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# ArcGIS Business Analyst - An Introduction

*Jason Channin*

*[jchannin@esri.com](mailto:jchannin@esri.com)*



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# Agenda

- Introduce Business Analyst
- Examine the **data**
  - PowerPoint and demo
- Discuss product **functionality**
  - PowerPoint and demo
- Training, Support, Help/Documentation



# What is Business Analyst?

- Extension to ArcGIS Desktop
- GIS for the Business world
- Dropdown dockable toolbar with Wizard-driven interface
  - Data
  - Maps
  - Reports
- Multiple industry solution providing analysis tools and data to help make business decisions
- U.S. coverage
  - Ability to localize internationally



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# Business Analyst helps answer...

Who are my competitors?

**Why are certain stores performing poorly?**

Which ZIP codes are most likely to buy?

**How far do my customers typically travel?**

**Where should my next franchise go?**

Where are the top 10 markets for each state?

How can I target my marketing campaign to specific people?

How can I divide up my sales territories?

**Where do my best customers live?**

Can I attract new clients in that spot?

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# Who uses Business Analyst?

## Some Industries...

- Advertising
- Banking
- Economic Development
- Electric and Gas
- Fire and Safety
- Retail
- Healthcare
- Insurance
- Manufacturing
- Marketing
- Real Estate
- Telecommunications



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# Who uses Business Analyst and why?

## Some examples...

- Newspapers
  - Define reader profiles, “who lives where”
  - Refine ad circulation to specific ZIP Code areas
- Auto Dealers
  - Map customers by vehicle registrations
  - Distinguish market areas based on percentage of buyers near each dealership
- Pizza Chains
  - Determine delivery boundaries by drive time
  - Eliminate multiple franchise area overlaps

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# Data

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# Data

- Ready-to-use datasets
  - Viewed through predefined map documents (.mxd)
  - Bring in your own
- 9 GB highly compressed
  - Fits on DVD
  - SDC Format (Smart Data Compression)
- Annual updates
  - Current year estimates and 5 year forecasts on demographics



## Data – Current Datasets

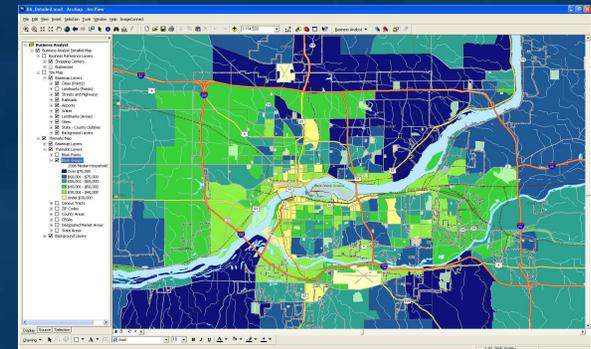
- Demographic variables – ESRI
- Business locations – InfoUSA
- Shopping centers – Directory of Major Malls (DMM)
- National street network – TeleAtlas
- Address geocoder – ESRI
- Aerial imagery – GlobeXplorer



# Data – Demographics



- ESRI Demographic Data
  - Over 1,500 categories
  - Med household income, population, race, age, occupation, etc.
  - Consumer expenditure data
  - 1990, 2000, current year, 5-year projections
  - Included in many levels of geography
    - State
    - DMA (Nielsen Media Research)
    - CBSA (Micro + Metropolitan Statistical Areas)
    - County
    - Zip Code
    - Census Tract
    - Block Group



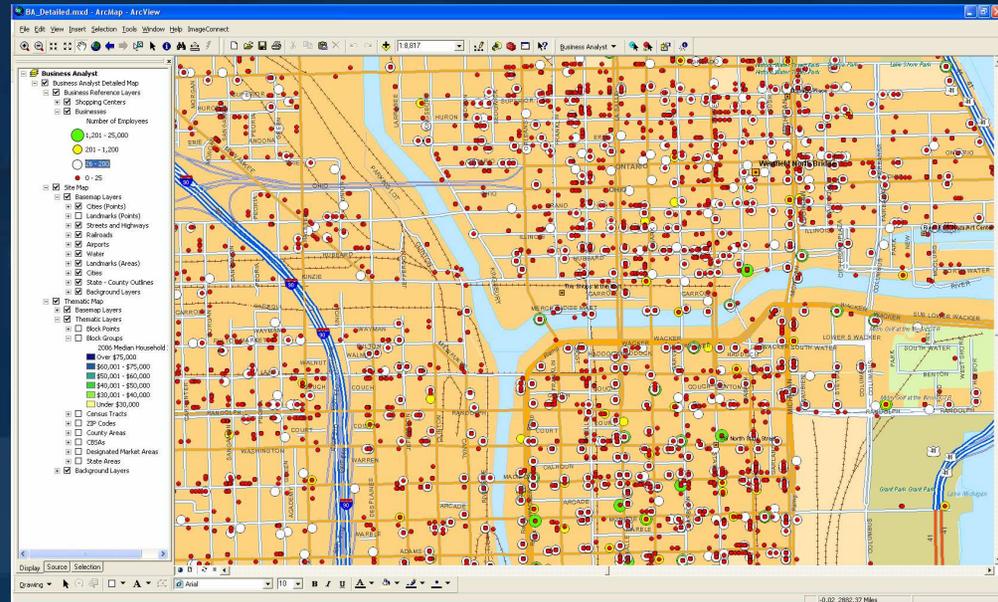


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# Data – Businesses



- InfoUSA Business Locations
  - Over 11 million records
  - Number of employees
  - Sales volumes
  - Phone numbers
  - Addresses



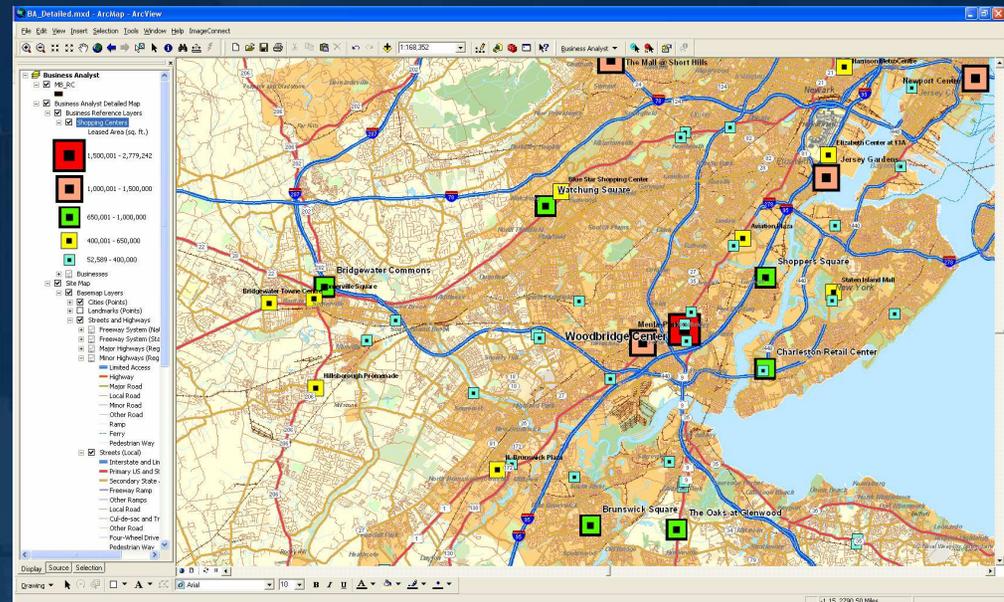
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# Data – Shopping Centers



- Directory of Major Malls (DMM) locations
  - Over 4,000 records
  - Gross leasable area & square footage
  - Total sales
  - Year built/expanded/renovated
  - Anchor stores

