Analytics
powered by location
Powerful analysis made simple

• Visual, intuitive, and interactive

Analysis methods presented as questions

Smart defaults

Drag-n-Drop
Made for the “Analyst”

- Usable Across Roles, Titles, and Skill Levels

Perform Analysis – Basic to Advanced

Interactive Pages & Reports

Analytical Models & Methodology

Data & Analysis Results

Viewers

Analysts

Data Stores & Applications

GIS Analyst
Data Scientist
Data Analyst
Business Analyst
Industry Expert
Decision Maker
Business Data and Spatial data together in one place
Location-enable your business data

- Perform address-level geocoding
- Work with data in a custom spatial reference
- Spatial join to global boundaries, with granularity
- Leverage your custom spatial data
Powerful analysis made simple

- Find the right questions to ask
- Relate and overlay datasets
- Quantify and describe
Online or Enterprise

SaaS
ArcGIS Online

OR

Your Infrastructure
(Physical, Virtual, or Cloud)
ArcGIS Enterprise
Adding Data to Insights

- When adding data to a workbook, each layer, table, or view is added as a separate dataset by default.
- Insights works directly against the fields.
- Semantic model created behind the scenes:
  - Geo-Dimension; Temporal-Dimension; Categorical (Strings); Quantitative (Numbers).

...roles help define actions that can be taken in Insights for ArcGIS.
Working in Insights

Rename datasets

Changing the value, number to string and rate

Add a second piece of information to the pop-up

Rename fields
## Working with tables

### Data table

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>COUNT of Predicted GDP</th>
<th>Estimated SUM</th>
<th>SUM</th>
<th>Residual SUM</th>
<th>SUM</th>
<th>Standardized Residual SUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>26</td>
<td>694,919,6255</td>
<td>122,805,1047</td>
<td></td>
<td>11,5854</td>
<td></td>
</tr>
<tr>
<td>Austria</td>
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<td>673,845,0363</td>
<td>157,990,888</td>
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<td>14,9048</td>
<td></td>
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<td>Belgium</td>
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<td>10,4554</td>
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<tr>
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<td>200,569,4521</td>
<td></td>
<td>24,5821</td>
<td></td>
</tr>
</tbody>
</table>

Total: 1,205
Total: 27,874,554,9547
Total: 0.000235
Total: -0.0000000024
Highly interactive
Analytic Workflows, With Deeper Insight

Exploratory Analysis
- Charts, tables, and maps
- Interactivity between visualizations
- Context of the largest digital atlas in world

Statistical Analysis
- Descriptive stats
- Regression
- Link analysis

Spatial Analysis
- How is it distributed?
- How is it related?
- What's nearby?
- How has it changed?

Data Preparation
- Format fields
- Calculate new fields

GeoEnablement
- Geocode address
- Convert X,Y
- Join to boundaries
- Enrich proportionally with demographic variables

Record & Repeat Analysis
- Share model to analysts
- Document best practices
- Re-run with new data

Share Results
- Share with executives
- Tell your story
- Share with public
Spatial analysis

- Enrich Data
- Calculate Density
- Create Buffer/Drive Times
- Spatial Filter
- Spatial Aggregation
- Find Nearest
Statistical analysis

- Calculate Ratio
- Predict Variable
- View Link Chart
- Calculate % Change
- Calculate Z-Score
- Create Regression Model
Spatial and statistical analysis: Real-world examples

- Predict variable, to forecast where 911 calls are likely to happen, based on projected data
- Spatially filter and spatially aggregate, to summarize and understand patterns of social events and activities
- Enrich data, to add population data and wildlife areas, to measure human impact
Sharing pages and collaborating with models

Maximize your work

1. Inform decision makers
2. Collaborate with analysts
Let’s take a deeper look at Insights!
2019 Roadmap

- More analysis & visualization methods
- Python & R Integration
  - Insights
  - Jupyter
- Desktop
  - Mac and Windows PC
- Big data analytics & visualizations
- More data connectors & connector extensibility
- Structured
- Semi-structured
- Unstructured
- More analysis & visualization methods
- Big data analytics & visualizations
- More data connectors & connector extensibility
Learn more...

Training courses
www.esri.com/training

Get Started with Insights for ArcGIS (Tutorial)
Get Started with Insights for ArcGIS (Instructor-led course)

ArcGIS resources
doc.arcgis.com
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Scroll down to find the feedback section

Complete answers and select “Submit”