Introduction to Business Analyst Web App

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Overview

The Business Analyst Suite
Workflows
  Projects
  Suitability Analysis
  Infographics
  Reports
Summary
Questions
What is Business Analyst?
Data Sources

- US Census Bureau
- American Community Survey
- Bureau of Labor Statistics
- GfK MRI Doublebase
- Infogroup
Business Analyst Web App
A web-based solution that provides demographic, consumer spending, and business data to deliver on-demand analysis, presentation-ready reports, and maps.

Ranking Locations Is Now Easier Than Ever
Model your criteria, factor in competitive locations, assign weighted scores, and determine locations most suitable for your business. Learn more.

54% of Households in United States Own a pet
What’s this?
How to Access Business Analyst Web App?
bao.arcgis.com

- Managed by the administrator
- Named User Licenses
- Publisher role
- Consumes credits
How to Access Business Analyst Web App?

bao.arcgis.com

- Managed by the administrator
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- Publisher role
- Consumes credits
  - Business and Facilities Search
  - Suitability Analysis
  - Geocoding
  - Reports
Suitability Analysis

Identify the most suitable sites from a set of candidates, by applying a set of individually weighted criteria.

1. Define sites
2. Add criteria
3. Assign weights
4. Review final score
Projects and Suitability Analysis

Creating projects and performing suitability analysis
Infographics

A way to visualize key information

<table>
<thead>
<tr>
<th>Block Group</th>
<th>Total Population</th>
<th>Median Household Income</th>
<th>Median Age &amp; Years of Schooling</th>
<th>Want to travel?</th>
<th>Total Population 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>00170070101</td>
<td>1591</td>
<td>$35,400</td>
<td>35.2</td>
<td>40.1</td>
<td>1591</td>
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<tr>
<td>00170070102</td>
<td>1988</td>
<td>$48,000</td>
<td>37.1</td>
<td>42.2</td>
<td>1988</td>
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<td>00170070103</td>
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<td>$52,000</td>
<td>38.4</td>
<td>44.3</td>
<td>2305</td>
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<tr>
<td>00170070104</td>
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<td>$56,000</td>
<td>39.9</td>
<td>46.4</td>
<td>2612</td>
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<tr>
<td>00170070105</td>
<td>2921</td>
<td>$60,000</td>
<td>41.5</td>
<td>50.5</td>
<td>2921</td>
</tr>
</tbody>
</table>

2018 Total Population: 10,268
Infographics

A way to visualize key information
# Reports

Create reports for your sites

## Types of Reports:
- Standard Reports
- Comparison Reports
- Custom Reports

## Formats:
- PDF
- Excel

### Demographic Summary

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
</tr>
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<tbody>
<tr>
<td>Population</td>
<td>22</td>
</tr>
<tr>
<td>Population 18+</td>
<td>16</td>
</tr>
<tr>
<td>Households</td>
<td>48</td>
</tr>
<tr>
<td>Median household Income</td>
<td>$40,183</td>
</tr>
</tbody>
</table>

- Rent to family household/house in last 5 years:
  - 25 - 28
  - Standard Reports
  - Comparison Reports
  - Custom Reports

- Format:
  - PDF
  - Excel

![Bunz Market Potential](image-url)
Infographics and Reports

Customize infographics and reports
Summary

- Easily accessible
- Updated annually
- ArcGIS Platform
- Free 21-day trial
Questions?
Links

ArcGIS Online Credits
Suitability Analysis
Infographics
Roles

Named User Licenses
- Needs at least a Publisher role
- Needs Premium Content privileges