

Introduction to Business Analyst Web App

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Overview

The Business Analyst Suite

Workflows

Projects

Suitability Analysis

Infographics

Reports

Summary

Questions

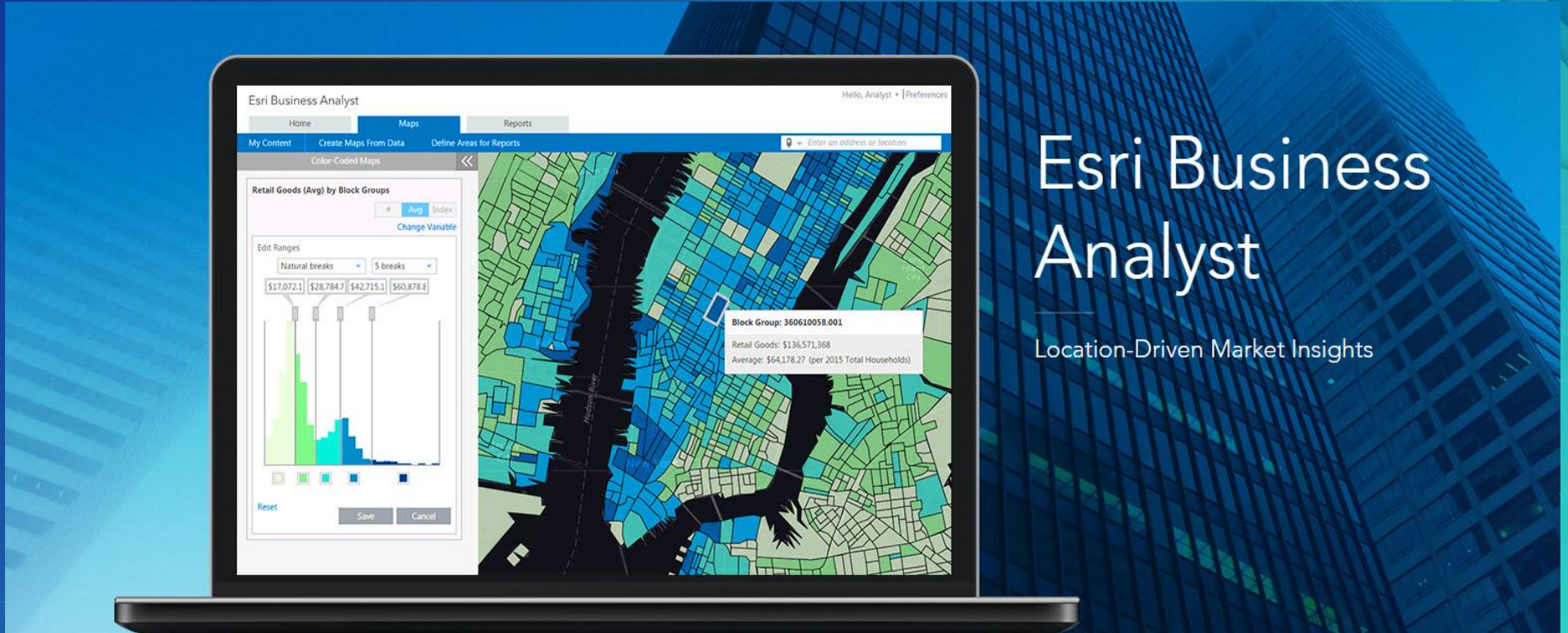
What is Business Analyst?

Web App

Desktop

Server

Mobile

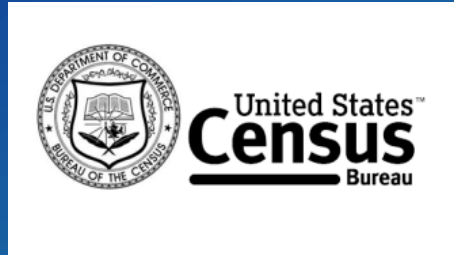


Esri Business Analyst

Location-Driven Market Insights

Data Sources

- US Census Bureau
- American Community Survey
- Bureau of Labor Statistics
- GfK MRI Doublebase
- Infogroup



Business Analyst Web App

A web-based solution that provides demographic, consumer spending, and business data to deliver on-demand analysis, presentation-ready reports, and maps.

