Selector Functions

We have introduced two new functions for operating on flag array selector variables:

NthSelectedFlag – which returns the description of the Nth selected flag in a flag array.

NthIndexSelectedFlag - which returns the index of the Nth selected flag in a flag array.

System Functions

VarCountsInfoNth – natural order for VarCodes; now allows the expression to pull out information from the VarCodes for a variable in the order they appear in the variable.

On-the-fly aggregation Expressions

The Category Grouping type of on-the-fly aggregations has two new 'return' functions:

Return Group Results

Which means the on-the-fly aggregation returns result for the group on every transaction record.

Select Nth by order

Used when a group is formed by an ordinal variable, and you wish to return a specific one value in that ordered sequence.

Running/rolling aggregations now also support a rolling time window allowing you, for example, to determine the highest amount spent by a customer in any 12-month period.

3. MARKET INSIGHT ORBIT

We have released 16 updates (versions 1.10.11 to 1.10.27) to Orbit since the last release of the Windows product.
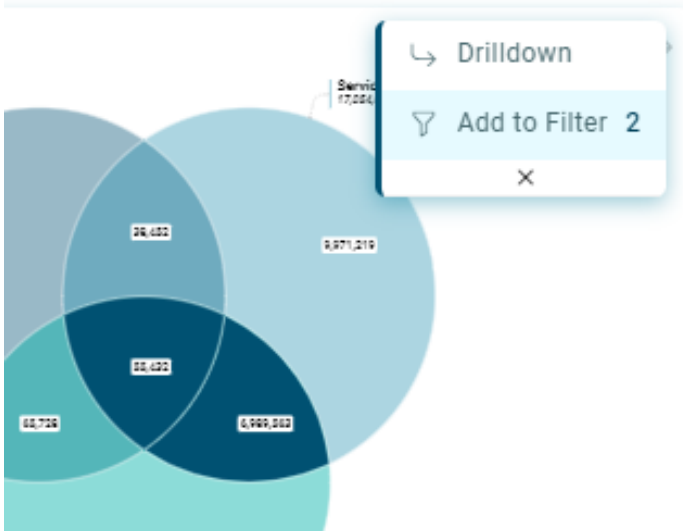
3.1 Venn Diagram

One of the most eye-catching additions to Orbit over the last 3 months has been the introduction of Venn diagrams within Orbit Dashboards.
You can define up to 5 sets and up to 2 measures in a single Venn diagram tile. A dashboard can contain multiple Venn diagram Tiles.
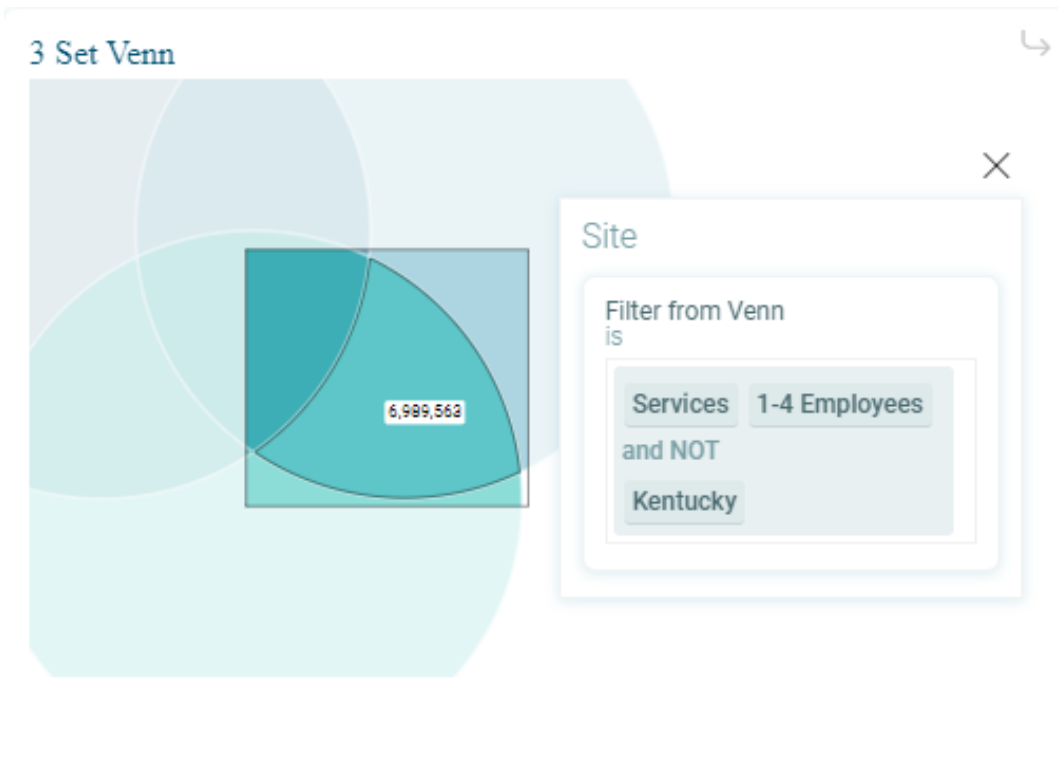

