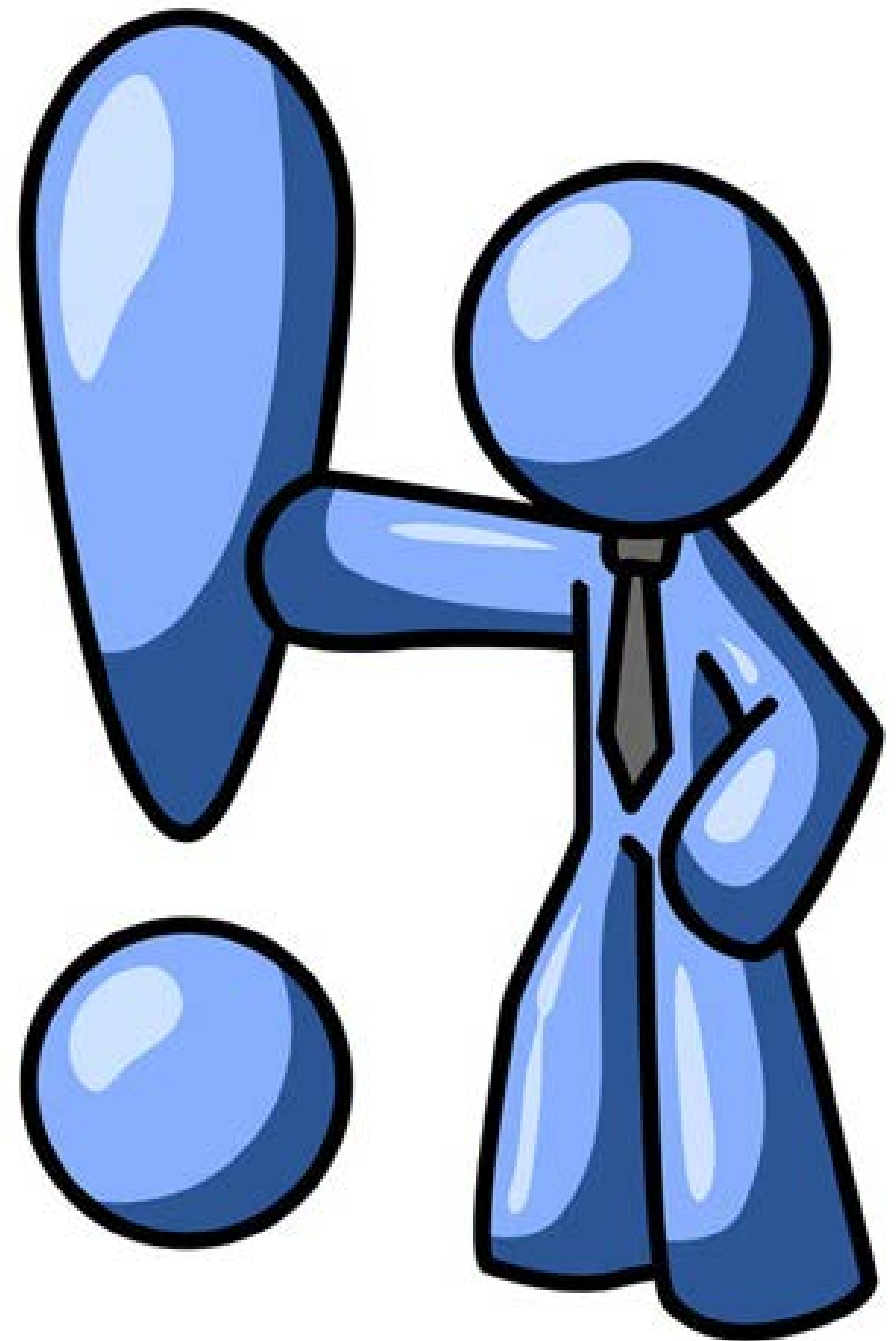




# Using ArcGIS Online to Enrich Your Geographic Data for Spatial Analysis

Jian Lange

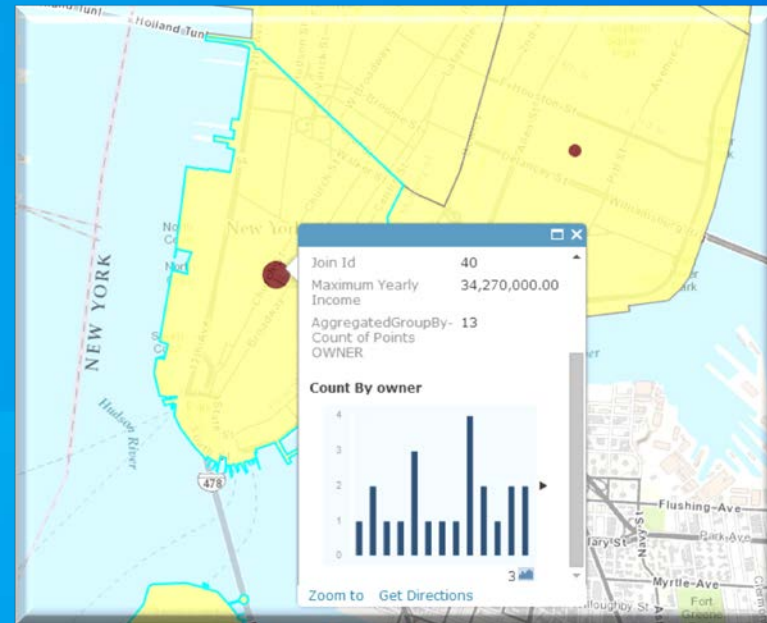
# Introduction



# ArcGIS Online Spatial Analysis

Gain Geographic Insight with ArcGIS Online Analysis Tools

- Integrate analytics into ArcGIS Online for your organization's workflows
- Use analysis tools quickly, easily, and intuitively to:
