



Esri Business Analyst: An Overview

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Garry Burgess

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Good Morning!

Esri Business Analyst Suite: An Overview

Beginner

Tuesday, 21 Jul 2015, 8:30am - 9:45am

Location: Room 05 B

Today's Agenda

- 1 Overview of Business Analyst**
- 2 What's New**
- 3 What's Coming**

4.69

Kyle Rocks!

Kyle was the best.

[There was] some confusion that was later clarified by Kyle.

5

**Getting to know
you!**

Overview

Business Analyst



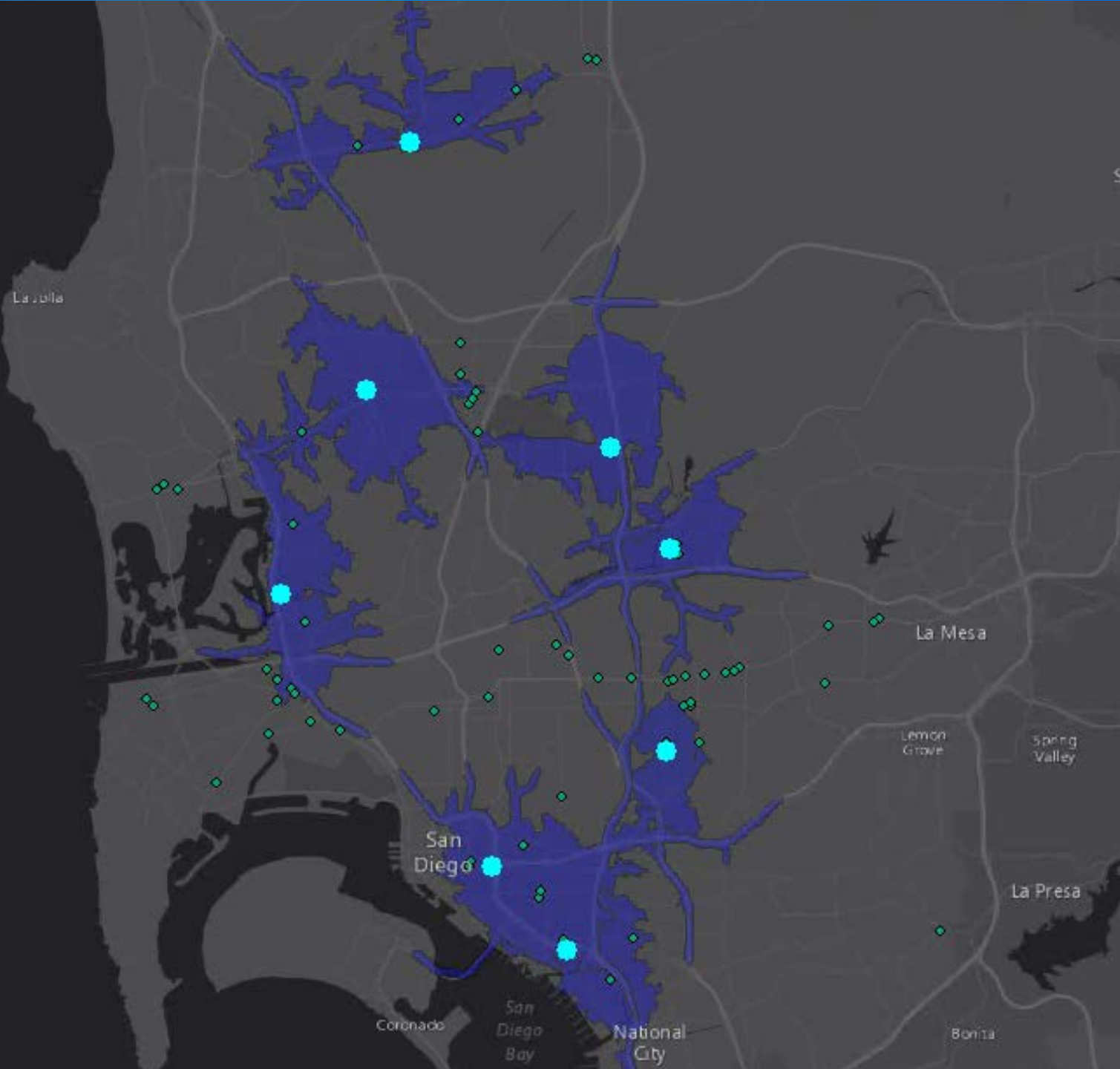
Market Planning
Site Selection
Customer Segmentation

Real Estate... where is the best place to locate?



Retailers...

Which stores should
be doing better?



How is the market changing?



