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:** Thermatic 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

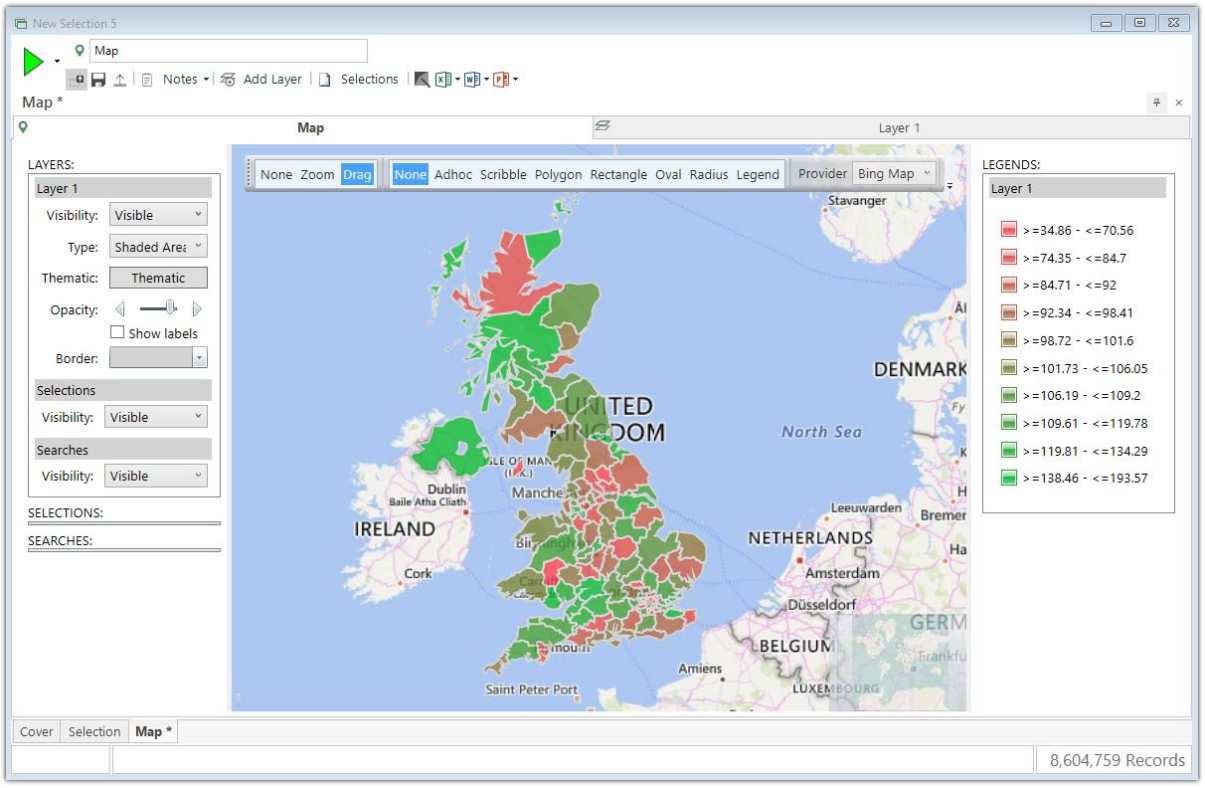
This section outlines the new features and improvements to Market Insight.

