Business GeoInfo Summit
April 23–25, 2007 · Dallas, TX

What's New in Business Analyst Online and ESRI Data Offerings

Jim Herries

GeoInfo Summit

April 24, 2007

Background

- MS Geography 1995 Ohio State
- 12 years at ESRI
- 9 years Professional Services
- Some programming, lots of cartography, project management and proposal writing
- 3 years Product Management
- Solely focused on business applications of GIS technology – how GIS helps run a business

Business Analyst Online

What is Business Analyst Online?

- Business Analyst Online puts demographics, consumer data, business data, imagery and maps at your fingertips to aid critical business decisions.

- Two reasons to talk about it
  - It is here, now, for you to use
    - Augment your data
    - Augment your GIS
    - free subscription…
  - It is just an example of what can be done

Business Analyst Online

Step 1: Define Study Areas

Add Study Area to Current Project

Create New Project | Switch Projects

"My Project" contains these study areas:

View	Zoom to	edit	delete
☑	Proposed Location	edit	delete
☑	My Site	edit	delete

Step 2: Choose Reports and Maps

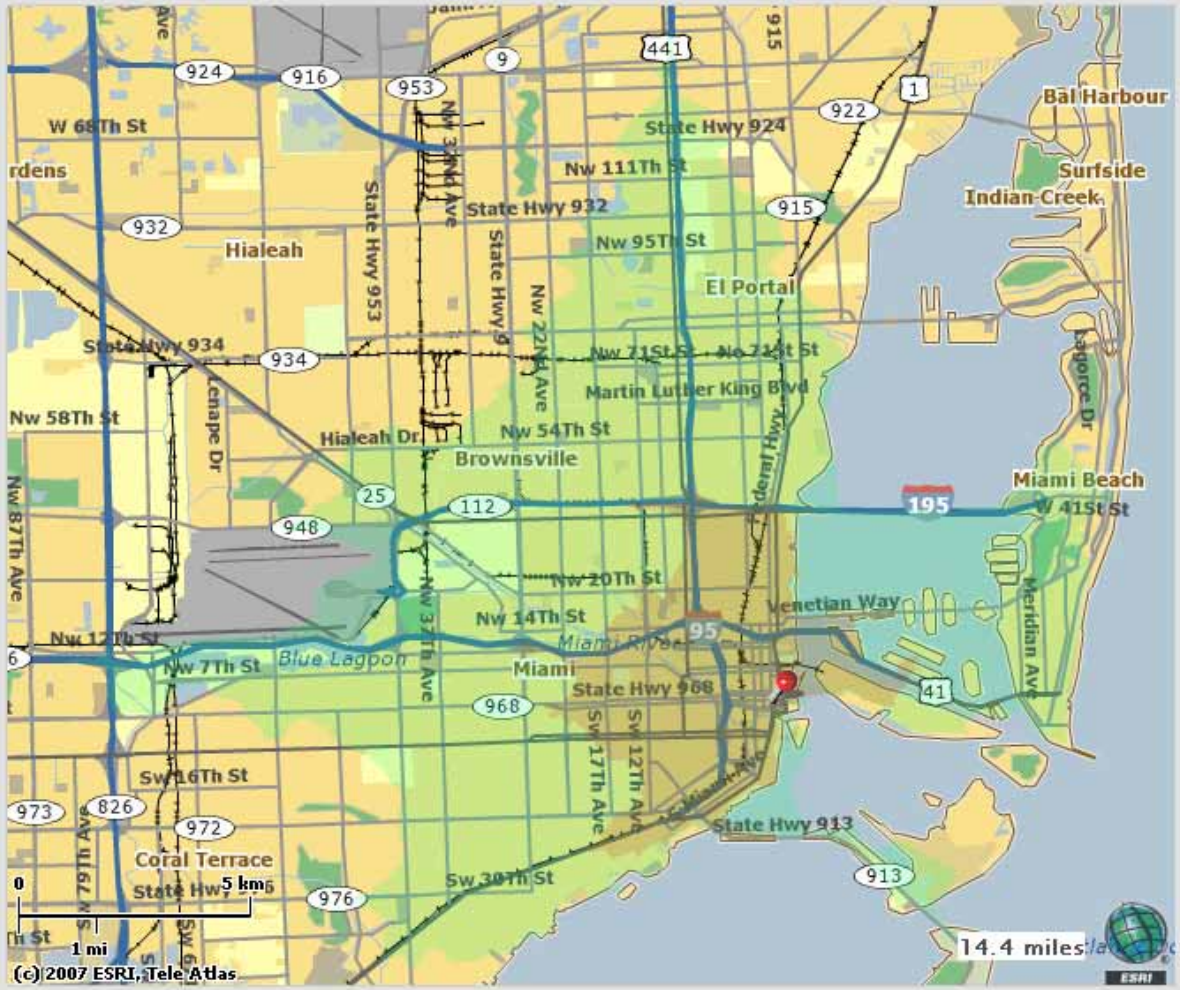
My Preferences

Map Layers: Businesses, Aerials, etc.

Hide

My Project

Welcome Jim... | Map Capture | Map Tools | Help | Log Out



Done

Internet

Who uses Business Analyst Online?

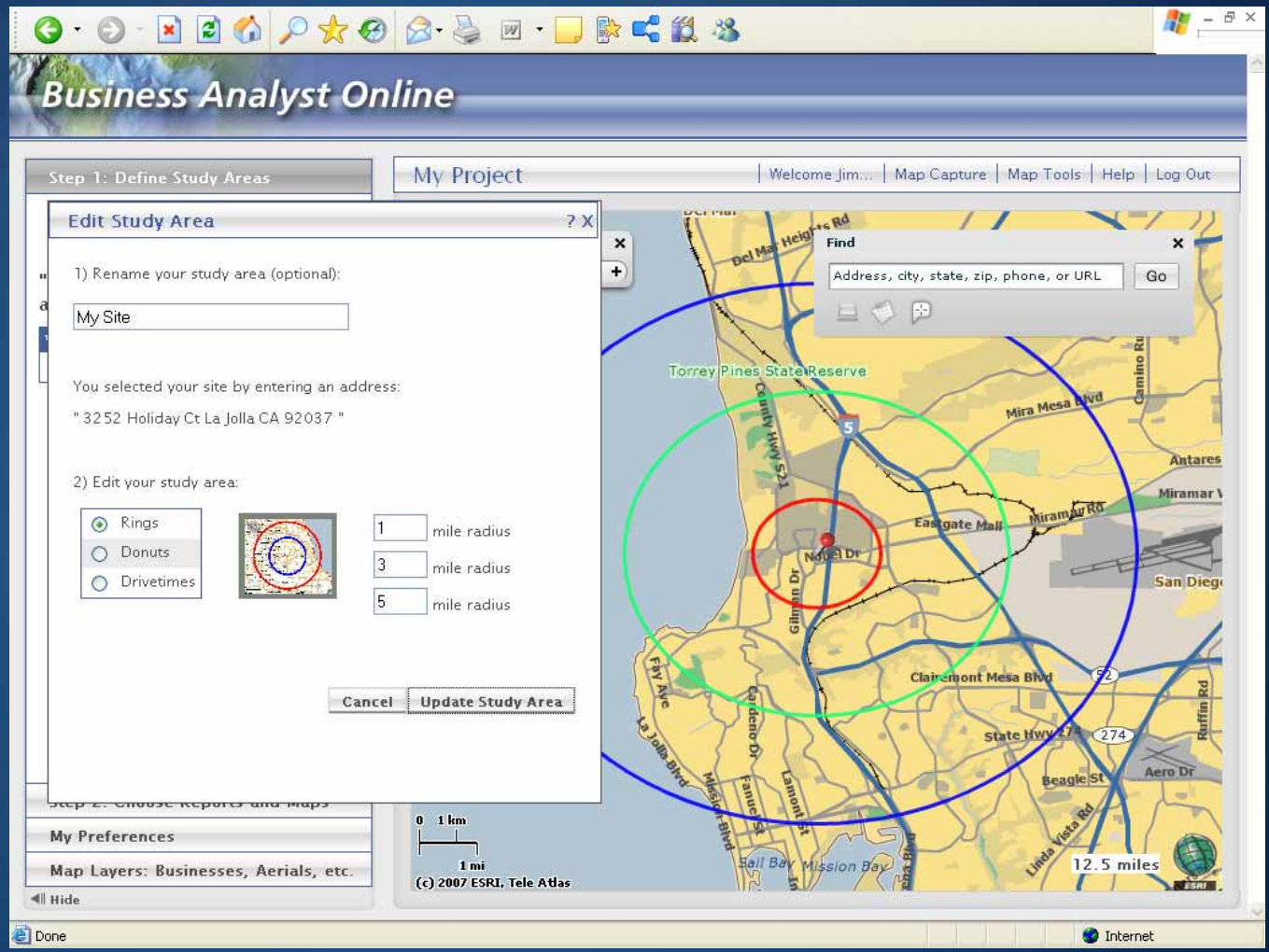
- More than 15,000 organizations since 2002
- Real Estate
- Retail and Restaurants
- Economic Development
- City/County officials
- Federal Government
- Banks and credit unions
- Insurance agencies
- Advertising agencies
- Marketing groups
- Franchise organizations