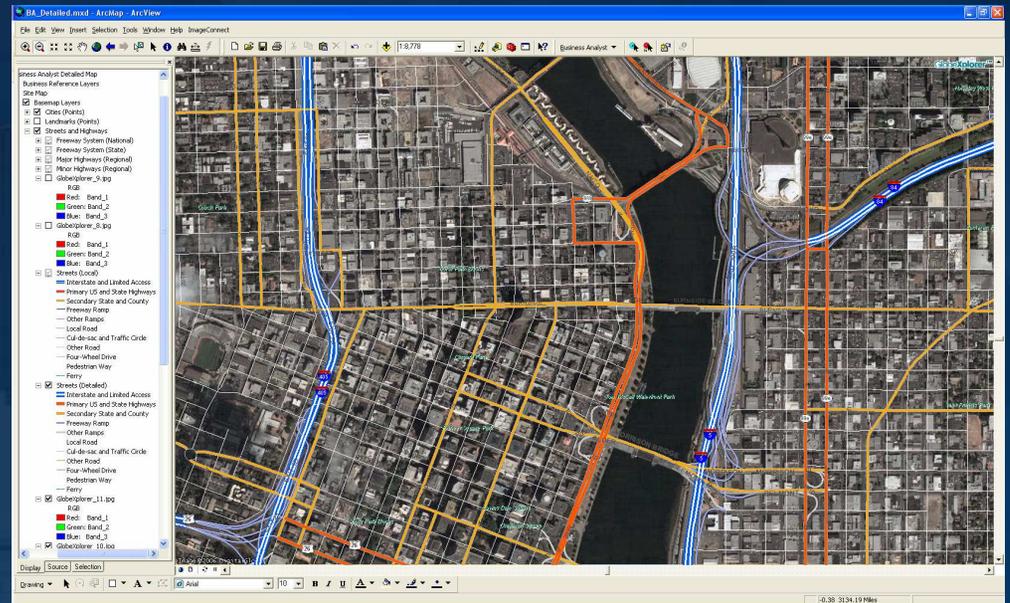




# Data – Aerial Imagery



- GlobeXplorer ImageConnect
  - Premium content
  - Multiple vintages
  - Nationwide coverage
  - No georeferencing needed
  - Instant downloads



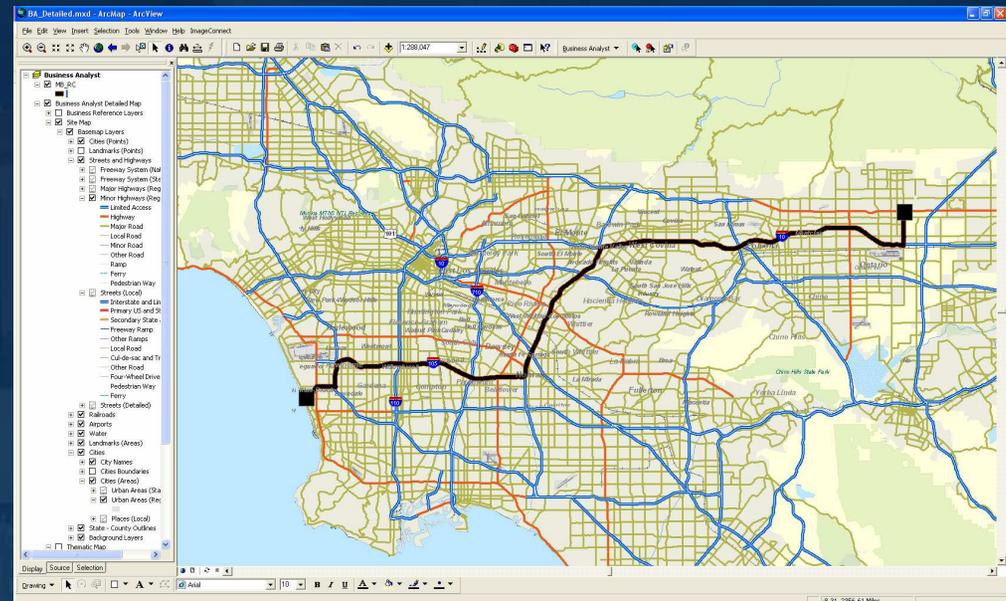


# Data – Streets & Geocoding



- TeleAtlas Dynamap database
  - Nationwide coverage
  - Speed limits
  - Routing
  - Turn-by-turn directions

- ESRI Geocoder
  - Address matching
  - up to 2mil records/hr
  - Rooftop addressing





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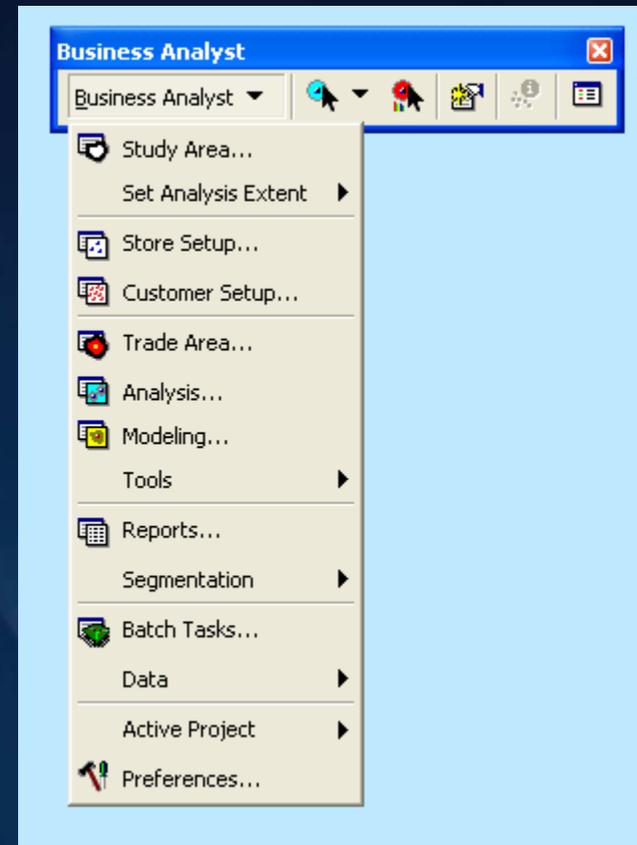
# Functionality

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# Functionality

- Progressive toolbar
  - Maps
  - Reports
  - Analysis tools
- Wizard-driven interface
  - Step-by-step windows
  - Bring in own data
  - Advanced user options
- ArcCatalog data and analysis management