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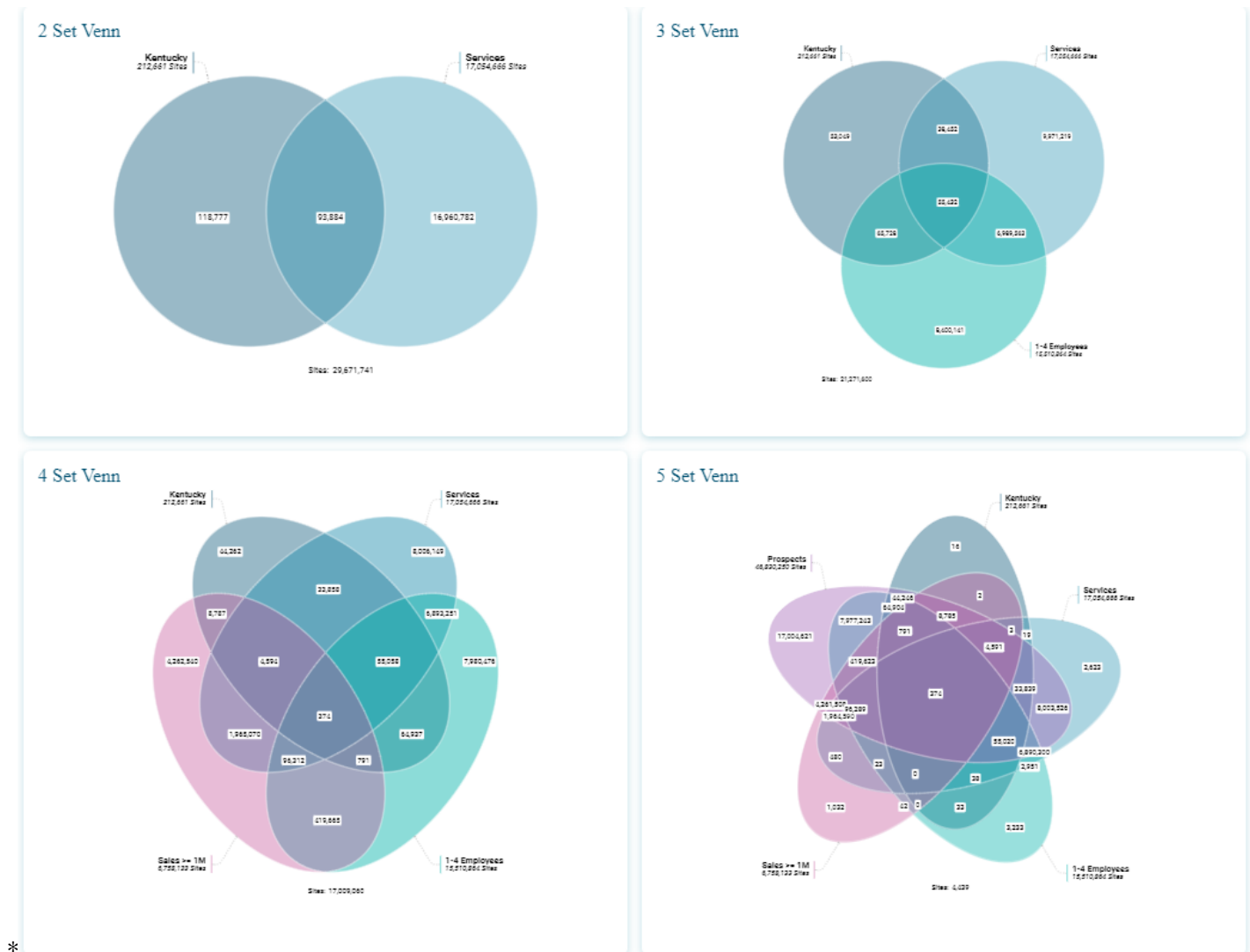
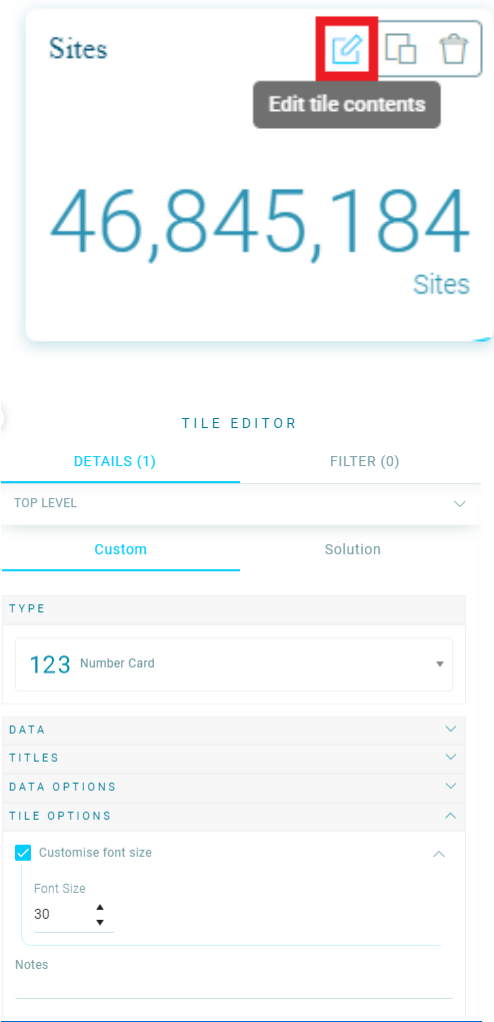You can filter and drilldown into each segment of the diagram.

