ArcGIS Business Analyst
ArcGIS Business Analyst

Informed decisions
ArcGIS Business Analyst

Combine your data with Esri’s demographic data
ArcGIS Business Analyst

Understanding through Analytics and Reports
ArcGIS
Business Analyst

- Business Analysis solution built on ArcGIS
- Connected Apps, Tools, Reports & Data
- Workflows to solve business problems
ArcGIS Business Analyst

Web App  Mobile App  Desktop/Pro App

...powered by ArcGIS Enterprise / ArcGIS Online
Key Business Analyst Enhancements in 2017

1. Key Business Analyst Tools in Pro
2. Beautiful interactive infographics in ArcGIS
3. Suitability analysis workflow
4. New "comparison" workflow
Key Business Analyst Updates at User Conference

1. 2018 US Demographic & Global Online Data Updates
2. Business Analyst in Pro 2.2
3. Maintenance Update for Business Analyst in ArcGIS 10.6.1
4. Web and mobile app enhancements
Demographic Data Updates

- U.S.A. demographic data
  - Current year estimates and 5-year forecasts – 2018/2023
  - Updated online at the end of June
  - On-premise delivery for Business Analyst desktop and Server to follow in Aug

- Michael Bauer Research updated for 35 countries
  - 50 countries were updated in April
  - Improved accuracy of Settlement Points
Business Analyst Pro 2.1

- Four key workflows were introduced
  - Make it easy to create a demographic map
  - Create a report for an area
  - Data enrichment
  - Customer Derived trade areas
Business Analyst Pro 2.2: Key Features

• Introducing four new workflows:
  - Territory Design Phase 1
  - New Suitability Analysis Workflow
  - Standard Geography Trade Areas
  - Desire Lines
Demo: Business Analyst Pro
Max Sattarov
Suitability Analysis

- Determine most suitable locations based on weighted criteria
- Combine Esri Demographics data with organizations' own data
Demo: Suitability Analysis
Steven Boyd, Kyle Watson
Business Analyst
Web App
Infographics

Visual and interactive reports

- Starter templates
- "Interactivity"
- New "Nearby Locations"
- Export to image, PDF, HTML
- Infographics in the JS API
Nearby

Summarize nearby locations

- Tables
- Maps
- Build with Esri data
- Use your own location data
- Available on reports and infographics
Demo: Business Analyst Web App
Garry Burgess
Business Analyst Mobile App

Native iOS and Android apps

- Available in App Stores now
- Improved user experience
  - Get information about a location
  - Capture site information and photos
  - Sync with the Business Analyst web app
Summary of Recent Business Analyst Updates

1. 2018 US Demographic & Global Online Data Updates
2. Business Analyst in Pro 2.2
3. Maintenance Update for Business Analyst in ArcGIS 10.6.1
4. Web and mobile app enhancements
Road Ahead

1. More Global Data Updates
2. Business Analyst Pro 2.3
3. Web and mobile app enhancements
4. New and improved Business Analyst Enterprise
Business Analyst Pro 2.3: Road Ahead

- Planning still underway, likely to include:
  - Territory Design Phase 2 – Advanced balancing
  - Configure and use your own summary data
  - Additional GP tools
  - Ribbon based workflows
  - Infographics
Improvements Planned for the Web and Mobile Apps

• Output to a story map
• More organizational settings
• Mobile infographics
• New workflows
• Make it easier to work with your own feature layers
Business Analyst Enterprise 10.7

• Improved on-premise Business Analyst system for departments and enterprises

• Includes:
  - ArcGIS Enterprise
  - New GeoEnrichment Server (*replaces old BA Server SOE*)
  - GeoEnrichment data store
  - On premise Business Analyst web app
Business Analyst Enterprise 10.7

• Significant performance improvements for data enrichment & reporting
• Improved scalability
• Single Geoenrichment Data Store for enrichment and mapping
• Global coverage through regional data packs
• Seamless integration with Business Analyst Web App
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<td>SDCC – Room 8</td>
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Chat with members of the Business Analyst team at the Spatial Analysis Island at the UC Expo
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