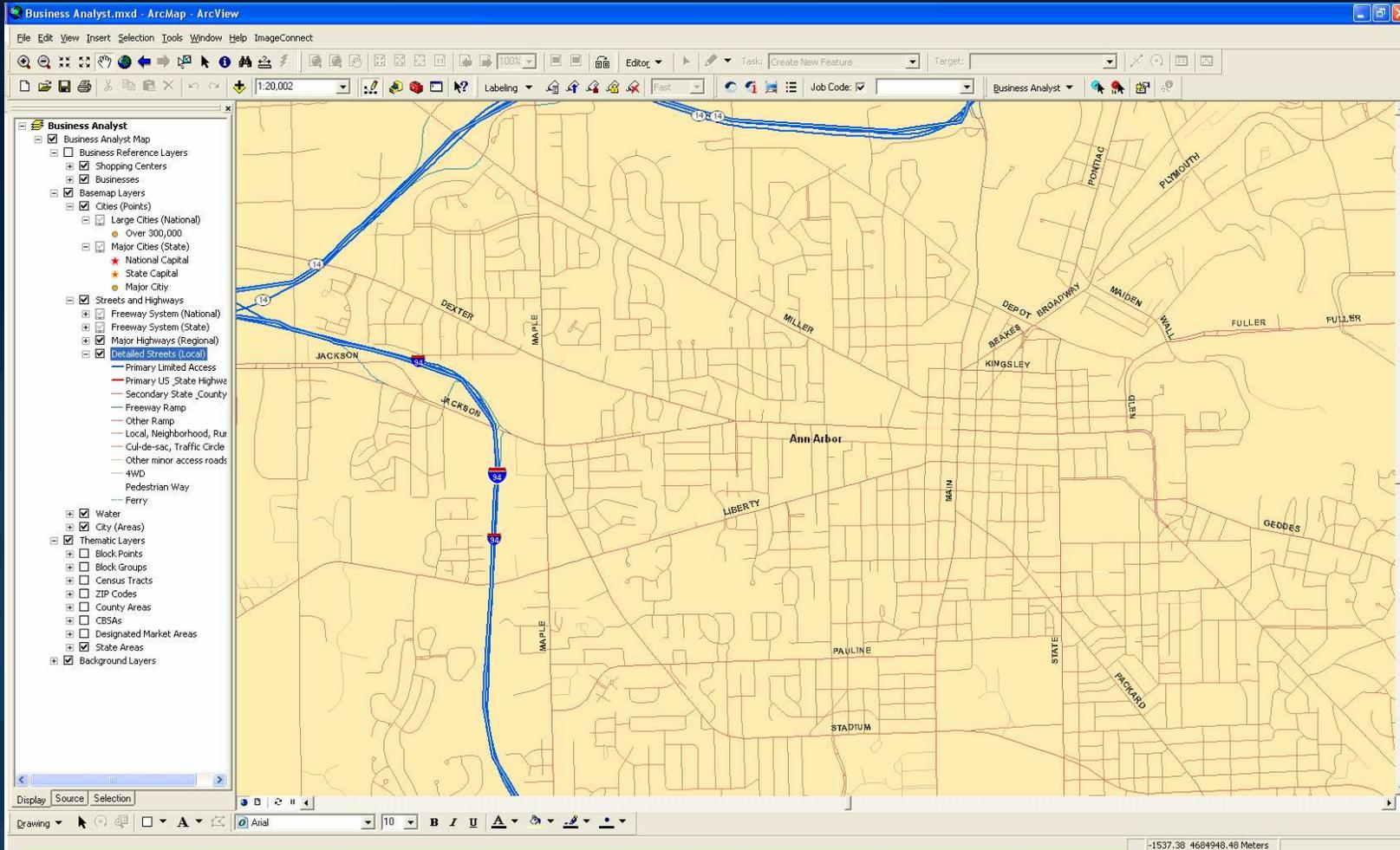




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# Functionality – Maps

- Basic
  - Fast drawing
  - Analysis focused
  - Less display features



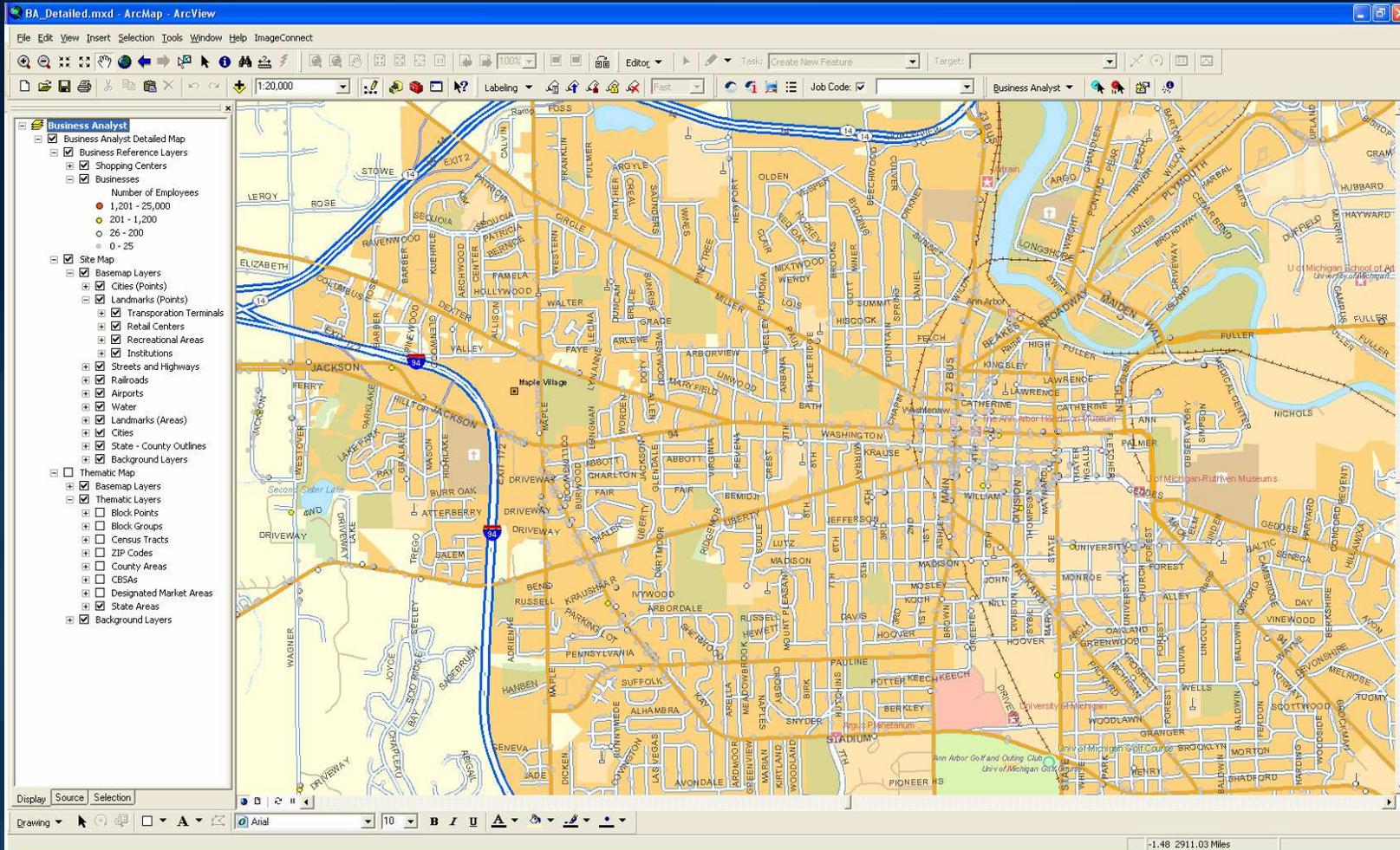
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# Functionality – Maps

- Detailed
  - Presentation quality
  - Beautiful cartography
  - Content rich

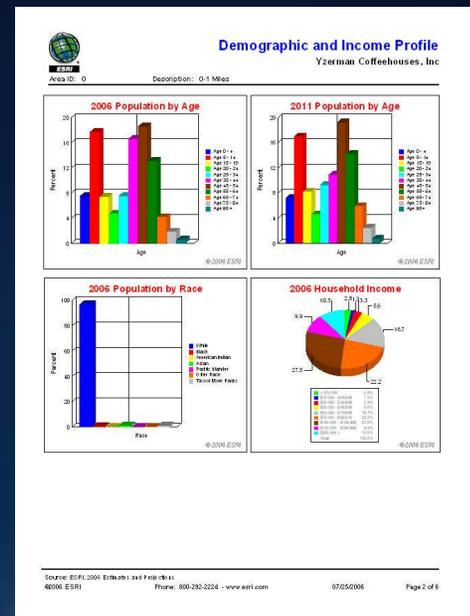


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# Functionality – Reports

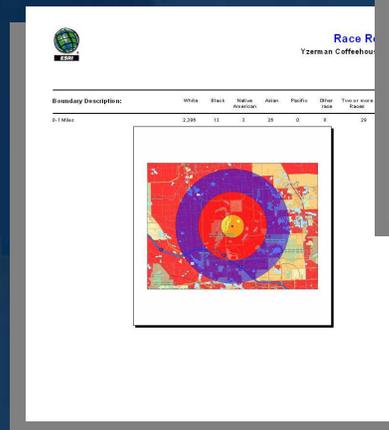
- Multiple Report Types
  - Pre-calculated fields
  - Presentation quality
- Multiple Output Formats
  - Crystal Reports Viewer
  - HTML
  - PDF
  - Word, RTF, Excel, CSV
  - TXT



