



Market Insight Release Notes  
2025 - March



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## 1. EXECUTIVE SUMMARY

This document outlines the Market Insight (MI) features that are scheduled to be released to production in March 2025.

The key functional areas affected by this release are:

- **Mapping:** Thematic shading on Index statistics and drive distances support part-miles.
- **Scheduled Tasks:** User defined dates in the output name.
- **Cube Caching:** This feature benefits all users by returning results significantly faster when a cached result is available.

### 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.

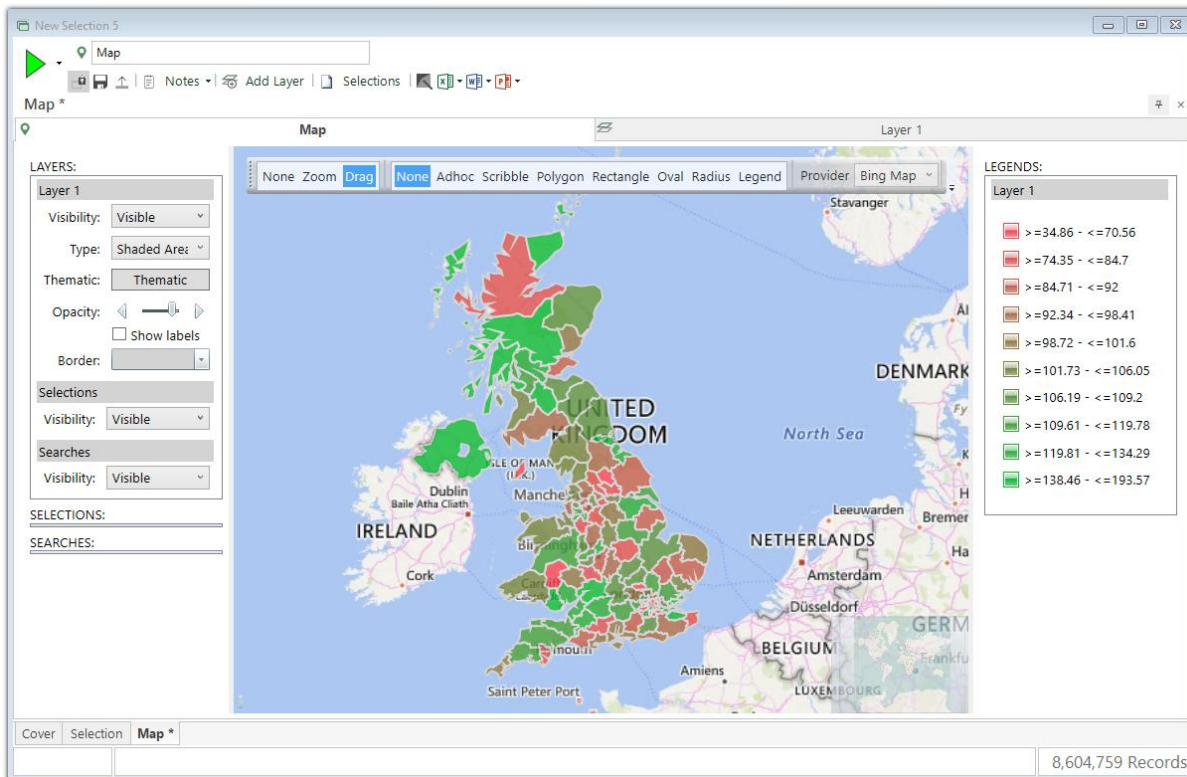
### 2.1 Notice of feature removal for Bing Maps Public Transport

From 30th September 2024, Microsoft have removed the Transit endpoint from the Bing API and it will no longer be possible to calculate public transport isochrones. This drivetime option in the Market Insight Map tool is now removed from the Market Insight user interface.



## 2.2 Enhanced insight from thematic shading on Index statistics

A new thematic shading is introduced specifically for index measures. This development offers greater power and insight, providing a more natural way of applying shading symmetrically around the fixed threshold value of 100, with the maximum deviation in each direction linked, and ranges either side of the threshold being of the same size.

