

Makeover Series: Transform Your Data Using Demographics

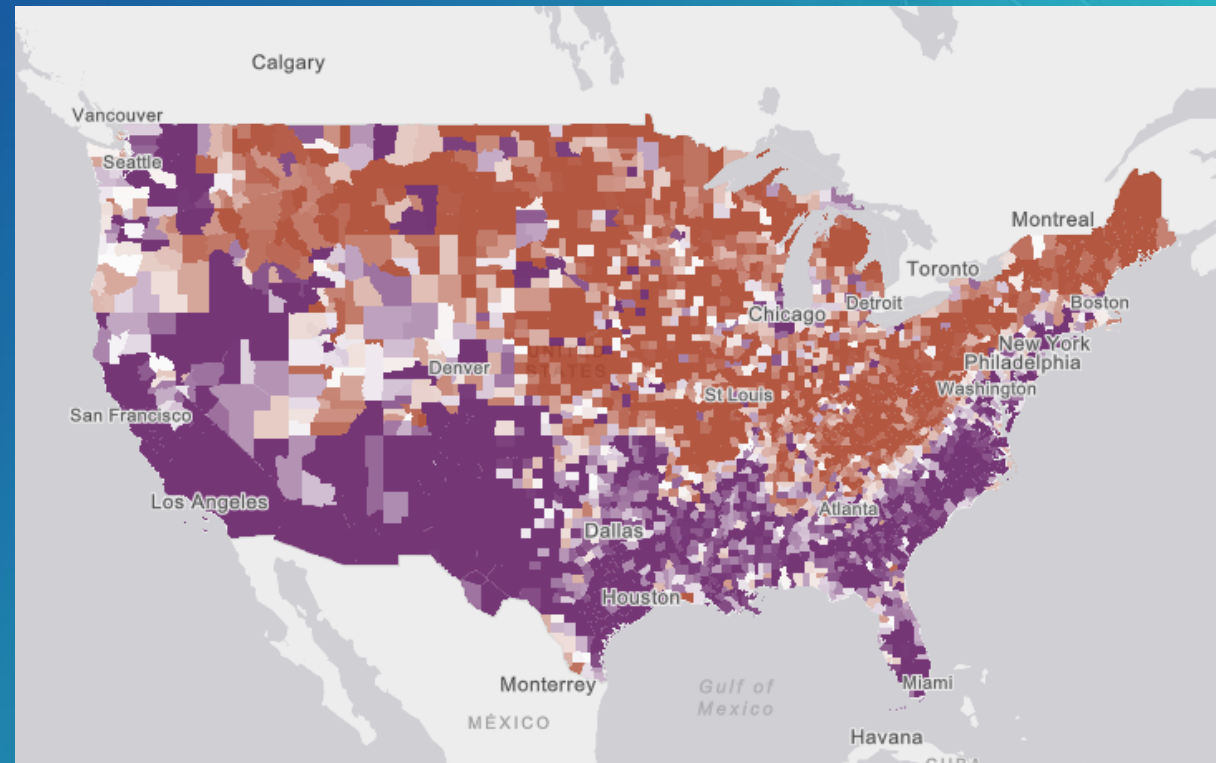
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 @lisaberry_gis

Add Demographics to Your Data

Learn more about people, businesses, and patterns

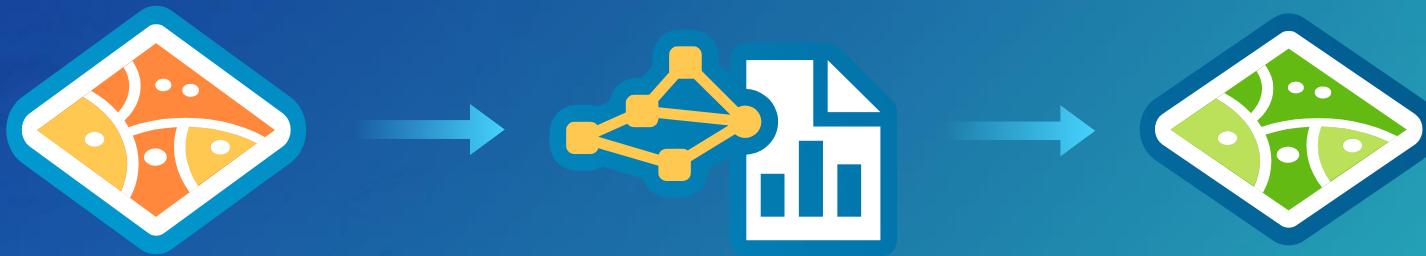
- Geoenrichment, geoenrich, enrichment, enrich- what is it??
- How to use geoenrichment in ArcGISSM Online
- Explore patterns and relationships