Features & Benefits

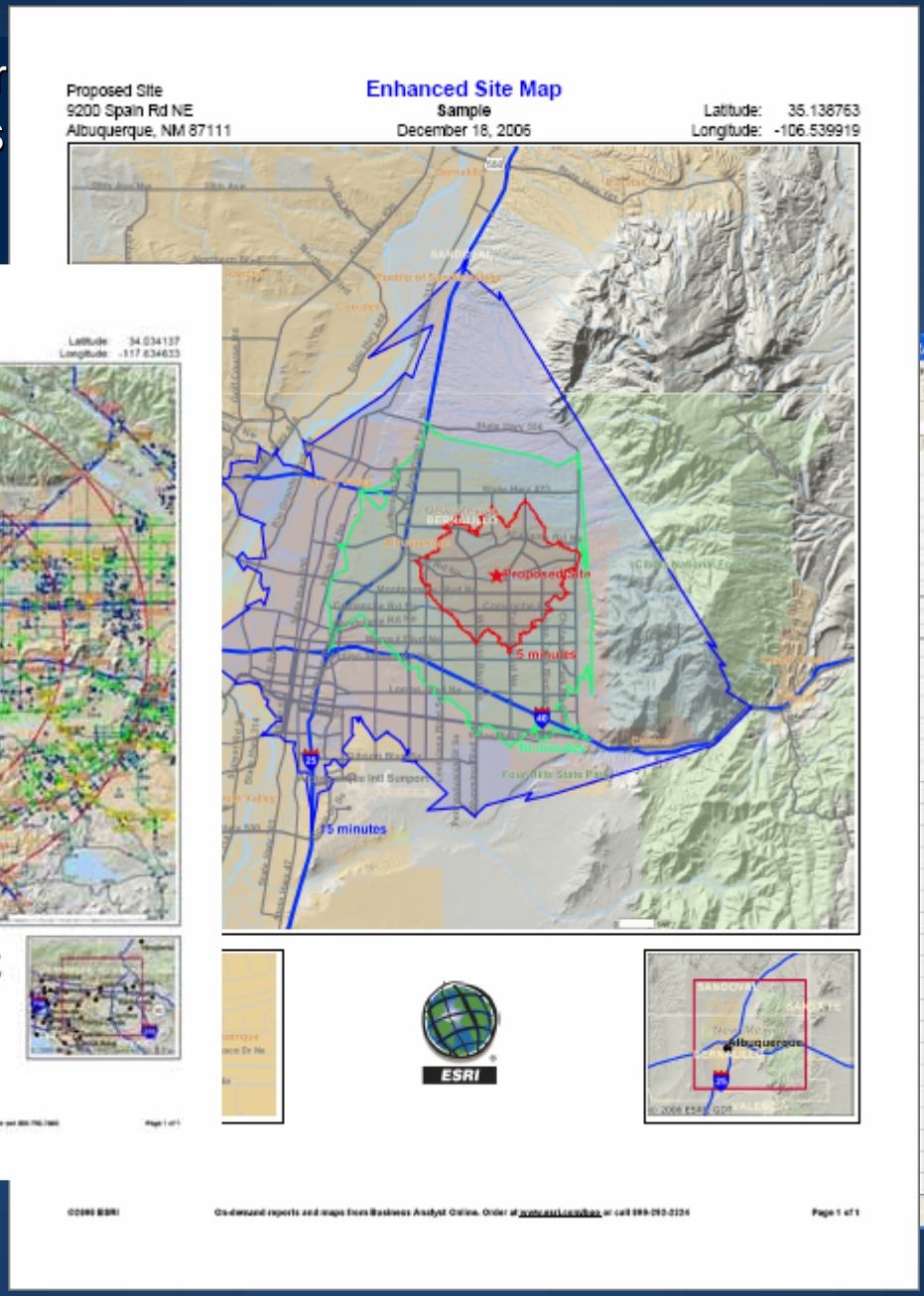
- Overall Benefits
  - Fast access to small area demographic, consumer and business information
  - High-quality report and map documentation to support your projects
  - Ease of use
  - Zero training required
  - Software required: a web browser
  - Works with OS/browser security features, not around them

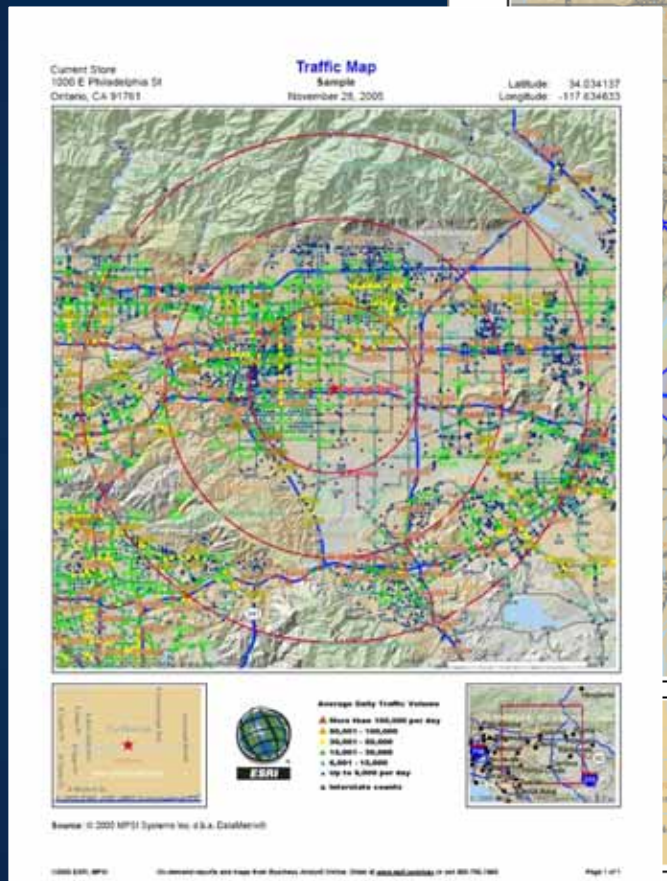
Ease of use

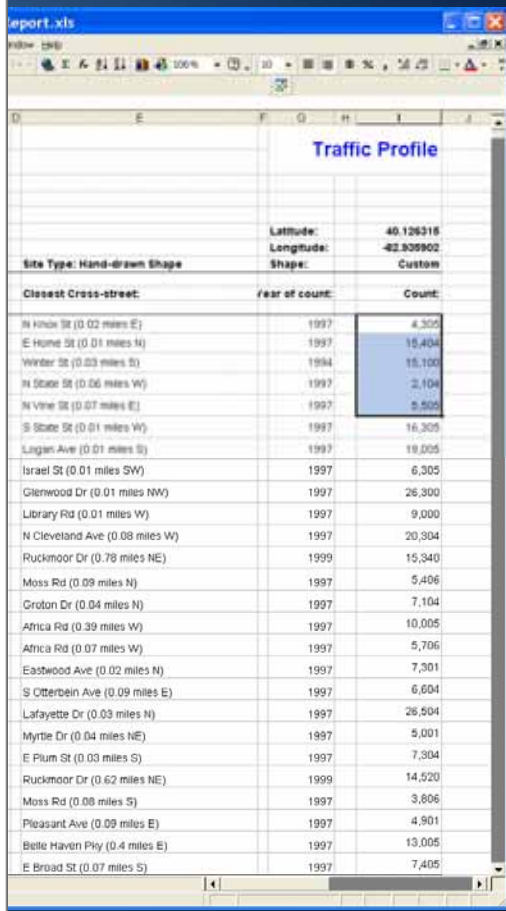
- Step 1: Identify your site, development zone or market area