**Comprehensive Trend Profile**  
Yzerman Coffeehouses, Inc.  
Description: 0.1 Miles

	2006 Estimate	2011 Estimate
Population	2,410	2,570
0-4	16	3
5-9	819	856
10-14	700	724
15-19	2,300	2,399
20-24	2,396	2,469
25-29	13	16
30-34	8	12
35-39	26	37
40-44	29	34
45-49	49	63
50-54	1,210	1,321
55-59	1,200	1,249
60-64	\$95,848	\$117,806
65-69	\$104,550	\$127,703
70-74	\$10,123	\$12,213
75-79	\$120,515	\$140,548
80-84	\$127,480	\$160,475
85+	\$39,007	\$45,742
Median Age	28.306	28.306
Population by Age	195	831
0-4	24	25
5-9	187	186
10-14	208	197
15-19	230	240
20-24	183	211
25-29	117	116
30-34	94	109
35-39	93	106
40-44	149	112
45-49	262	189
50-54	232	213
55-59	229	222
60-64	183	209
65-69	142	146
70-74	53	111
75-79	51	41
80-84	29	41
85+	18	23
Median Age	15	18
Median Age	39.2	39.1

Source: ESRI, 2006 Estimate and Projections  
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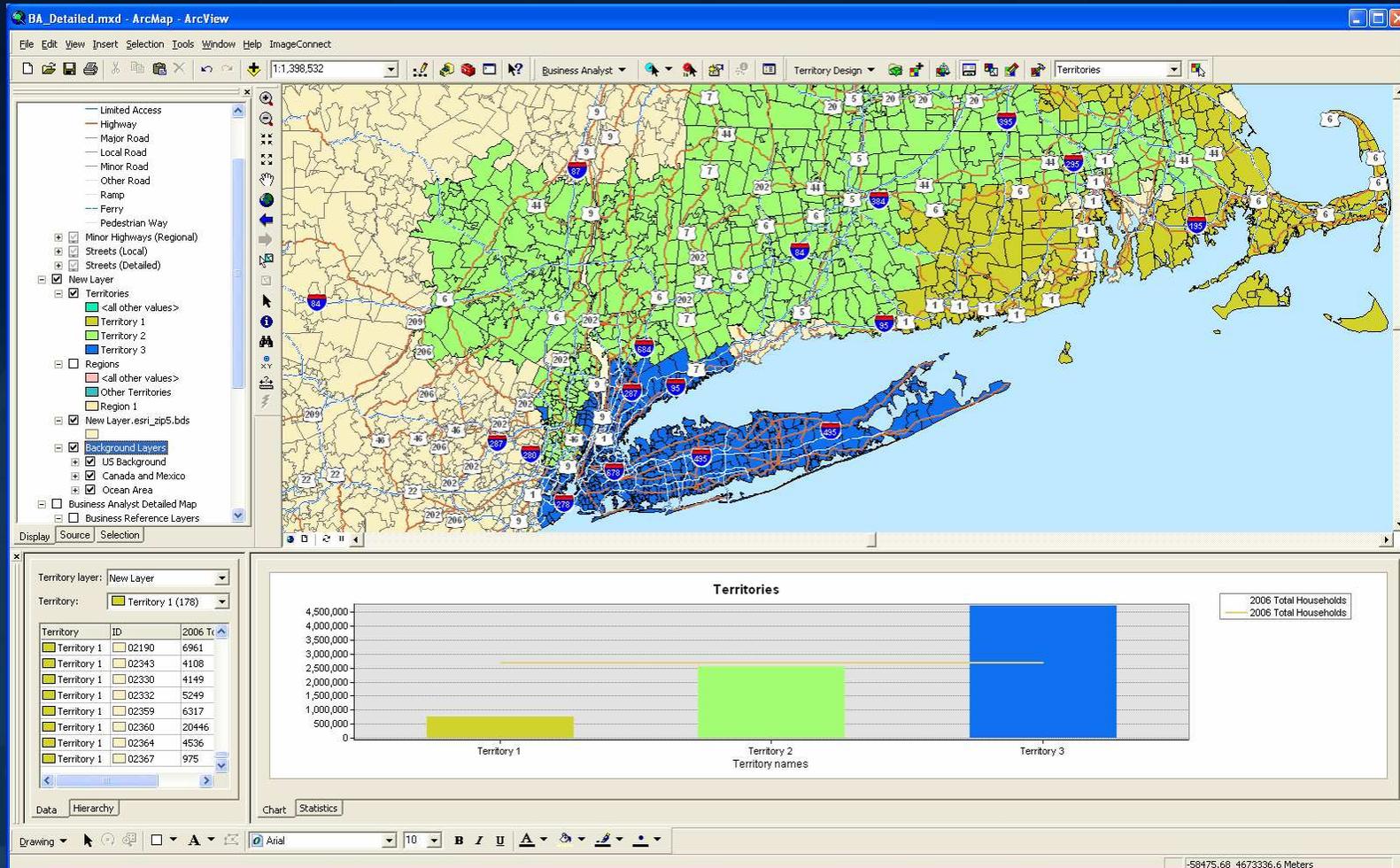




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# Functionality – Tools

- Territory Design



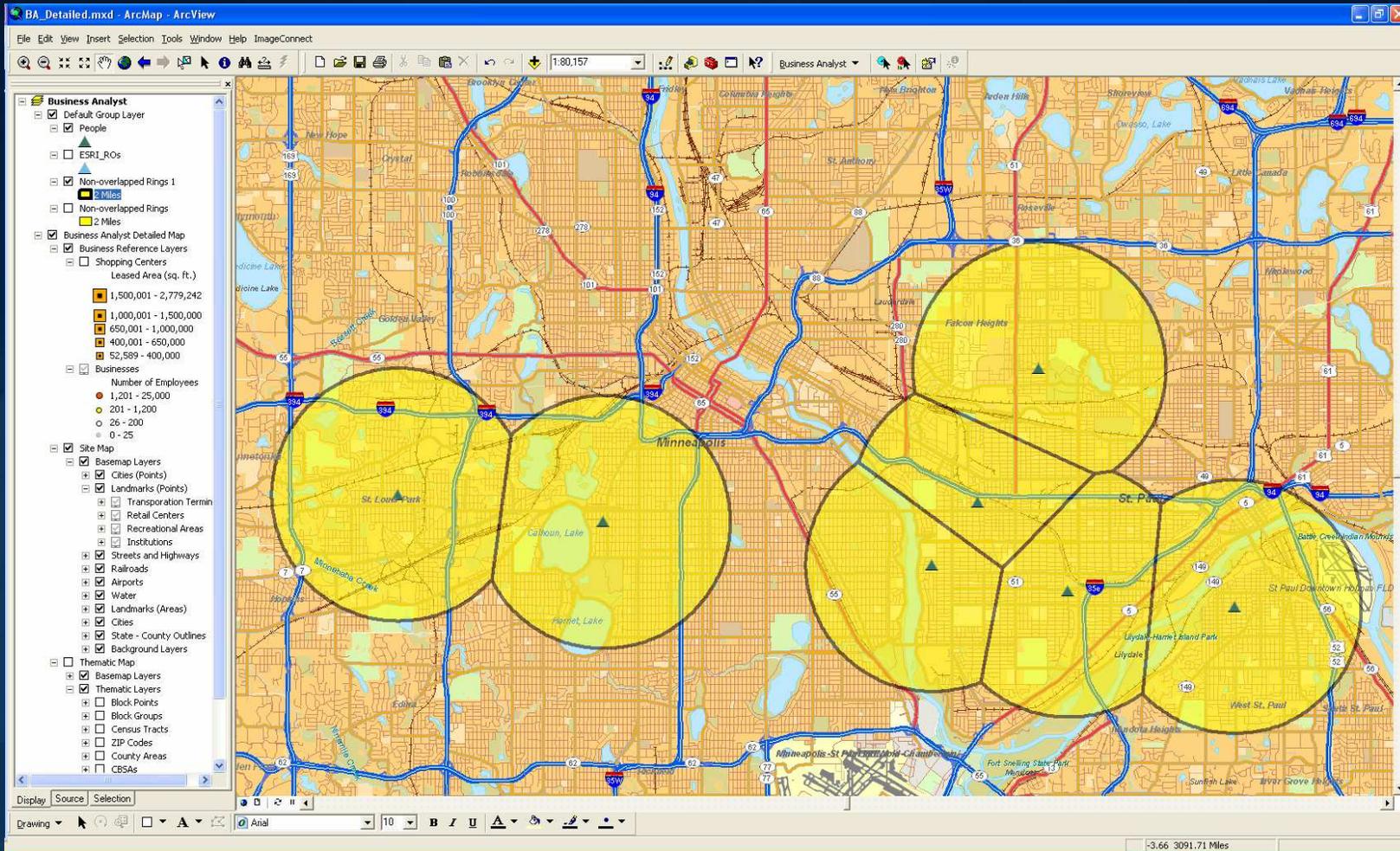
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# Functionality – Tools

