



Dear Alteryx Customer,

We are pleased to announce the release of the Q2 2022 Business Insights Data (US).

The following datasets are included in this release:

- TomTom Geocoder Q2 2022
- TomTom Reverse Geocoder
- TomTom Address Points Q2 2022
- TomTom ZIP+4 Coder Q2 2022
- TomTom drive time engine Q2 2022
- Alteryx Maps TomTom US Q2 2022
- Mapbox satellite and hybrid satellite/street imagery
- CASS US June 2022
- Experian 2022/2027 demographic data
- D&B Business Summary Q2 2022
- Experian ConsumerView Analytical File Q2 2022
- D&B Analytical File Q2 2022
- Kalibrate Technologies Q2 2022

Please contact our Customer Support (support@alteryx.com) with any questions about installation, licensing, or running the software. Also visit the Alteryx Community at community.alteryx.com to ask a question or post an idea.



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Release Note

- The Q2 2022 Business Insights Data (US) provides updated household and population data as well as additional updated datasets for CAPE and Mosaic Allocate datasets. The experimental 2020 ACS wasn't advised for use; therefore, Experian has provided the same ACS 2019 data that currently is available.
 - Detailed information on changes in this CAPE release can be found in the CAPE_2022_Tech_Overview.docx provided in the Documentation\Experian\CAPE directory.
- NAICS codes are updated every five years, and we have updated the NAICS codes referenced by Dun & Bradstreet data to represent the 2022 NAICS update. The updated NAICS Lookup Table has been provided in Documentation\DNB\NAICS Codes.xlsx
- Due to a lack of updated data, Kalibrate informed us the Q2 release data was the same as the Q1 release data. We updated the names to reflect the current vintage and have been informed that the Q3 2022 dataset will have new and updated TraffixMetrix data.
- The CASS US June 2022 install provides the latest license for CASS, which otherwise expires in late July. The CASS US April 2022 dataset also provided this license update.
- The Allocate Consumer Expenditure Detail Comparison reports for five-year projections have been corrected to represent the expected year (2027).



Q2 2022 Changes:

CASS

- Incremental CASS updates not included with the quarterly data install can now only be obtained from the licensing portal.

Geographies

- ZIP Codes – quarterly update

Data


- D&B Analytical file and D&B Business Summary – quarterly update for both datasets and variable changes to the Business Summary data
- Experian ConsumerView Household and Individual
 - Quarterly update
- Experian US and Experian Full US received their annual data update – this includes 2022 Experian CAPE and Mosaic data as well as the 2019 ACS data.

Refer to the **Change Log** in the Documentation folder for specific details. This document as well as all other documents can also be found in the [Location Data Knowledge Base](#) on the Alteryx Community.

As of Q4 2018, the Data Team has begun writing articles covering topics related to our Location and Business Insights products. Each topic features material to help new users get started, as well as more advanced material for our seasoned data users. Be sure to look out for our [Data Products 101](#) series on the Location Data Knowledge Base.

Install Datasets

The below table lists what data is included in this release and if installing the data is required or not based on if you have already installed the previous quarter. For data frequencies refer to the Variable List Data and Geography Vintages tab.



Data Category	Details	Data Vintage	Install required	Release reason ¹
Spatial	Geocoder, Address Points, ZIP+4 Coder	Q2 2022	Yes	Data update
	Reverse geocoder macro ²	n/a	Yes	Logic, error handling, and versioning updates
	Drive time engine	Q2 2022	Yes	Data update
	Alteryx Maps	Q2 2022	Yes	Data update
	CASS ³	June 2022	Yes	Not required if this vintage has been installed
Geodemographics (BG level)	Experian CAPE	2022/2027	Yes	Annual data and geography updates
	Mosaic	2022	Yes	Annual data and geography updates
	US Census SF1	2010	Yes	Geography update
	American Community Survey (ACS), includes Puerto Rico ⁴	Q2 2022	Yes	Annual data and geography updates
Household	Experian ConsumerView Analytical File	Q2 2022	Yes	Data update
Firmographics	D&B Analytical File	Q2 2022	Yes	Data update
	D&B Business Summary	Q2 2022	Yes	Data and geography updates
Traffic counts	Kalibrate Technologies Traffic Counts	Q2 2022	Yes	Data update