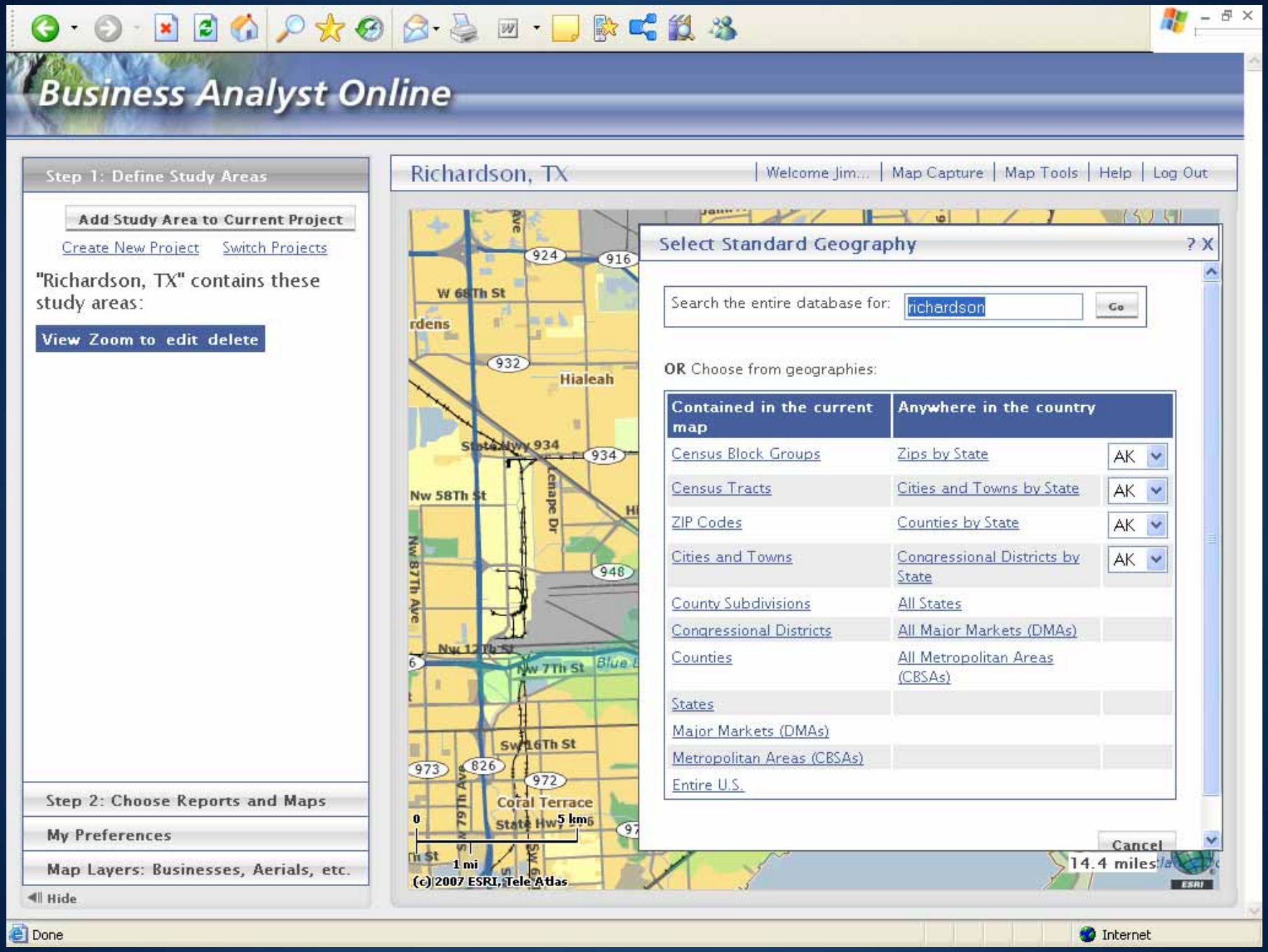


- Step 2: View your reports and maps








Business Analyst Online
Step 1: Define Study Areas
Add Study Area to Current Project
Create New Project
Switch Projects
"Richardson, TX" contains these study areas:
View Zoom to edit delete
Step 2: Choose Reports and Maps
My Preferences
Map Layers: Businesses, Aerials, etc.
Hide
Richardson, TX
Welcome Jim...
Map Capture
Map Tools
Help
Log Out
Select Standard Geography
? X
Search the entire database for:
richardson
Go
OR Choose from geographies:
Contained in the current map
Anywhere in the country
Census Block Groups
Zips by State
AK
Census Tracts
Cities and Towns by State
AK
ZIP Codes
Counties by State
AK
Cities and Towns
Congressional Districts by State
AK
County Subdivisions
All States
Congressional Districts
All Major Markets (DMAs)
Counties
All Metropolitan Areas (CBSAs)
States
Major Markets (DMAs)
Metropolitan Areas (CBSAs)
Entire U.S.
Cancel
W 68Th St
Hialeah
Nw 58Th St
Nw 87Th Ave
Nw 7Th St
Sw 16Th St
Coral Terrace
State Hwy 934
924
916
932
934
948
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0
5 km
1 mi
14.4 miles
(c) 2007 ESRI, Tele Atlas
Done
Internet

Business Analyst Online

Step 1: Define Study Areas

Add Study Area to Current Project

Create New Project Switch Projects

"Richardson, TX" contains these study areas:

View	Zoom to	edit	delete
◉	Richardson, TX	edit	delete

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Hide

Richardson, TX

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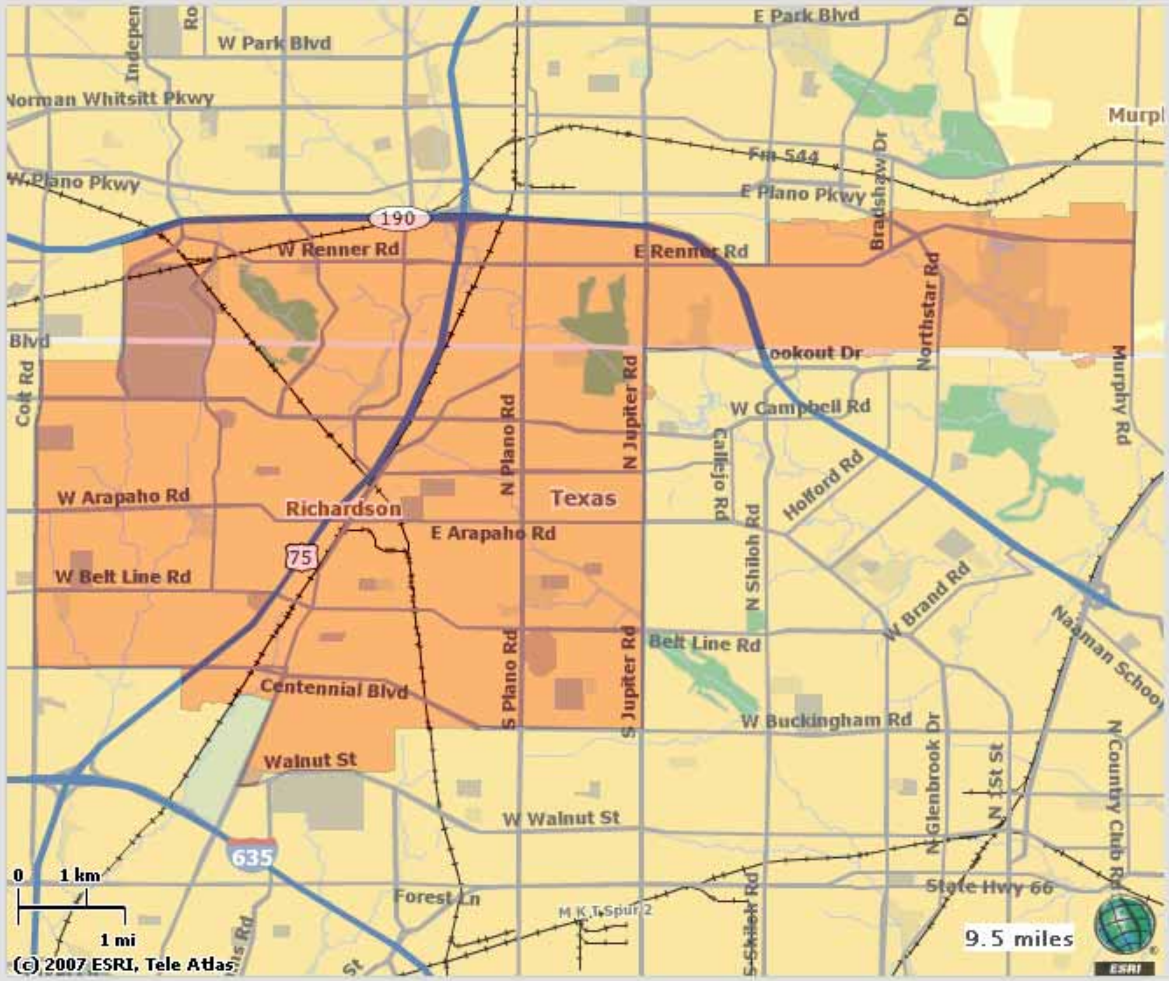

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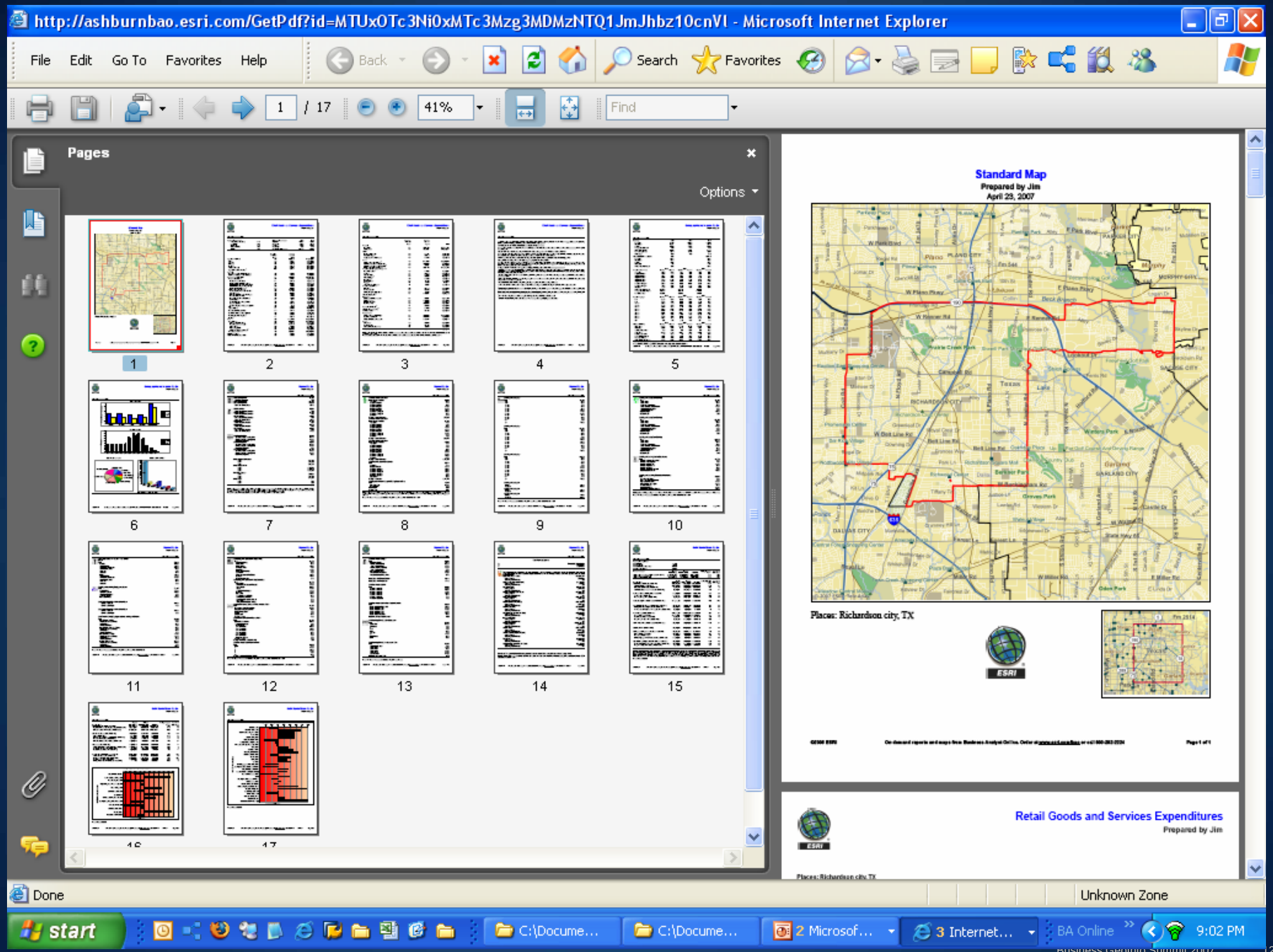