- Trade Areas – Non-overlapping Rings

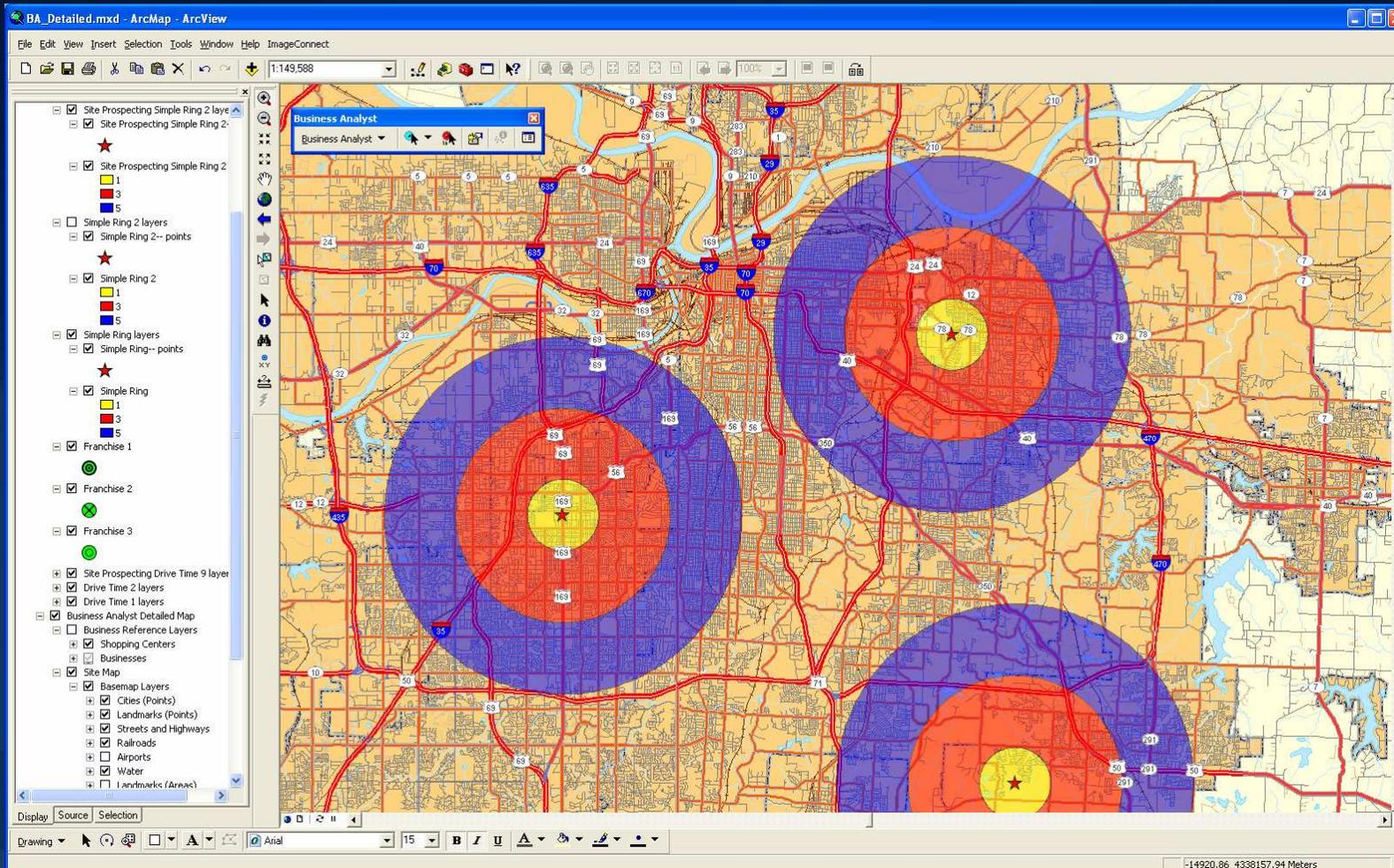


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# Functionality – Tools

- Trade Areas – Simple Rings

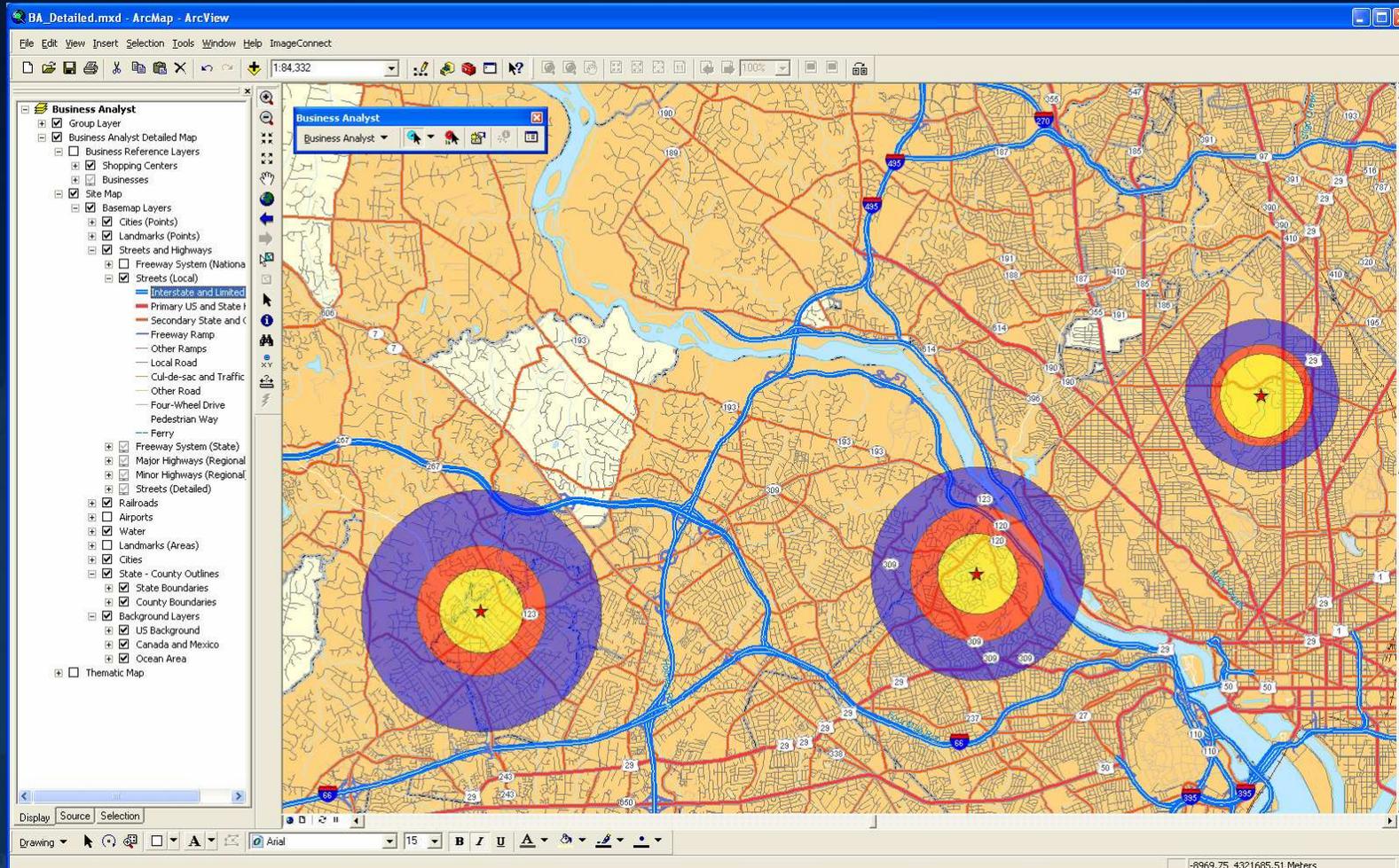




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# Functionality – Tools