You can also zoom in to see the numeric measure results more clearly and see the rule behind each segment by clicking on the number in the diagram.

3.2   Number Tile Font Size

You can now set the font size on number tiles. This makes it easier to achieve a more consistent presentation on a dashboard that includes numeric values of different scales.

Sites

Edit tile contents

46,845,184

Sites

TILE EDITOR

DETAILS (1)   FILTER (0)

TOP LEVEL

Custom   Solution

TYPE

123 Number Card

DATA
TITLES
DATA OPTIONS
TILE OPTIONS

☑ Customise font size

Font Size
30

Notes

3.3   Tile Improvements

Dashboard editors now have more control over the size and placement of dashboard tiles. The grid system has a higher density and the dragging mechanism feedback is improved, most notably when scrolling around the page. These improvements allow smaller tiles combined with font size settings for number cards for more compact and consistent display.

3.4　Dimension Filters

An administrator can now turn on "Dimension Filters" via the Application Settings to allow users to create additional filters directly on the filter panel on the right of a Dashboard.

This allows more power and flexibility when adding filters to their dashboard as the user can search for and filter by any variables in the system (except Reference variables), or reference existing Audiences and URN files.
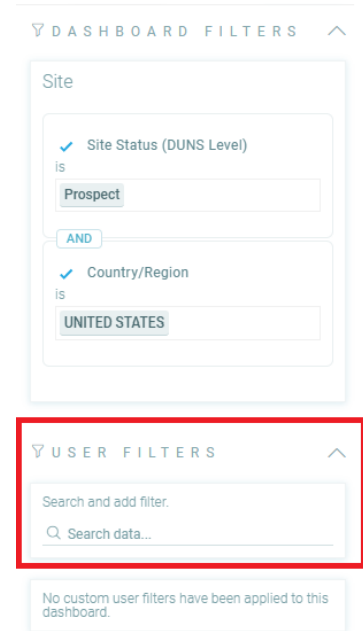
3.5　Predefined Filters

You can now predefine which data variables are available as filters for users when exploring the dashboard.
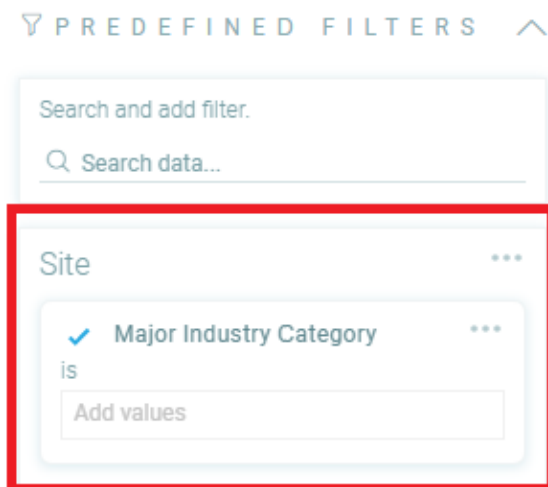

When exploring the dashboard, you are presented with criteria panels to optionally add values for each predefined filter. Giving the user direct access to these variables in this manner can assist non-technical users to make easy and appropriate choices on how to filter a dashboard without needing to present each of these variables on a tile. As with all user filters, by using these pre-defined filter panels, all dashboard tiles can be updated with the applied filter criteria.