http://ashburnbao.esri.com/GetPdf?id=MTUxOTc3Ni0xMTc3Mzg3MDMzNTQ1JmJhbz10cnVl - Microsoft Internet Explorer
File Edit Go To Favorites Help
Back Search Favorites
1 / 17
41%
Find
Pages
Options
1 2 3 4 5
6 7 8 9 10
11 12 13 14 15
Standard Map
Prepared by Jim
April 23, 2007
Places: Richardson city, TX
ESRI
Retail Goods and Services Expenditures
Prepared by Jim
Done
Unknown Zone
start
C:\Docume...
C:\Docume...
2 Microsof...
3 Internet...
BA Online
9:02 PM

Hardcopy Reports and Maps

- Presentation-quality
- Easily inserted into presentation packages
- Excel format allows:
  - Integration with other data
  - Copy/paste charts and data into other documents
- PDF format allows:
  - Fast output in a format optimized for printing
  - Copy/paste maps into other documents

Who Uses Business Analyst Online?

- Real Estate professionals, retailers and restaurateurs use BAO to
  - Analyze trade areas
  - Evaluate competitors
  - Identify new store locations
  - Target direct mail
  - Find new customers
  - Reveal untapped markets

- Example: Pulte Homes
  - Wants to better understand current and predicted residential development patterns
  - Use BAO to build their case

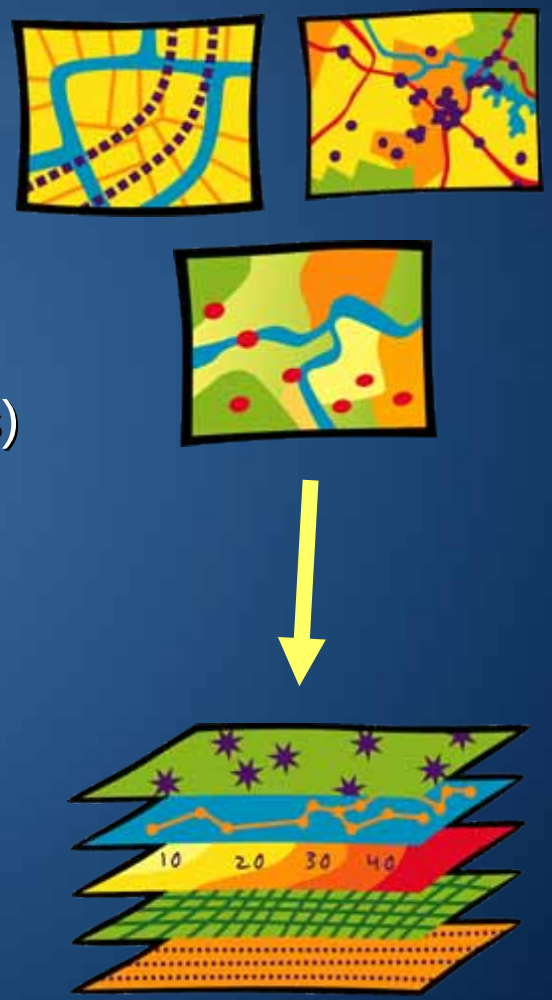
Who Uses Business Analyst Online?

- Economic development professionals use BAO to
  - Analyze development zones
  - Evaluate available properties and sites
  - Identify new store locations
  - Reveal labor force characteristics
  - Put the local area in the best light

- Example: County of San Bernardino
  - Wants to attract a high tech medical research facility
  - Use BAO to build their case

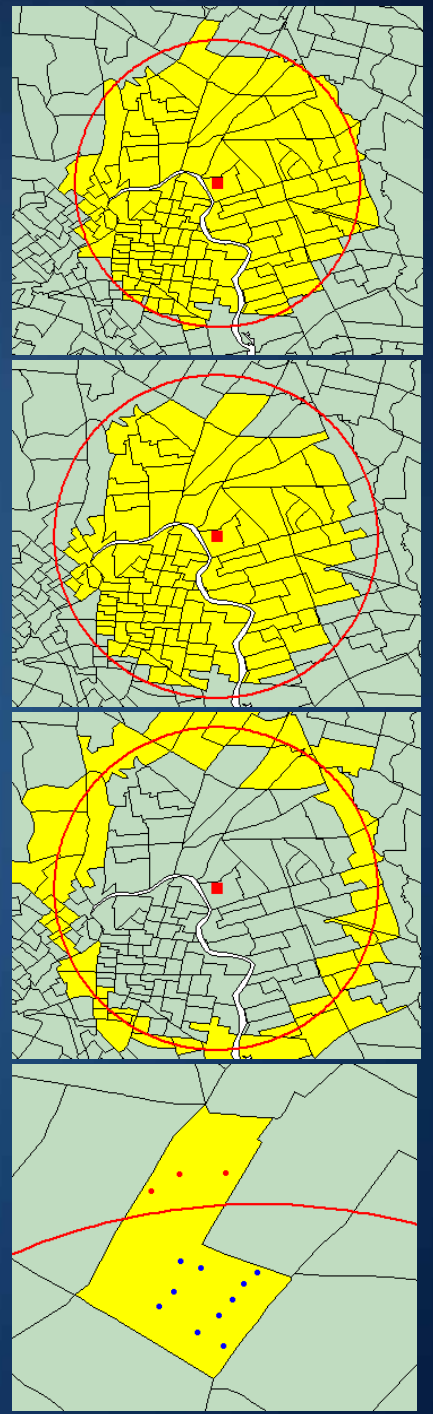
Features & Benefits

- GIS is involved at every step
  - Data collection
  - Estimates and projections
  - QC/QA
  - Map making
  - Study area definitions (rings, drive times)
  - Data aggregation and calculations



Aggregation Methodology

- Block to Block Group apportionment
- 10 of the 13 Blocks for the highlighted Block Group are contained within the trade area.
- The total population for all 13 blocks is equal to 1,000 people.
- The sum of the population for these 10 Blocks is equal to 750 people.
- In this case a score of 0.75 would be assigned to the highlighted Block Group.
- This step is repeated for each one of the highlighted Block Groups



What's new in Business Analyst Online

- New data
- New subscriptions
- New interactive features

2007 Data Updates and Additions

- 2007/2012 ESRI Community demographic updates
  - *All geographies affected*
- Census 2000
  - *Updates to geographies that change (ZIP Codes, DMAs, Congressional Districts, CBSAs)*
- *1990 Data in 2000 Geography*
  - *Updates to geographies that change (ZIP Codes, DMAs, Congressional Districts, CBSAs)*

2007 Data Updates and Additions

- 2007 Consumer Expenditure data updates
  - *Update to households plus new consumer survey (2002-2004)*
  - *All geographies affected*

- 2007 Market Potential
  - *Update to population and household counts and update to MRI Doublebase 2005.*
  - *All geographies affected*