- Trade Areas – Threshold Rings



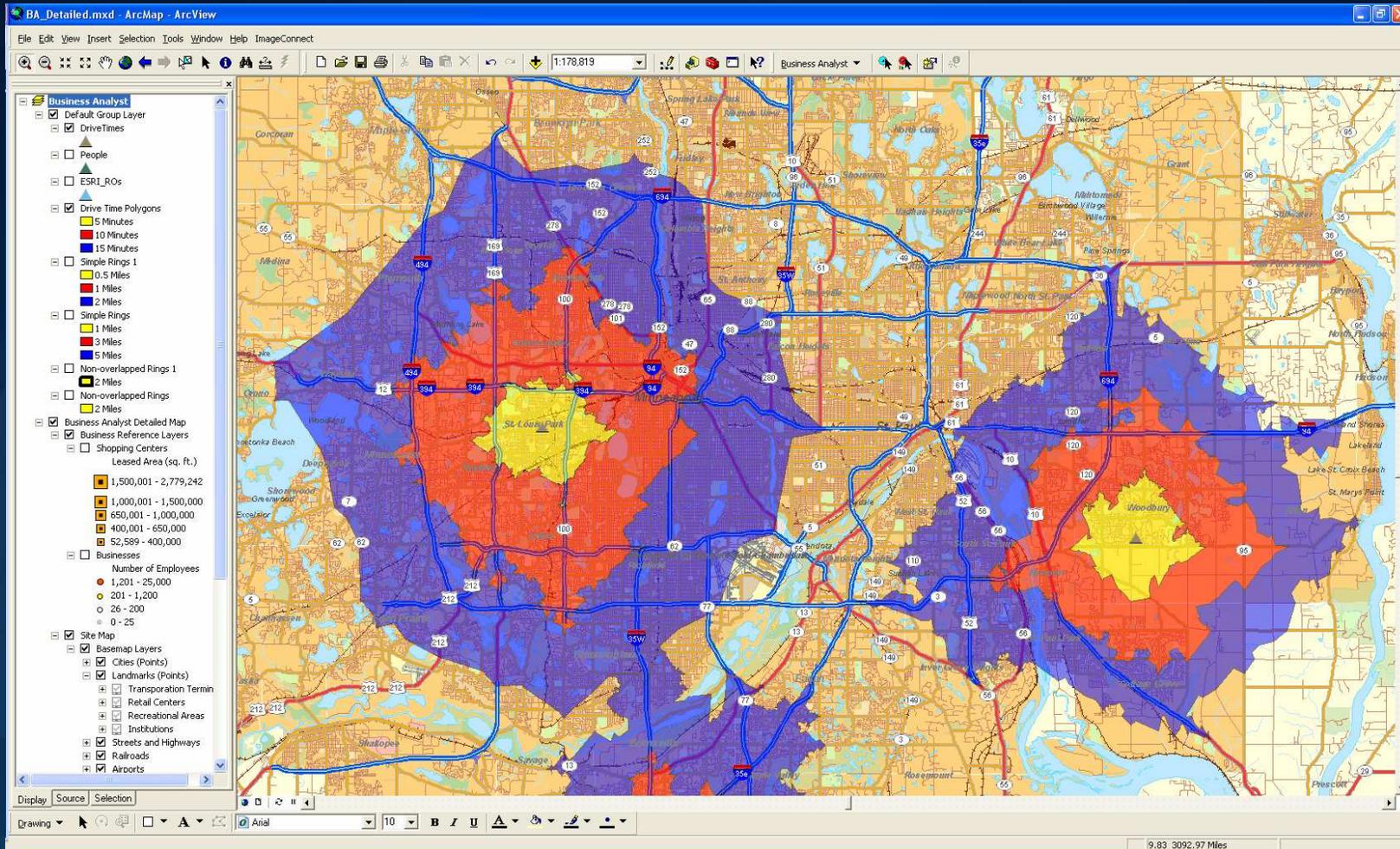
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# Functionality – Tools

- Trade Areas – Drive Times



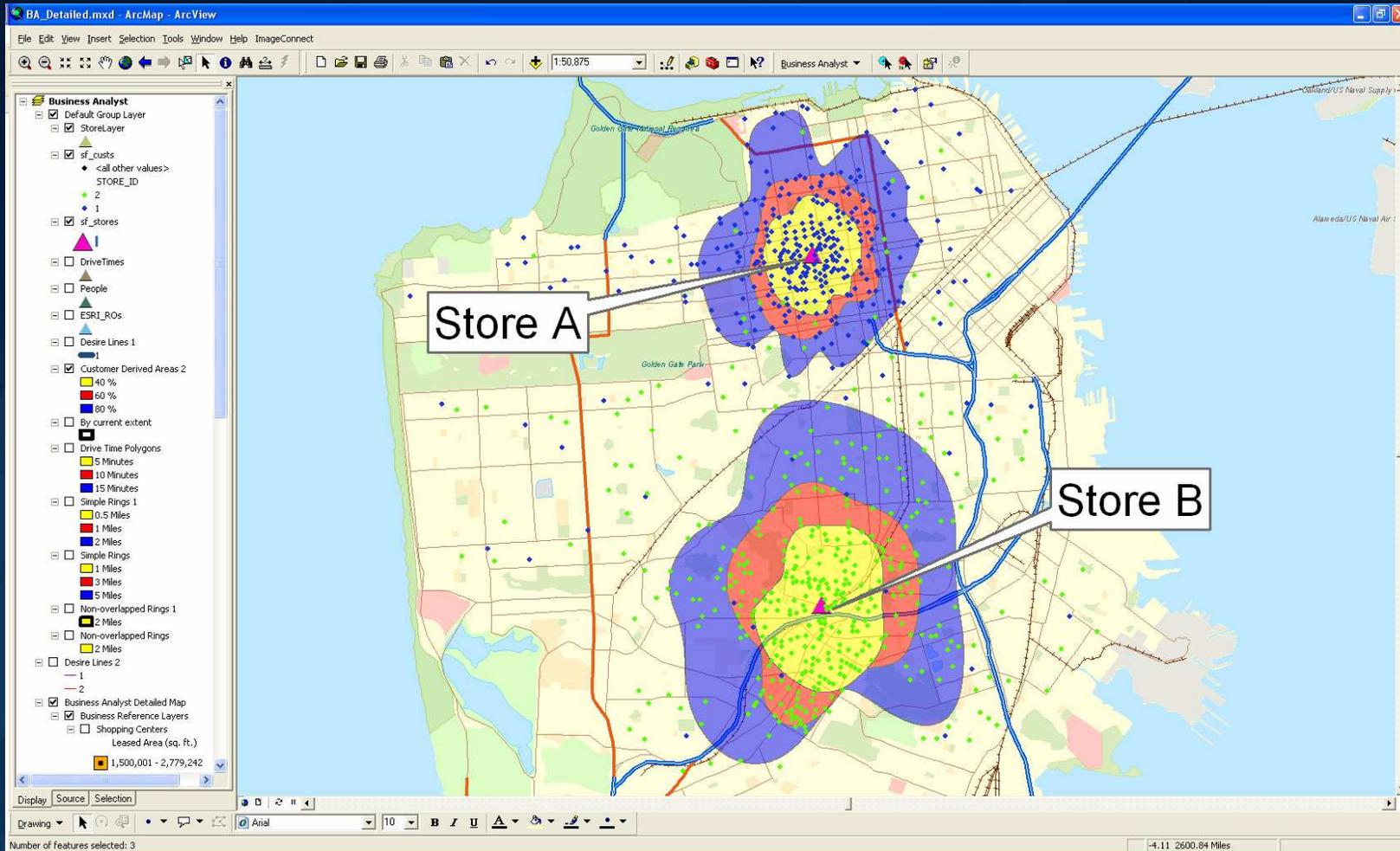
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# Functionality – Tools