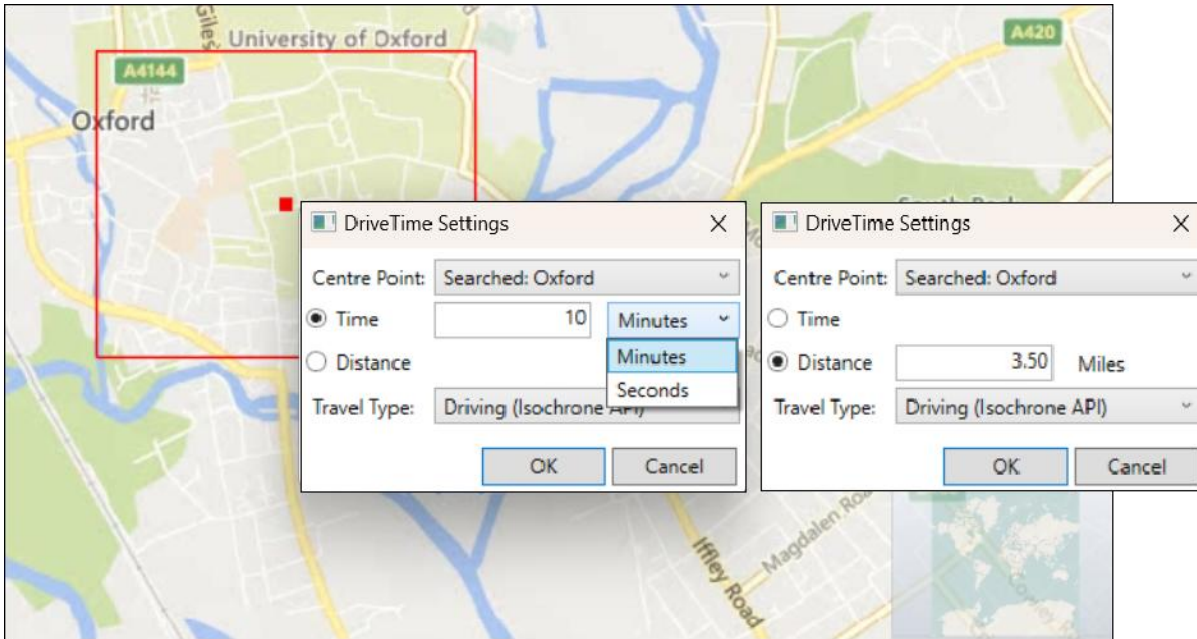


The above penetration map shows Records with water and electric industries (analysis group) to all of the Records (base group). Using this new thematic option, Records with a higher penetration are in green.



## 2.3 Drive times and drive distances extended to allow partial minutes or miles

In interactive maps and the Drive Zone wizard, drive times now support seconds and drive distances support part-miles.



### Penetration maps - mapping options

Penetration maps offer the ability to use an external file to display a column of results against which to compare records in your Market Insight system. You can now apply mapping to postal sector and district to convert the external information into standard Market Insight formats.

## 2.4 Performance improvement: Cube caching

We've extended caching to include requests for cubes, trees, and cube-based visualisations such as charts and Venn diagrams. When configured in the Market Insight Service settings by your administrator, cached results are retrieved unless your system has updated between requests or sessions, or you make changes to the underlying criteria, cube dimensions, or cube measures.

This feature benefits all users by returning results significantly faster when a cached result is available.