Enrich Your Data

How it works

- Start with hosted data
- Geoenrich your data with demographics
- Results in a new layer in your content
 - Still contains your existing data, but now with demographic attributes added



Tip: A similar workflow can also be done within Maps for Office, ArcGIS Pro, or Business Analyst Web App

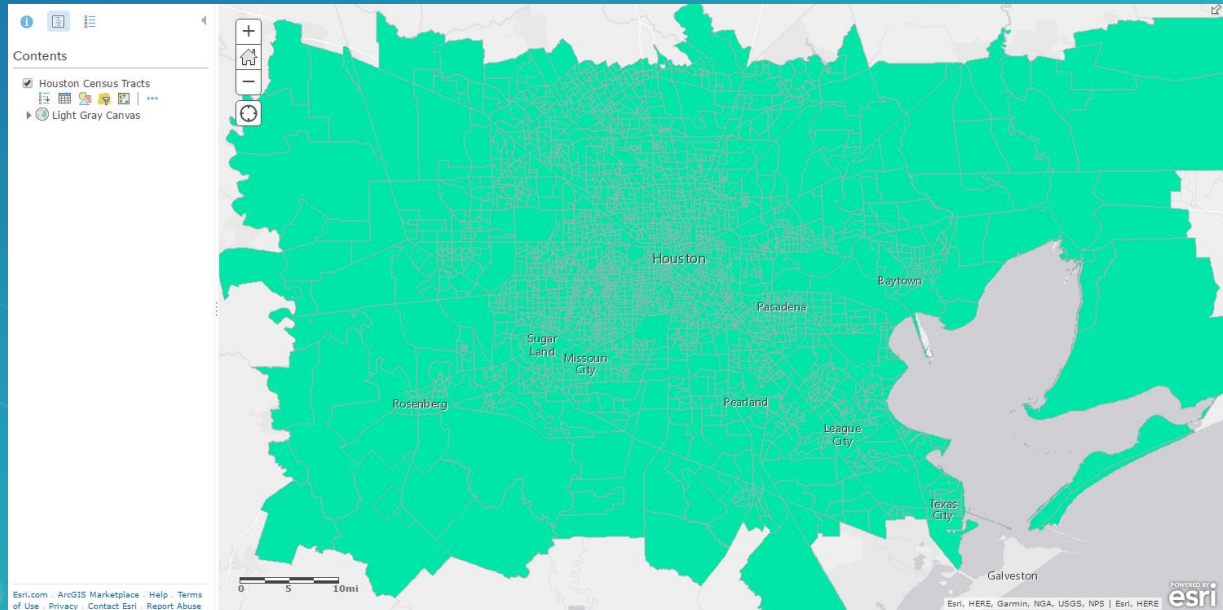
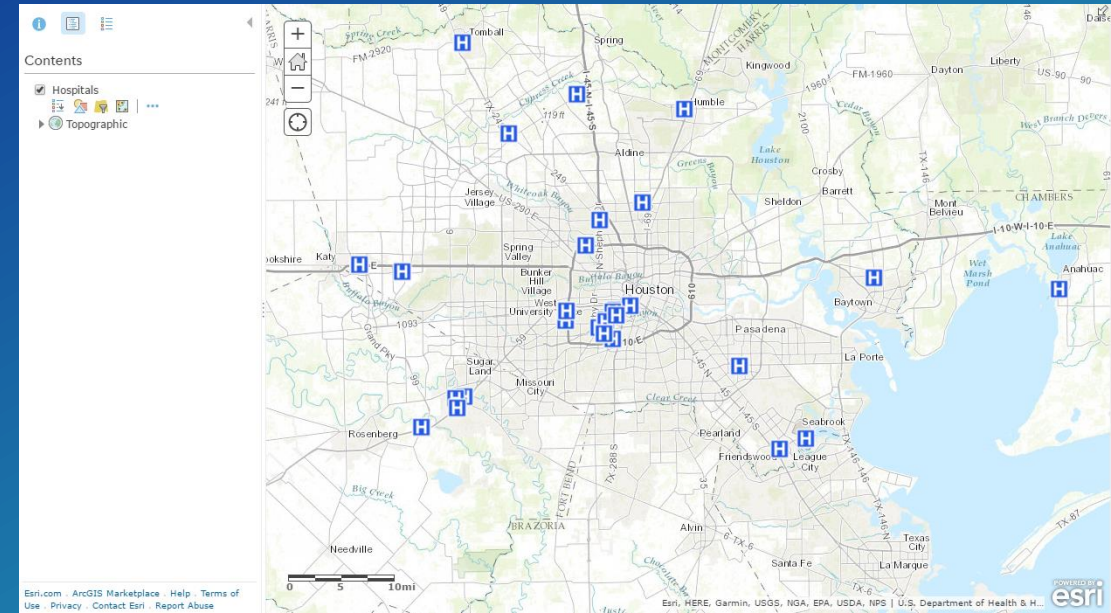
Start with Data