- 2007 Tapestry
  - *All geographies affected*

2007 Data Updates and Additions

- 2007 Business Summary data updates
  - *All geographies affected*

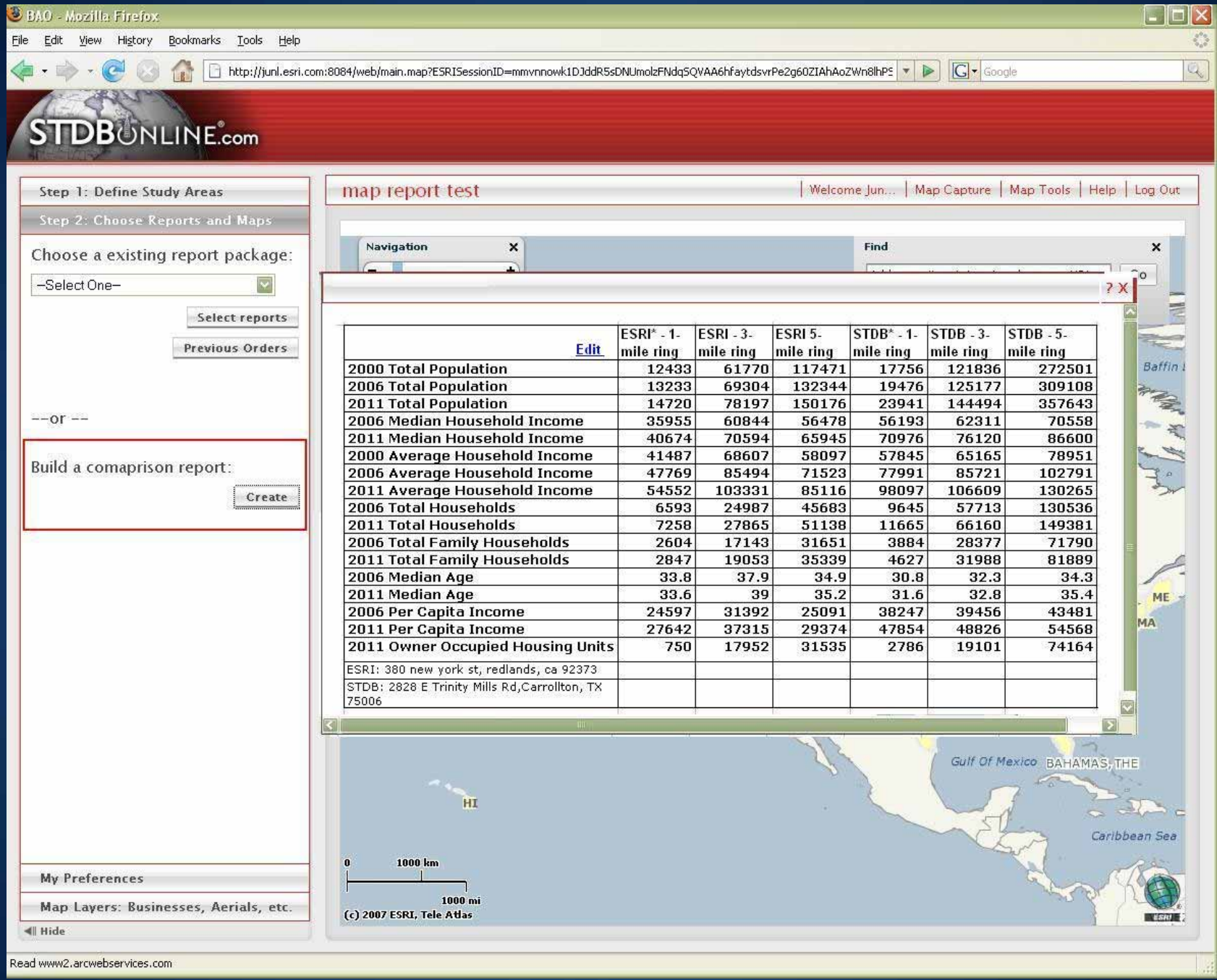
- 2006 Retail MarketPlace data update in 2007 geography
  - *Was updated to 2006 in Jan 2007*
  - *Updates to geographies that change (ZIP Codes, DMAs, Congressional Districts, CBSAs)*

2007 Data Updates and Additions

- MPSI Traffic data
  - *Feb. 2007 update*
- DMM Shopping Center data
  - *Jan. 2007 update*
- BAO for Health updates
  - *Data from MMA and Planning 2.0*

New Reports Available Soon

- Executive Summaries
- Age 50+ Profile
- Updated Market Profile
- Revised Tapestry Segmentation Profile
- New Dominant Tapestry Map
- …and…


BAO - Mozilla Firefox
File Edit View History Bookmarks Tools Help
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Google
STDBONLINE.com
Step 1: Define Study Areas
Step 2: Choose Reports and Maps
Choose a existing report package:
–Select One–
Select reports
Previous Orders
--or --
Build a comaprison report:
Create
My Preferences
Map Layers: Businesses, Aerials, etc.
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map report test
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Navigation
Find
? X
Edit | ESRI* - 1-mile ring | ESRI - 3-mile ring | ESRI 5-mile ring | STDB* - 1-mile ring | STDB - 3-mile ring | STDB - 5-mile ring
2000 Total Population | 12433 | 61770 | 117471 | 17756 | 121836 | 272501
2006 Total Population | 13233 | 69304 | 132344 | 19476 | 125177 | 309108
2011 Total Population | 14720 | 78197 | 150176 | 23941 | 144494 | 357643
2006 Median Household Income | 35955 | 60844 | 56478 | 56193 | 62311 | 70558
2011 Median Household Income | 40674 | 70594 | 65945 | 70976 | 76120 | 86600
2000 Average Household Income | 41487 | 68607 | 58097 | 57845 | 65165 | 78951
2006 Average Household Income | 47769 | 85494 | 71523 | 77991 | 85721 | 102791
2011 Average Household Income | 54552 | 103331 | 85116 | 98097 | 106609 | 130265
2006 Total Households | 6593 | 24987 | 45683 | 9645 | 57713 | 130536
2011 Total Households | 7258 | 27865 | 51138 | 11665 | 66160 | 149381
2006 Total Family Households | 2604 | 17143 | 31651 | 3884 | 28377 | 71790
2011 Total Family Households | 2847 | 19053 | 35339 | 4627 | 31988 | 81889
2006 Median Age | 33.8 | 37.9 | 34.9 | 30.8 | 32.3 | 34.3
2011 Median Age | 33.6 | 39 | 35.2 | 31.6 | 32.8 | 35.4
2006 Per Capita Income | 24597 | 31392 | 25091 | 38247 | 39456 | 43481
2011 Per Capita Income | 27642 | 37315 | 29374 | 47854 | 48826 | 54568
2011 Owner Occupied Housing Units | 750 | 17952 | 31535 | 2786 | 19101 | 74164
ESRI: 380 new york st, redlands, ca 92373
STDB: 2828 E Trinity Mills Rd,Carrollton, TX 75006
Baffin I
ME
MA
Gulf Of Mexico
BAHAMAS, THE
Caribbean Sea
HI
0 1000 km
1000 mi
(c) 2007 ESRI, Tele Atlas
Read www2.arcwebservices.com

Current Subscriptions

- Basic
- Premium (most popular subscription plan)
- Health
- Education

Health Subscriptions

- **Business Analyst Online for Health users:**
  - Analyze market areas
  - Prepare market forecasts
  - Identify new facility locations
  - Support product line planning
- Subscriptions available include:
  - Health Demographic Profile
  - Health Service Demand
  - Health Advanced
  - Health Premium

Education Subscriptions

- **Business Analyst Online for Education users:**
  - Analyze trade areas.
  - Profile customers.
  - Evaluate new site locations.
  - Determine market penetration.
  - Design targeted marketing campaigns.
  - Learn, using real software and data.

- Subscriptions available include:
  - Local data subscription—Analyze any site or specific geography (e.g., ZIP Code) within 15 miles of your educational institution.
  - Nationwide data subscription—Analyze any site or geography within the United States.

New Subscriptions Planned

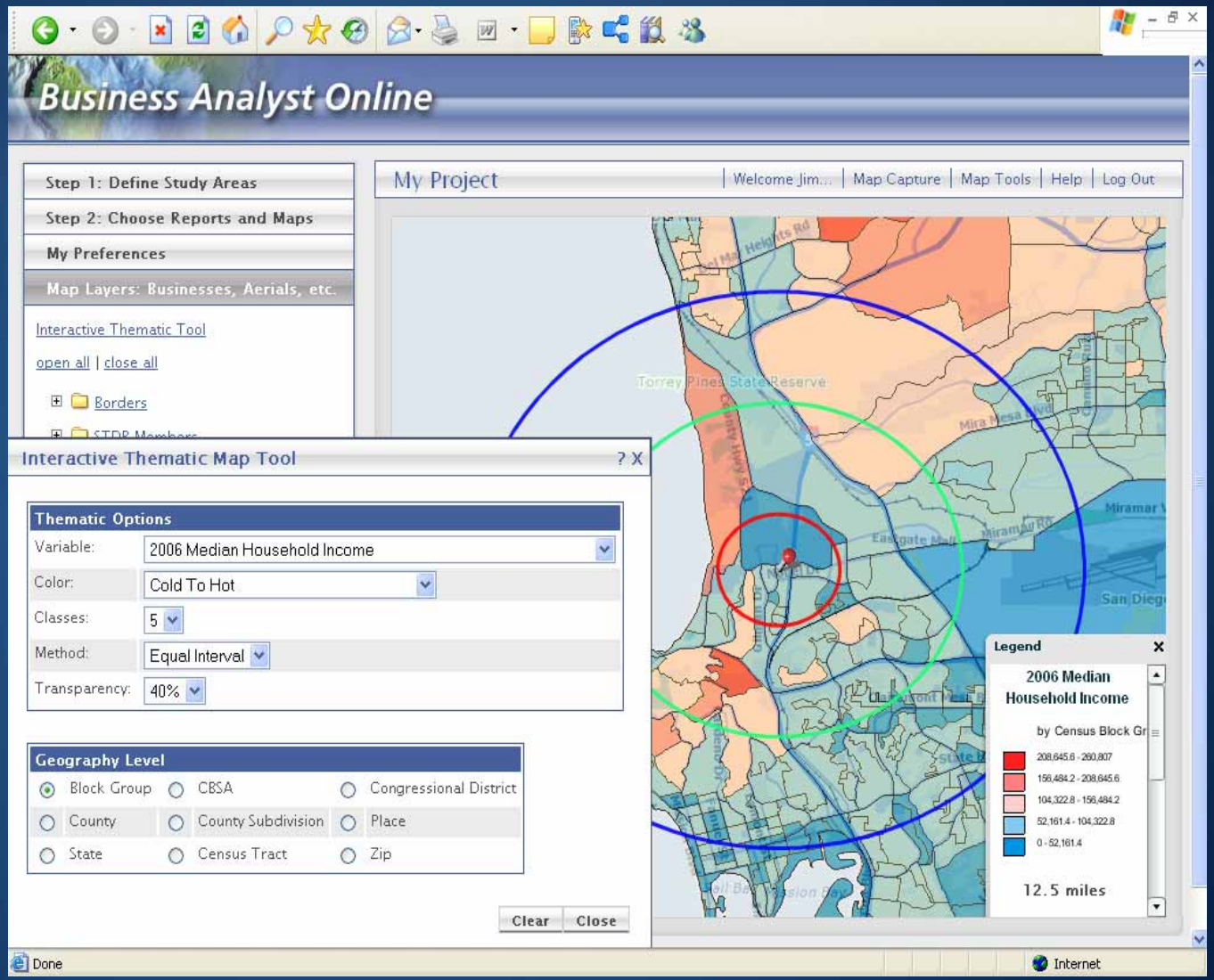
- RPM Banking
- Retail Subscription
- Economic Development Subscriptions
- BAO-Europe
- BAO-Canada

