

# ABOUT THE DATA AND HOW TO MANIPULATE IT

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## FILE TYPE

All data is supplied in Excel files.

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## FIELDS IN THE DATABASE

All data is split between a variety of fields (or columns).

The number of fields in your database is dependant upon the version of the database. For example the standard or premium build of the Australian Business Datalist. With specialised databases such as the medical or education database the fields may again be varied.

### Unique record number

All databases have some standard fields such as a unique identifier number (id\_org).

### Name and address fields

Organisation name, street address (if available), location (suburb), postcode and state.

**Region;** covers large metropolitan or regional areas (e.g. MELBOURNE or NSW CENTRAL COAST). This facilitates an easier way to find records in a larger area rather than selecting large number of postcodes. The regions are based largely on the Australian Post Group Areas and are similar to the telephone book areas.

Phone, fax, email and other contact fields

The phones are split between fixed number, mobiles and free call.

**Note:** Please be aware that when manipulating the data that to preserve the leading "0" in fixed and mobile fields the field format should be set to text not numerical. The same goes for the postcode field.

### Record Defunct Risk

All our records are processed record rating system. Using the combined resources of some of our larger users, we have developed a way to use a number of indicators that identify records that may be defunct. This new innovative feature will aid in improving the marketing accuracy.

Currently if a record is recorded as a HIGH risk it is removed from the database. Other records regarded as a medium (MED) risk are included in the database. As this is a new procedure we have decided to keep the records in the database. The choice remains with the user to utilise the rating or not.

### Business heading and ANZSIC classifications.

All our records are classified with our own business headings (BUS\_DESCRIPTION). This heading scheme has around 2,500 individual headings and similar in scope to the Yellow Pages scheme. Each heading has a numerical code (BUSCODE). The buscode use 9 digits and incorporates the ANZSIC code (see below). In this way when sorting by the code the headings will be grouped by industry category (e.g., retailing, education, medical etc).

The Australian and New Zealand Standard Industrial Classification (ANZSIC) has been jointly developed by the Australian Bureau of Statistics (ABS) and Statistics New Zealand (Statistics NZ). An individual business entity is assigned to an industry based on its predominant activity. The scheme is similar in concept to the SIC (USA). All our headings are matched to the current 2006 ANZSIC scheme.

More details about the Australian and New Zealand Standard Industrial Classification can be found [here](#).

A full list of our current headings with matching ANZSIC code and description may be downloaded [here](#).

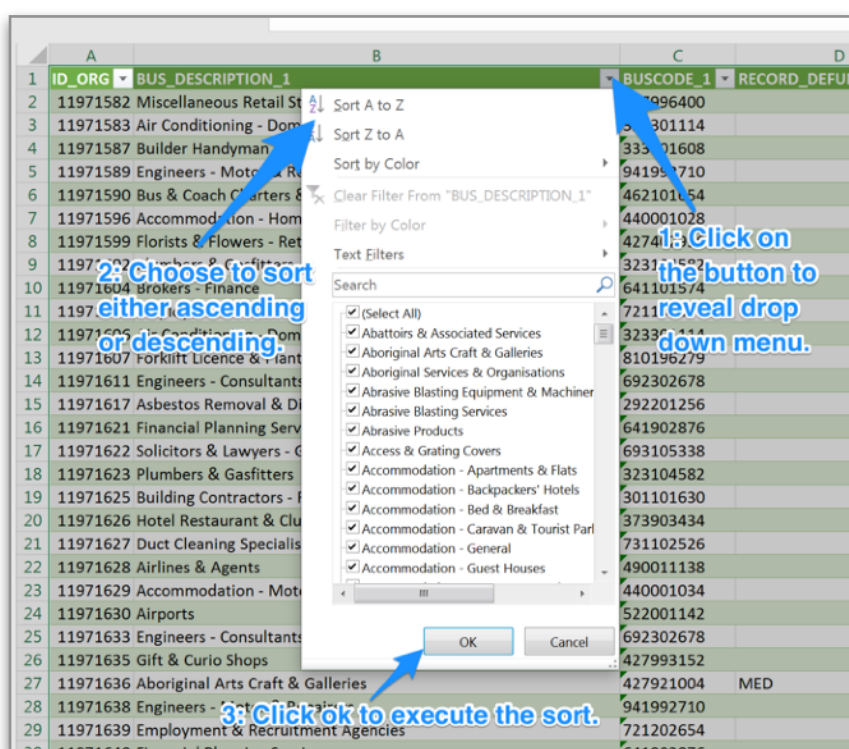
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## MANIPULATING THE DATA

As the data is supplied in Excel files you can use the power of Excel to manipulate the data. Two of the most used features are sorting and filtering. The data is already displayed with the sorting and filter command set up.