Esri Demographic
and Business Data



Your Data



Analysis



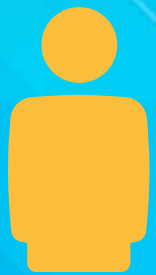


**Business professionals
with no GIS experience**



**Professional analysts
with or without GIS
experience**

... and by individuals to large organizations:



Builds on the ArcGIS Platform



Industries and Markets that use Business Analyst

- Commercial Real Estate Practitioners
- City Planners
- Insurance Companies
- Commercial Real Estate Firms
- Small Retail Chains
- Extremely Large Retail Chains
- Economic Development Agencies
- Retail Banking
- Economic Gardening
- Urban & Regional Planning
- Utilities & Telco
- Recruiting
- Public Safety
- Facility Site Selection
- Health and Human Services
- Education

What's New





2015

2014





2015

5.0 – Jul 2015

2015 US Data 4.7 – May 2015

2015 US Data – Jul 2015

4.6 – Mar 2015

10.3.1 – May 2015

2014 CAN Data – Feb 2015

4.5 – Dec 2014

10.3 – Dec 2014

4.2 – Oct 2014

2014 US Data – Sep 2014

2014





2015

5.0 – Jul 2015

2015 US Data 4.7 – May 2015

2015 US Data – Jul 2015

4.6 – Mar 2015

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2014 CAN Data – Feb 2015

4.5 – Dec 2014

10.3 – Dec 2014

4.2 – Oct 2014

2014

2014 US Data – Sep 2014





2015

5.0 – Jul 2015

2015 US Data 4.7 – May 2015

2015 US Data – Jul 2015

4.6 – Mar 2015

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2014 CAN Data – Feb 2015

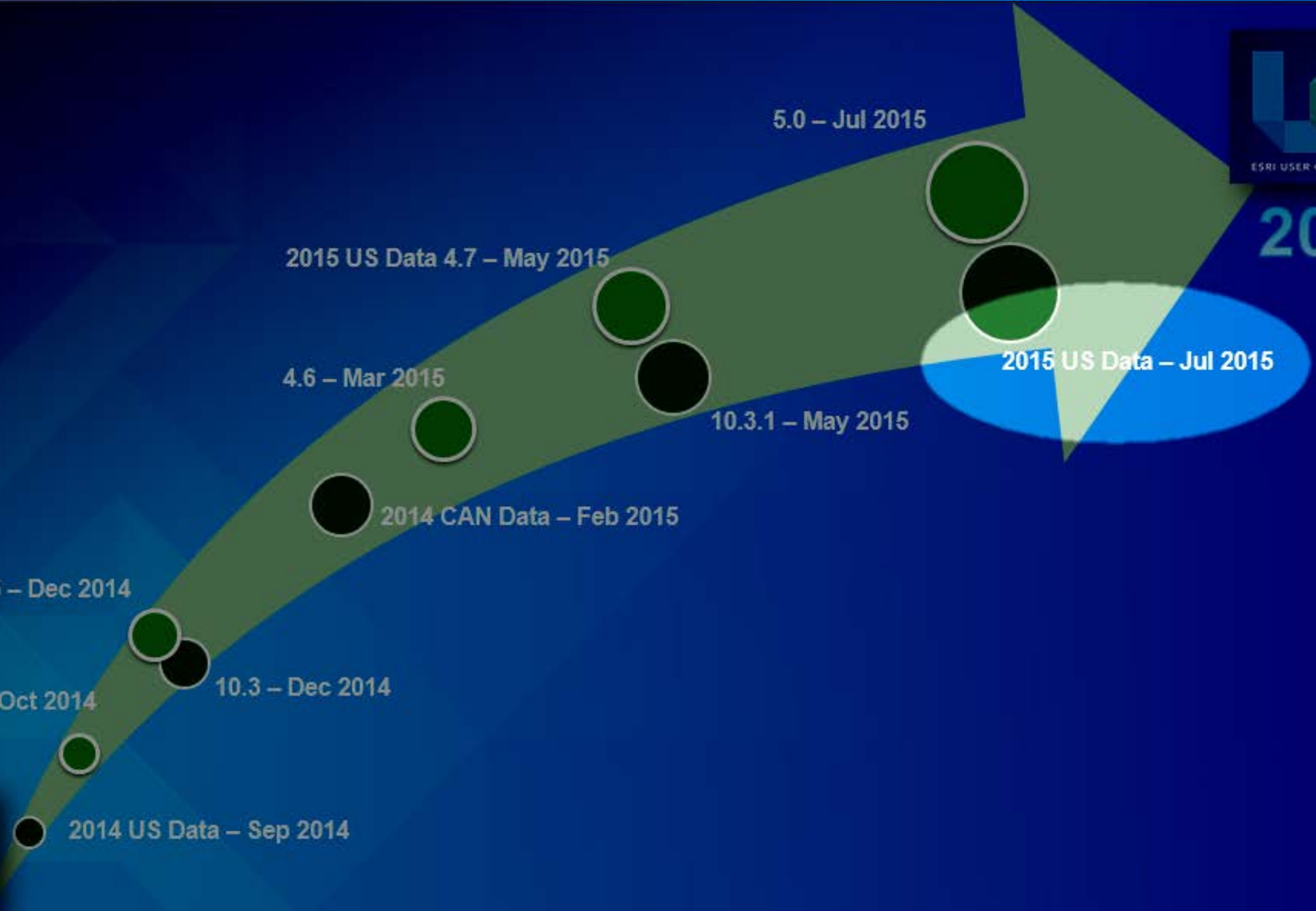
4.5 – Dec 2014

4.2 – Oct 2014

10.3 – Dec 2014

2014

2014 US Data – Sep 2014





What's New

BAO and Mobile

Quickly access recently created sites, reports, and maps.

Just open recently created items from the new home page...

- No need to recreate maps
- Or search through a long list of reports and sites...