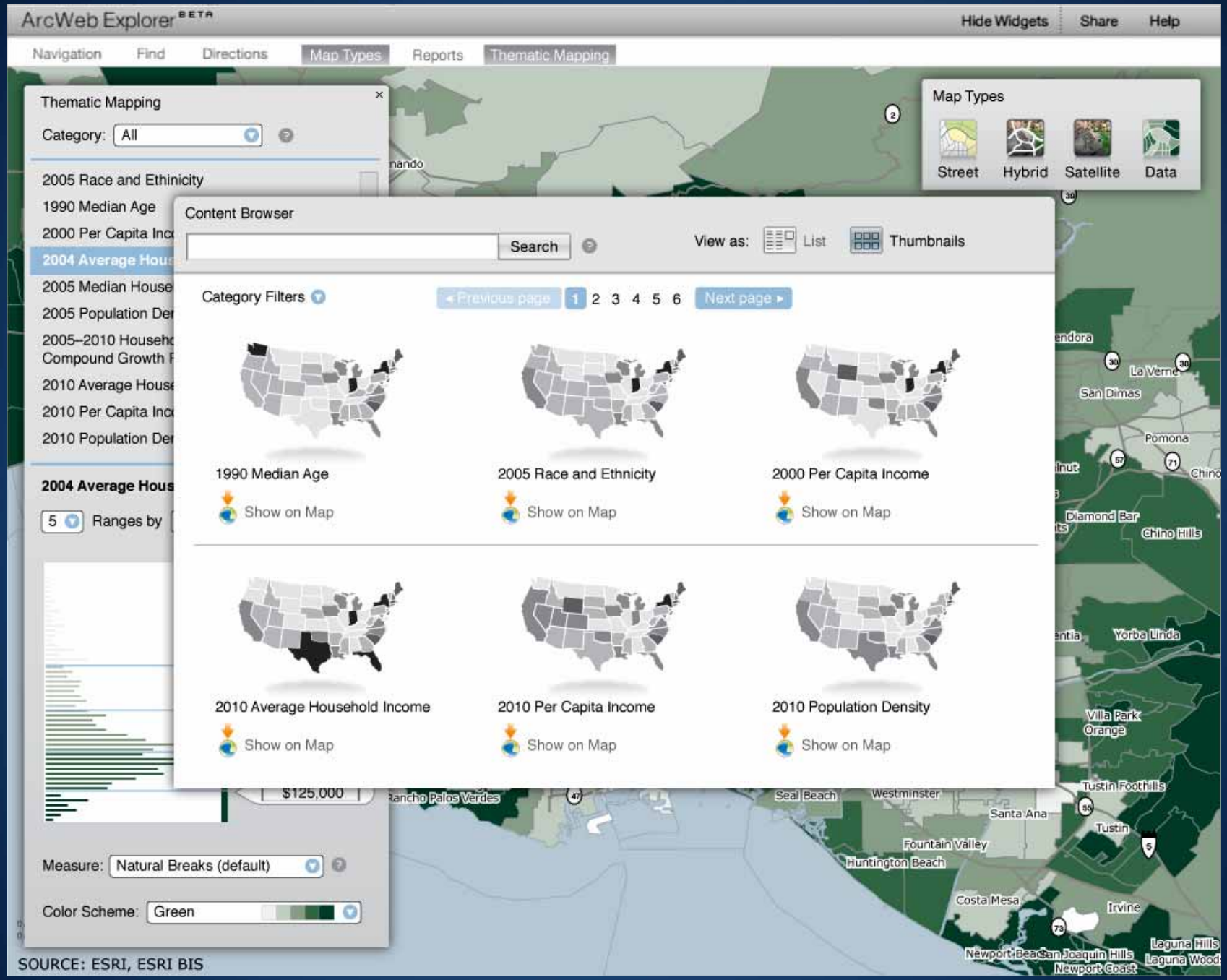
Features & Benefits

- New features added frequently
  - Flash-based client
  - Interactive thematic maps
  - New reports and maps
  - Drive time improvements
- New interactive features speed decision making
- Interactive features cause you to…INTERACT

Interactive Thematic Maps

- A useful map each time
- Updates as you move around the map or project




ArcWeb Explorer BETA
Hide Widgets
Share
Help
Navigation
Find
Directions
Map Types
Reports
Thematic Mapping
Thematic Mapping
Category: All
2005 Race and Ethinicity
1990 Median Age
2000 Per Capita Inc
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2005 Median House
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2005–2010 Household Compound Growth
2010 Average House
2010 Per Capita Inc
2010 Population Der
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5 Ranges by
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Measure: Natural Breaks (default)
Color Scheme: Green
Map Types
Street
Hybrid
Satellite
Data
Content Browser
Search
View as: List Thumbnails
Category Filters
Previous page 1 2 3 4 5 6 Next page
1990 Median Age
Show on Map
2005 Race and Ethnicity
Show on Map
2000 Per Capita Income
Show on Map
2010 Average Household Income
Show on Map
2010 Per Capita Income
Show on Map
2010 Population Density
Show on Map
La Verne
San Dimas
Pomona
Diamond Bar
Chino Hills
Yorba Linda
Villa Park
Orange
Tustin Foothills
Tustin
Santa Ana
Seal Beach
Westminster
Fountain Valley
Huntington Beach
Costa Mesa
Irvine
Laguna Hills
Laguna Woods
Newport Beach
San Joaquin Hills
Newport Coast
Rancho Palos Verdes
SOURCE: ESRI, ESRI BIS

Rich clients

- Speed the decision cycle
- Expand exploration by making it fast and fun
- Enable live analysis, benchmarking, comparisons, sharing
- Move past passive viewing (slideshows)
- Move business workflows along
- Contribute to knowledge/awareness
- Contribute to actionable data/information

Why do businesses need this information?

- Populations are changing
- Consumer behaviors are changing
- Companies are changing
- Competition is evolving
- Technology is continually changing

Why is demand for this information growing?

- To look at this information once is helpful, a touchstone
- To monitor this information regularly is management
- To integrate this information into your business strategy is leadership

Because maps are abstract representations of the world, they are not neutral documents and must be carefully interpreted.

Know your audience.

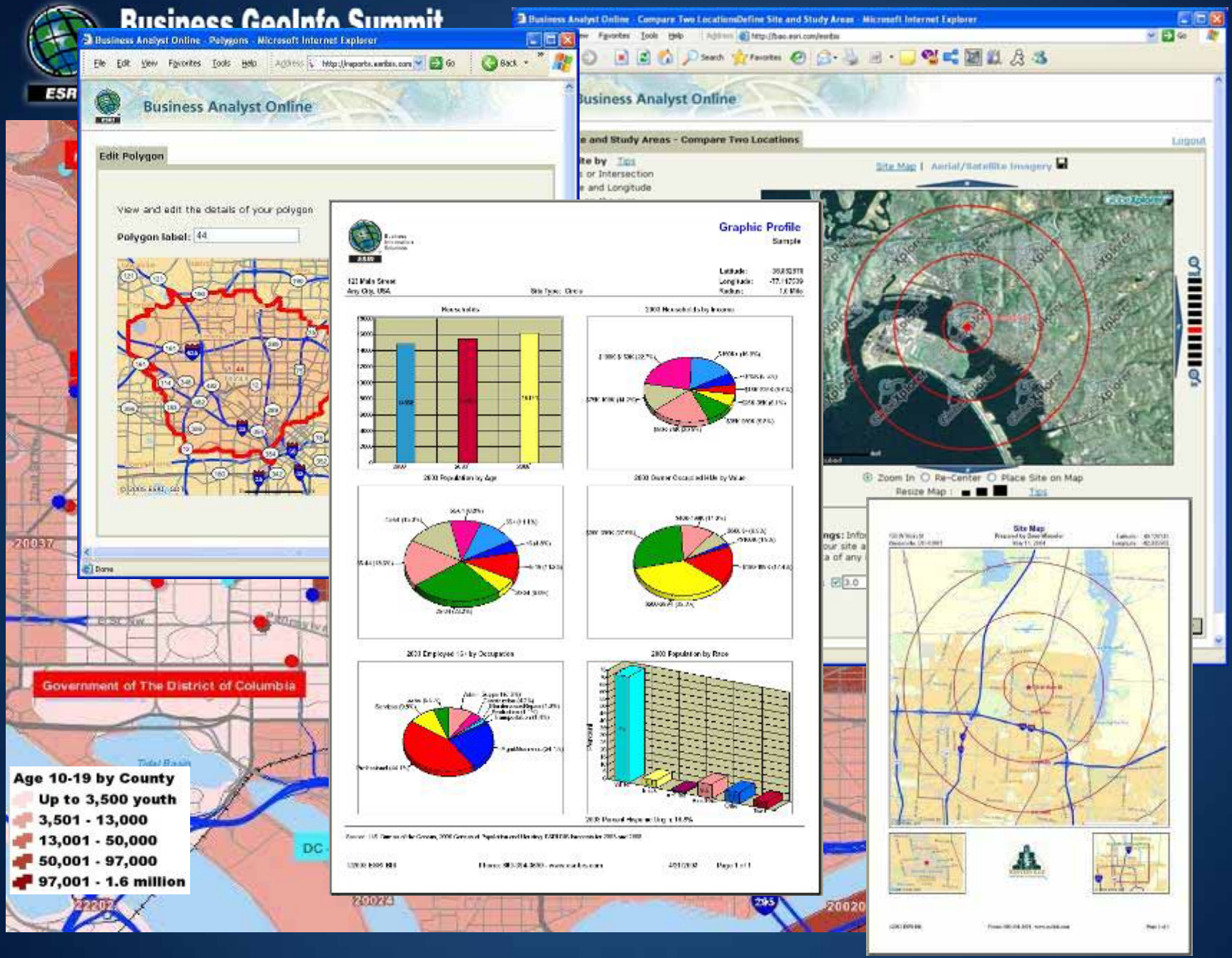
Example: Who uses Business Analyst Online?