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

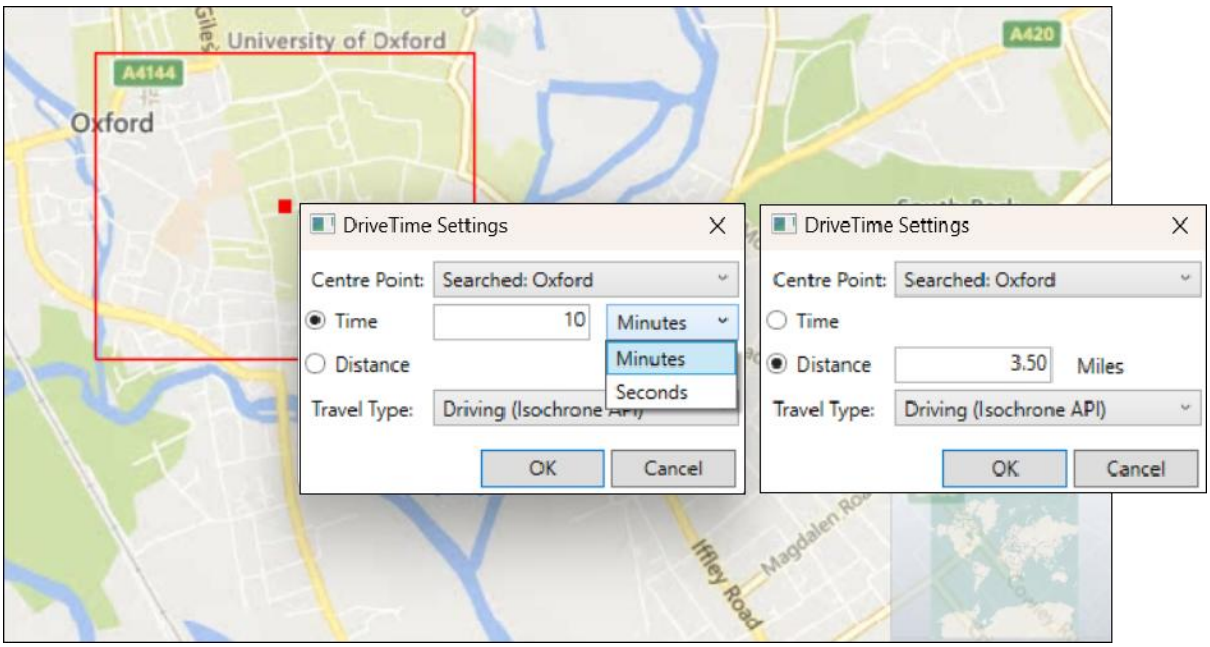
A new thematic shading is introduced specifically for index measures. This development offers greater power and insight, providing a more natural way of applying shading symmetrically around the fixed threshold value of 100, with the maximum deviation in each direction linked, and ranges either side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

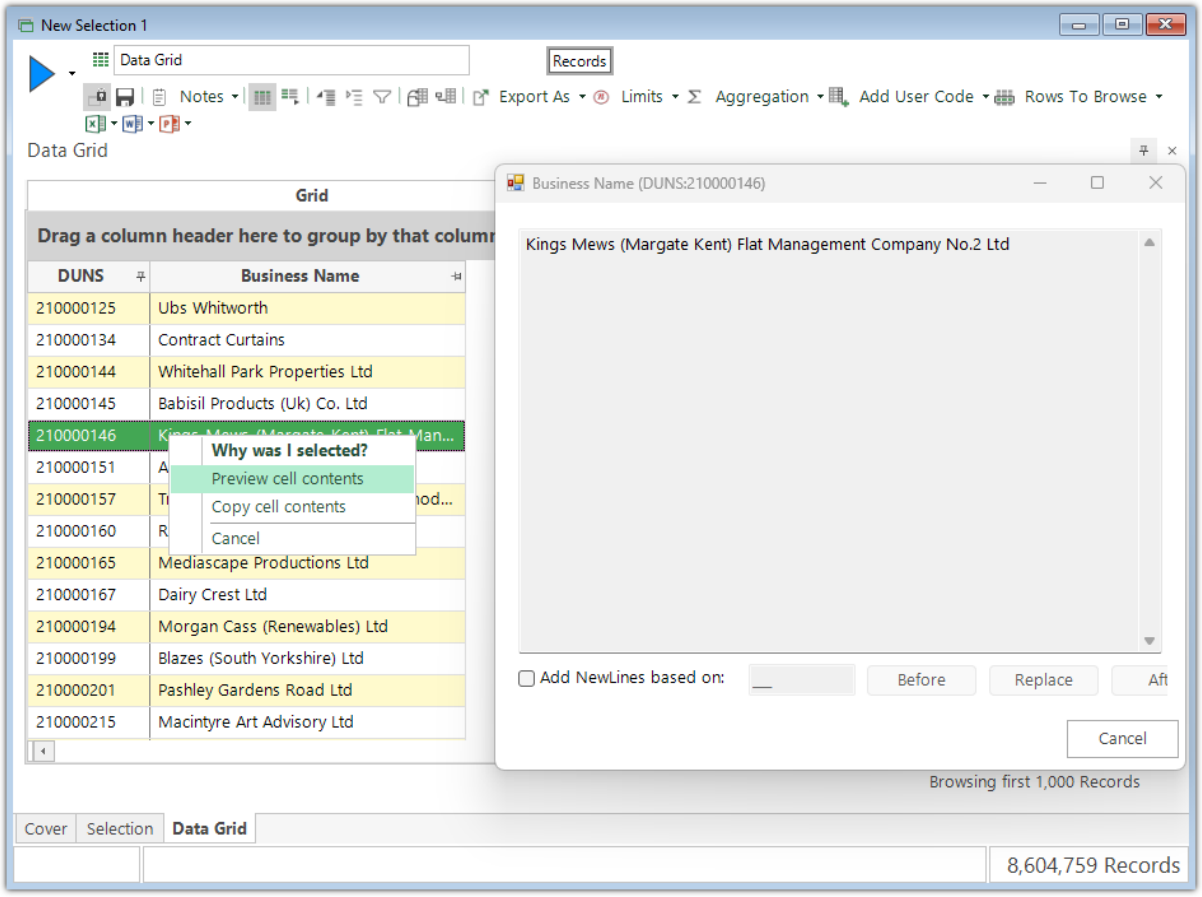
2.4 Performance improvement: Cube caching