The screenshot displays the Business Analyst Web App interface. At the top, a navigation bar includes the 'Business Analyst' logo, a menu with 'Home', 'Maps', and 'Reports', and user controls for 'USA', 'Help', settings, and a profile icon. The main banner features the headline 'Ranking Locations Is Now Easier Than Ever' and a subtext explaining the app's functionality: 'Model your criteria, factor-in competitive locations, assign weighted scores, and determine locations most suitable for your business. [Learn more.](#)' Below this is a 'GET STARTED NOW' button and links for 'QUICK-START VIDEO' and 'FEEDBACK'. The 'RECENTLY CREATED' section, under the 'SITES' tab, shows three location cards with a person icon, each displaying an address and a 'Last Modified' date of 06/13/2017. To the right, a 'DID YOU KNOW THAT...' section features a donut chart showing that 54% of households in the United States own a pet, with a 'What's this?' link.

Business Analyst

Home Maps Reports

USA Help

Ranking Locations Is Now Easier Than Ever

Model your criteria, factor-in competitive locations, assign weighted scores, and determine locations most suitable for your business. [Learn more.](#)

GET STARTED NOW

QUICK-START VIDEO FEEDBACK

RECENTLY CREATED SITES REPORTS SEARCHES

527 W State St, Redland..
Last Modified: 06/13/2017

27500 W Lugonia Ave, ...
Last Modified: 06/13/2017

10475 Mountain View A..
Last Modified: 06/13/2017

DID YOU KNOW THAT...

54%
of Households in United States
Own a pet

What's this?

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How to Access Business Analyst Web App?

bao.arcgis.com

- Managed by the administrator
- Named User Licenses
- Publisher role
- Consumes credits

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Business and Facilities Search