- The typical user
  - has a specific business problem to research and perhaps solve
  - Needs information from data
  - Is aware of some influences geography is having
    - Presence of competitors
    - Changes in the population
    - Changes in consumer behaviors
- They need answers quickly
- Minimal time for startup or development
- Need a cost-effective solution

What does BAO provide?

- Access to 11,000 measurements of 11 geographies
- More than 65 unique report products
- Five map products (site maps, thematic maps, traffic count maps, shopping center maps, aerial imagery)
- PDF or Excel format for all reports
- Up to 3 rings or drive times per site
- Up to 250 miles per ring
- Up to 60 minute drive times
- Hand-drawn trade areas
- Upload trade areas (shapefiles)

- That’s all nice, but what does it get me?


Business Analyst Online - Polygons - Microsoft Internet Explorer
Business Analyst Online
Edit Polygon
View and edit the details of your polygon
Polygon label: 44
Business Analyst Online - Compare Two LocationsDefine Site and Study Areas - Microsoft Internet Explorer
Business Analyst Online
Logout
Site Map | Aerial/Satellite Imagery
Zoom In Re-Center Place Site on Map
Resize Map :
Graphic Profile
Sample
Government of The District of Columbia
Age 10-19 by County
Up to 3,500 youth
3,501 - 13,000
13,001 - 50,000
50,001 - 97,000
97,001 - 1.6 million
Site Map

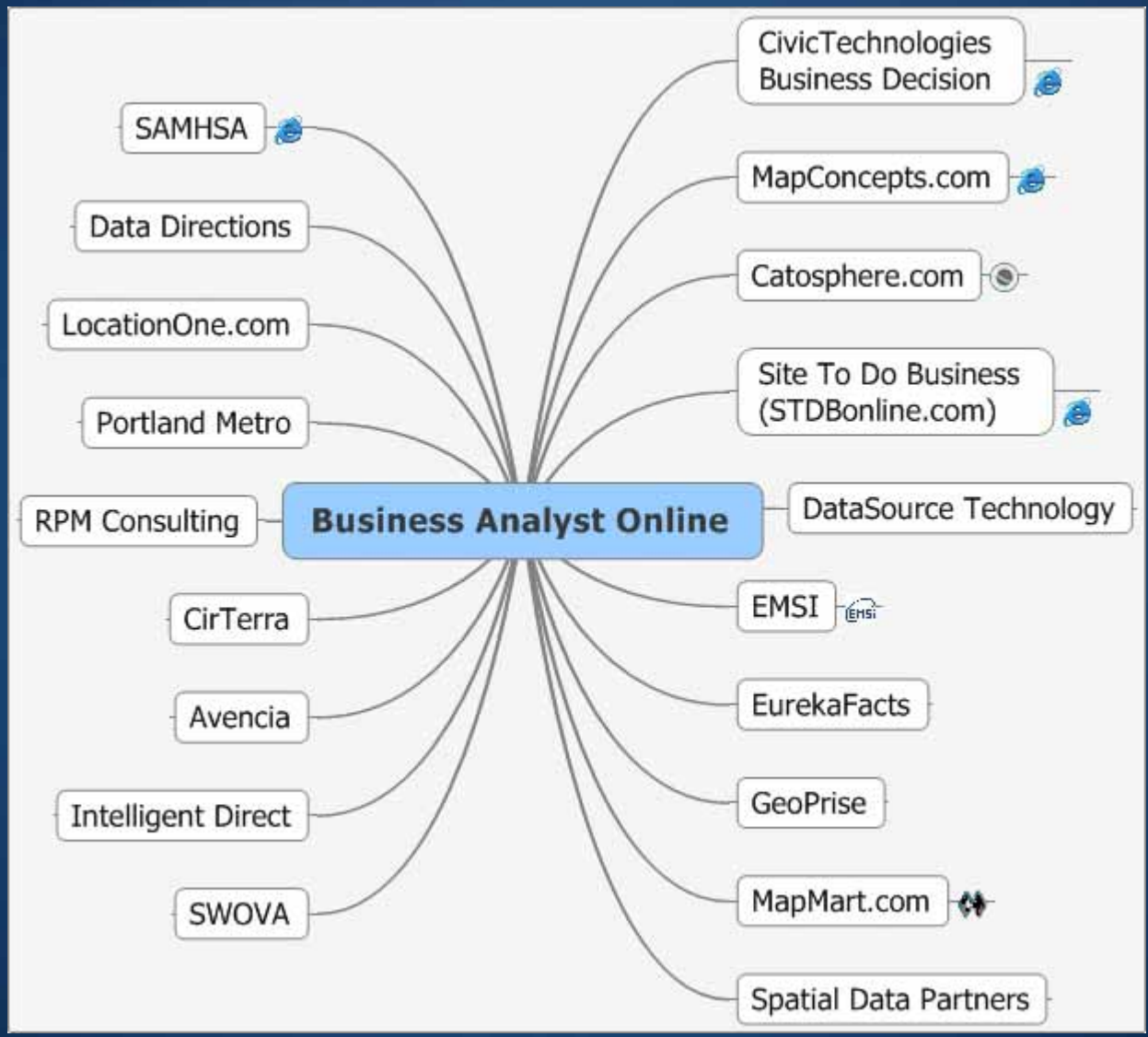
Match user skills with the workflows…constantly!

- What level of expertise does the audience have?
- What have we done to make it the software easier, more reliable, faster, more applicable, etc…
- It’s a web app…change it. Now.

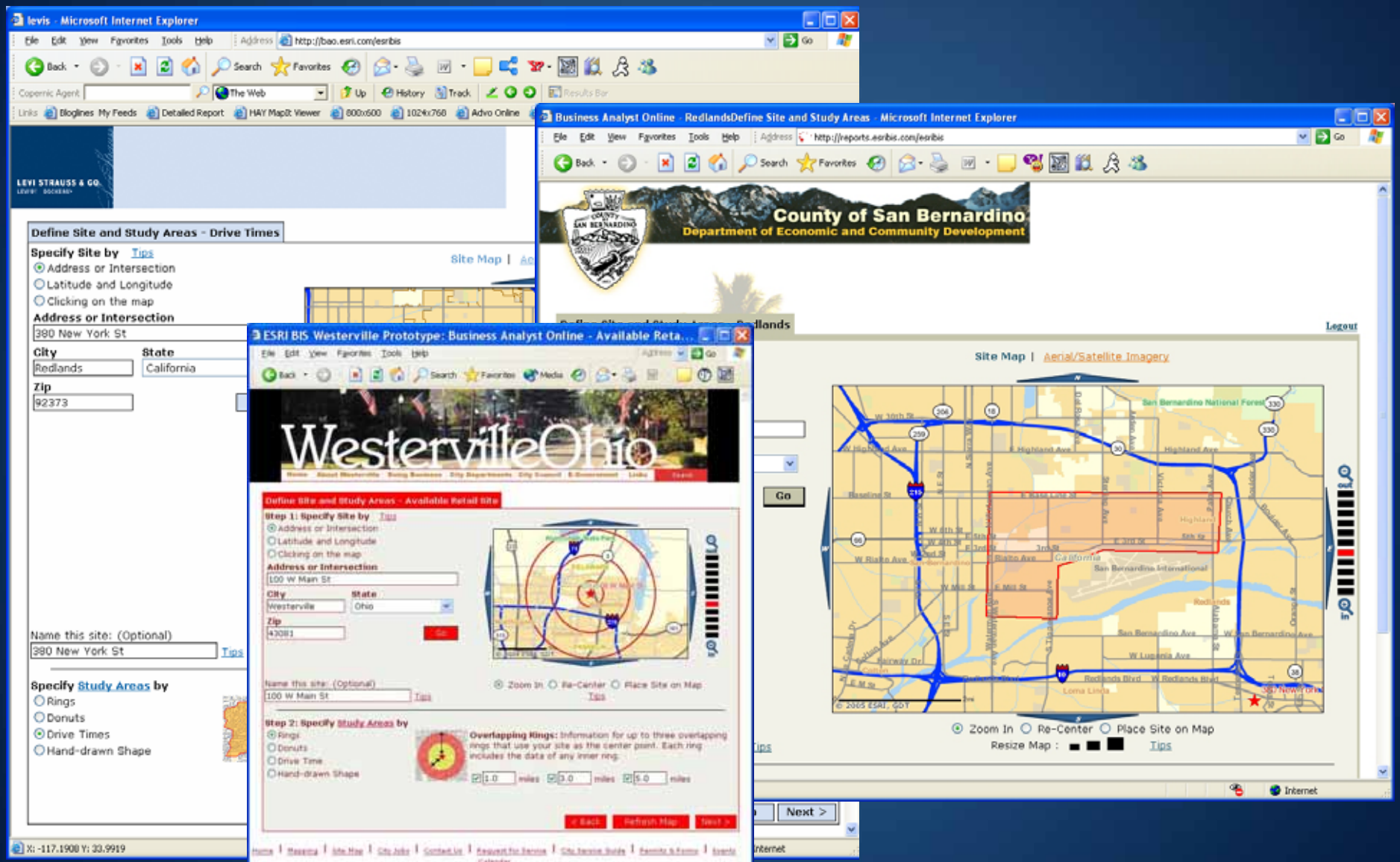
Links to other software

- ESRI products
  - ESRI Data
  - ArcWeb Services
  - Business Analyst Web Services
- More than 20 Business Partners and Data Providers