¹ Subject to change

² Requires internet access

³ The latest CASS install will be delivered in our quarterly installs however this dataset is released bi-monthly and clients are notified to download the install via email

⁴ This is a separate data install due to the inclusion of Puerto Rico



Overview

The Data (US) includes the following components –

- Spatial – Geocoder, Reverse geocoder, ZIP+4 Coder, Address Points, CASS, drive time engine, Alteryx Maps, USGS Maps and Mapbox satellite imagery
- Geodemographics - Experian CAPE, Mosaic segmentation system, American Community Survey (ACS), EASI Demographics US Census 2000, US Census 2010 SF1 and D&B Business Summary
- Experian ConsumerView Household and Individual analytical file
- D&B Firmographics/Business location analytical file
- Kalibrate Technologies Traffic Counts

Spatial

These products provide a visual display or add spatial dimension to files through address cleansing, geocoding and drive time creation.

- **Address Points** includes 102 million parcel centroids, a parcel is the property boundary of an address; most of the points in the database are the centroid of the property boundary. However, some of the points are edited by TomTom to rooftop accuracy and can enhance geocoding results.
- **Alteryx Maps** enhances mapping with atlas-like reference layers.
- **Geocoder** adds a spatial object (latitude/longitude) to addresses for visualization and data retrieval processes.
- **Reverse geocoder** - produces a record-for-record reverse geocode result which includes formatted address fields and lat/lon coordinates. This tool requires internet access. For additional information refer to Alteryx Help.
- **ZIP+4 Coder** adds spatial objects at multiple levels: ZIP Code, ZIP +2 and ZIP +4.
- **CASS** offers address clean up and standardization for better data matching processes and geocoding.
- The **drive time engine** creates polygons or measurements between points based upon distance or speed for visualization and reporting. Drive times can be created using Peak, OffPeak and Night traffic speeds, for details refer to the document 'Alteryx Drive time Speed Category Enhancement' in the Documentation folder.

Demographic Datasets

The Experian data install includes the following datasets and along with Mosaic and Mosaic Workplace is collectively referred to as *CAPE* in Experian's release/methodology document.

- 2022/2027 Demographic Estimates and Projections
- 2010 US Census
- 2022/2027 Consumer Expenditure
- 2022 Retail Demand (Scaled) and Retail Supply (Scaled)
- 2019 American Community Survey (ACS) Five Year data based
- 2022 Mosaic and Mosaic Workplace (BG Dominant and Distributions)

In addition to the Experian CAPE data, Alteryx also includes the following demographic data -

- EASI Demographics US Census 2000⁵
- US Census 2010 SF1

Experian ConsumerView Analytical File

Experian's data warehouse of consumer demographics, self-reported, life event, direct response, property and mortgage information. Additional fields that can be licensed to the Analytical file include aggregated auto, aggregated credit and additional direct response and property and mortgage information and Ethnic Insight. As the largest and most comprehensive resource for both list services and data enhancement available today — including data on more than 235 million consumers and 113 million households in the U.S. — ConsumerView offers core consumer data assets overlaid with behavioral and retail purchasing data. This combination results in the deepest and most granular insight into who your customers really are. Further leverage the file by licensing individual names and household addresses to accurately target, segment and enrich existing customer data to improve campaign response rates, strengthen brand loyalty and significantly increase revenue.

Released quarterly, household fields include Mosaic Household and ZIP4, mail order buyer preferences, mortgage/home purchase, median family income, estimated income, dwelling type, and presence of children under 18. At the Individual level, marital status, gender, education and occupation group. For the complete variable list, refer to the Documentation folder of the install.