  - Discover relationships, patterns, and trends in data
  - Answer questions in a meaningful way

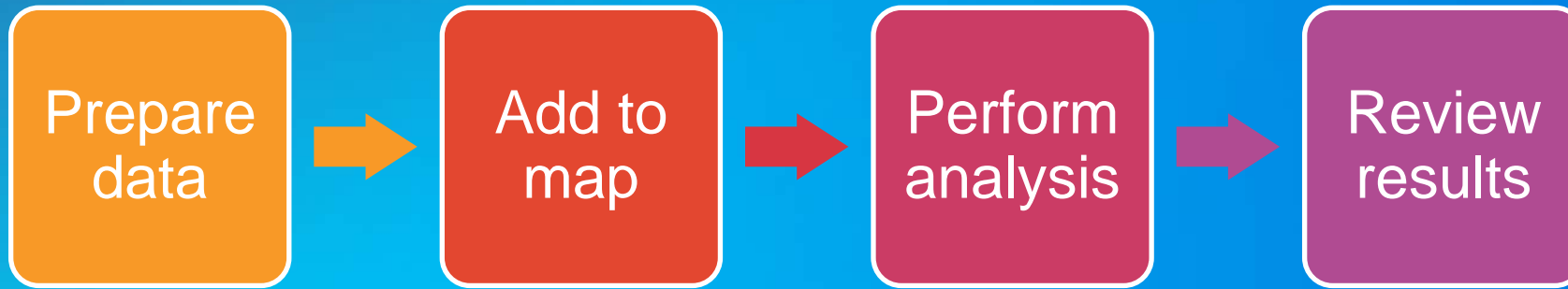


# What do you need?

- Be a member of an ArcGIS Online Organization
- Possess the custom roles to:
  - Create items
  - Publish hosted features
  - Spatial Analysis
    - Network Analysis
    - Geoenrichment
- Credits