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:

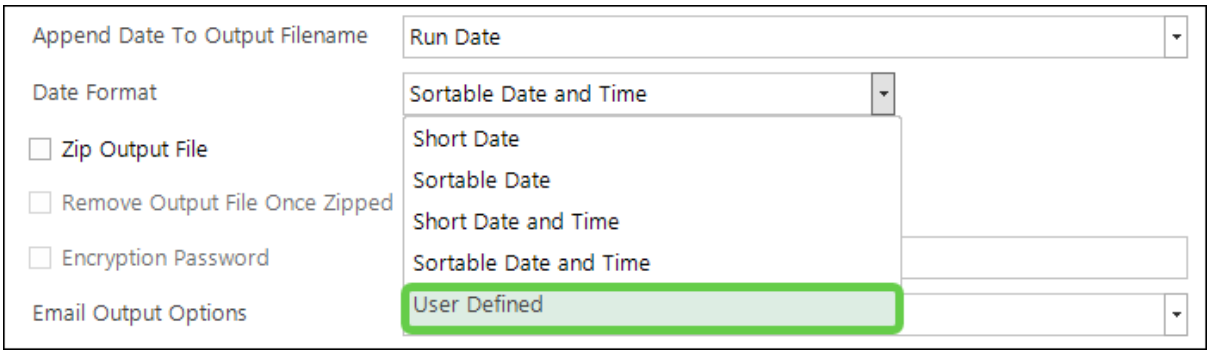
- Easily read large text fields, such as customer reviews or complaints.
- Extract sections of text if preparing a response email.
- Copy out and summarise content in ChatGPT.
- Copy out and include examples in a report.

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.

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.

