

ArcGIS Business Analyst

Using the Business Analyst Mobile App in the Field

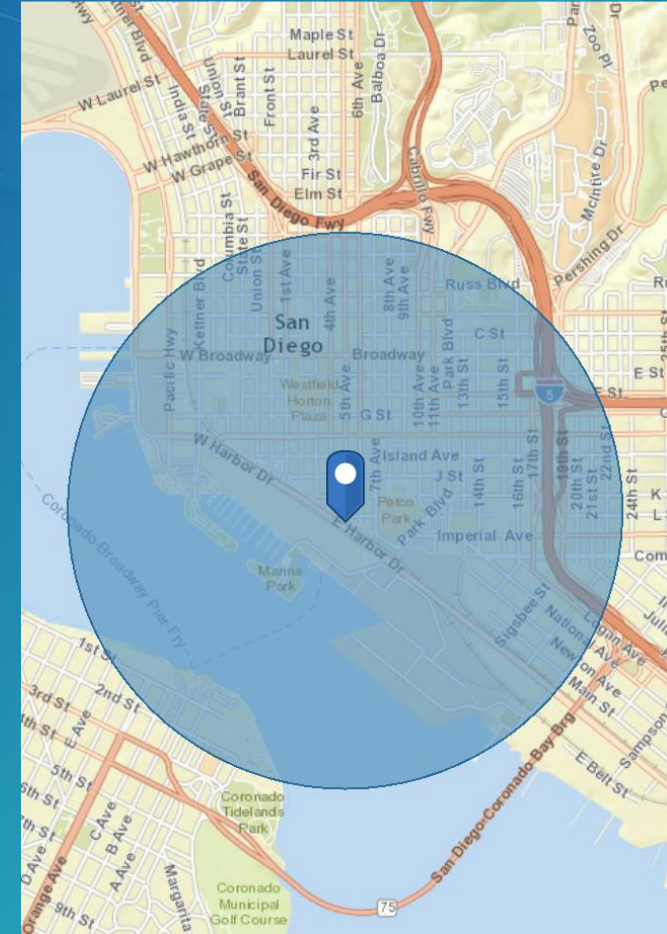
David Dodge

Max Sattarov

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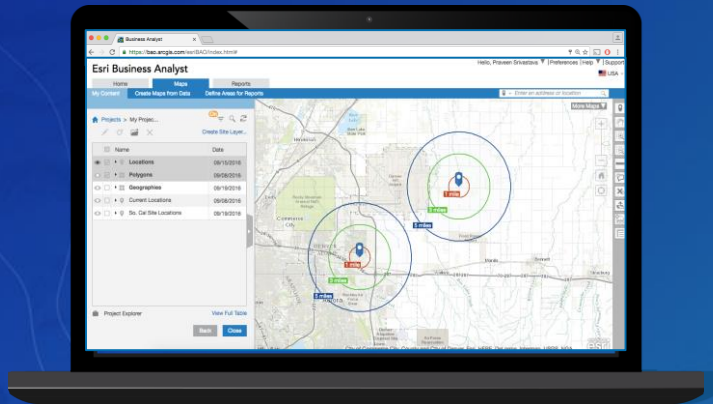
1 Mile Area Around SDCC

- **Population: 35,000+**
- **Median Age: 38**
- **Average Household Income: \$81,000+ yearly**
- **Home Owners: 18%**

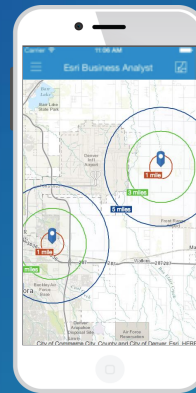


ArcGIS Business Analyst Mobile App

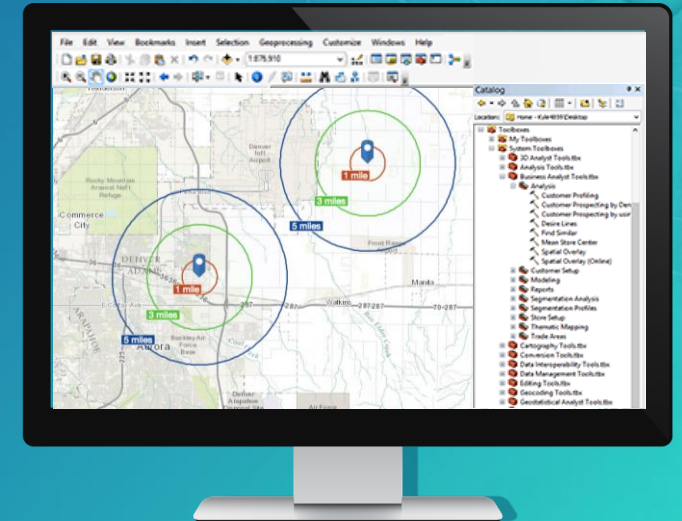
Part of the Business Analyst System



Web App



Mobile App



Desktop App

...powered by BA Server / ArcGIS Online

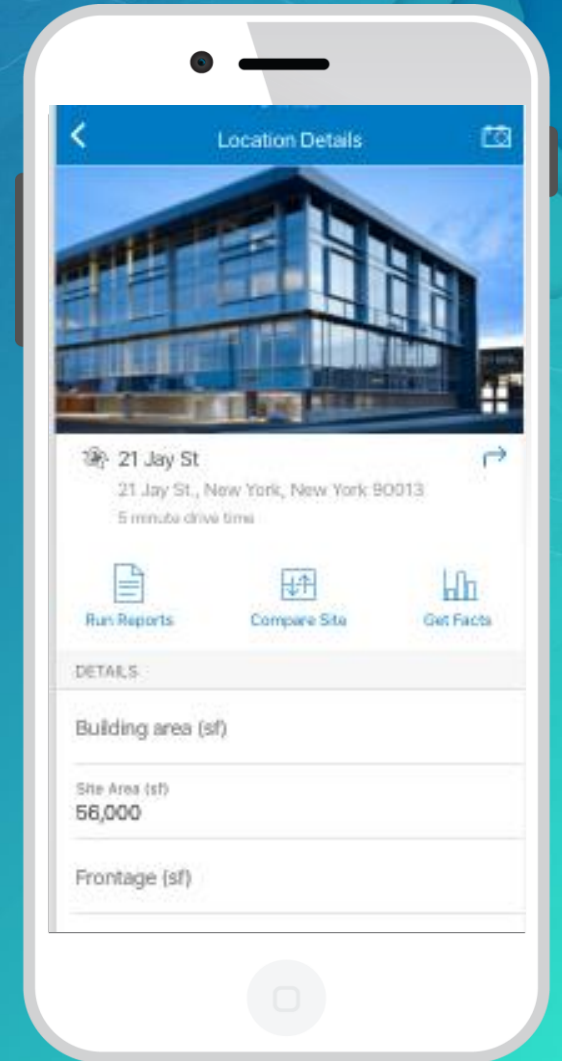
ArcGIS Business Analyst

Helps organizations make informed decisions for site location, customer targeting, and market planning.



What Can You Do with the Business Analyst Mobile App

- Get a quick demographic and market snapshot
 - Access to demographic data for 130+ countries
 - Compare two locations side by side
 - Seamlessly sync the collected information to the Web App
- (coming soon)
- Capture pictures and field observations (e.g. building area, parking spaces about a location (coming soon)



Demo



Questions?



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