Agenda
Introduction to ArcGIS Maps for Power BI

• ArcGIS Maps for Power BI overview
• Esri + Microsoft = Better Together
• Visualizing Power BI data on a map
• Using ArcGIS reference layers to add context
• Finding nearby locations using drive time areas
• Licensing overview
• Road ahead
• Q&A
What is ArcGIS Maps for Power BI?
What is Power BI?

Power BI is a suite of business analytics tools that deliver insights throughout your organization. Connect to hundreds of data sources, simplify data prep, and drive ad hoc analysis. Produce beautiful reports, then publish them for your organization to consume on the web and across mobile devices. Everyone can create personalized dashboards with a unique, 360-degree view of their business. And scale across the enterprise, with governance and security built-in.
ArcGIS Maps for Power BI

Provide better maps to BI users

Answer location-based questions

Add context with Esri demographics and ArcGIS layers
Demo
ArcGIS Maps for Power BI overview
Esri + Microsoft = Better Together
Why is BI + spatial important?

Gartner, 2017:

“Properly analyzing location can provide insights that support and improve decision making in everything from marketing to supply chain logistics and operations.”

“Gaining access to location-based streams of insight on consumers will be critical for organizations striving to become digital businesses.”

“New tools and access to data are now allowing the power of location intelligence to be unleashed across many more business areas and to a much broader base of users.”
Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms

Source: Gartner (February 2018)
Visualize Power BI data on map
Field wells

**Interact with ArcGIS Maps using field wells**

- Add locations to the map using Location or Latitude / Longitude field wells
- Use Size + Color field wells to add information for visualization
- Use Time field well to create time animations
- Add information to hover tips using the Tooltips field well
Base maps

Make complex data look great

Includes four base maps:

- Dark Grey Canvas
- Light Gray Canvas
- OpenStreetMap
- Streets, the ArcGIS standard

More with paid subscriptions
Location types

Addresses

- Automatically geo-code street addresses
- High precision global geo-coder
- Supports address hints
- Capped at 1,500 addresses

Locations

- Countries, Provinces, Cities, Place names, Postal/Zip codes, etc.

Boundaries as shapes

- Common administrative boundaries
- Shown as field shapes on the map
Map themes and symbol style

Map themes aid in understanding

Distribution based themes
- Heatmaps or clusters showing number of data points within a given area

Location based themes
- Plot data on map with size or color
- Supports points or boundaries

Customize
- Adjust size, color, transparency, binning algorithm, and more
Demo
Visualize your locations
Use ArcGIS reference layers to add context
Demographic layers

Demographic layers give context to data
USA focused data
10 demographic layers included
Tooltip includes breakdown of demographic information
ArcGIS reference layers

Free and Plus users can add and view public ArcGIS feature layers on the map.

ArcGIS named users can add and view private ArcGIS feature layers on the map.

Selection tool enables selecting data points based on reference layer boundaries.
Demo
Using ArcGIS reference layers in Power BI
Find nearby locations using drive time areas
Pins and Drive times

Add important locations via pins
- Search for specific addresses, points of interest (space needle), or general categories (coffee)

Create interactive drive-time areas
- Create drive-time areas around pins or points from your data
- Visualize up to 30 minute drive distances
- Use drive-time areas to make selections
Demo
Creating and using drive times
ArcGIS Maps for Power BI licensing
ArcGIS Maps for Power BI

Three ways to get ArcGIS Maps for Power BI

**Included**
- Turn on the power of maps. No cost, included with Power BI.
  - Access US demographics
  - Access public maps
  - Map and view locations
  - Perform spatial analyses such as heat maps, drive times and more
  - Create easy map visualizations with four simple basemaps

**Plus Subscription**
- Access global data. Individual or enterprise deployments available for an additional cost.
  - Access global demographics
  - Access verified ready-to-use data curated from authoritative sources
  - Map and view more locations, up to one million per month
  - Conduct the same spatial analyses as included
  - Access basemaps to create compelling visualizations that give perspective and impact decisions

**ArcGIS Online**
- Access private ArcGIS content from ArcGIS Online with your ArcGIS named user subscription
  - All of the advanced perks of the Plus subscription
  - Access and use private content within your ArcGIS Online organization, including custom basemaps
Road ahead
Completed since last UC

• Plus licensing for individuals and enterprise
  - More basemaps
  - Geocode more points
  - Access to Living Atlas
  - Demographic data from all over the world and not just the US

• Bring data into your PBI report from your AGOL org
  - Basemaps, including different spatial references
  - Reference layers you’ve created
  - When you sign in with AGOL, you automatically get access to all Plus content

• Boundaries now more effectively change generalization levels as you pan/zoom, giving you high fidelity polygons

• Decreased the memory footprint of the visual, making it easier to use on underpowered machines and mobile devices

• Improved boundary look ups

Upcoming

• Vastly improved map performance
• Support for embedded scenarios
• Find Similar tool
Demo
Map performance improvements
App island
Use the product! Meet the team!
ArcGIS Maps for Power BI
Resources and helpful info

GeoNet community
https://geonet.esri.com/groups/powerbi

Documentation

Intro training seminar
https://www.youtube.com/watch?v=CynnJ04xy8k
Please Take Our Survey on the App

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the feedback section

Complete answers and select “Submit”