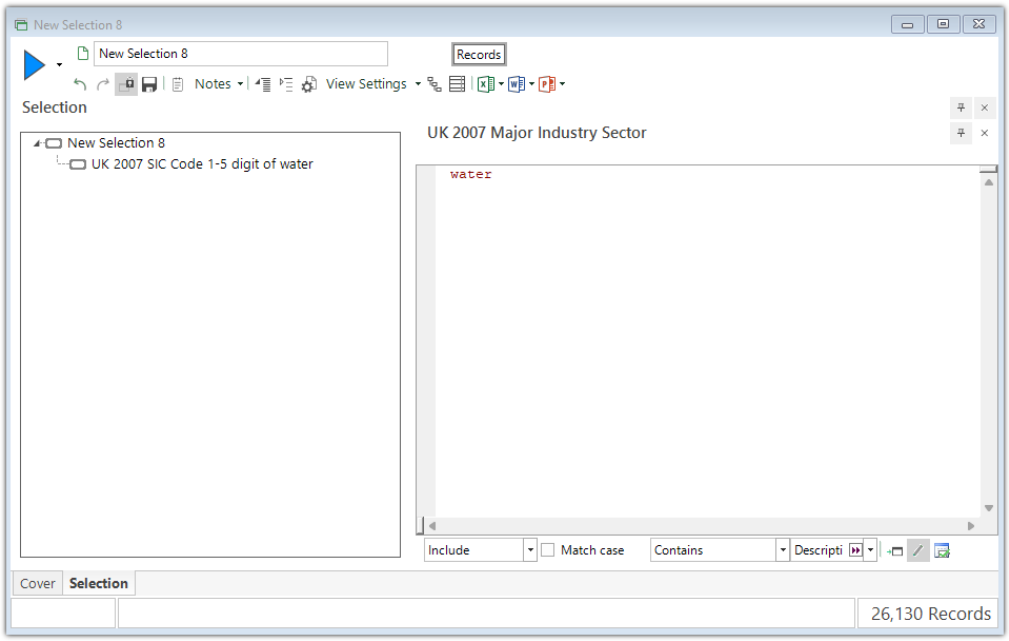
2.6 New user-defined date format append for scheduled tasks

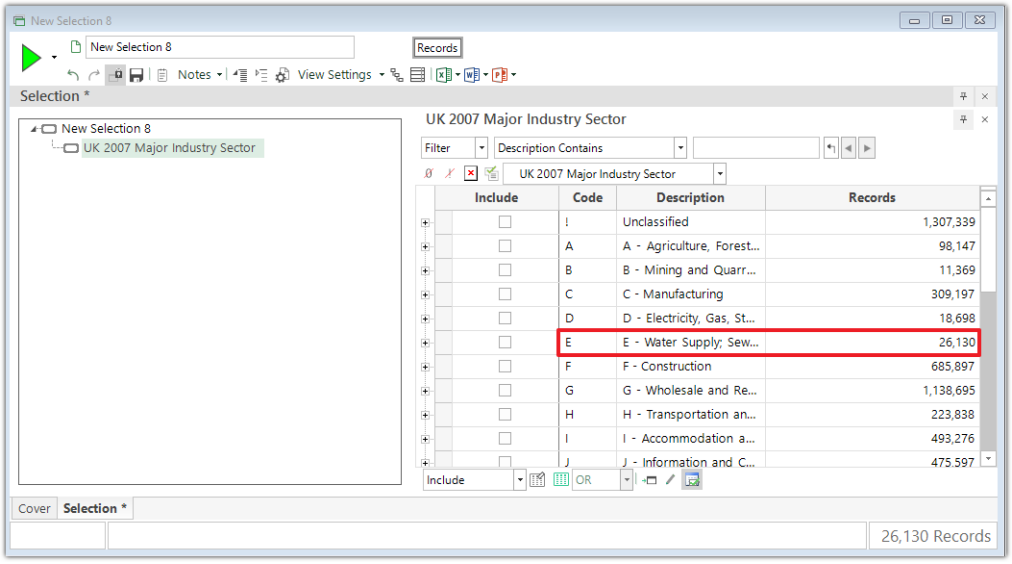
When managing scheduled tasks, it is possible to append a run or system build date to your file output name. A new user-defined option brings greater flexibility and the ability to format this date to best suit your specific requirements.



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.