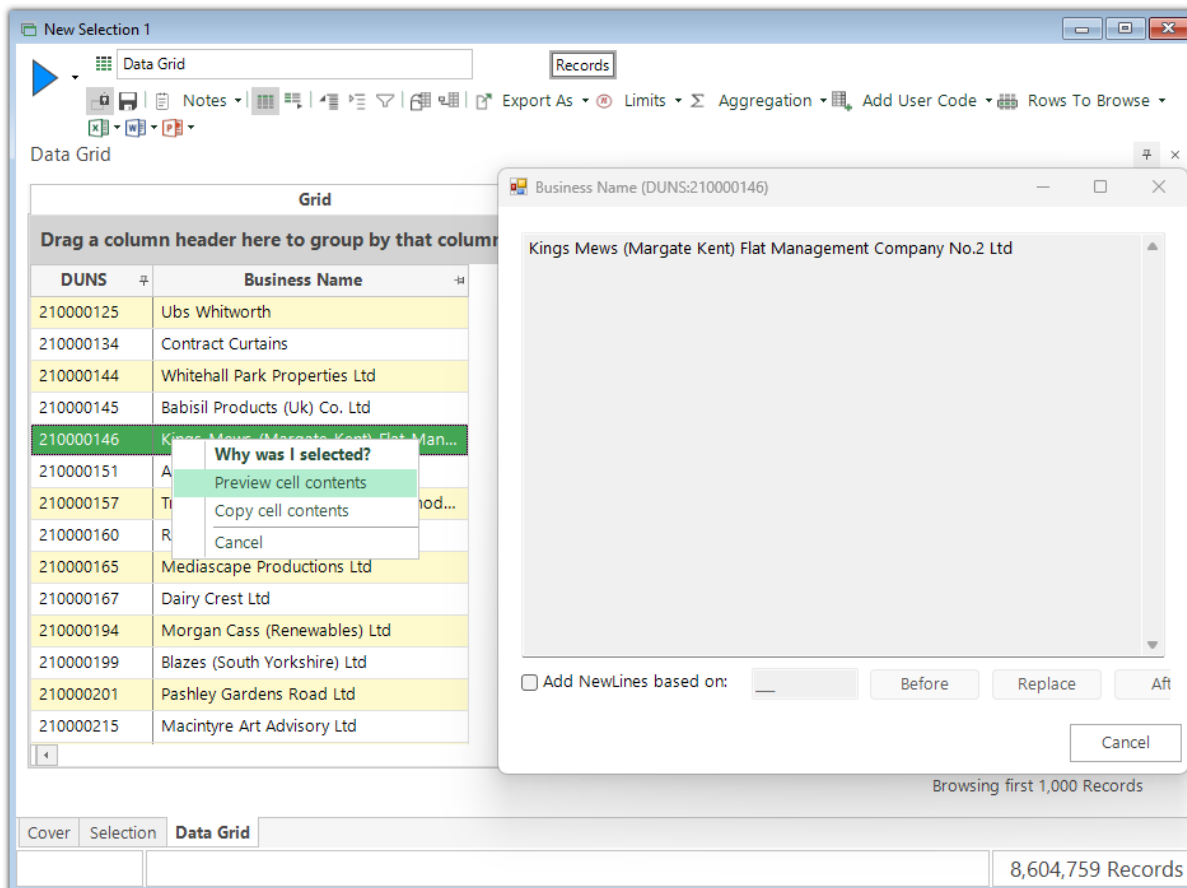


## 2.5 Support for extended text fields

We've increased the maximum size of a text field from 255 to 32767 characters.

Option to preview cell contents in a data grid

With the introduction of support for extended text fields, we have also made it possible for you to preview such content via a new, right-click menu option in the data grid tool.



For those with permission to do so, the text can also be copied from the preview window.

Key benefits include the ability to:

- Easily read large text fields, such as customer reviews or complaints.
- Extract sections of text if preparing a response email.
- Copy out and summarise content in ChatGPT.
- Copy out and include examples in a report.



As part of the Enhanced Build process in Designer, characters used for formatting the original text are removed for performance reasons. Pre-processing the data is possible, but formatting options are provided in the user interface to make the text more readable by inserting line breaks, if necessary.

☒ Add NewLines based on:

Before

Replace

After

You can now select and right-click on an individual data grid cell to copy its contents. This feature lays the groundwork for upcoming enhancements but also offers, for example, the potential added benefit of easily copying and pasting text for use in Market Insight expressions. While visible in the user interface, access to this option is restricted to users with the necessary system privileges and permissions.