Esri Business Analyst Online

Home Maps Reports

Access 2015/2020 US Demographics

Up-to-date data on US population, Tapestry Segmentation, Retail MarketPlace, Consumer Spending, and Market Potential are now available in the Data Browser and reports.

GET STARTED NOW

QUICK-START VIDEO FEEDBACK

RECENTLY CREATED SITES REPORTS SEARCHES

Site Last Modified: 07/28/2015

Polygon 6 Last Modified: 07/27/2015

Polygon 8 Last Modified: 07/21/2015

The name is not availab... Last Modified: 07/21/2015

Polygon 7 Last Modified: 07/21/2015

DID YOU KNOW THAT...

13% of Adults in United States Went running in the last 12 months

What's this?

OPEN

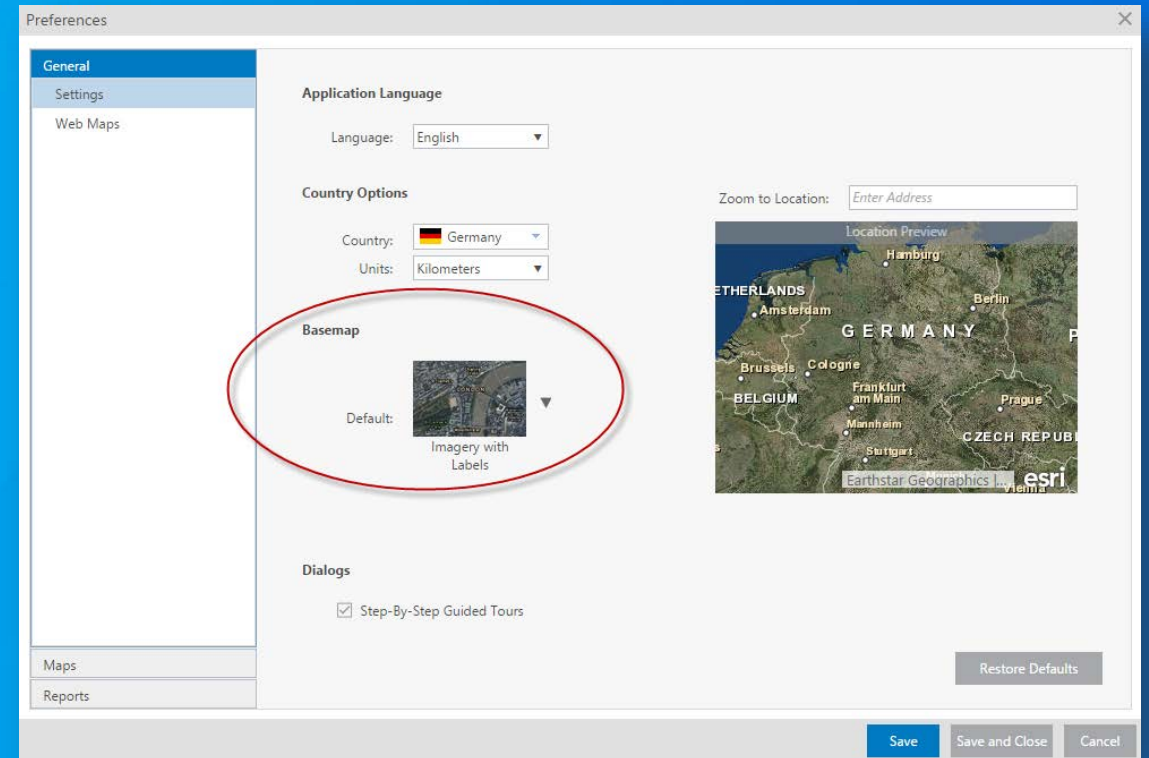
Polygon 3

Last Modified: 06/19/2015

Customize BAO settings...

Change Defaults in Settings

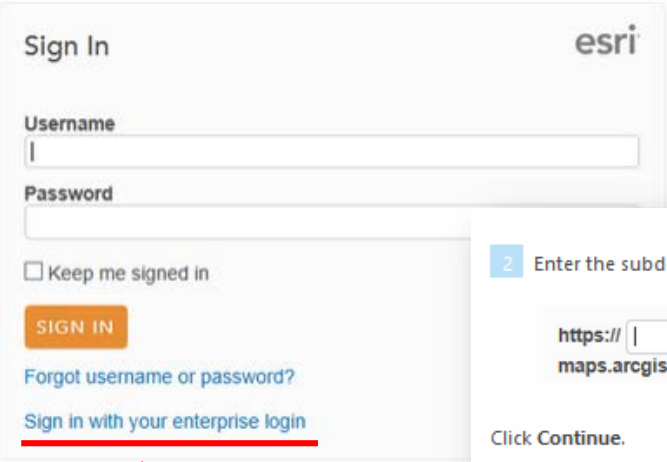
- Choose which basemap you want as your default.
- Even choose a custom basemap from your organization.




Easily login with enterprise credentials

Enter your subdomain name and sign in

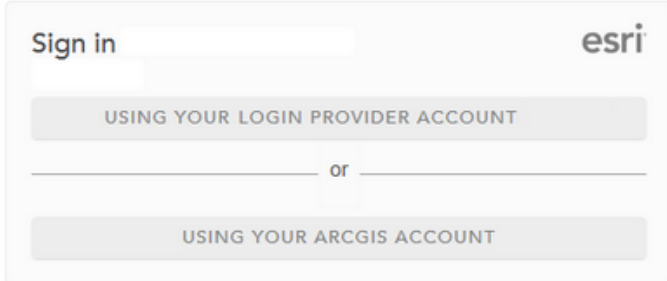
1 On the log in page, click **Sign in with your enterprise login**.



