Esri Business Analyst Overview and the Road Ahead
Brenda Wolfe, Donna Buhr, Lucy Guerra, Kyle Watson
Today’s Agenda
Lucy Guerra

- Overview of Business Analyst
  - Business Analyst Online (BAO)
    - Overview/Demos
    - Roadmap
  - BAO Mobile
    - Overview/Roadmap
- Business Analyst Desktop
  - Overview/Demos
  - Roadmap
- Business Analyst Server
  - Overview/Roadmap

Favorite Tips and Tricks
Focused Solution for
Market Planning & Site Selection
You have to make a multi-million dollar real estate decision. 
*Where is the best place to locate?*

You need to maximize the performance of your store network. 
*Which ones should be doing better?*

The Market is changing. 
You need to plan for the future. 
*How can you stay competitive?*
Who Uses Business Analyst?

- Individual Commercial Real Estate Practitioners
- City Planners
- Commercial Real Estate Firms
- Small Retail Chains
- Extremely Large Retail Chains
- Economic Development Agencies
- Retail Banking

Individuals to Large Organizations
Sizes of Organizations | Varies Enormously
ArcGIS | Powered by Services
Business Analyst | Accessible from Any Client
For any area…

State

District

Postcode

County

Tract

Any Polygon

Get rich facts about the area…

Analyze, Report, Map Results…

Business Analyst

Enhances ArcGIS…
Demographics
Lifestyle
Vulnerable Population
Wealth
Poverty
Consumer Spending
Business Sales
Landscape Data

Get Rich Facts

Esri Demographic & Lifestyle Data
This map illustrates the available coverage of Esri Demographics across the ArcGIS platform. Click a country to reveal a pop-up that provides details on the available data, including geography levels, and vintage. Click the **Enrich** image in the pop-up (where available) to view a list of available data collections and attributes for the selected country. Click the **Map** image in the pop-up (where available) to access the available map layers for the selected country.
Esri Demographics powers the ArcGIS System with access to global demographic, spending, lifestyle, and business data.

Esri Demographics is used for mapping and analysis purposes. Esri Demographics supports commercial market analytics and noncommercial usages, such as economic development, planning, and at-risk population assessment. Esri Demographics is accessible in four ways: dynamic web maps, data enrichment, reports, and infographics.

To see the comprehensive set of global Esri Demographics data available, use the data browser below by selecting a country and then perusing the available categories of data.

From our blog

Get started

- Access
- Data
- Coverage
- Reference

Tip

**Essential vocabulary**

**Age**

Age data is reported for five-year age groups and select summary groups such as 18 years and over.

**Median age**

Median age is calculated from the distribution of age by five-year groups. See Median.

**American Community Survey (ACS)**
Esri now offers an abundance of global demographic, business, and lifestyle data available to help users learn more about customers, constituents, targets, and at-risk populations. This content contributes to the living atlas of the world with beautiful and authoritative maps about people. This workshop will describe all the types of demographic content that is available, featuring our expanded global coverage, and demonstrate how to access the data across the Esri platform, including ArcGIS Online web maps, infographics, GeoEnrichment services, and reports. Join us to receive an early preview of new Esri demographic content that is planned for the coming year and learn all about the next generation of Tapestry Segmentation.

Catherine Spisszak - Esri
Nuno Ricardo - Esri

Thursday, 17 July
8:30am – 9:45am
Room 17 A
Get Rich Facts

Membership

Growth

Sales

Donations

Your Data
For Any Area… Data Allocation Method
Using the Components Together

- Centrally Managed Location Data
- Market & Demographic Data
- Business Focused Tools + APIs
- Reports & Report Templates
- Workflow Templates

Web/Mobile Clients
- Manager Office 1
- Manager Office 2
- Executive Dashboard
- Admin

Desktop Client
- Analyst
  - Ad Hoc Analyses
  - Custom Report Development

Business Analyst Use Patterns
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• No training required
• Basic but powerful site analysis
Recent Updates

• **UC**
  - Updated US Data
    - 2014/2019 Demographics
    - ACS
    - New Tapestry!
    - Refreshed Business Data

• **Early fall**
  - Updated US Data
    - Consumer Spending
    - Market Potential
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BAO Mobile

- Early fall
  - Updated BAO mobile apps
    - International data
    - iOS and Android
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• Extension to ArcGIS for Desktop
• The power tool for professional analysts.
• Build models.
• Automate workflows.
It’s not just about Stores and Customers…
It’s not just about Stores and Customers…
In rush hour? ... adjust drive times

Demo
Color-coded Map in 30 seconds…

Demo
BAO is a benefit of BA Desktop

Tip
Rank Similar Sites

Demo
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• Extension to ArcGIS for Server.
• Share/collaborate business analysis.
• Customize applications.
Business Analyst Server | Roadmap

10.2.2
June 2014

2014 US & Canada Data Update
Q3 2014

10.3
2015
GeoEnrichment Services
GeoEnrichment Services

ArcGIS Online
Extending ArcGIS Server by bringing GeoEnrichment behind the firewall.

- Your data
- Esri data
- Portal support
- Connect w/other apps
Implementation Options

- Completely Disconnected
- Hybrid
The Power of Geographic Context: GeoEnrichment Service Everywhere

Wednesday, 16 July
1:30pm – 2:45pm
Ballroom 06 F

Art Haddad - Esri
Garry Burgess - Esri

More information...
Tips & Tricks

Summary

1. New Esri Demographic Web Pages
2. Share maps from BAO to ArcGIS Online
3. BAO Demo…
4. Its not just about Stores and Customers…
5. In rush hour? Adjust drive times.
6. Color-coded Map in 30 seconds
7. BAO is a benefit of BA Desktop
8. Quickly See Supply & Demand
9. Rank Similar Sites… Online Access…

Favorite Tips and Tricks
Thank you...

- Please fill out the session survey:

  Offering ID: 1300

Online – [www.esri.com/ucsessionsurveys](http://www.esri.com/ucsessionsurveys)

Paper – pick up and put in drop box