3.6   Referencing Audiences and URN files

You can now build audiences and dashboard filters using other audiences already created within Orbit. You can also reference URN files created in Market Insight or uploaded from external sources to Market Insight.
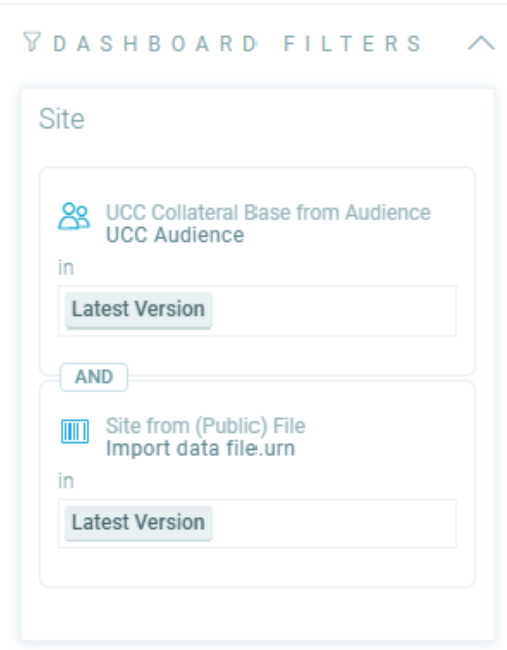
When editing a dashboard filter or Audience, you can now use the new Audiences tab in the system search dialogue box to search for other audiences you can access. You can then choose whether you want to include or exclude the records from that Audience in your current filter.
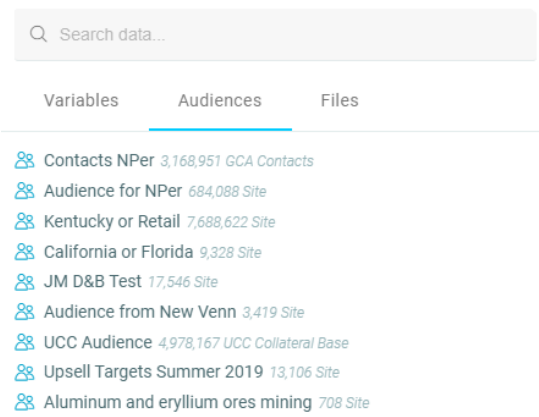
Any audience you reference will become read-only by default so that it isn't edited by accident. Such an audience with dependants can be explicitly unlocked by a user who may then change the audience, which will then feed through into all the places where it is used.

You can also use the Files tab to search or browse for URN files.

Again, if the underlying URN file is modified then the next time any dashboards or audiences are evaluated the changes will be reflected in the filter.

3.7   Tile Filters

Orbit now allows you to specify additional filter criteria on each tile of a dashboard to control the subset of data displayed in that tile. This improvement significantly enhances the power and flexibility of dashboards.
In the example below, the dashboard has been designed to show Prospect V's Customer data. On the left the tiles are filtered to show Prospect data and on the right to show Customer data.

The tile filter for Prospect tiles.   The tile filter for Customer tiles.