2 Enter the subdomain name, provided by your administrator, to access your organizations's enterprise account.



3 The log in page appears with options to use your organization's account or your ArcGIS account. Click on your organization's account. An example is shown below and will differ from yours.

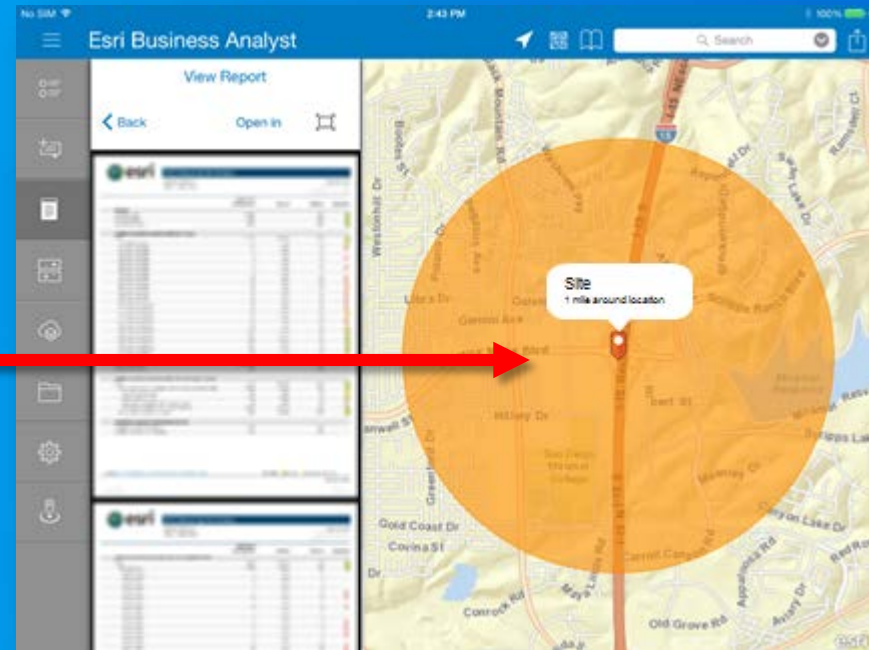
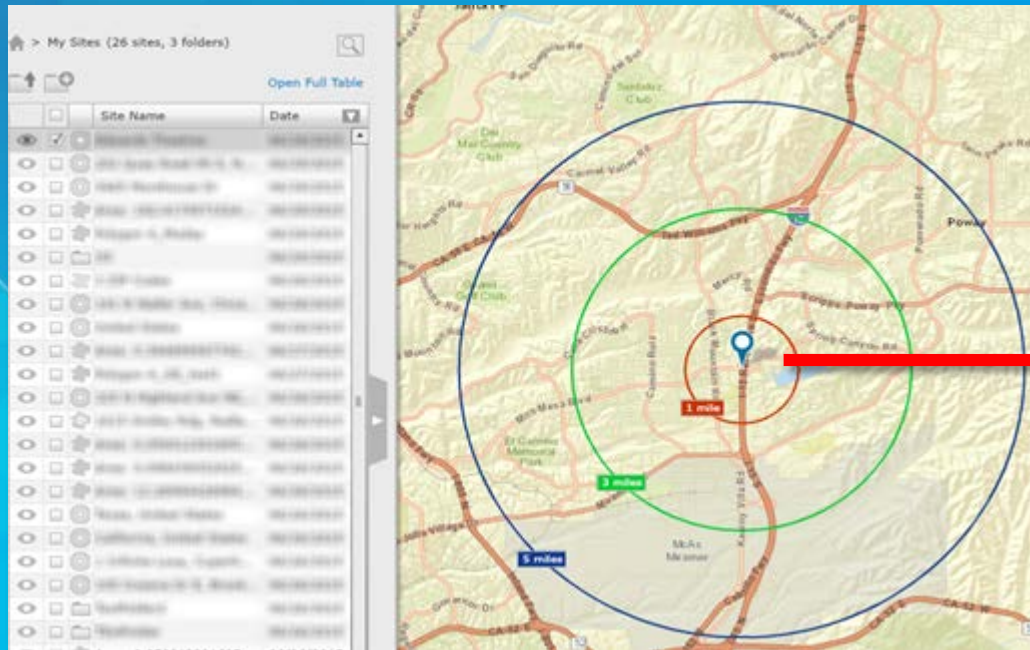


4 Your organization's log in page appears. Log in using your enterprise user name and password and click **Sign In**.

Do more with BAO when you're not at your desk...

Access sites and reports created in BAO... right from the BAO mobile app.

