Business Analyst: Publish and Use Your Own Data with GeoEnrichment Across ArcGIS Apps

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Use Your Custom Data in the GeoEnrichment Service and in Business Analyst-based Mapping, Reporting, and Analytics with ArcGIS Online or Business Analyst Server
Leverage Your Data

Easily use your data alongside Esri’s data in Business Analyst to find a suitable location for an organic grocery store
Overview of Creating and Using a Custom Data Collection

Organize and publish polygon Hosted Feature Layers

Use “Custom Data Setup” to configure and share your data collection with your ArcGIS Online Org

Seamlessly access the data in supported tools, workflows, and services
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Polygon Hosted Feature Layer

Sales Territories, Regions, Districts, Administrative Areas, ...

One or more numeric attributes (sums or averages) describing demographic observations associated with each Polygon feature

Summarized Sales, Average Sales, Average Household Spending, Hospital Admissions, Average Credit Card Payment, Total Value of Homes, Average Rent, Crime Rate, Average Years of Education, Cancer Rates...
Organize and publish polygon Hosted Feature Layers

Use “Custom Data Setup” to configure and share your data collection with your ArcGIS Online Org

Seamlessly access the data in supported tools, workflows, and services
Tools to configure a custom Data Collection on ArcGIS Online

Custom Data Setup in the BA Web App

Custom Data Setup in BA Desktop
Organize and publish polygon Hosted Feature Layers

Use “Custom Data Setup” to configure and share your data collection with your ArcGIS Online Org

Seamlessly access the data in supported tools, workflows, and services
Color Coded Maps (BA Web App)

Your data appears as a Custom Data Collection alongside Esri’s Data when searching and browsing.
Custom Reports (BA Web App)
Smart Map Search (BA Web App)
### Workflows Where Custom Data is Supported Today

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Custom Data Setup

Use tools in Business Analyst Desktop or the Business Analyst Web App to quickly publish and configure your own custom data for use within Business Analyst.
Road Ahead

• Improve Performance
• Better handling of large datasets
• Join big data to optimized Esri geography layers
• Share your use case with us!
Resources

Custom Data Setup:

Build Reports:

Developer Resources: