

D&B Analytics Studio

Key Considerations: Best Practices to Get You Up and Running

D&B Analytics Studio contains multiple data sets across a wide variety of subject areas. Depending on the data bundle you have access to, you will see specific tables of data available to access. This document covers the key points to get started with understanding the data structure and help you navigate the data.

COMMON PRIMARY KEYS – with a few exceptions, the primary key on all tables consists of the following 3 fields: DUNS Number, Load_month and Load_year

PARTITIONS – most tables will be partitioned by load_month and load_year, so it is important to specify these when doing basic queries

JOINS – When performing joins, it is typically best to join all three primary keys (D-U-N-S Number, Load_month and Load_year) across all tables and limit to one load_month and load_year for optimal performance

ACTIVE / INACTIVE / MARKETABLE RECORDS– The Dun & Bradstreet D-U-N-S® Number is a persistent identifier that identifies a business from cradle to grave. Therefore, suppressing or allowing a D-U-N-S Number marked inactive or non-marketable is a key considerations when querying the data. Inactive businesses are included in the dataset for completeness but should be excluded for the purposes of marketing models. Having inactive businesses helps understand signals that precede dissolution of a business – perform churn, loss forecasting, reject inferencing and other time-series analysis.

PREDICTIVE VARIABLES – while there are many predictive elements in the dataset, below are examples of predictive elements that have proven to be valuable in past models. Your models may find predictive lift in these variables and others depending on the type of model you employ as well as the nature and scope of the performance and observation samples.

MARKETING	RISK
Number Payment Experiences	CCS Percentile
Total Annual Sales Volume	% Payments made in a Satisfactory manner
Number of Regular Inquiries	Slow Payment Experiences
High Credit Total	FSS Percentile
Number of Family Members	# Liens
Number of Employees at Location	Current Ratio
Population Code	Paydex®
Number of Slow Payment Experiences	Account Receivable Balance
# Payments made in a Satisfactory manner	Return on Sales
Age of the Business (Years)	# of Lawsuits

ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet’s Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Twitter: [@DunBradstreet](#)