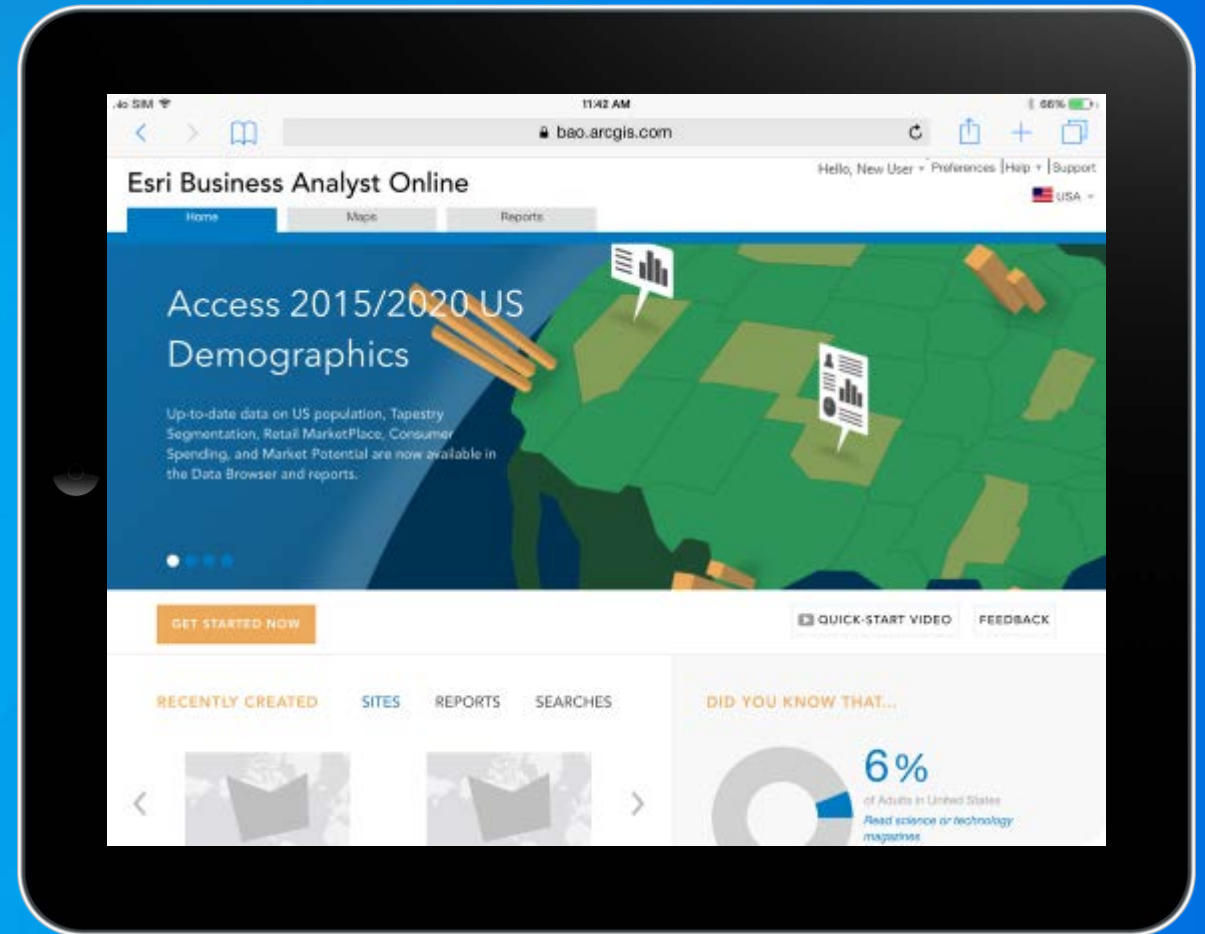
- What's the location of that site you were just reviewing?
- Need that report you just created in BAO?



Do **even more** with BAO when you're not at your desk...

Access the BAO web app... on your tablet device.

- Create color-coded maps with any data variable.
- Search for areas that meet multiple criteria.
- Hand-draw a site on the map.
- Identify businesses nearby.
- Run reports for standard geographies like ZIP Codes and cities.
- Smart Map Search with your own data



Access data updates for 45 countries.