Suitability Analysis



Geocoding

Reports

Projects

 Business Analyst

HomeMapsReports


USA ▾ Help ▾   ▾

Import legacy items

☐ Skip this page in the future. ⓘ


See how projects help you

Projects

 Search for projects by name


Sort by: Date (Newest) ▾

My ProjectsProjects Shared with Me





Stores Project

06/13/2017





Project A

06/13/2017 





Project B

06/13/2017 




Project C

06/13/2017 



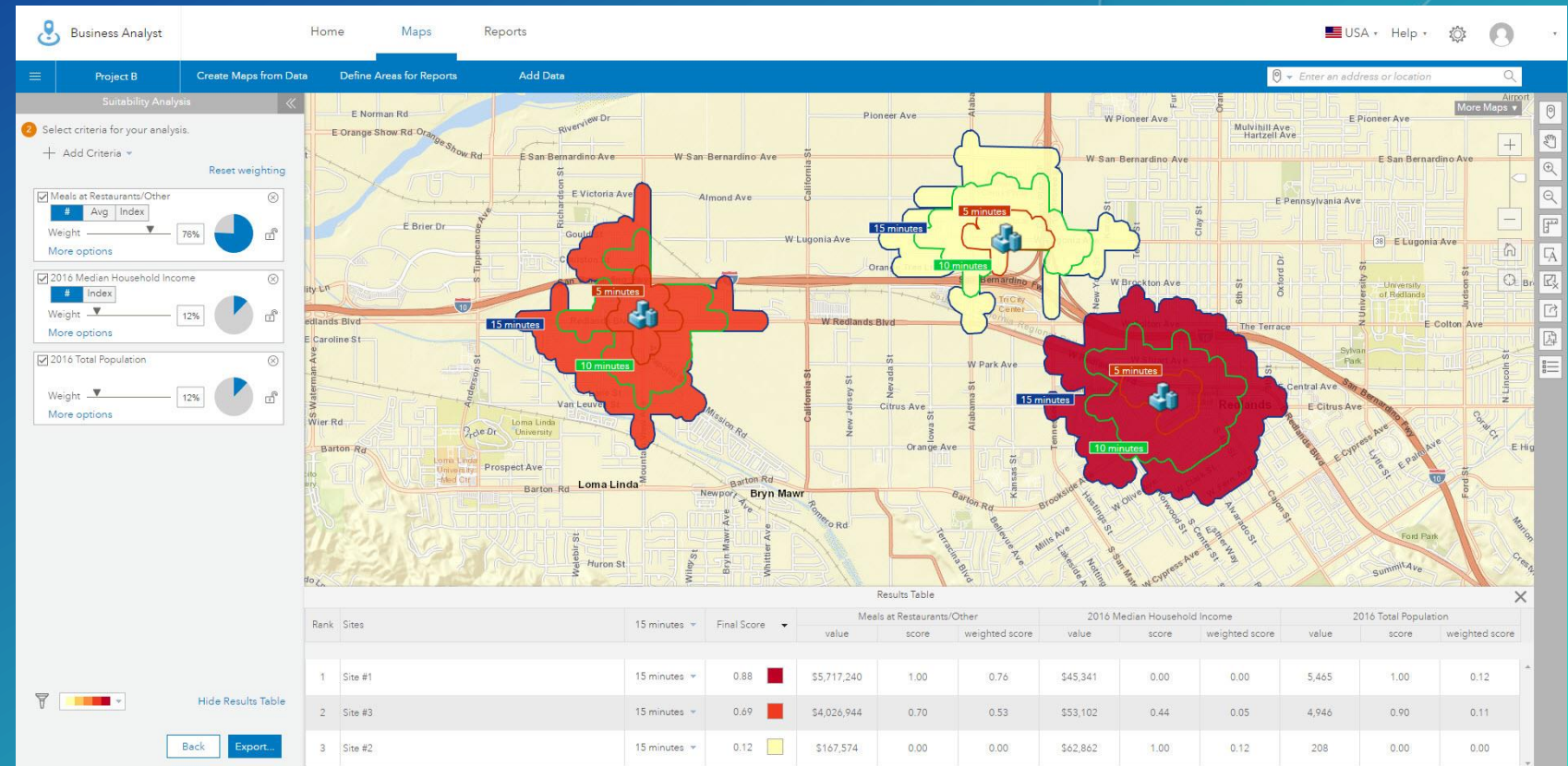
MarketAssessment

05/03/2017 

Suitability Analysis

Identify the most suitable sites from a set of candidates, by applying a set of individually weighted criteria.