Examples:

Points, lines, polygons, Map Notes, tables, CSV
(anything with spatial component)

- Polygons- apportions to your polygon shape
- Lines and points- requires an input to specify how the demographics will be added
 - Ex- walk time, drive time, walk distance, drive distance, distance buffer

Host to ArcGIS Online



Before Getting Started- Ask Questions

What do you want to learn?

Who do you want to learn about? (people, businesses)

Examples:

- How many people/businesses are in an area?
- What types of products do people buy?
- Are the people here likely to buy organic food?
- How much do people spend on goods or services?

These questions can help you decide what type of demographic attributes to choose

Enrich Your Data with Demographics

Home ▾ My Map

Details Add ▾ Basemap Analysis Save ▾ Share Print

Contents

- ✓ Hospitals
- Topographic

Perform Analysis

- Summarize Data
- Find Locations
- ▼ Data Enrichment
 - Enrich Layer
- Analyze Patterns
- Use Proximity
- Manage Data

Enrich Layer

1 Choose layer to enrich with new data

Hospitals

Click Select Variables to open Data Browser and browse for variables

SELECT VARIABLES 0 Selected Variables

3 Define areas to enrich

Line distance

1 Miles

☐ Return result as bounding areas

4 Result layer name

Enriched Hospitals

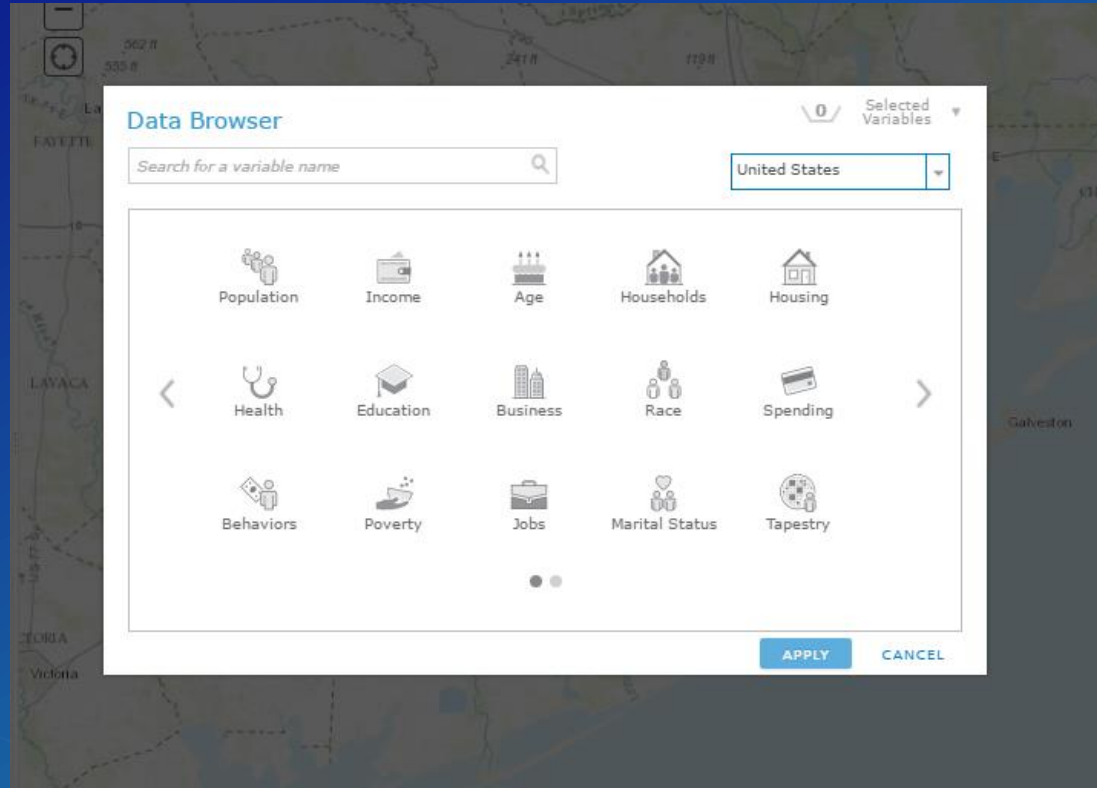
Save result in lisa_berry

☒ Use current map extent Show credits

RUN ANALYSIS

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Enrich Your Data with Demographics



Browse or search for variables

A screenshot of the 'Enrich Layer' interface. It is divided into four numbered steps: 1. 'Choose layer to enrich with new data' with a dropdown menu set to 'Hospitals'. 2. 'Select variables' with a list of two variables, '2021 Total Population' and '2016 Total Population', each with a close button (X). This section is highlighted with an orange border. 3. 'Define areas to enrich' with a dropdown menu set to 'Walking Time', a text input '5', and a dropdown menu set to 'Minutes'. There is also a checkbox for 'Return result as bounding areas'. 4. 'Result layer name' with a text input 'Enriched Hospitals' and a dropdown menu 'Save result in' set to 'lisa_berry'. At the bottom, there is a checkbox for 'Use current map extent' and a 'Show credits' link. A large blue button labeled 'RUN ANALYSIS' is at the bottom, highlighted with an orange border.