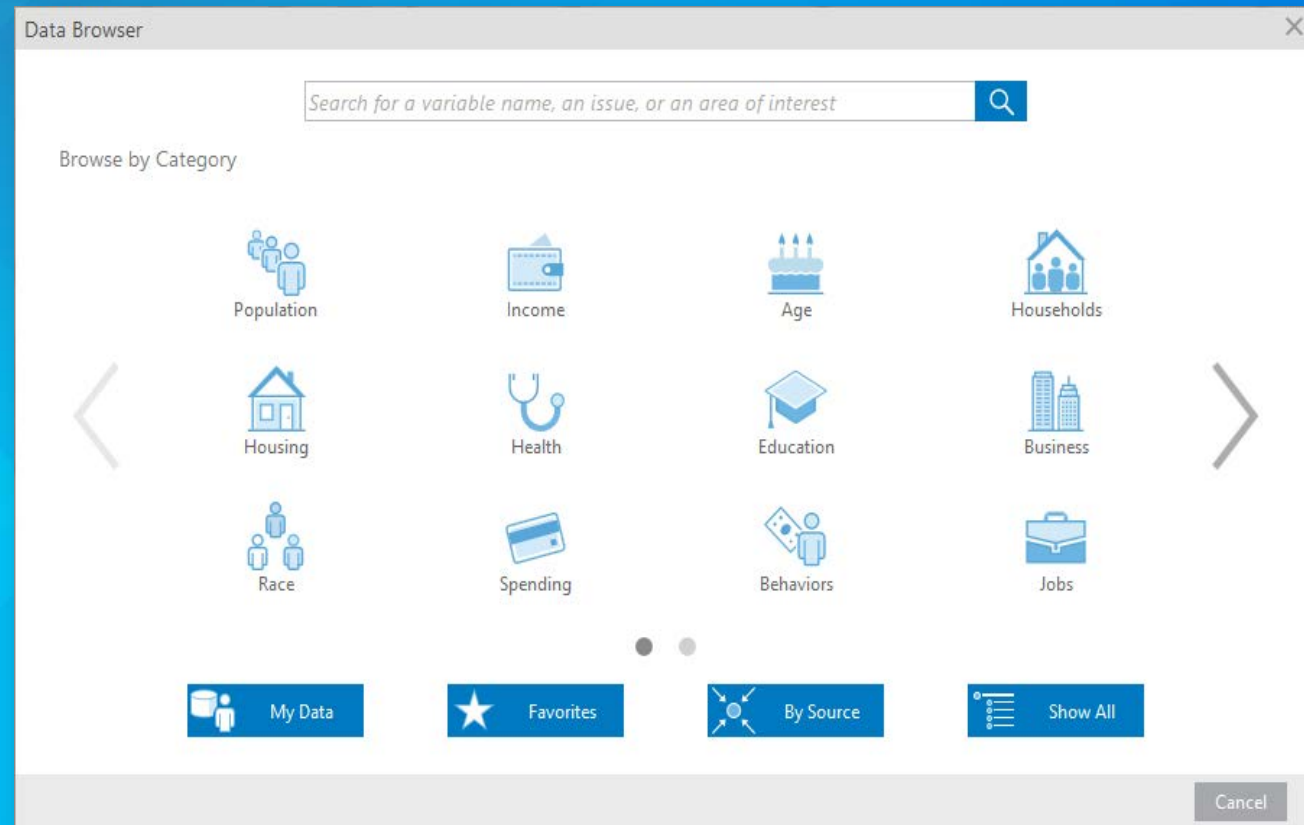
Updates to Standard Global Demographic data for 45 countries.

- Vintage updates
- Variable additions/deletions
- Variable definition changes
- Geography name changes

Continent	Country	Previous Vintage	Updated Vintage
Europe West	Austria	2011	2013
	Belgium	2011	2013
	Denmark	2011	2013
	Finland	2011	2013
	France	2011	2013
	Germany	2011	2013
	Greece	2011	2013
	Ireland	2011	2013
	Italy	2011	2013
	Netherlands	2011	2013
	Norway	2011	2013
	Portugal	2011	2013
	Spain	2011	2013
	Sweden	2011	2013
	Switzerland	2011	2013
Turkey	2011	2013	
United Kingdom	2011	2013	
North America	Mexico	2012	2013
	Puerto Rico	2012	2014
Oceania	Australia	2012	2014
	New Zealand	2012	2013
Africa	South Africa	2012	2014
Asia	China	2012	2013
	Hong Kong	2012	2014
	India	2012	2013
	Israel	2012	2014
	Japan	2012	2014
	Kuwait	2012	2014
	Malaysia	2012	2014
	Singapore	2012	2014
	South Korea	2012	2014
	Taiwan	2012	2014
	Thailand	2012	2013
	United Arab Emirates	2012	2014
South America	Argentina	2012	2014
	Brazil	2012	2014
	Chile	2012	2014
	Colombia	2012	2014
	Peru	2012	2014
	Uruguay	2012	2013
Europe East	Czech Republic	2012	2013
	Hungary	2012	2013
	Poland	2012	2013
	Russia	2012	2013
	Ukraine	2012	2013

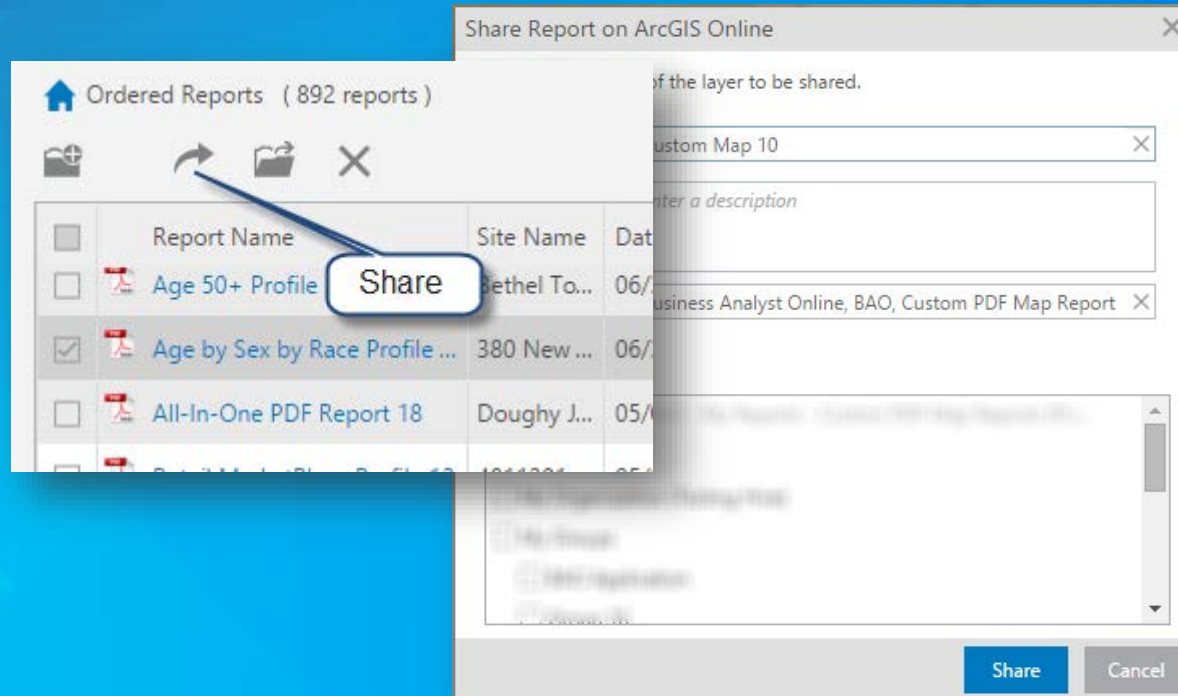
And more...