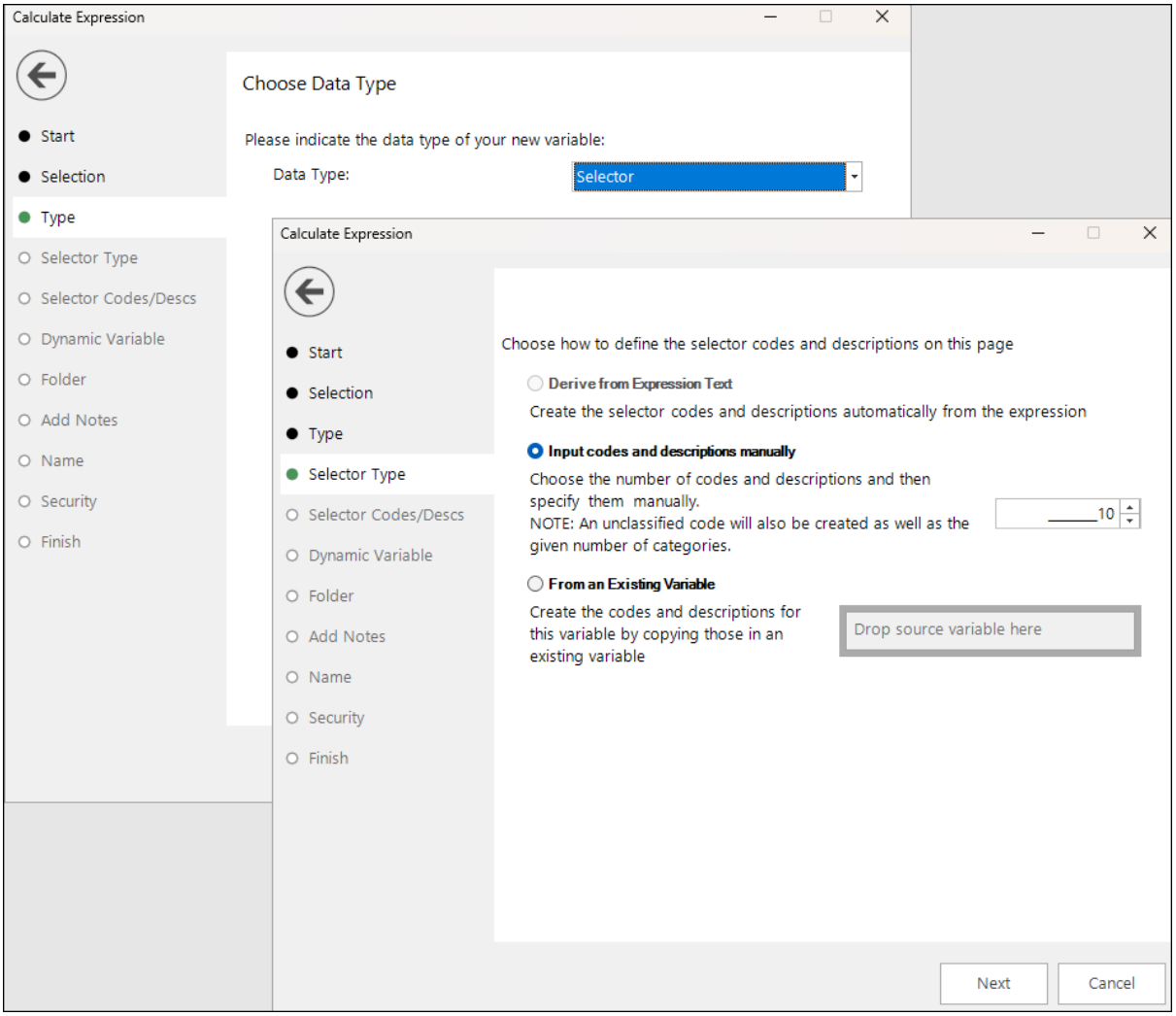




Selecting using this freeform mechanism brings the additional benefit of ensuring that, if new categories meeting the defined criteria are subsequently added to the underlying data, they will also be picked up when the selection is re-run.