Polygons

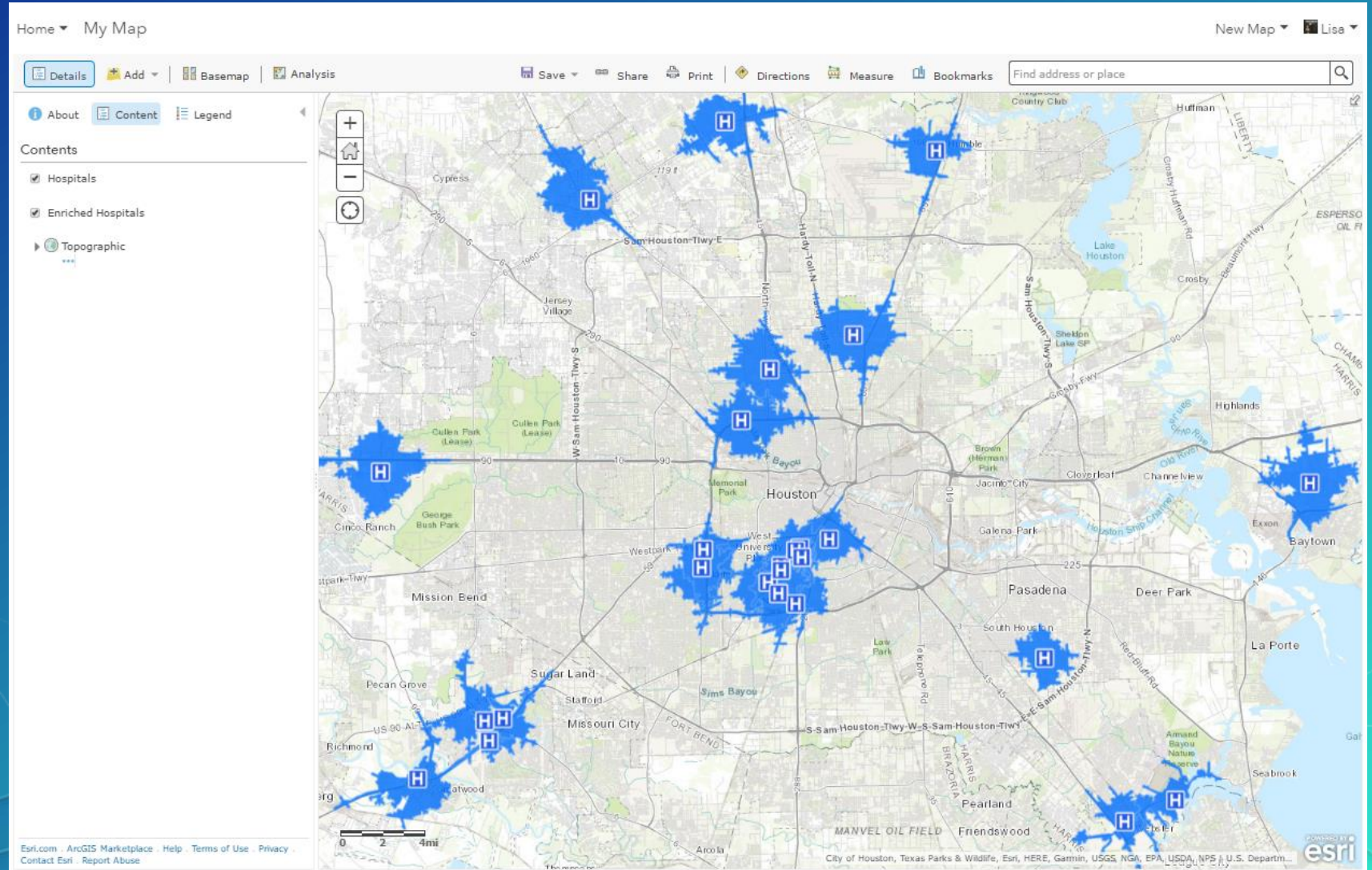
Data is apportioned
to your boundaries

Points/Lines

Use step 3 to define
what distance is
used for