Each dashboard tile can now have its own filter. This allows the dashboard editor to define specific filters on a tile that work in conjunction with the other dashboard and user filters, enabling a tile to show a subset of the data on the whole dashboard.
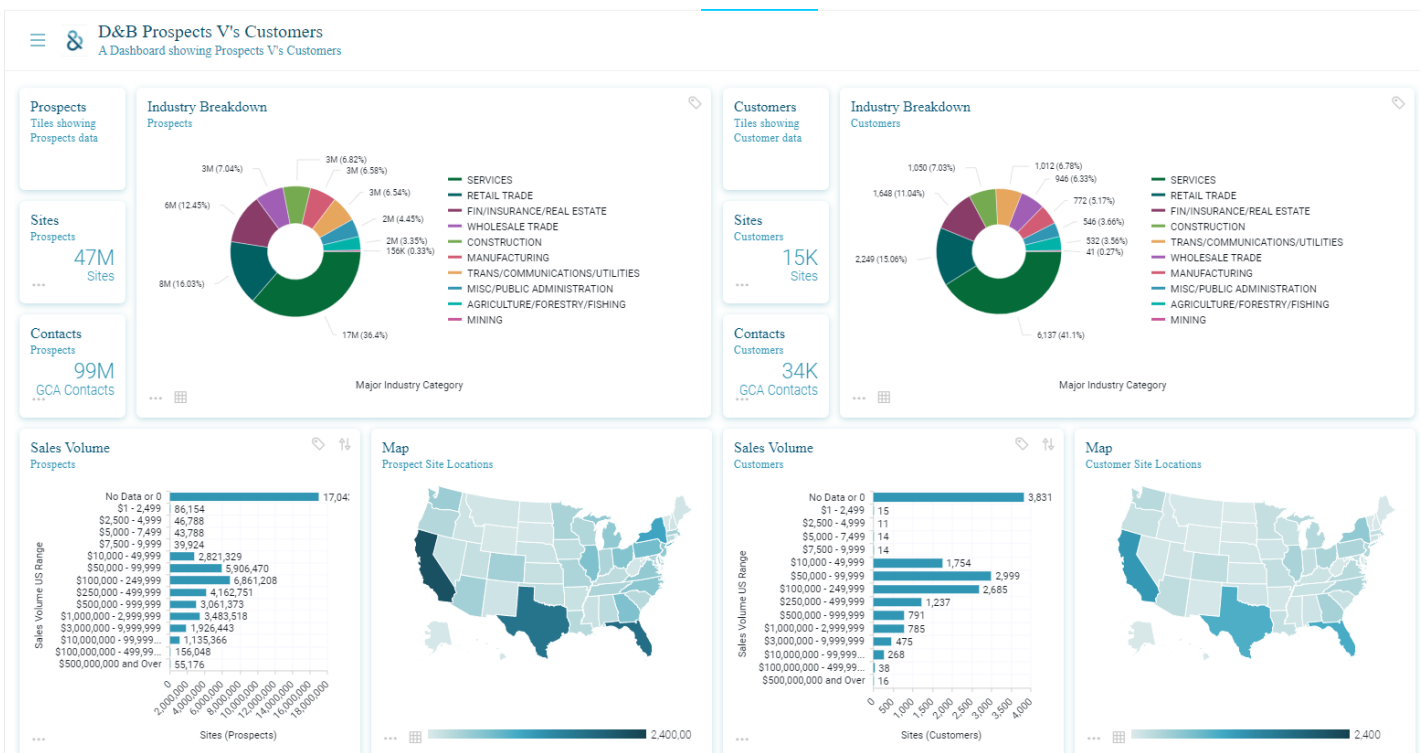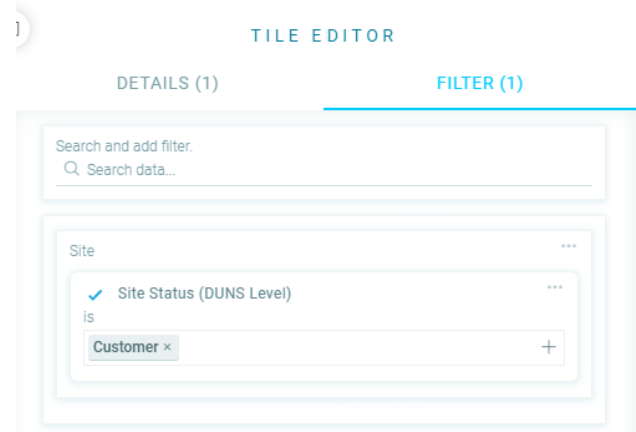
Results with different subsets displayed side by side in a dashboard can be shared with stakeholders, clearly displaying a comparison, for example, of product and response characteristics before and after a campaign, or differences across regions, or value differences between customer types, etc.

3.8   Zipped and Password Protected Audience Exports

You can now enable zipping and password protecting of exported files downloaded from the browser.

This can be enabled or disabled through the Application Settings screen. You can also choose to force users to password-protect zip files or leave it to their discretion.

3.9   General

Orbit Features

- Default measures are now inserted for a Venn diagram tile
- Dashboard filters are collapsible, and we've made it easier to see which are editable
- Dashboard map shapes are now stored in the database as part of our work to allow administrators to upload and manage map shapes in the future
- The Orbit updater now checks pre-requisites, particularly for .NET 6 which we have adopted for improved security and general performance
- Email Broadcasters and other channel types in the campaign overview have been recategorised
- The dataview name is now displayed in the browser tab title
- Links now take German users directly to the German help

4. SUPPORT

Should you have any questions or need assistance, please contact the Customer Support Team directly at 800.234.3867. You can also open a support request at any time by visiting our support website directly at https://support.dnb.com/.