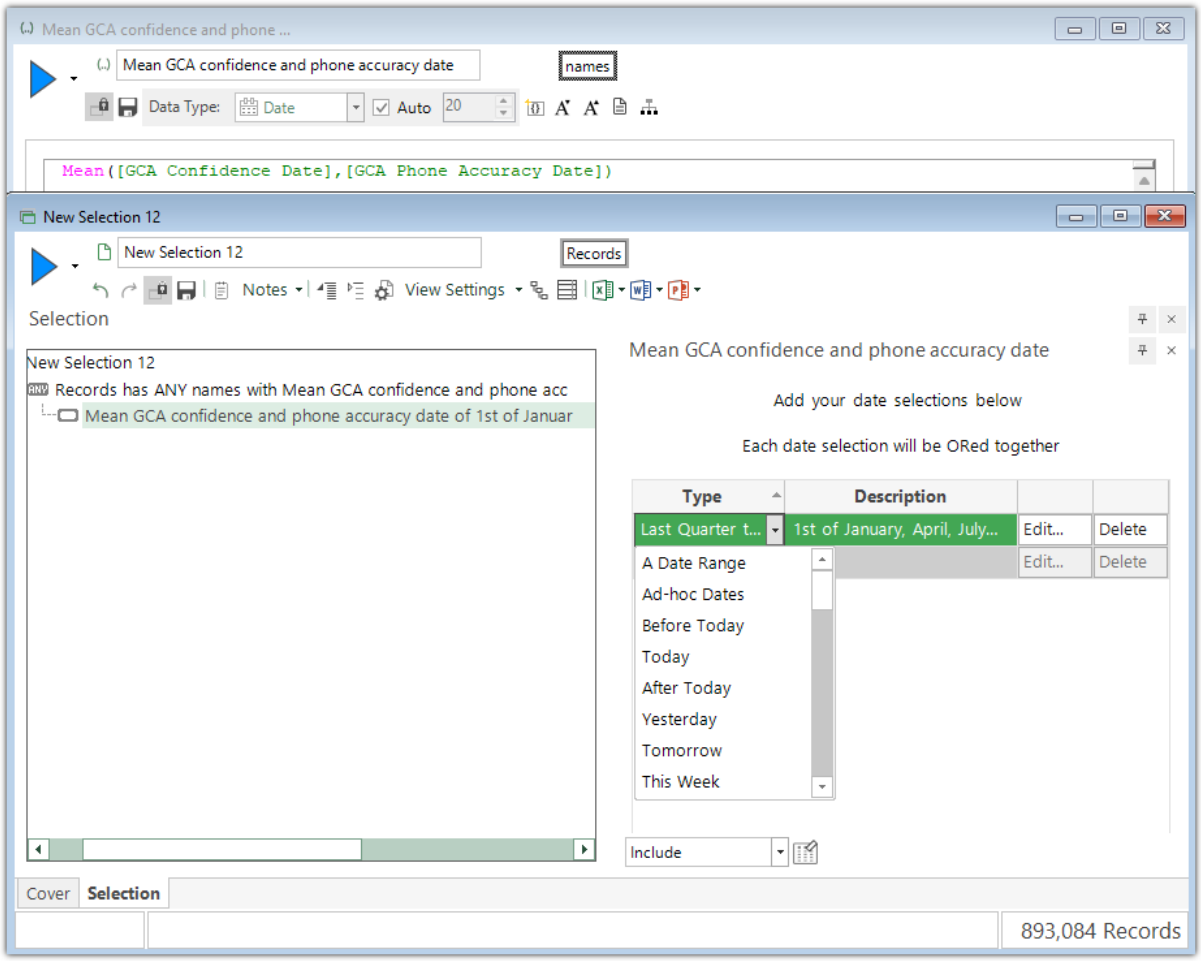
2.8 Improved output for selector type virtual variables created from an expression

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.