apportionment

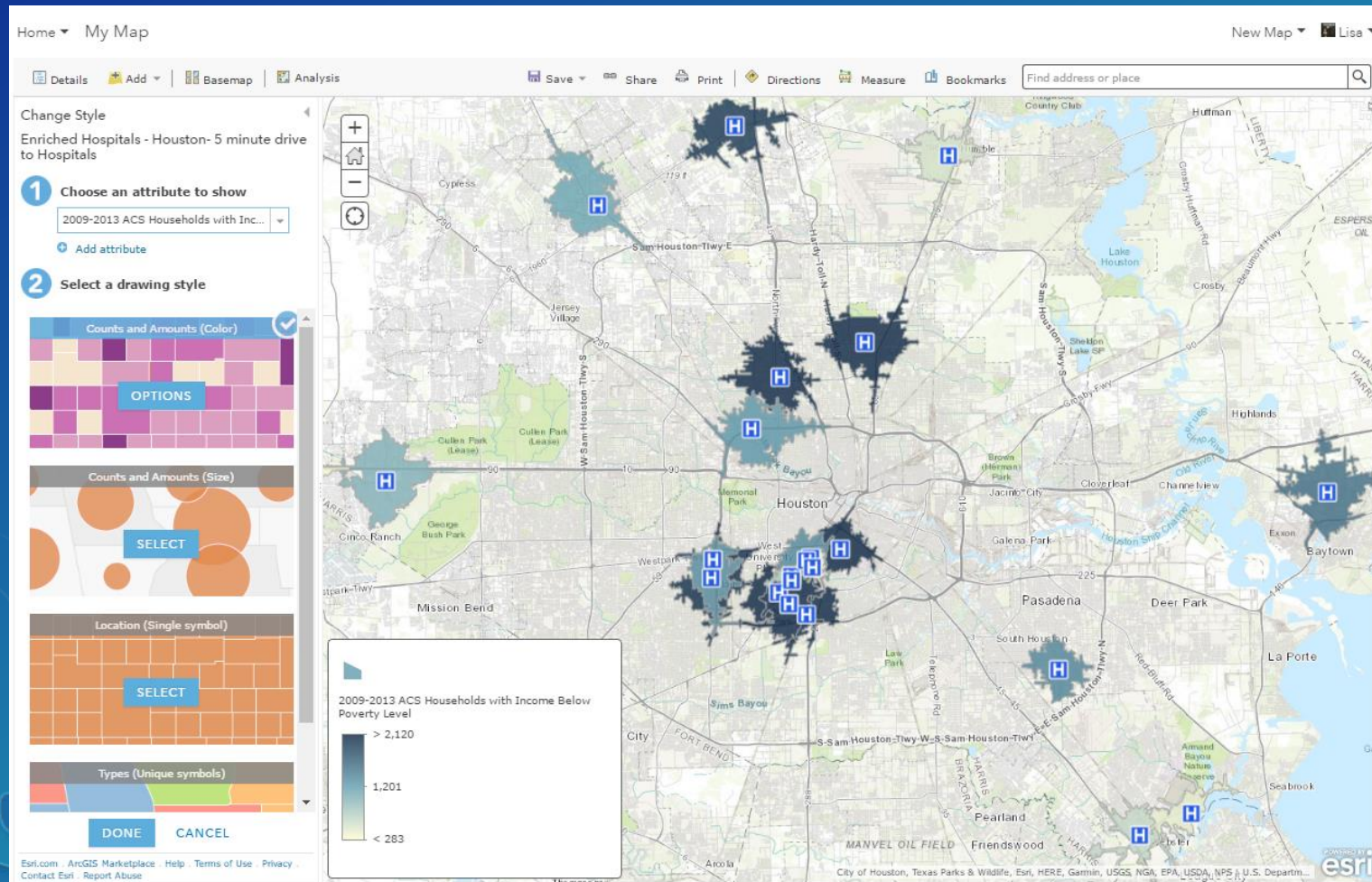
Explore Your New Layer

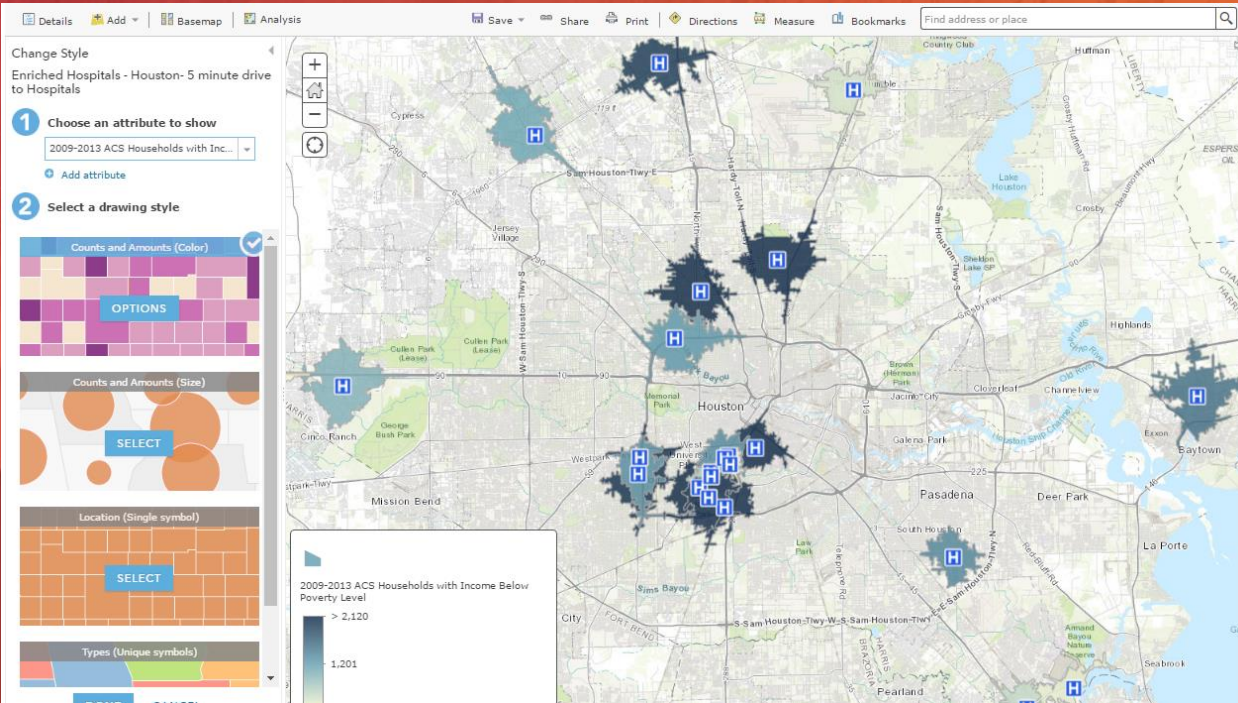
- New layer will be added to your map
- This new layer is also now stored in your “My Content”
- Contains all of your original data, plus your new demographic attributes