1. Define sites
2. Add criteria
3. Assign weights
4. Review final score



Projects and Suitability Analysis

Creating projects and performing suitability
analysis

Infographics

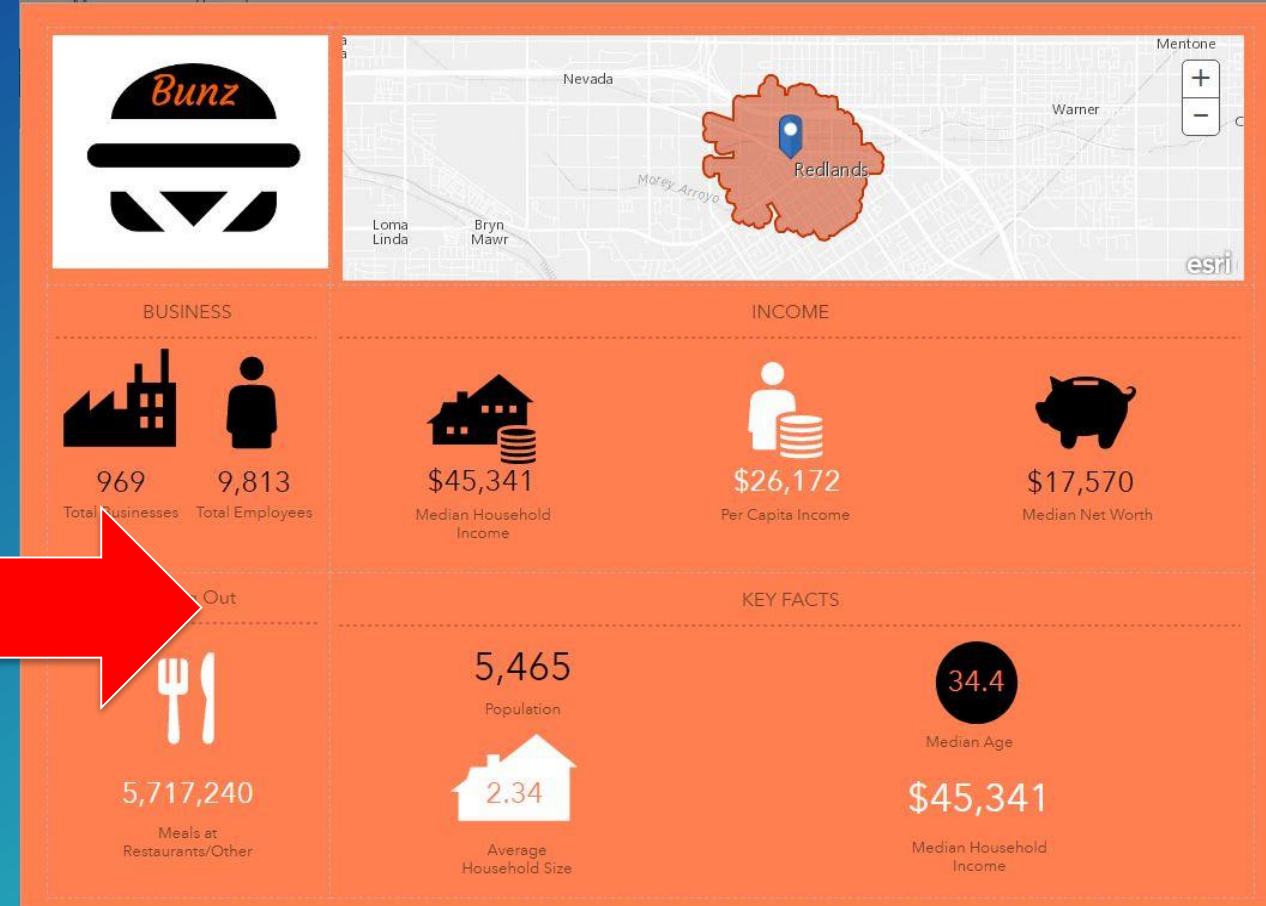
A way to visualize key information

	A	B	C	D	E
1	Block Groups	2016 Total Population	2016 Median Household Income	Meals at Restaurants/Other	Went to family restaurant/steak house in last 6 mo
2	060710071.041	885	\$105,006	\$1,468,972	560
3	060710071.042	1,001	\$103,713	\$1,617,408	656
4	060710071.051	1,360	\$46,258	\$1,364,177	838
5	060710071.052	1,432	\$81,454	\$1,897,493	871
6	060710071.081	2,272	\$32,897	\$1,772,663	1,305
7	060710071.091	2,361	\$54,080	\$2,568,368	1,399
8	060710071.093	1,106	\$33,641	\$632,254	519
9	060710071.094	1,924	\$33,686	\$1,647,034	1,114
10	060710071.101	1,352	\$101,360	\$1,376,483	848
11	060710071.102	1,632	\$65,750	\$1,355,498	963
12	060710071.103	1,850	\$88,682	\$2,116,887	1,145
13	060710072.001	1,722	\$49,364	\$1,192,121	940
14	060710072.002	1,288	\$25,920	\$473,126	570
15	060710072.003	1,806	\$48,031	\$1,025,625	723
16	060710072.004	1,982	\$45,871	\$1,298,771	1,050
17	060710073.021	1,740	\$69,406	\$2,657,363	1,206
18	060710073.022	1,328	\$109,284	\$1,596,867	888
19	060710073.023	2,231	\$90,543	\$4,000,625	1,466
20	060710073.024	2,017	\$66,045	\$2,283,541	1,377
21	060710073.025	1,918	\$79,223	\$2,236,730	1,142
22	060710073.026	1,320	\$109,453	\$1,939,869	871
23	060710073.031	1,738	\$33,523	\$1,287,302	861
24	060710073.032	1,531	\$40,202	\$1,264,358	922
25	060710073.033	1,558	\$43,284	\$1,515,301	1,112
26	060710073.051	3,016	\$51,703	\$2,282,146	1,656
27	060710073.052	1,260	\$35,353	\$850,463	667
28	060710073.061	2,871	\$60,230	\$4,428,869	1,748
29	060710073.062	3,587	\$66,804	\$4,221,360	2,106
30	060710076.043	1,986	\$61,534	\$2,070,093	1,048
31	060710078.001	1,425	\$52,688	\$1,641,591	902
32	060710078.002	2,359	\$52,678	\$2,891,880	1,398
33	060710078.003	1,409	\$45,605	\$1,461,661	787
34	060710079.043	3,679	\$109,925	\$4,758,389	2,171
35	060710080.011	1,254	\$53,396	\$800,980	637
36	060710080.012	1,663	\$41,669	\$961,206	885
37	060710080.013	3,785	\$62,929	\$3,227,007	2,304
38	060710080.021	737	\$57,004	\$613,383	393
	2016 Total Population				

Infographics

A way to visualize key information

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Reports

Create reports for your sites

Types of Reports:

- Standard Reports
- Comparison Reports
- Custom Reports

Formats:

- PDF
- Excel

Bunz Market Potential

527 W State St, Redlands, California, 92373
Walk Time: 5 minute radius

Prepared by Esri
Latitude: 34.05641
Longitude: -117.18836

Demographic Summary	2016	2021	
Population	88	86	
Population 18+	70	69	
Households	48	46	
Median Household Income	\$42,143	\$43,492	
Went to family restaurant/steak house in last 6 mo	55	78.6%	105
Went to family restaurant/steak house 4+ times/mo	21	30.0%	109
Spent at family rest/steak hse last 6 months: <\$31	8	11.4%	161
Spent at family rest/steak hse last 6 months: \$31-50	7	10.0%	121
Spent at family rest/steak hse last 6 months: \$51-100	12	17.1%	114
Spent at family rest/steak hse last 6 months: \$101-200	7	10.0%	84
Spent at family rest/steak hse last 6 months: \$201-300	4	5.7%	105
Spent at family rest/steak hse last 6 months: \$301+	4	5.7%	78
Family restaurant/steak house last 6 months: breakfast	9	12.9%	103
Family restaurant/steak house last 6 months: lunch	12	17.1%	91
Family restaurant/steak house last 6 months: dinner	36	51.4%	111
Family restaurant/steak house last 6 months: snack	1	1.4%	75
Family restaurant/steak house last 6 months: weekday	22	31.4%	103
Family restaurant/steak house last 6 months: weekend	30	42.9%	104
Fam rest/steak hse/6 months: Applebee's	21	30.0%	127
Fam rest/steak hse/6 months: Bob Evans Farms	4	5.7%	156
Fam rest/steak hse/6 months: Buffalo Wild Wings	9	12.9%	151
Fam rest/steak hse/6 months: California Pizza Kitchen	2	2.9%	85
Fam rest/steak hse/6 months: Carrabba's Italian Grill	2	2.9%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	3	4.3%	66
Fam rest/steak hse/6 months: Chili's Grill & Bar	9	12.9%	106
Fam rest/steak hse/6 months: CICI's Pizza	4	5.7%	147
Fam rest/steak hse/6 months: Cracker Barrel	7	10.0%	99
Fam rest/steak hse/6 months: Denny's	8	11.4%	124
Fam rest/steak hse/6 months: Golden Corral	6	8.6%	106
Fam rest/steak hse/6 months: IHOP	8	11.4%	102
Fam rest/steak hse/6 months: Logan's Roadhouse	3	4.3%	125
Fam rest/steak hse/6 months: LongHorn Steakhouse	5	7.1%	150
Fam rest/steak hse/6 months: Old Country Buffet	1	1.4%	83
Fam rest/steak hse/6 months: Olive Garden	13	18.6%	107
Fam rest/steak hse/6 months: Outback Steakhouse	5	7.1%	75
Fam rest/steak hse/6 months: Red Lobster	9	12.9%	107
Fam rest/steak hse/6 months: Red Robin	4	5.7%	94
Fam rest/steak hse/6 months: Ruby Tuesday	4	5.7%	94
Fam rest/steak hse/6 months: Texas Roadhouse	6	8.6%	113
Fam rest/steak hse/6 months: T.G.I. Friday's	5	7.1%	95
Fam rest/steak hse/6 months: Waffle House	3	4.3%	81
Went to fine dining restaurant last month	7	10.0%	89
Went to fine dining restaurant 3+ times last month	2	2.9%	91
Spent at fine dining rest in last 6 months: <\$51	2	2.9%	140
Spent at fine dining rest in last 6 months: \$51-\$100	3	4.3%	116
Spent at fine dining rest in last 6 months: \$101-\$200	2	2.9%	77
Spent at fine dining rest in last 6 months: \$201+	2	2.9%	72