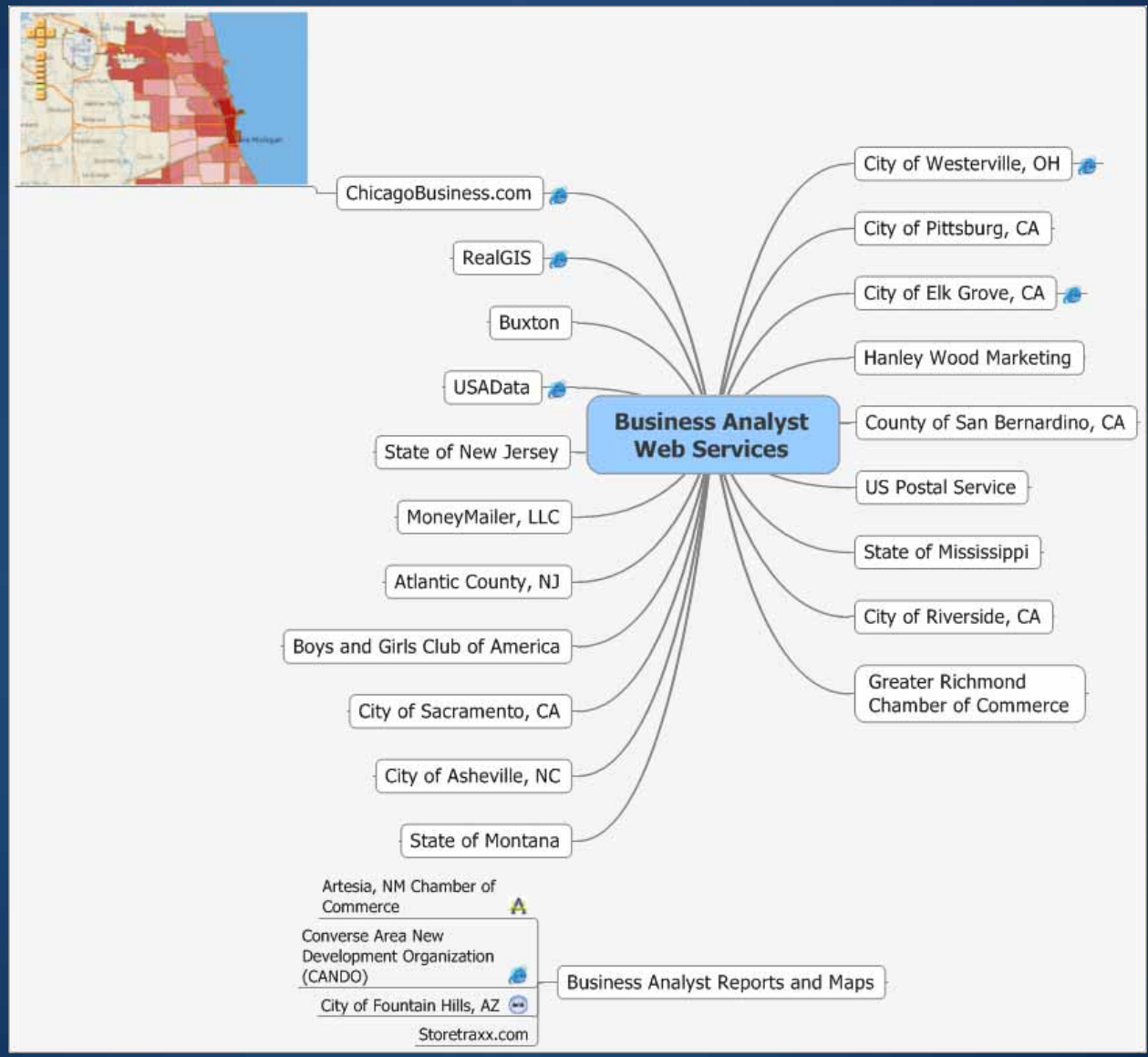
Business Partners and Other Organizations



Private Label sites



Business Analyst Web Services



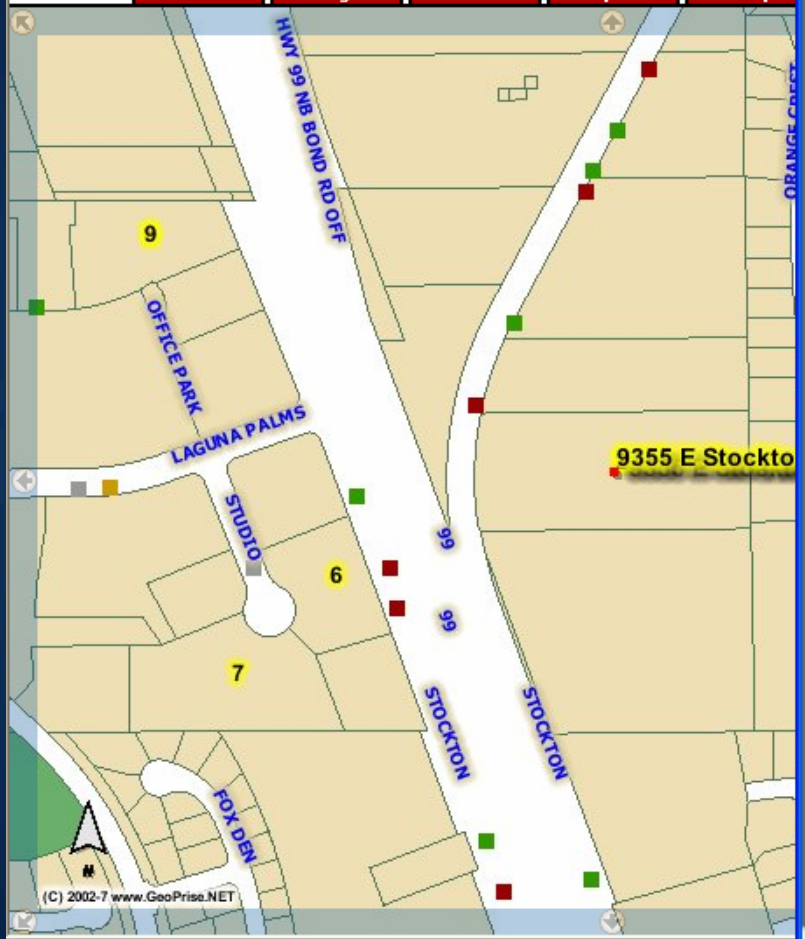
http://elkgrove.mygeoprise.net - City of Elk Grove: Economic Develop

File Edit View Favorites Tools Back

City of Elk Grove California

Commercial Property Locator

Overview | Navigate | Select | Report | Help



Current Tool: Zoom In

http://mesaarcweb.esri.com/services/servlet/EBIS_Reports?ReadPDF=Marke...

File Edit Go To Favorites Help Back Links

Address http://mesaarcweb.esri.com/services/servlet/EBIS_Reports?ReadPDF=MarketProfileUS_ Go

8 / 8 100%

Find

Elk Grove

9355 E Stockton Blvd
Latitude 38.417723
Longitude -121.39109 **Radius:** 1

Top 3 Tapestry Segments

1. Up and Coming Families
2. Sophisticated Squires
3. Milk and Cookies

2006 Consumer Spending shows the amount spent on a variety of goods area. Expenditures are shown by broad budget categories that are not m business revenue.

Apparel & Services: Total $	$9,365,399
Average Spent	$2,333.77
Spending Potential Index	86
Computers & Accessories: Total $	$1,261,753
Average Spent	$314.42
Spending Potential Index	122
Education: Total $	$5,281,444
Average Spent	$1,316.08
Spending Potential Index	116
Entertainment/Recreation: Total $	$15,729,989
Average Spent	$3,919.76

8.26 x 11.68 in

Done Unknown Zone

start 2 Window... 2 Microsof... 4 Internet... Mindjet Min... BA Online 9:23 PM

Give it a try:

- Your Free BAO Subscription
  - www.esri.com/bao4geoinfo
  - Use this activation code:

    bao4geoinfo

  - Basic Subscription to current year demographics
  - Consumer Expenditures data
  - Tapestry Market Segmentation data
- Send comments, questions, recommendations to
  - Jim Herries, jherries@esri.com