Explore Your New Layer

- Use smart mapping to explore the data patterns



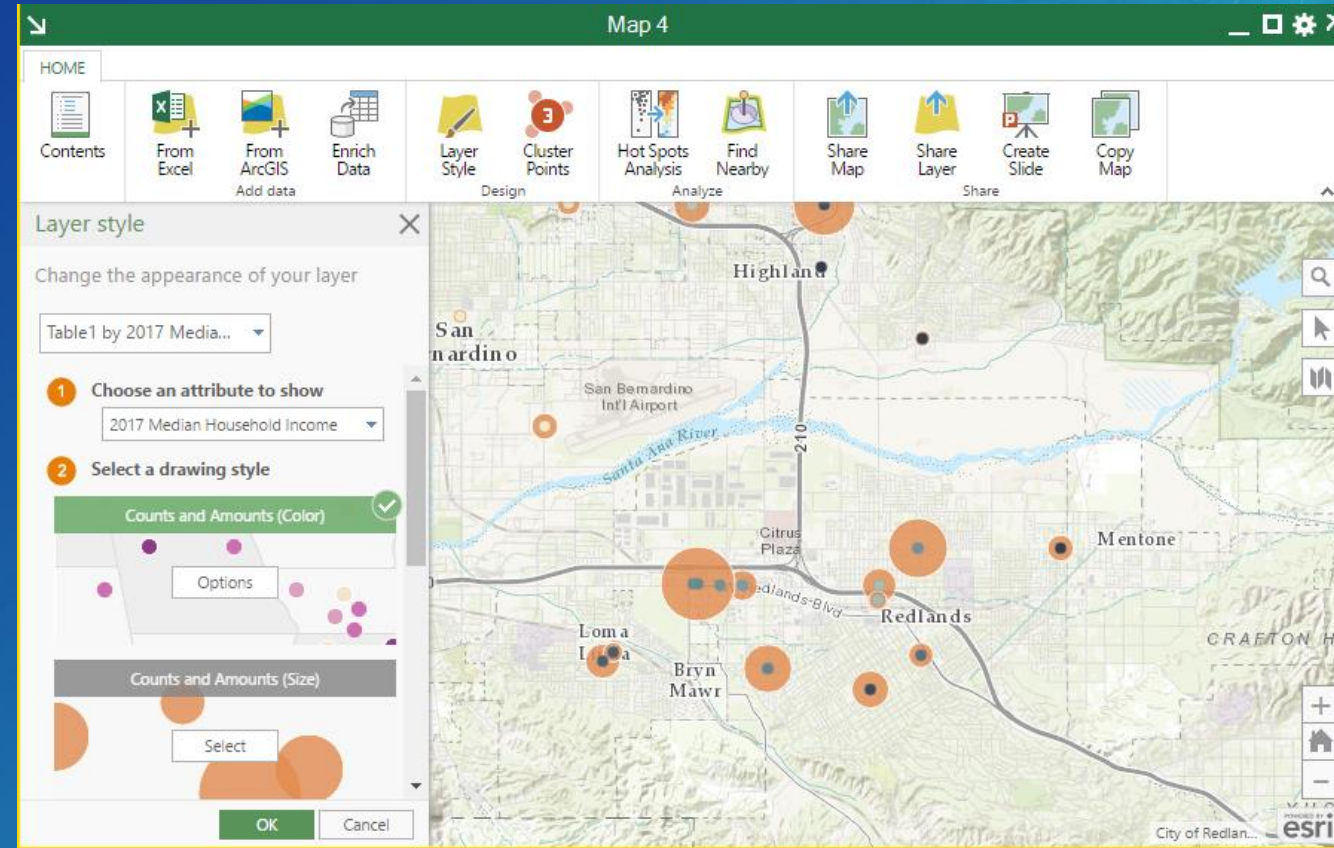


Demo: How its Done

Add Demographics to Your Data

Learn more about people, businesses, and patterns

- What is enrichment?
- How to use enrichment
- Explore patterns and relationships



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