- Trade Areas – Customer Derived



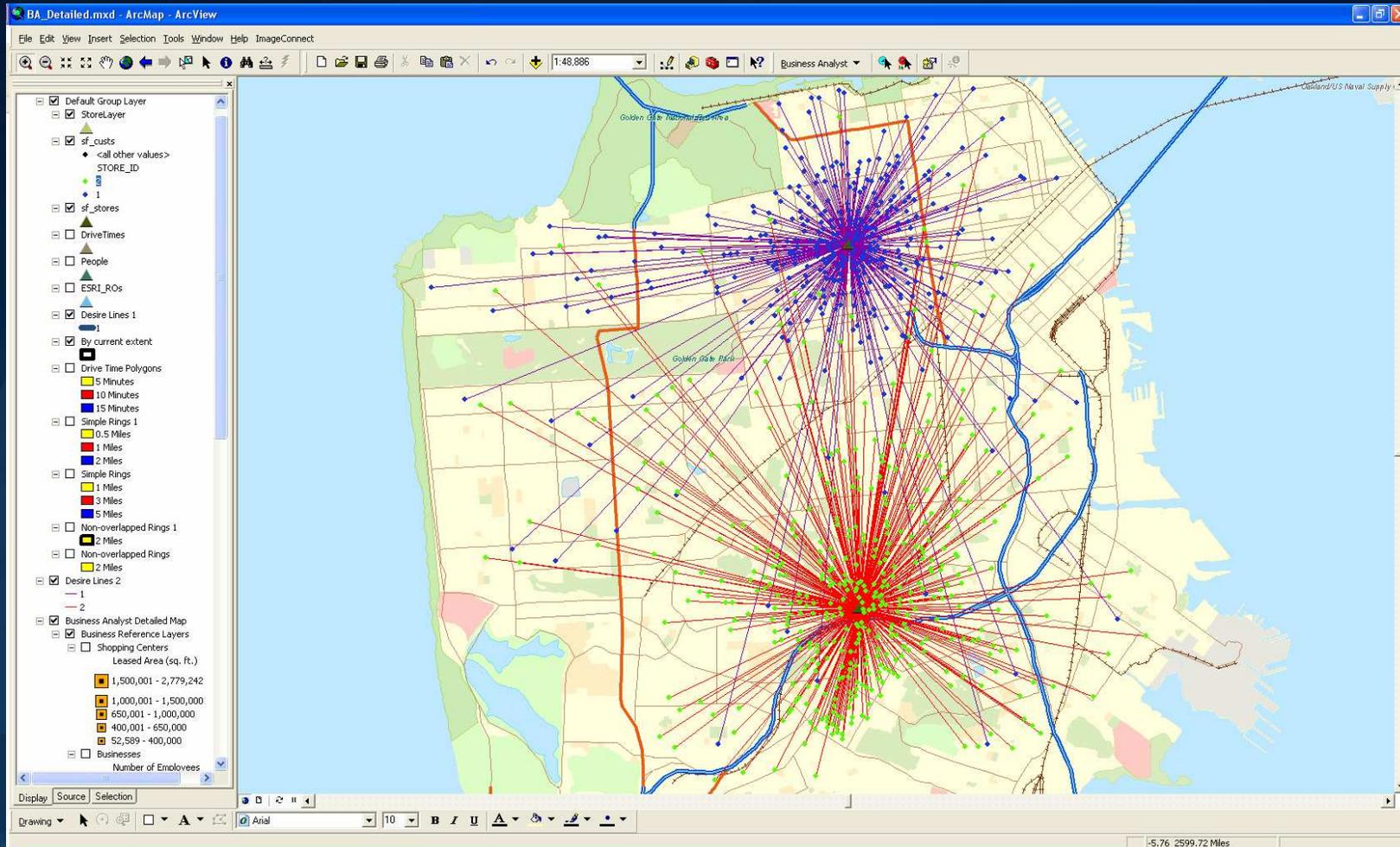
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# Functionality – Tools

- Trade Areas – Desire Lines



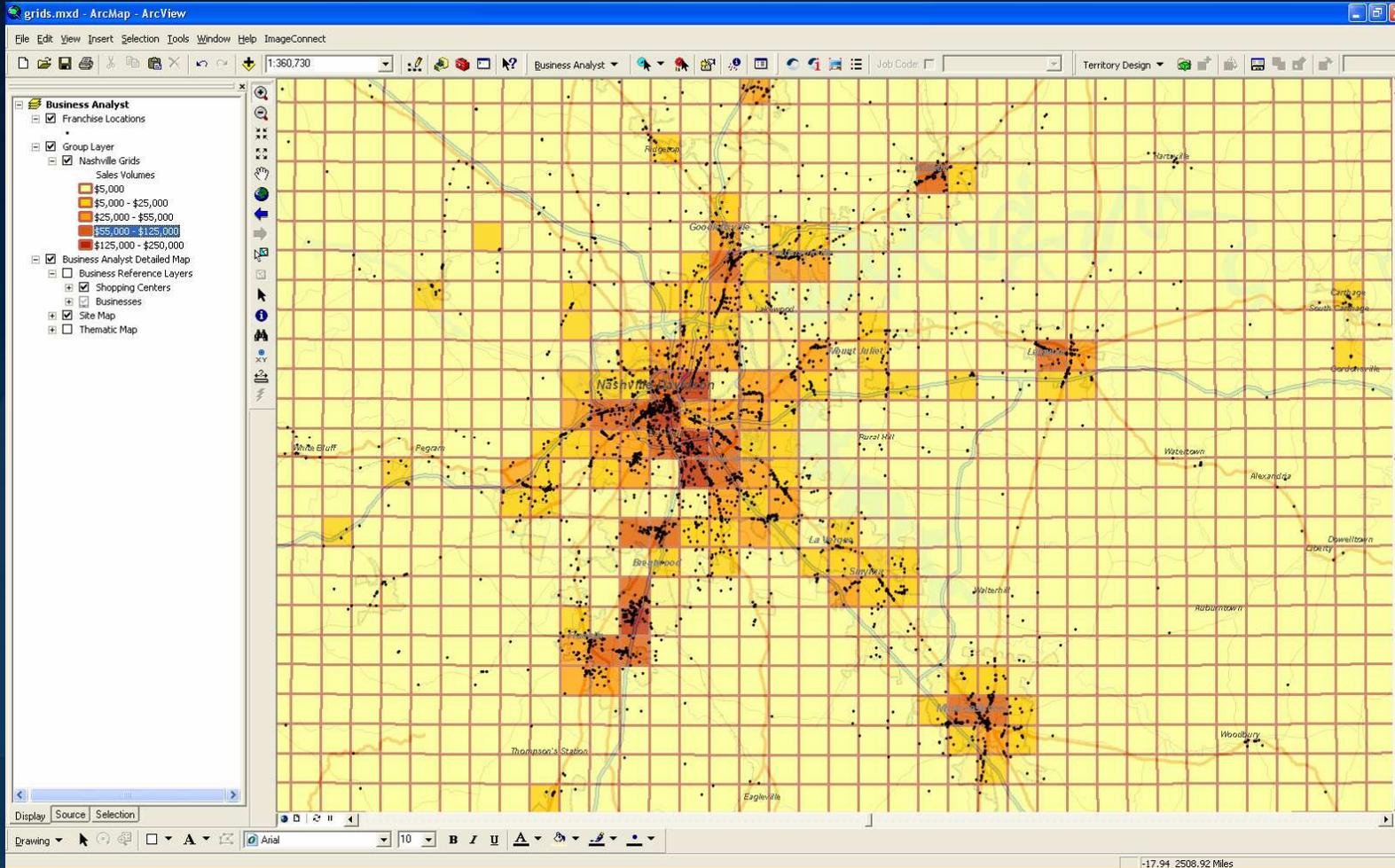
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# Functionality – Tools