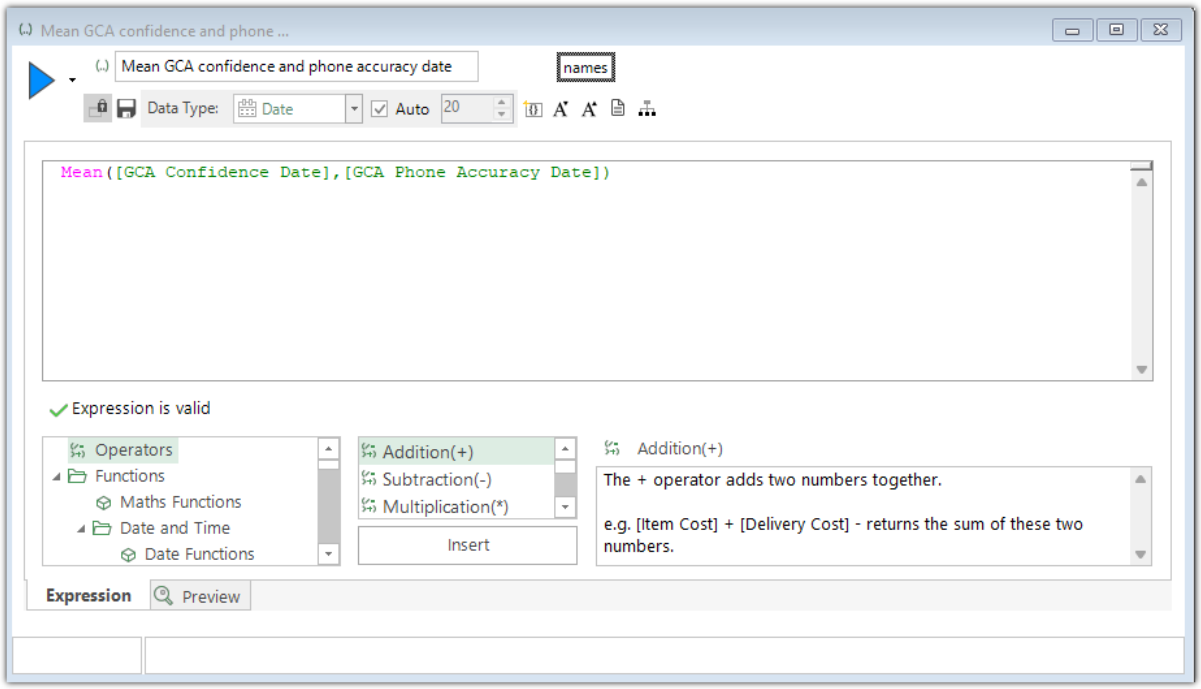
2.9 Support for the use of date and datetime expressions in selections

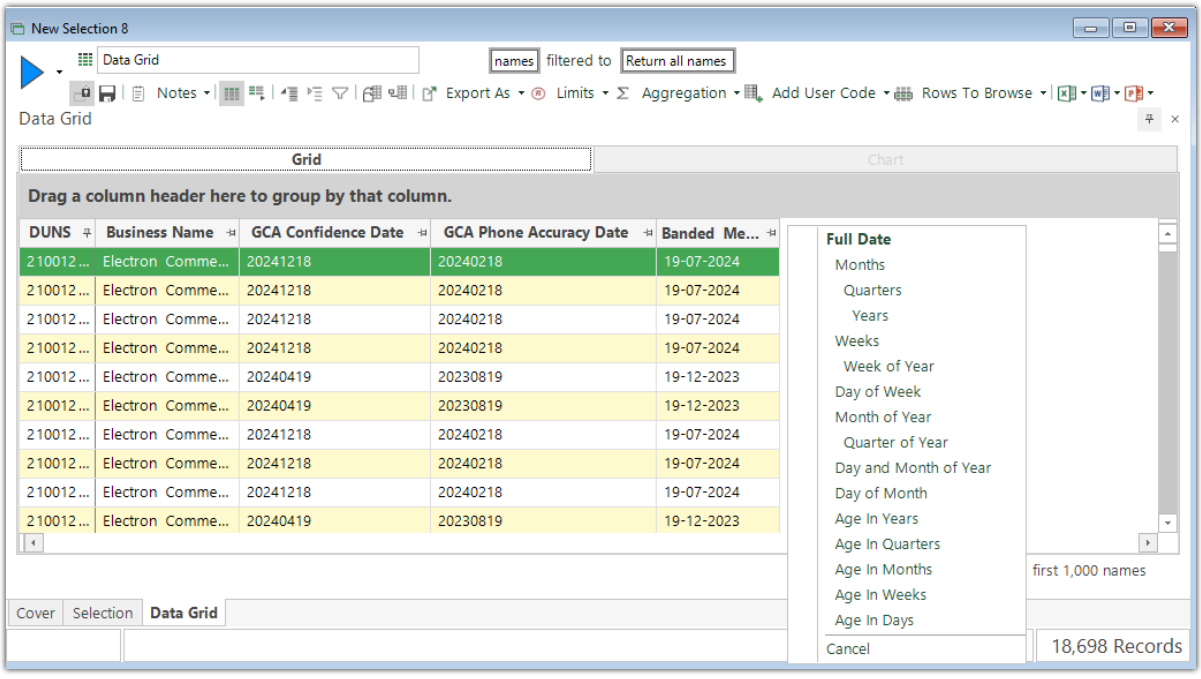
You can now create and use date and datetime expressions directly in selections, interacting with them as you would date or datetime variables. This provides several benefits, including eliminating the need to create a virtual variable when you want to make a selection based on the result of a date or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



