

**Federal GIS Conference**

February 9–10, 2015 | Washington, DC

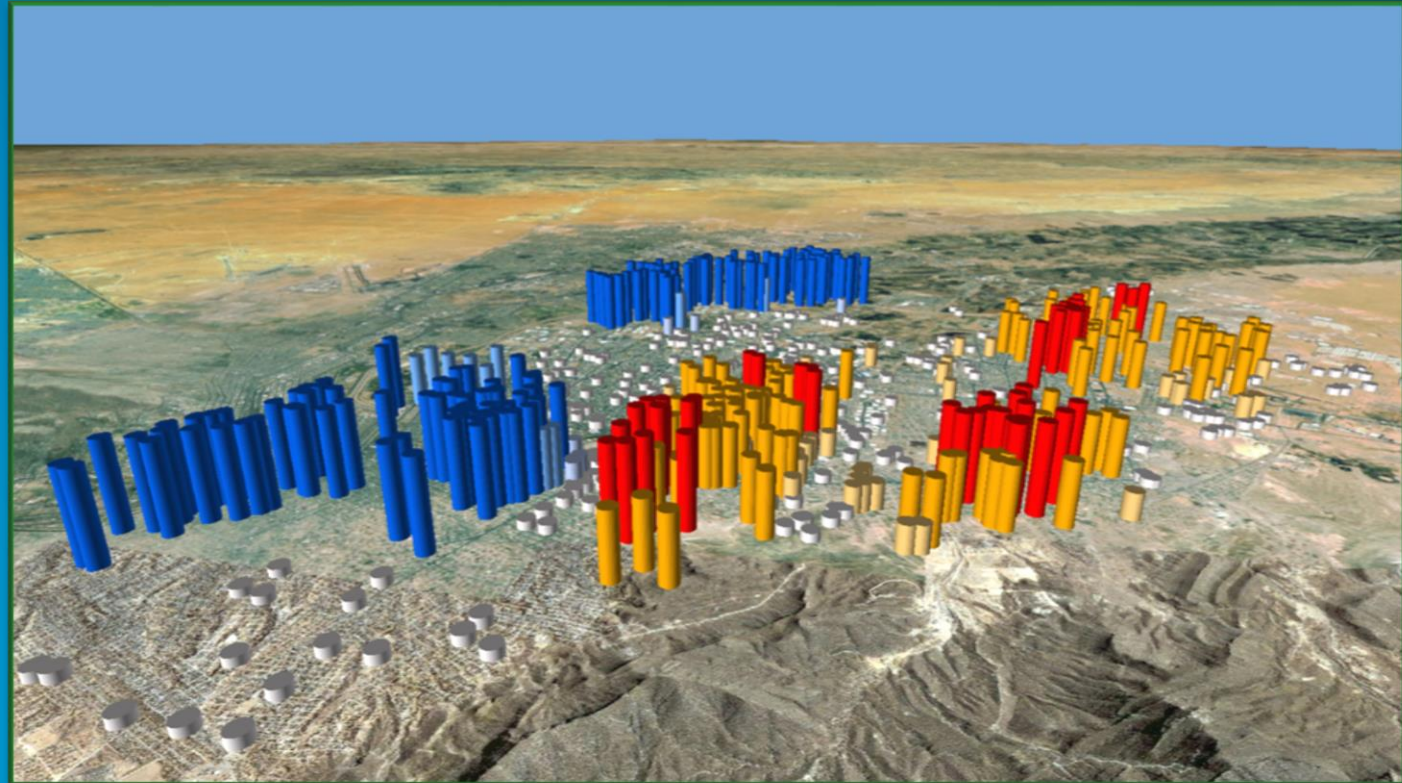


# **Finding Hot Spots using ArcGIS Online: Minimizing the Subjectivity of Visual Analysis**

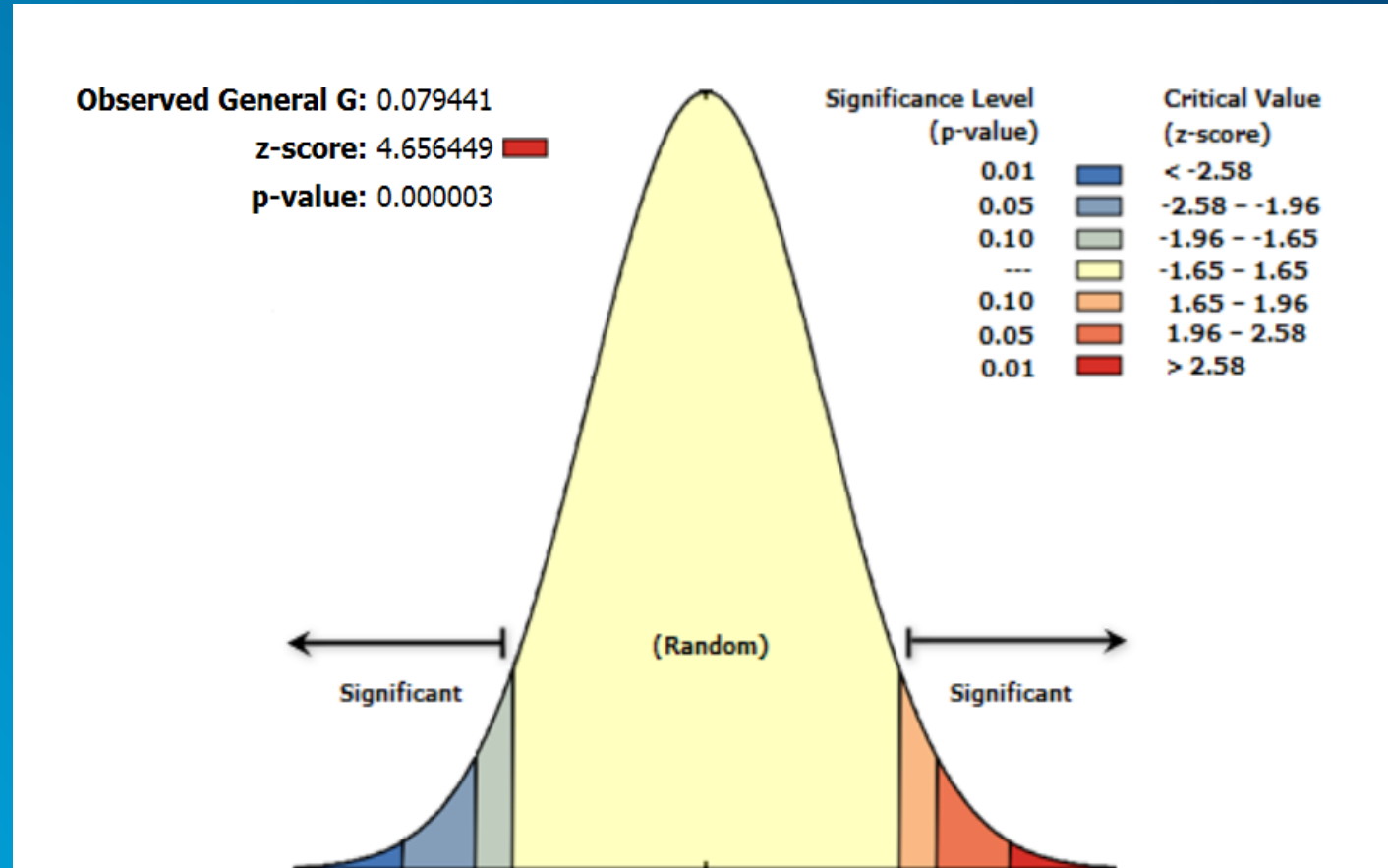
Michael Rhoades

# Hot spot analysis

- Determines *statistically significant* clusters of activity
- Based on feature weights



# Z-scores and p-values



## Analysis field or incident aggregation

- Hot spot analysis uses feature weights or incident aggregation
- Weighted features (user-provided analysis field)
- Incident aggregation methods (no analysis field)



