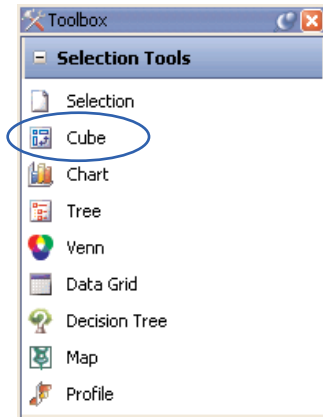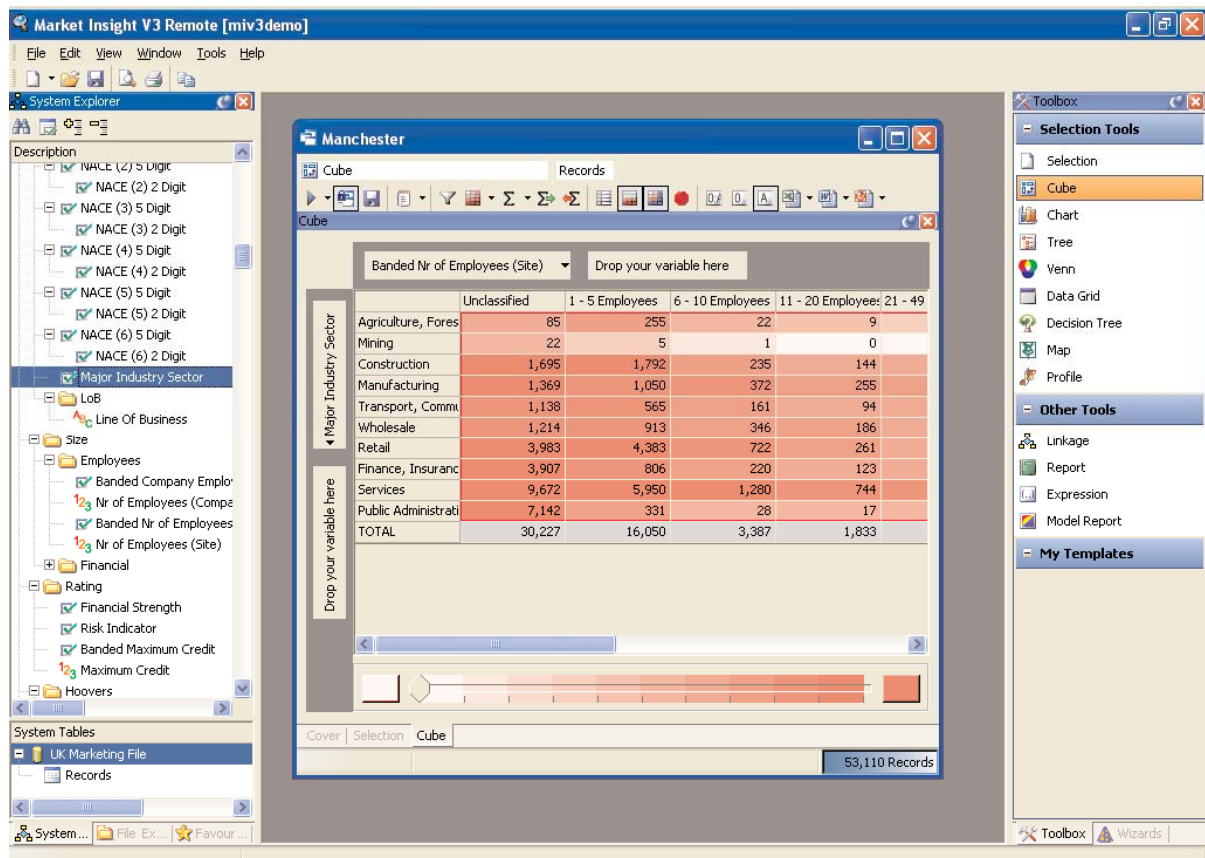# Market Insight

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Top Tips

The Cube tool within the Selection Tools section of your Market Insight Toolbox allows you to create cross tabulations using the variables in your database. Within seconds you can set up a simple view of how your database is segmented and then use this insight to drive your marketing activities.

Here are some top tips to help you create your Market Insight Cubes.