## 2.6 New user-defined date format append for scheduled tasks

When managing scheduled tasks, it is possible to append a run or system build date to your file output name. A new user-defined option brings greater flexibility and the ability to format this date to best suit your specific requirements.

Append Date To Output Filename

Run Date

Date Format

Sortable Date and Time

☐ Zip Output File

Short Date

☐ Remove Output File Once Zipped

Sortable Date

☐ Encryption Password

Short Date and Time

☐ Email Output Options

Sortable Date and Time

User Defined

Append Date To Output Filename

Run Date

Date Format

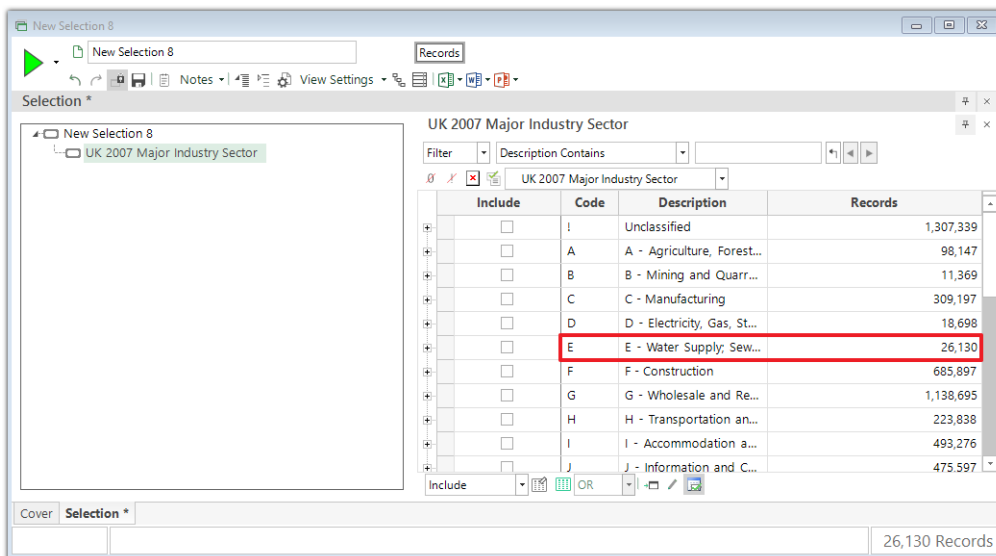
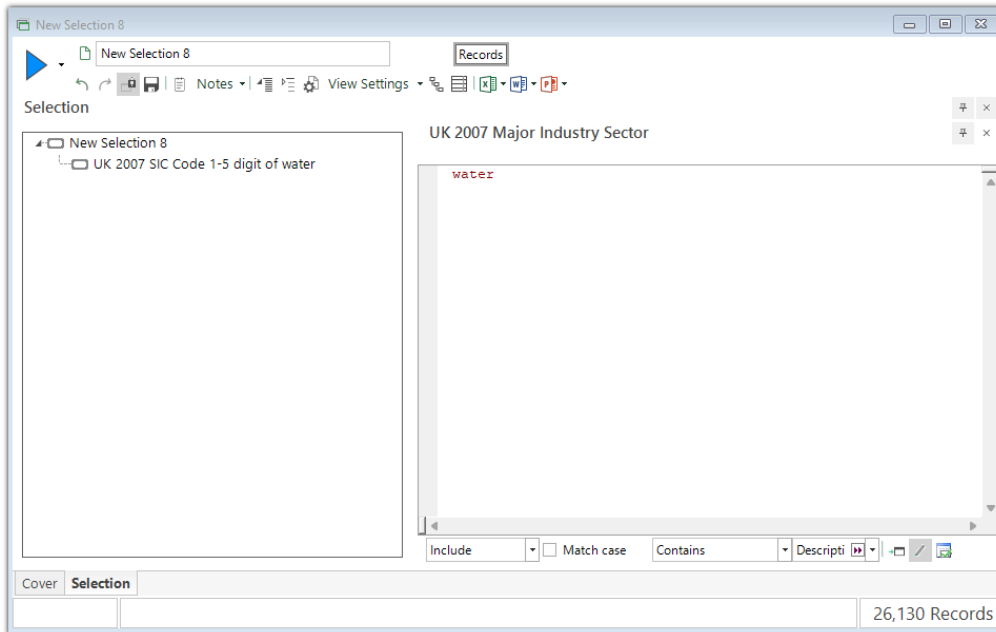
UserDefined