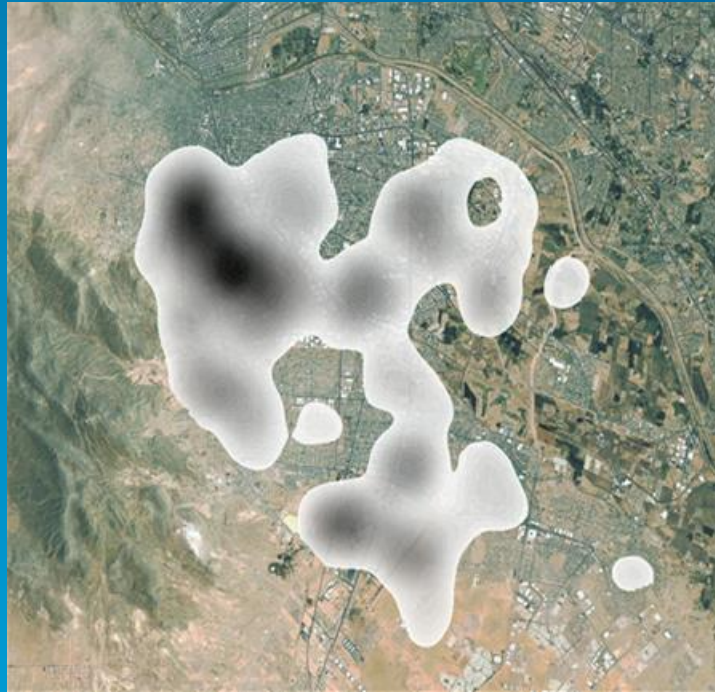
Weighted Points



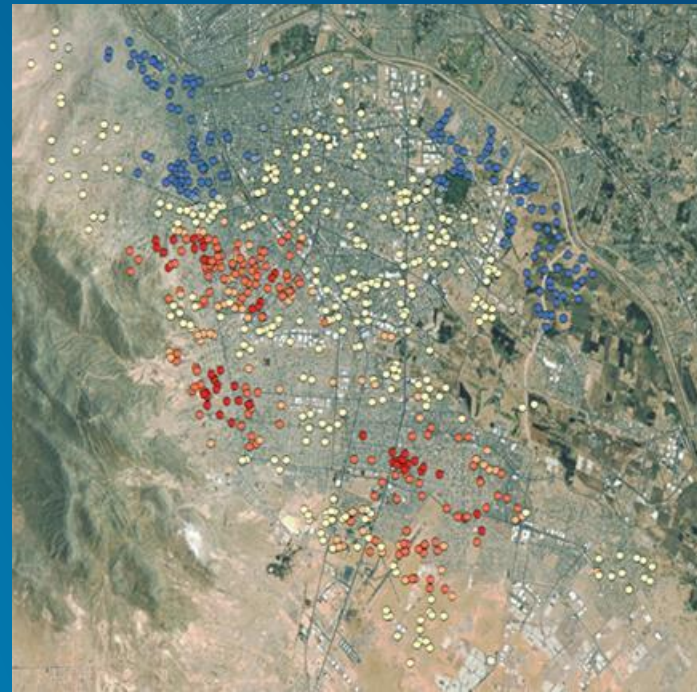
Fishnet Polygons



## Kernel density vs. hot spot analysis

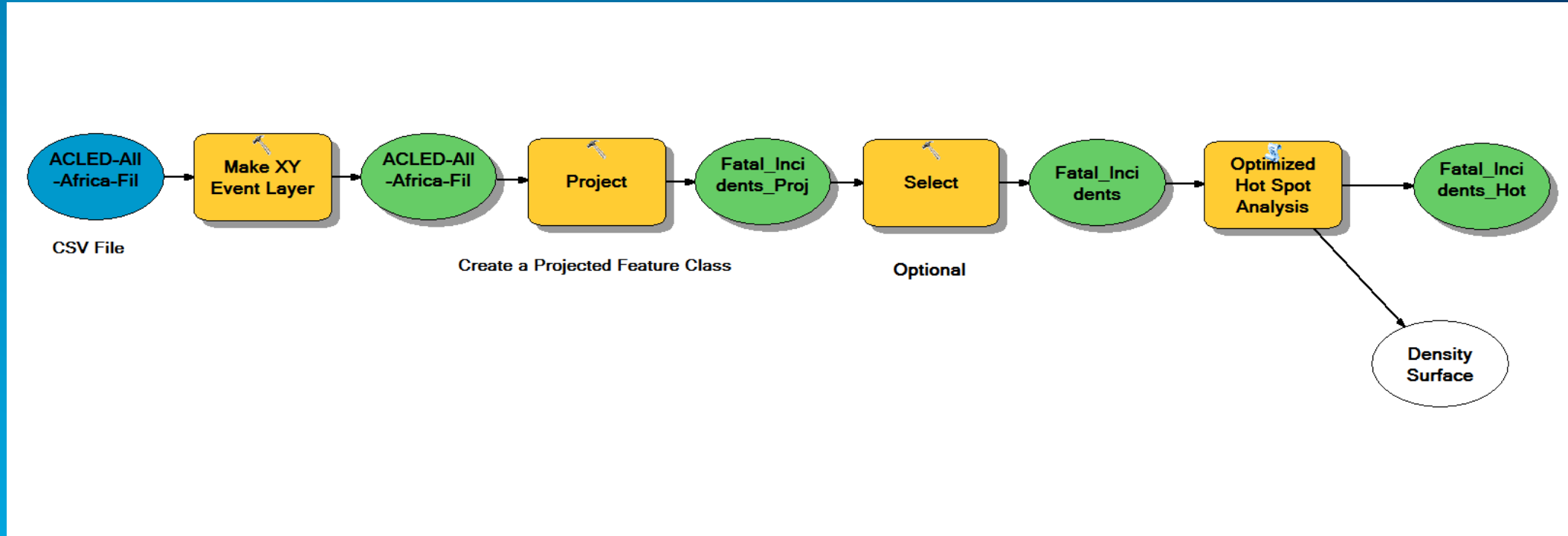


**Kernel Density**



**Hot Spot Analysis**

# Typical Workflow



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