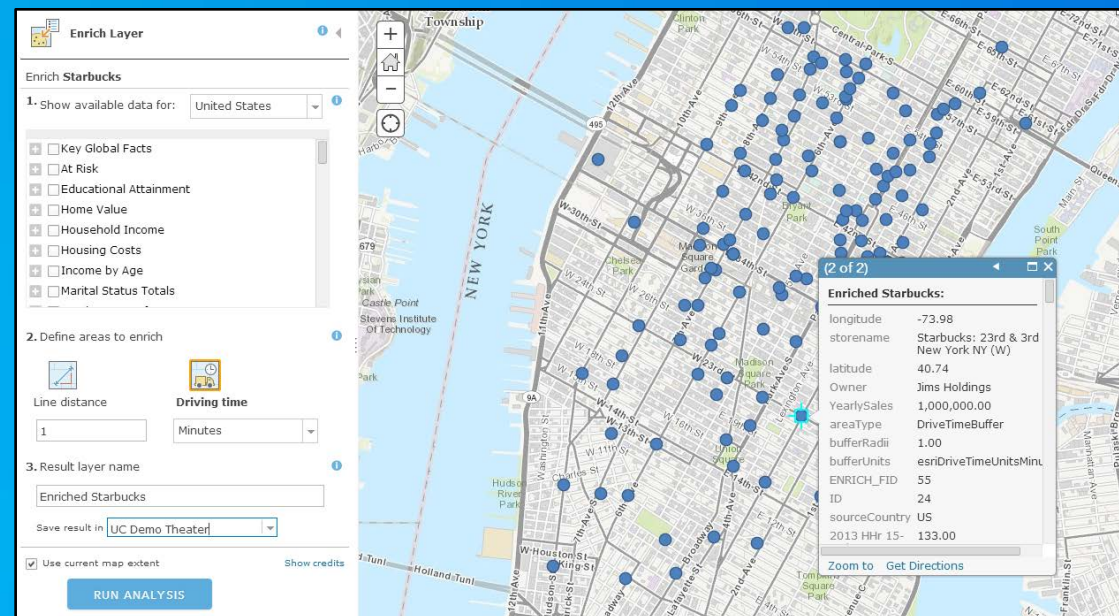
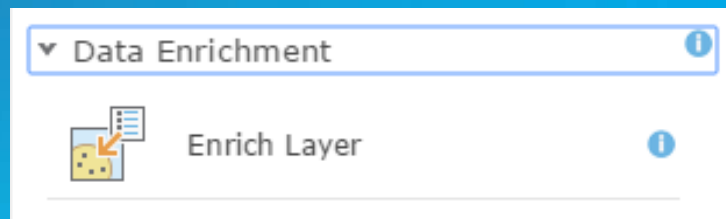


# ArcGIS Online Analysis Workflow



# Data Enrichment

- Explore the character of areas
- Add detailed demographic data and statistics to your analysis



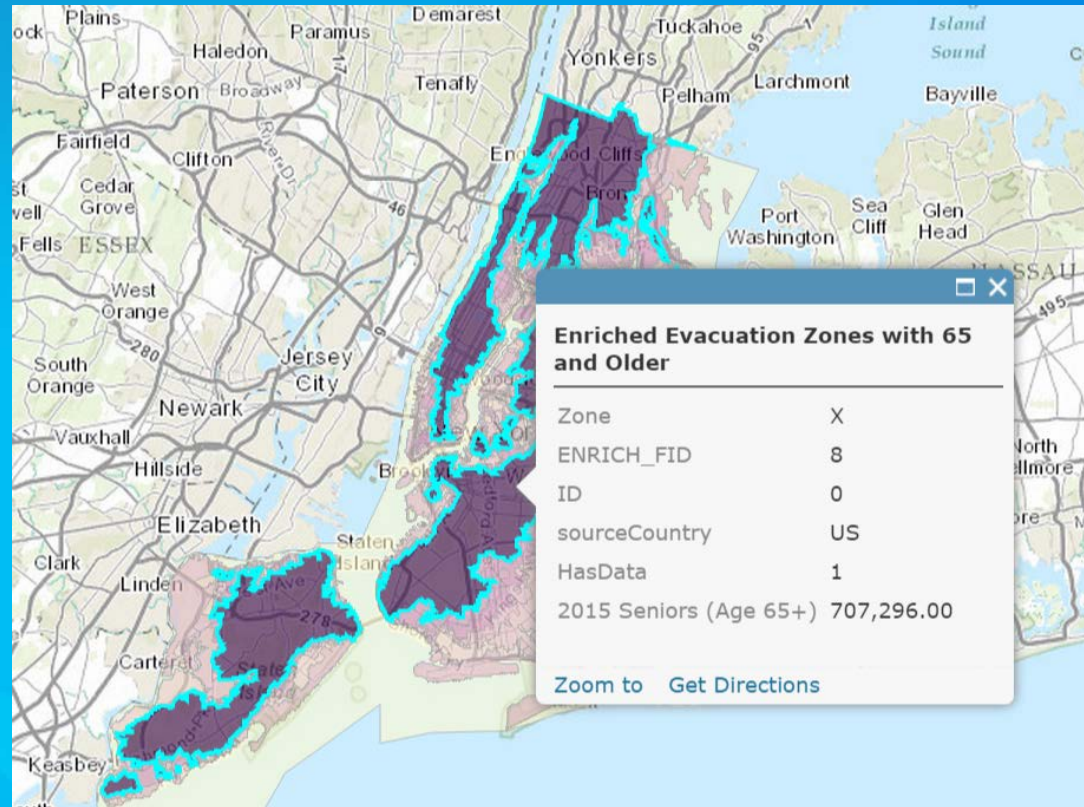
*Who lives in the neighborhood surrounding each starbucks store?*