Browse for data with new icons.



And more...

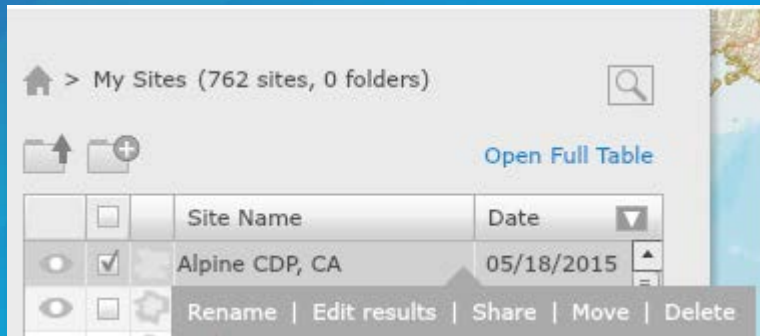
Share previously created reports from “My Reports”.



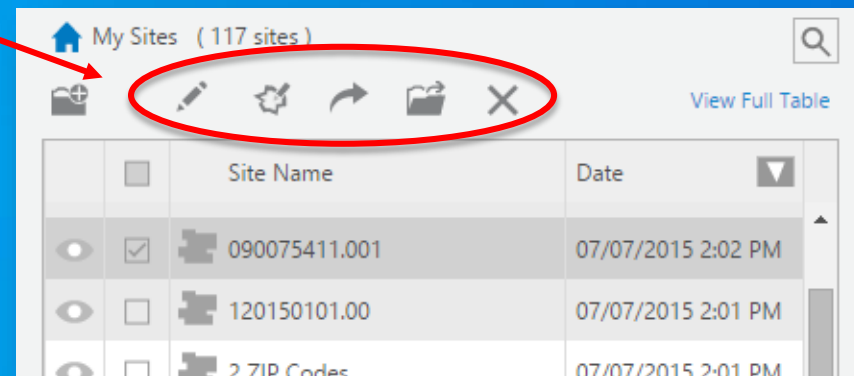
And more...