ddd\_MMM-yyyy



## 2.7 New and more powerful selection capability for selector variables

The options for making selections using selector type variables have been extended and, in addition to working with the traditional variable picklist, you can now search for categories in the same way as when working with text variables. For example, for a selector comprising thousands of product categories, you could select based on a code or description that begins with, ends with, or contains particular characters.



Selecting using this freeform mechanism brings the additional benefit of ensuring that, if new categories meeting the defined criteria are subsequently added to the underlying data, they will also be picked up when the selection is re-run.





## 2.8 Improved output for selector type virtual variables created from an expression

The established but limited ability to output selector type variables from expressions is improved with the introduction of two new options accessed through the Calculate Expression wizard. With an easier approach and greater flexibility, you can now choose to define codes and descriptions manually or, where appropriate, specify that the virtual variable takes its codes and descriptions from an existing variable. This is particularly useful in cases where the known values always match existing ones, and you want the values in the same order as the source variable.

The screenshot displays the 'Calculate Expression' wizard, specifically the 'Type' step. The left sidebar shows the progression from 'Start' to 'Type', with 'Type' being the current step. The main area is titled 'Choose Data Type' and prompts the user to 'Please indicate the data type of your new variable:'. The 'Data Type' dropdown menu is set to 'Selector'. Below this, the wizard asks to 'Choose how to define the selector codes and descriptions on this page'. There are three options: 'Derive from Expression Text' (unselected), 'Input codes and descriptions manually' (selected), and 'From an Existing Variable' (unselected). The 'Input codes and descriptions manually' option includes a note about an unclassified code and a spinner box set to 10. The 'From an Existing Variable' option includes a note about copying codes and descriptions from an existing variable and a text box labeled 'Drop source variable here'. The 'Next' and 'Cancel' buttons are at the bottom right.



## 2.9 Support for the use of date and datetime expressions in selections

You can now create and use date and datetime expressions directly in selections, interacting with them as you would date or datetime variables. This provides several benefits, including eliminating the need to create a virtual variable when you want to make a selection based on the result of a date or datetime expression.

Mean GCA confidence and phone ...

Mean GCA confidence and phone accuracy date

names

Data Type: Date

Auto

20

Mean([GCA Confidence Date],[GCA Phone Accuracy Date])

New Selection 12

Records

Selection

New Selection 12

Records has ANY names with Mean GCA confidence and phone acc

Mean GCA confidence and phone accuracy date of 1st of Januar

Mean GCA confidence and phone accuracy date

Add your date selections below

Each date selection will be ORed together

Type	Description	Edit...	Delete
Last Quarter t...	1st of January, April, July...	Edit...	Delete
A Date Range		Edit...	Delete
Ad-hoc Dates			
Before Today			
Today			
After Today			
Yesterday			
Tomorrow			
This Week			

Include

Cover

Selection

893,084 Records



## 2.10 Banded date/datetime expression columns in data grids

You can now create and add a banded date expression as a column in a data grid. Simply right drag your date expression onto a data grid and select from the list of possible date/datetime bandings, specifying the start and end year for the expression being calculated.

Mean GCA confidence and phone accuracy date

names

Data Type: Date Auto 20

Mean([GCA Confidence Date],[GCA Phone Accuracy Date])

✓ Expression is valid

Operators

Functions

Maths Functions

Date and Time

Date Functions

Addition(+)

Subtraction(-)

Multiplication(\*)

Insert

The + operator adds two numbers together.

e.g. [Item Cost] + [Delivery Cost] - returns the sum of these two numbers.