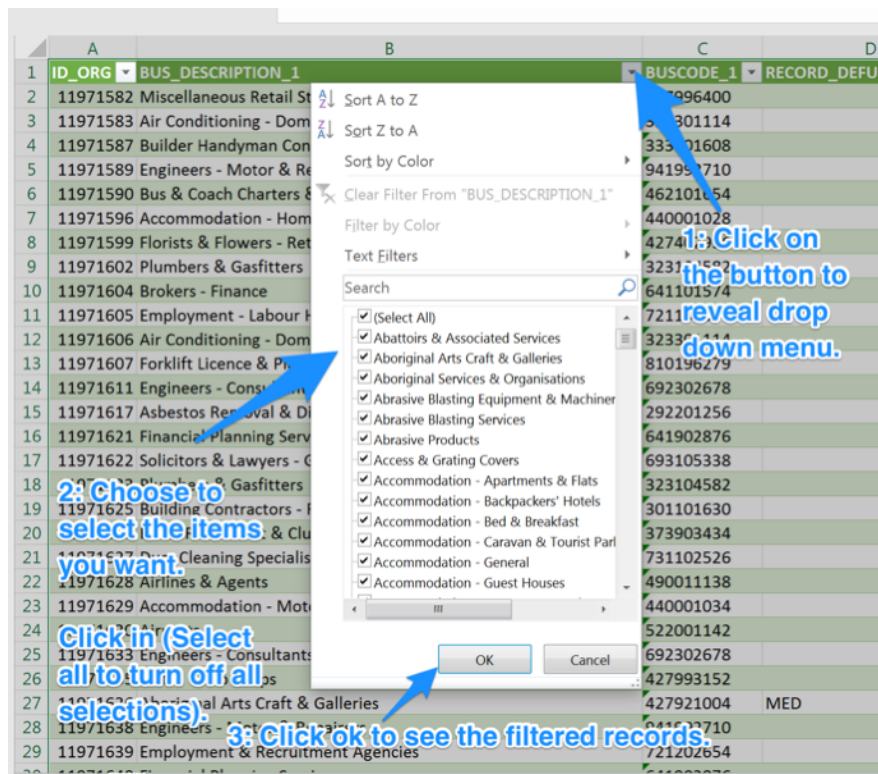
### Sorting data

To sort data click on the filter button located at the top of the field you wish to sort on. A drop down command menu appears. At the top you can choose to sort either ascending or descending. Refer to image below.



## Using filters to find data to a set criteria

To select only records that meet your criteria (business type, postcode, region etc) use the same control as in sorting. On this occasion in the the drop down menu you can select only those items that match your requirements. Deselect all items by clicking in the box marked (Select All). Then select the items you want by ticking the respective checkbox. Use the search facility to quickly find items you want further down the list. Refer to image below.



## Save filtered data to a new worksheet

Select the filtered data, and copy it with pressing the Ctrl + C keys at the same time. Go to the new worksheet or workbook, select a blank cell, and press Ctrl + V keys simultaneously to paste the filtered data.

## RESOURCES

A video about these Excel commands may be found at:  
[www.youtube.com/watch?v=23o2QajKzT0](http://www.youtube.com/watch?v=23o2QajKzT0)

Plus some excellent tutorials and videos can be found at [www.gcflearnfree.org](http://www.gcflearnfree.org)

### Sorting data in Excel

[www.gcflearnfree.org/excel2013/18](http://www.gcflearnfree.org/excel2013/18)

### Filtering data in Excel

[www.gcflearnfree.org/excel2013/19](http://www.gcflearnfree.org/excel2013/19)