Top Tip 1 – How to create a Cube

Drag and drop the Cube tool onto an existing Market Insight workbook. Then drag over the variables you wish to analyse one by one and drop them onto the "Drop your variable here" boxes. Press the green Play button and your Cube will be built showing the number of records available within each segment.
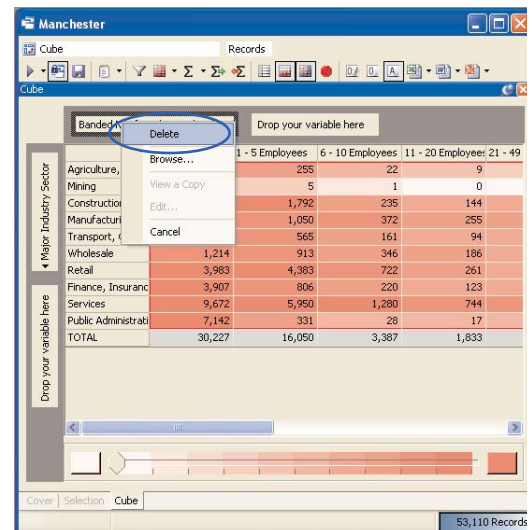
Market Insight

Top Tip 2 – Deleting variables

To delete a variable you have selected right click on it and select Delete or click to select the variable and press Delete on the keyboard.

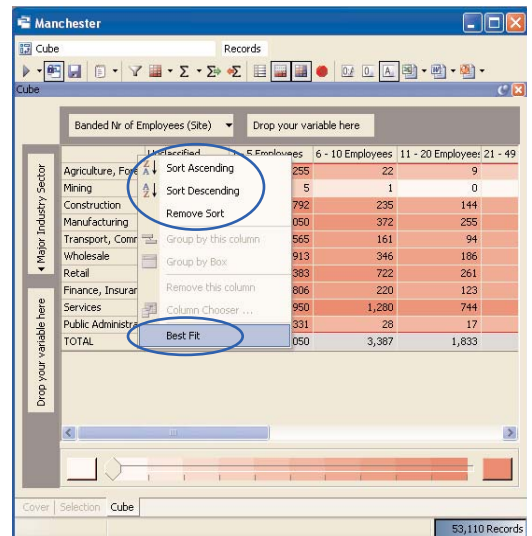You can then drag on a new variable and press the Play button again for the Cube to be rebuilt.

Alternatively, simply drag a new variable on top of an existing one.

Top Tip 3 – Formatting your Cube

If any of the columns within your Cube need widening then right click on the column header and select Best Fit from the menu. Click the top left cell and right click to Best Fit all columns.

You can also sort the Cube by any column (or row) you wish by selecting the Sort Ascending or Sort Descending options from the same menu. You can also sort by total, or row and column together.
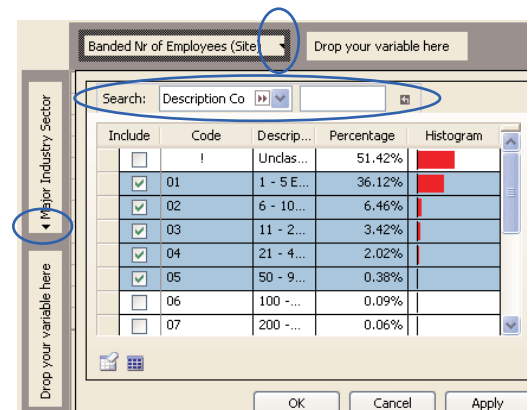

Top Tip 4 – Reduce the number of columns or rows displayed in your Cube

If you click on the small down arrows within your variable boxes then a drop down menu of all the categories within that variable will appear. You can then deselect them as you wish and the columns/rows will be removed from your Cube when you press Apply or OK.

NB. For a variable containing a long list of options then you can use the Search function to speed up the process.

Where possible the row and column totals will be automatically recalculated. If this is not possible (for example with a multi-value field such as SIC), the totals will display a hyphen.

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Top Tip 5 – Display codes and descriptions
Select the Display Codes and Descriptions icon in order to make both elements visible within the column and row headings. Alternatively you can choose to display the Codes only, or just the Descriptions.

Top Tip 6 – Output your Cube into Excel, Word or PowerPoint
If you want to distribute a Cube you have created to colleagues then you can simply output it to Microsoft Excel, Word or PowerPoint. Click on the relevant icons and your Cube will be transferred within a few seconds. Use the small down arrows to choose the format to transfer the Cube, including outputting the entire workbook if required.