Expression Preview

New Selection 8

Data Grid

names filtered to Return all names

Data Grid

Grid

Chart

Drag a column header here to group by that column.

DUNS	Business Name	GCA Confidence Date	GCA Phone Accuracy Date	Banded Me...
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20240419	20230819	19-12-2023
210012...	Electron Comme...	20240419	20230819	19-12-2023
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20241218	20240218	19-07-2024
210012...	Electron Comme...	20240419	20230819	19-12-2023

Full Date

Months

Quarters

Years

Weeks

Week of Year

Day of Week

Month of Year

Quarter of Year

Day and Month of Year

Day of Month

Age In Years

Age In Quarters

Age In Months

Age In Weeks

Age In Days

Cancel

18,698 Records



This development forms part of ongoing work which allows you to use a banded date or date time expression without first needing to create a virtual variable.

## 2.11 Ability to copy one expression into another

You can now drag one expression into another using its drag handle. This copies all of the expression text to the insertion position of the new expression, and will also include any embedded queries, aggregations and cube lookups. Validation occurs to ensure you aren't adding too many queries/cubes for the expression. This development supports the creation of complex expressions and allows you to test part of an expression before then adding it into another.

## 2.12 New cube measures Nth biggest and Nth smallest

Three new statistics are now available for cube-based analysis using cubes, trees, segmentations, Venn diagrams, as well as variables and expressions.

- `Range(variable or expression)` – returns the difference between the maximum and minimum values of the variable.
- `NthBiggest(variable or expression)` – takes all the values in a cell in the cube, sorts them into order, and returns a particular Nth value from the top of the list.
- `NthSmallest(variable or expression)` – takes all the values in a cell in the cube, sorts them into order and returns a particular Nth value from the bottom of the list.

The introduction of the Range statistic removes the previous need to create a calculated measure to display this information. NthBiggest and NthSmallest are useful in cases where there are a small number of outliers that would skew a maximum statistic, or where there are a small number of values in a cell and a percentile measure isn't adequate.



New Selection 2

Cube

Records

Notes Thematic Statistics Cube Size

Cube

Drop your variable here

	Records	Minimum(Site Employee Model)	Maximum(Site Employee Model)	Range(Site Employee Model)	10th Smallest(Site Employee Model)	10th Biggest(Site Employee Model)
Unclassified	1,069	101	314,000	313,899	102	4,897
North	814	101	19,366	19,265	102	1,300
North West (Excludin	1,408	101	5,899	5,798	102	1,927
South East (Outside f	4,154	101	111,000	110,899	101	13,071
South West	1,672	101	61,607	61,506	101	2,344
East Midlands	1,499	101	31,346	31,245	101	2,614
West Midlands	2,011	101	27,585	27,484	101	3,795
East Anglia	845	101	38,391	38,290	101	1,423
Yorkshire and Humb	1,768	101	37,096	36,995	101	2,075
South East (Inside M	6,075	101	376,871	376,770	101	78,823
Scotland	1,490	101	4,521	4,420	101	1,747
Wales	799	101	2,623	2,522	101	1,179
Northern Ireland	591	101	7,576	7,475	102	1,200
Greater Manchester	1,068	101	92,410	92,309	101	2,382
Channel Islands	253	104	98,397	98,293	110	1,582
TOTAL	25,516	101	376,871	376,770	101	94,275

Drop your variable here

Cover Selection Cube

25,516 Records

## 2.13 New Expressions

- **TextListMapping** - this new function takes the elements of a text list and allows you, for example, to apply a postcode mapping, or upper, lower, or proper case mapping.
- **TextListFromFile** - this function has been extended to include optional mapping when reading a text list from a column in a file.
- **DateTimeConvert** - this allows you to convert a datetime from one time zone to another.
- **VarSelect** and **VarSelectNth** - extended from 255 to allow 65k parameters.



### 3. SUPPORT

Should you have any questions or need assistance, please contact the [UKCS@DNB.com](mailto:UKCS@DNB.com) team or by contacting your Customer Experience Representative.