Several fields are not included in the output although they can be queried so if you wish to license these fields please contact your Alteryx Sales Representative.

D&B Business Summary Data

DUN & BRADSTREET ("D&B") is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for over 165 years. D&B's global commercial database contains more than 125 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions. Using the D&B Business Location file, Alteryx developed a geofirmographic dataset by summarizing the D&B data by SIC codes at the block group level and organized the data by Employees and Establishments.


D&B Business Location Analytical File

The U.S. file contains over 23 million business locations in the US and is released quarterly. Fields included in the file are Business Name, Sales Volume, Number of Employees as well as SIC and NAICS code. For the complete variable list, refer to the Documentation folder of the install. Please note that several fields are not included in the output although they can be queried so if you wish to license these fields, please contact your Alteryx Sales Representative.

Kalibrate Technologies Traffic Counts

Kalibrate Technologies offers the most complete U.S. database of published traffic count data commercially available. Data is continuously updated for all road types – from freeways in the nation's largest metropolitan areas to roads in rural areas. Traffic count data is collected from almost 6,000 city, state and federal organizations nationwide and assembled into a common geographic database format

⁵ The US Census 2000 data document is not included in Experian CAPE release/methodology documentation nor the ACS.




for use in mapping application. Included are historical published information and street and nearest cross street.

Documentation

The following documents are found in the *Documentation* folder –

- Release Notes
- Alteryx Variable List
- Change Log – captures changes to both reports and variables from the previous release all installs. Please ensure you review the changes applicable to your licensed install as you may need to update workflows, apps, reports or formulas.
- AlteryxMaps_TomTom - Alteryx Maps and Street Wizard Layers USA
- Guzzler_TomTom (Drive time) - Methodology and Alteryx Drive time Speed Category Enhancement
- DNB – DNB business location analytical file
 - DNB Overview
 - DNB SIC and NAICS tables
 - DNB Franchise Code lookup table
 - DnB US Analytical File Penetration Report
- Experian CAPE - Demographics
 - Experian methodology document – CAPE_2022_Tech_Overview
 - Experian Mosaic (71 segments)⁶ - Mosaic Segmentation Portal Guide and FAQ, Mosaic Methodology, Mosaic Naming and Short Descriptions and Reference Guide. February 2020 Mosaic Description Changes.
 - Mosaic overview
- Experian CV - ConsumerView analytical File
 - EMS Targeting - ConsumerView Licensee Install User Guide.doc - Licensing User Guide (not all variables are available in the Analytical File layout) and Data Glossary
 - Alteryx - ConsumerView X276 Q2 W Phone Opt 2 EI Condensed Counts – field penetration report
 - NCOA X276 CNSV.txt – NCOA report
 - Experian Mosaic (71 segments) - Mosaic Segmentation Portal Guide and FAQ, Mosaic Methodology, Mosaic Naming and Short Descriptions
- TrafficCounts - Kalibrate Traffic Counts
 - Kalibrate_Trafficmetrix_eBook – methodology
 - Kalibrate TrafficMetrix Published Counts Manual and TrafficMetrix_PublishedCounts – data overview

⁶ For additional information on Mosaic, end users can access Experian's Mosaic portal www.segmentationportal.com. A username and password is required and users can request one by emailing segmentationportal@experian.com. The portal and its contents are supported by Experian.



To streamline the location of the Documentation, the documentation will be removed from the above folders, DNB, Experian ConsumerView, TomTom Explorer and Experian CAPE effective with the **Q4 2017** release. The Documentation will continue to be provided in the main Documentation folder as well as the [Location Data Knowledge Base](#) on the Community.

External hard drive return

After the data installation is complete and if possible, you have archived a copy of the data to a network location or another external hard drive, the drive can be returned to Alteryx. The FedEx package the external hard drive was shipped in can be used to return the drive back to Alteryx using the return label included in the package.