# Demos



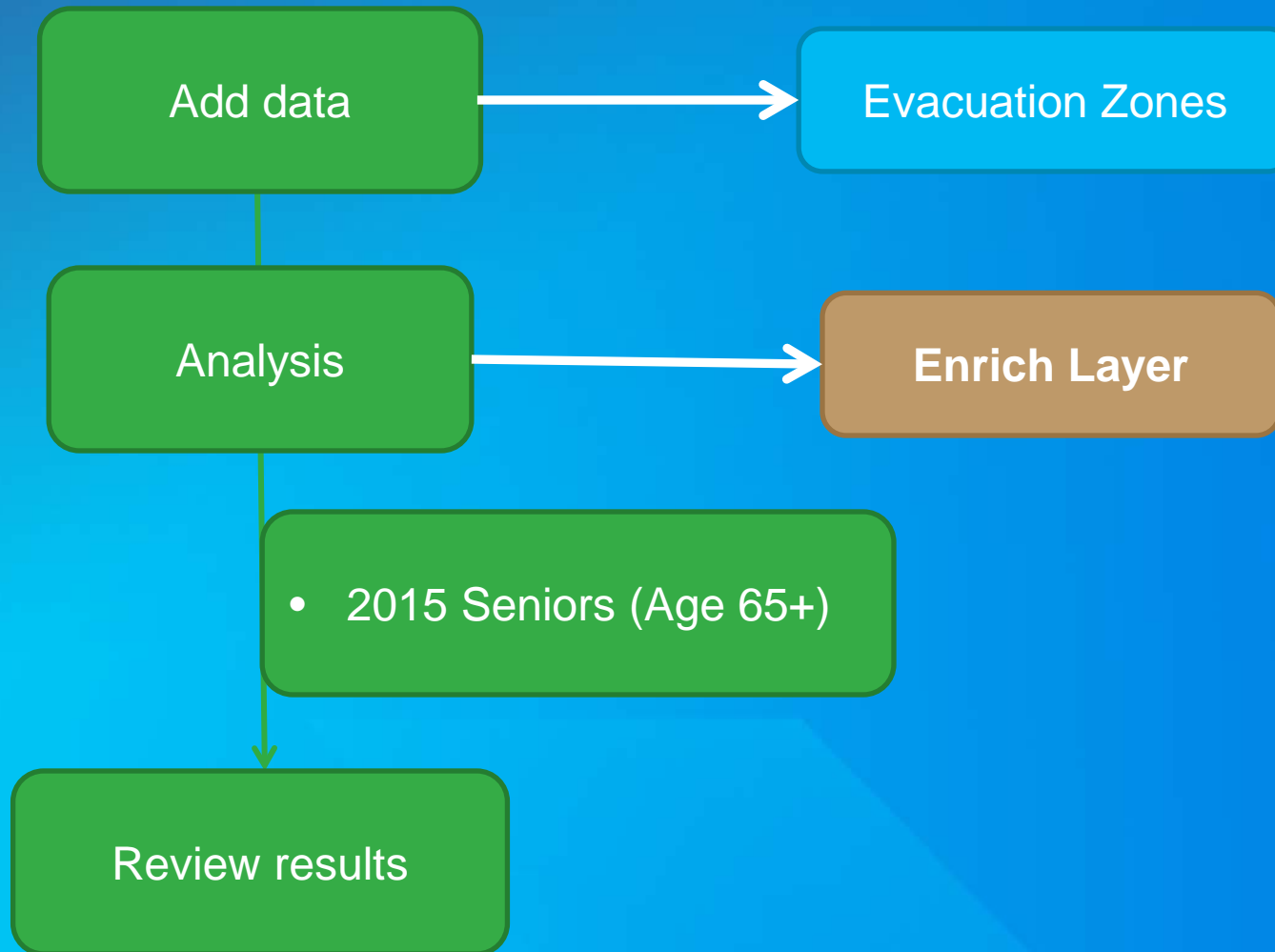
# Scenario

What is the senior population in each hurricane evacuation zone?