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.





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

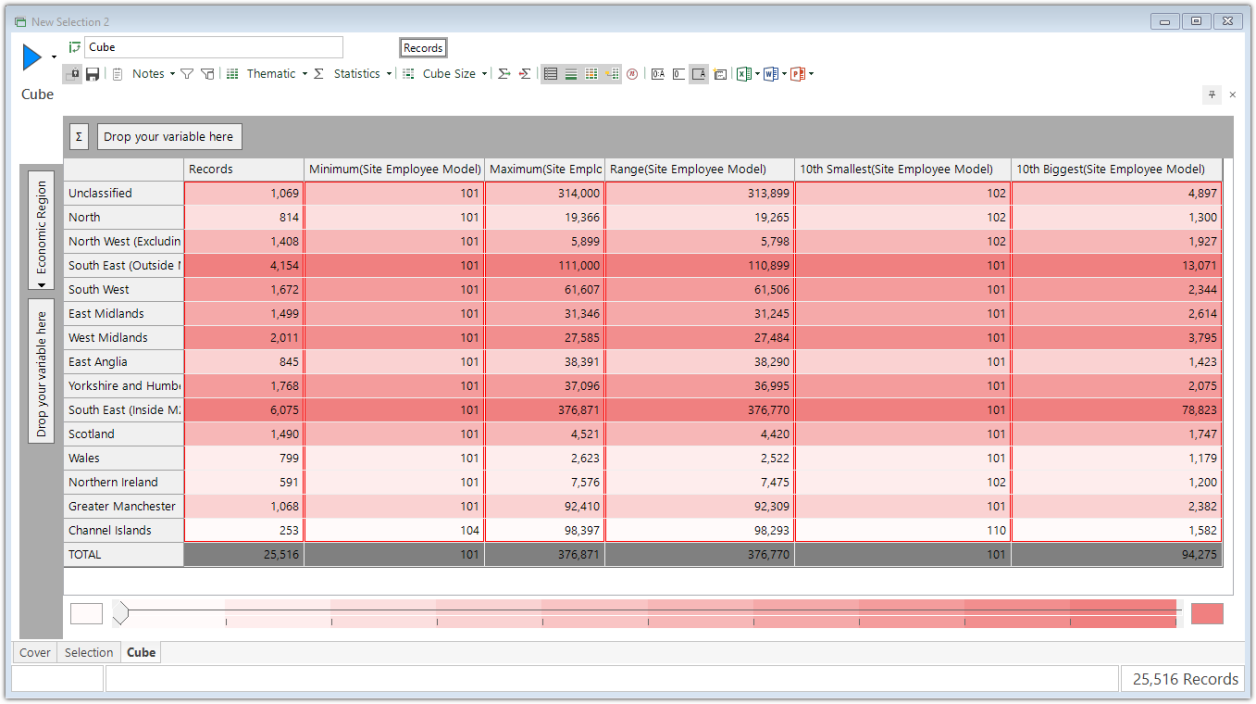
You can now drag one expression into another using its drag handle. This copies all of the expression text to the insertion position of the new expression, and will also include any embedded queries, aggregations and cube lookups. Validation occurs to ensure you aren't adding too many queries/cubes for 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.



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 team or by contacting your Customer Experience Representative.