- Trade Areas – Grids



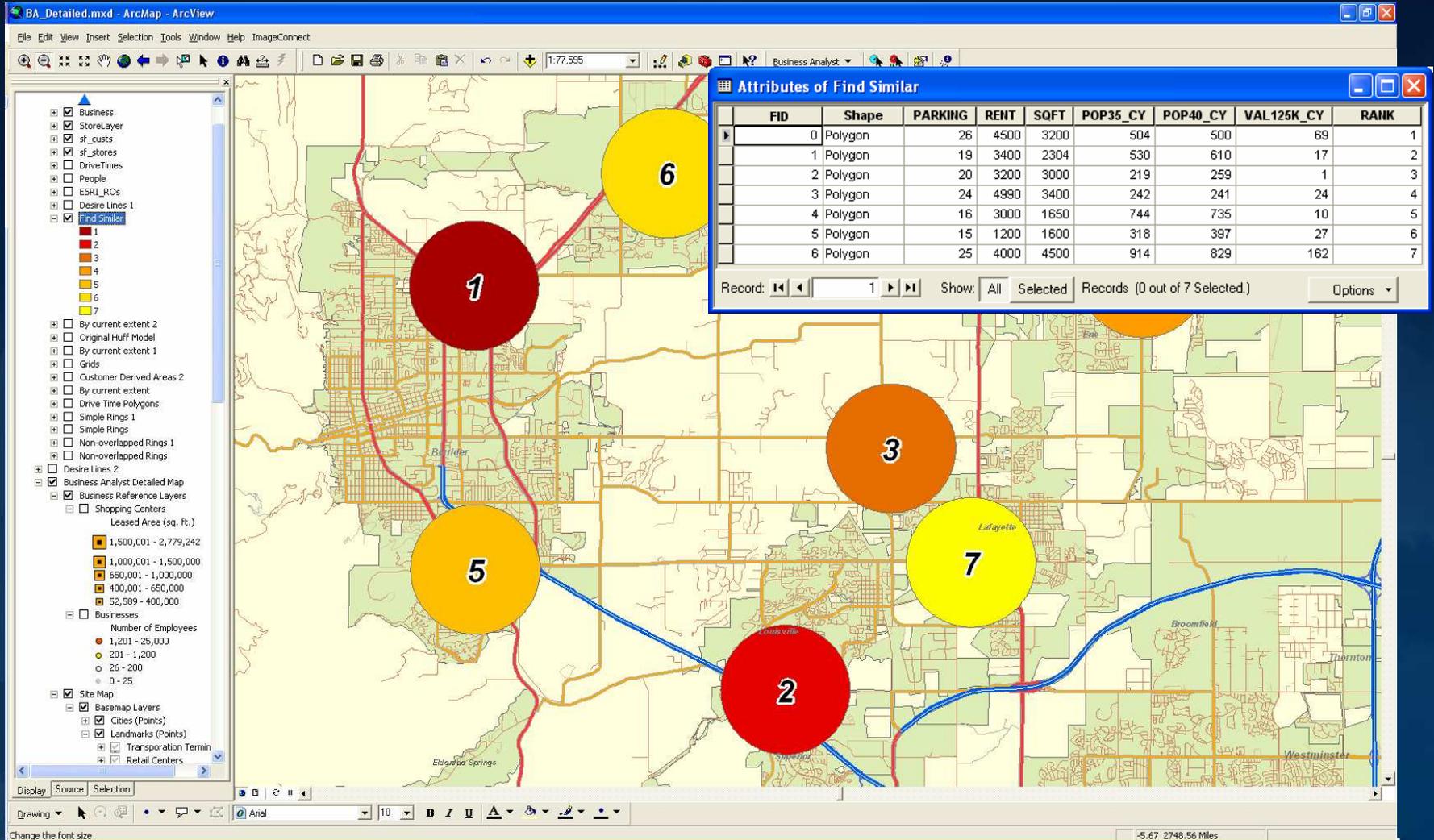
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# Functionality – Tools

- Trade Areas – Find Similar

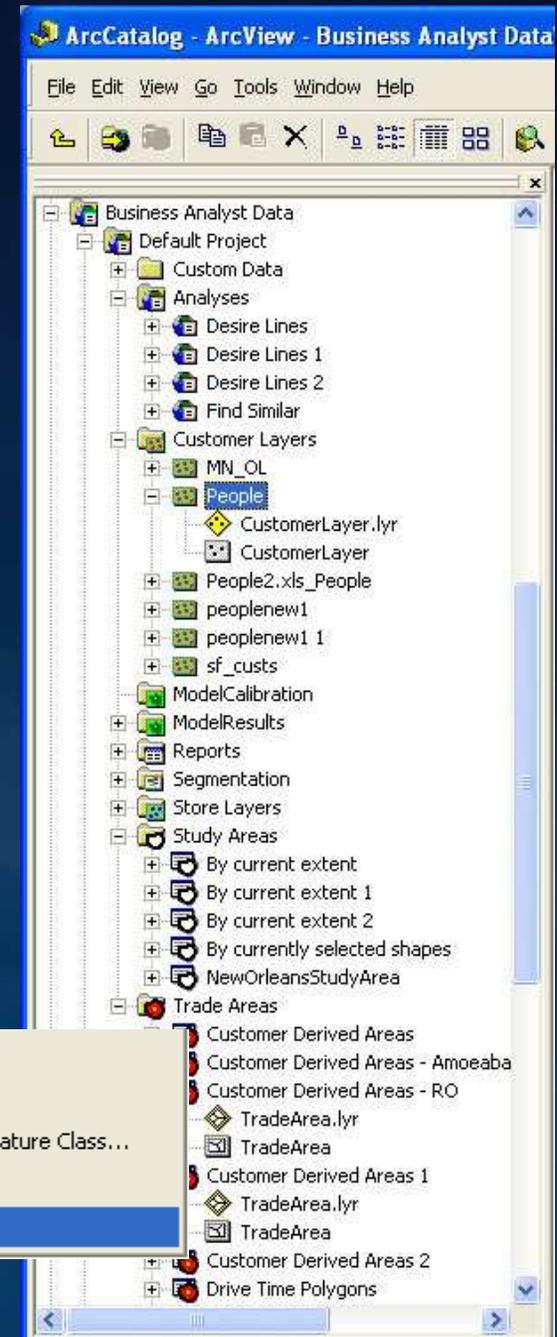


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# Functionality – ArcCatalog

- Easy data management
- Central location for all your work
- Backup Projects
- Share Projects and analyses

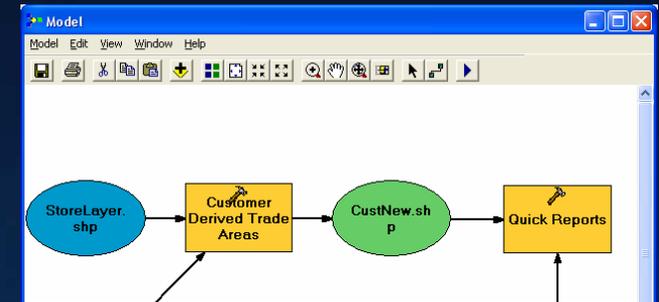




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# Functionality – Advanced use

- Geoprocessing environment
  - ‘Bypass’ the wizards
  - Command line
  - Python scripting
  - ModelBuilder



**Drive Time**

Creates a new feature class of trade areas, based on drive time or driving distance, around store point features.

**INPUT**

**OUTPUT**



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# ArcGIS Business Analyst 9.2 Software Demo

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# Resources

- Take the course
  - BA training offered through ESRI Educational Services
- Online
  - [www.esri.com/businessanalyst](http://www.esri.com/businessanalyst)
    - Demos
    - Product literature
    - Case studies
  - <http://support.esri.com>
    - Product documentation
    - Discussion forums
    - Service packs



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Questions?

Thank you!

Jason Channin  
[jchannin@esri.com](mailto:jchannin@esri.com)

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