Changes to how you rename, edit, share, move, and delete your content

Before



Now





What's New - Demo

Business Analyst Desktop and Server

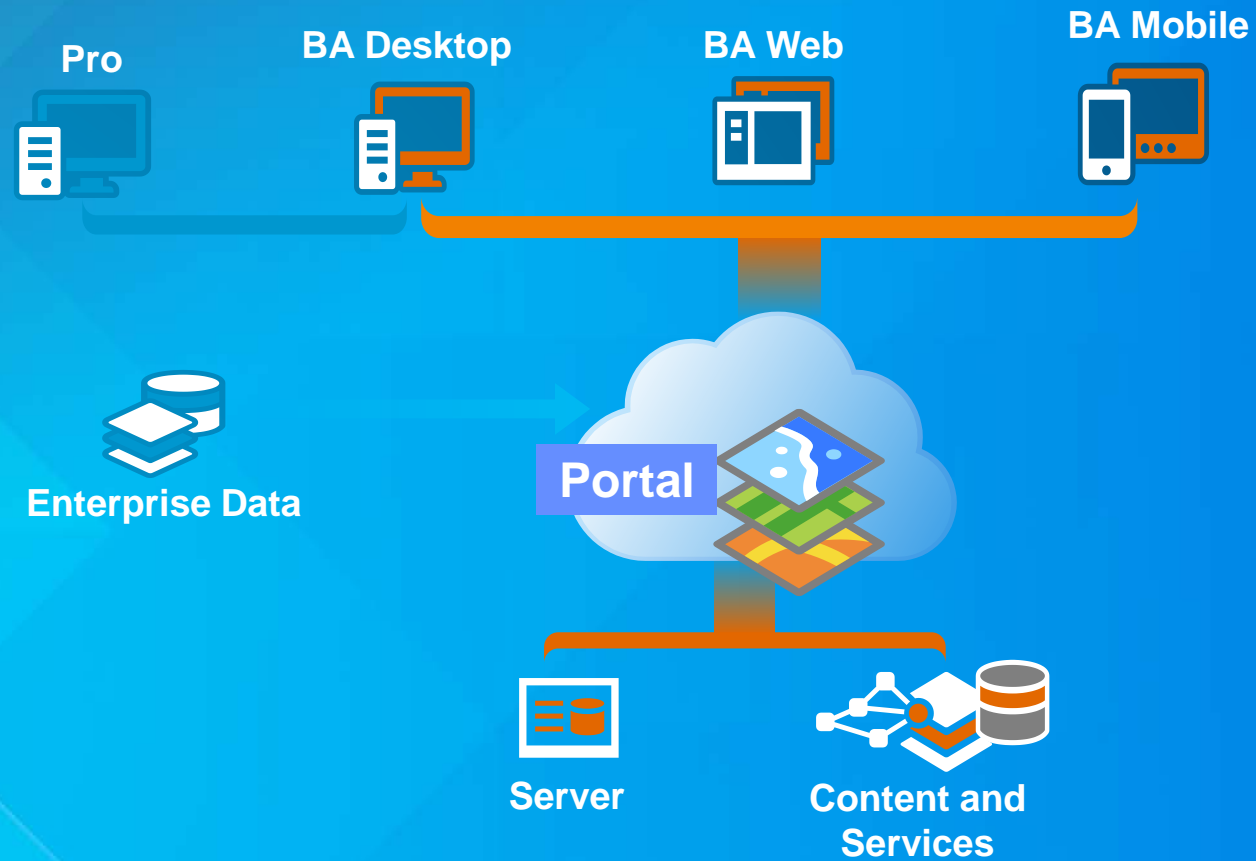
What's Coming

Business Analyst

Development Goals - Vision



Business Analyst for the Enterprise

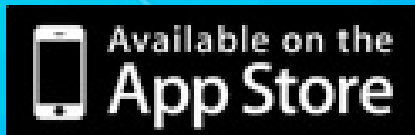


Questions

Business Analyst

In Closing

- Commercial Island
- Data Sessions
- Download mobile app
Search “esri bao”



Agenda

★ My Sched iCal

Demographic Trends and Predictions

Tue Jul 21 5:00 PM - 5:30 PM

Theater 15- Exhibit Hall A

Tech Workshop 30 Minute | Content

30 Minutes Technical Workshop Survey >

Catherine Spisszak >

Agenda

★ My Sched iCal

Esri Global Demographic and Lifestyle Data

Thu Jul 23 8:30 AM - 9:45 AM

Ballroom 06 C

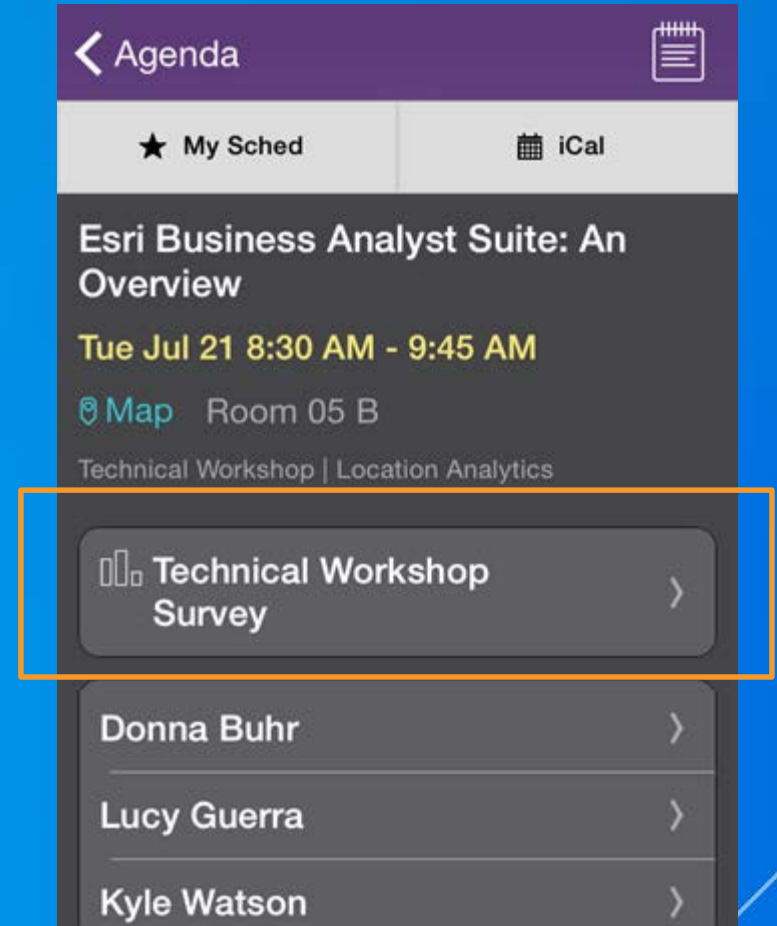
Technical Workshop | Content

Technical Workshop Survey >

Catherine Spisszak >

Thank you...

- Please fill out the session survey in your mobile app
- Select Esri Business Analyst... in the Mobile App
 - Use the Search Feature to quickly find this title
- Click “Technical Workshop Survey”
- Answer a few short questions and enter any comments



Want to learn more?

- **Documentation**

- [Business Analyst Doc Pages](#)
- [Business Analyst Resource Center](#)

- **Related Esri Training and Tutorials**

- [Getting Started with Business Analyst Online](#)
- [Product Videos](#)

- **Additional Resources**

- [Business Analyst](#)
- [Esri Demographics](#)



Understanding our world.