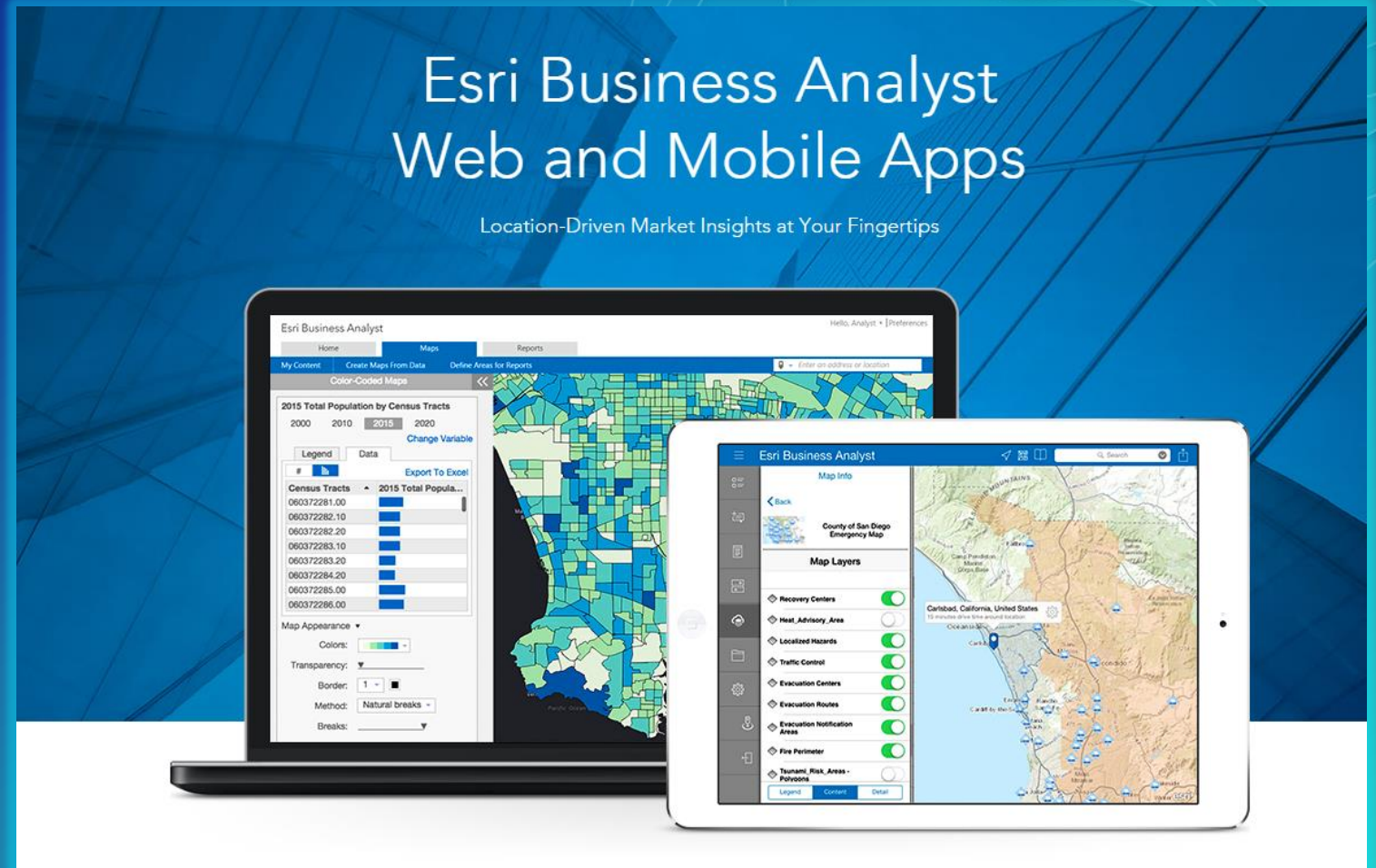
Source: Esri, Esri and GfK MRI

Infographics and Reports

Customize infographics and reports

Summary

- Easily accessible
- Updated annually
- ArcGIS Platform
- Free 21-day trial



Questions?





esri

THE
SCIENCE
OF
WHERE

Links

[ArcGIS Online Credits](#)

[Suitability Analysis](#)

[Infographics](#)

Roles

Roles

Role Name: Custom_BA_Role

Description: test

TOGGLE ALL ON

COLLAPSE ALL

SAVE ROLE

DISCARD CHANGES

General Privileges

Groups

- ☒ Create, update, and delete
- ☒ Join organizational groups
- ☐ Join external groups

Content

- ☒ Create, update, and delete
- ☒ Publish hosted feature layers
- ☐ Publish hosted tile layers
- ☐ Publish hosted scene layers

Sharing

- ☒ Share with groups
- ☒ Share with organization
- ☐ Share with public
- ☒ Make groups visible to organization
- ☐ Make groups visible to public
- ☐ Make groups available to Open Data

Premium Content

- ☒ Geocoding
- ☒ Network Analysis
- ☐ Spatial Analysis
- ☒ GeoEnrichment
- ☒ Demographics
- ☐ Elevation Analysis

Features

- ☒ Edit
- ☐ Edit with full control

Open Data

- ☐ Manage Open Data site(s)