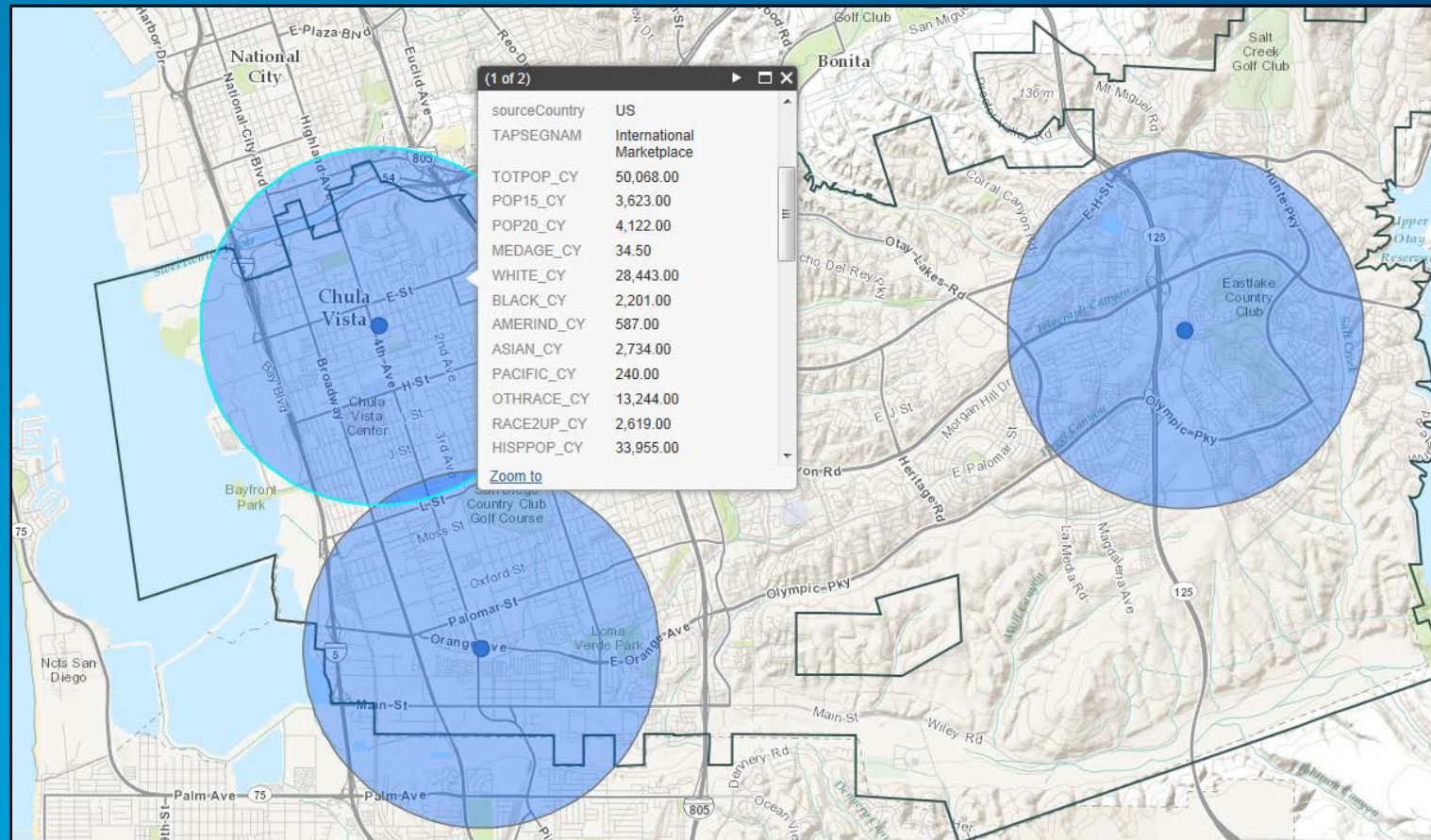


# Demonstration review

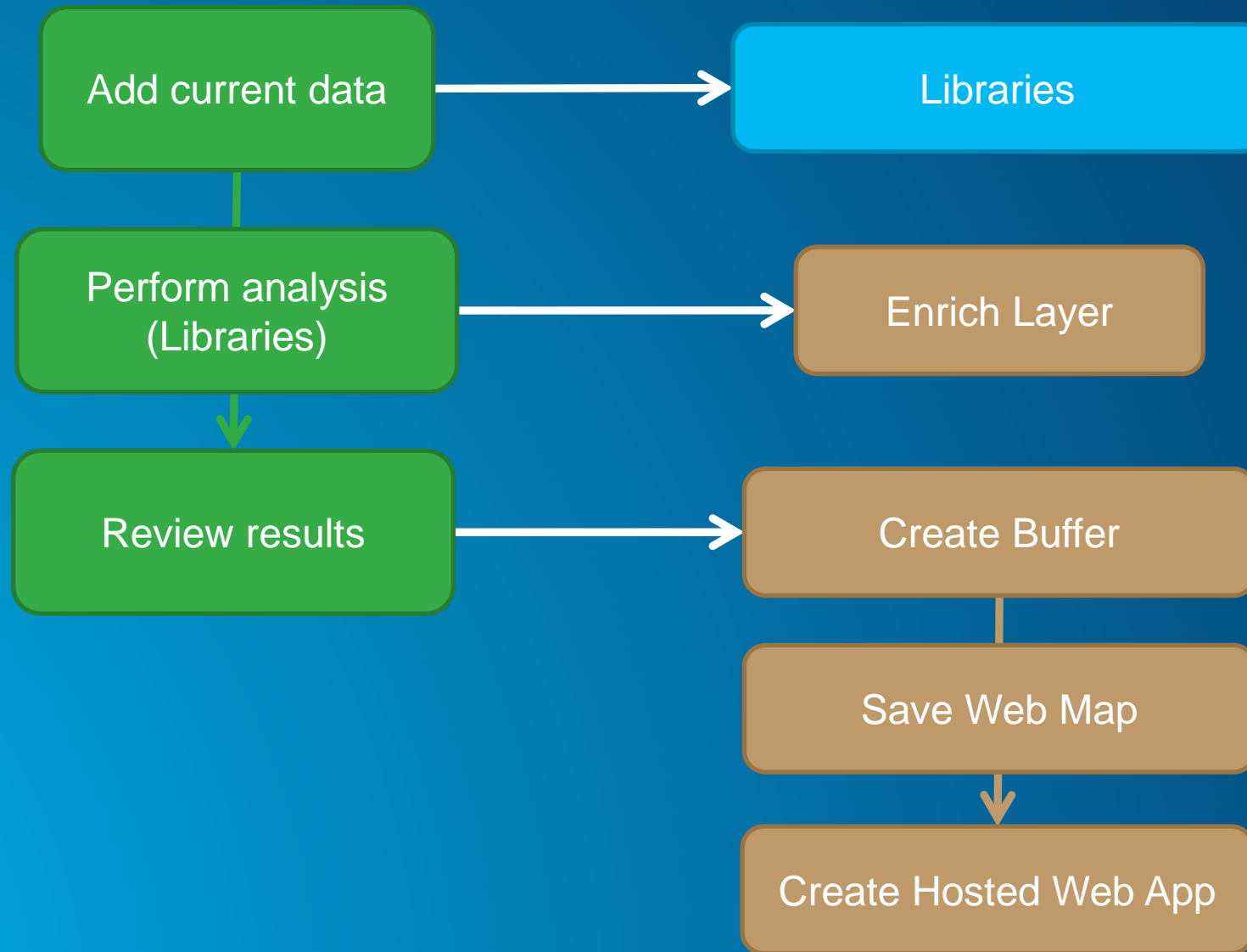


# Scenario

- Who lives in the neighborhood surrounding each library branch?



## Demonstration review



## Takeaway point...

- Geoenrichment service adds demographic, business, and landscape data to your maps and applications
- Using Enrich Layer in ArcGIS Online is easy and intuitive