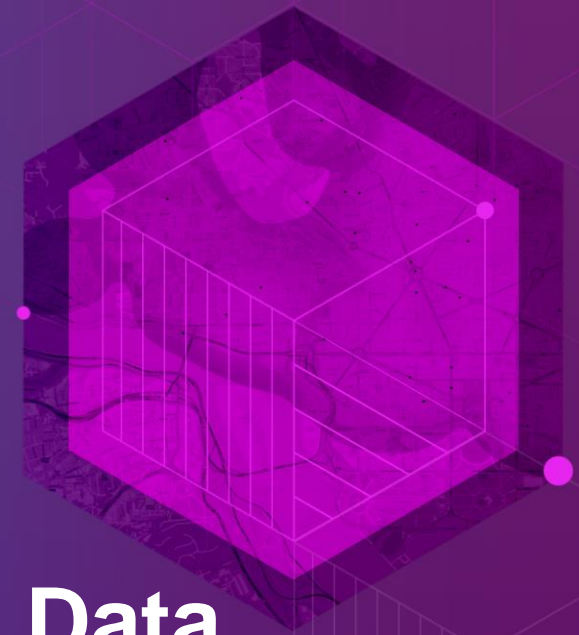


Mapping Your Real World Business Data

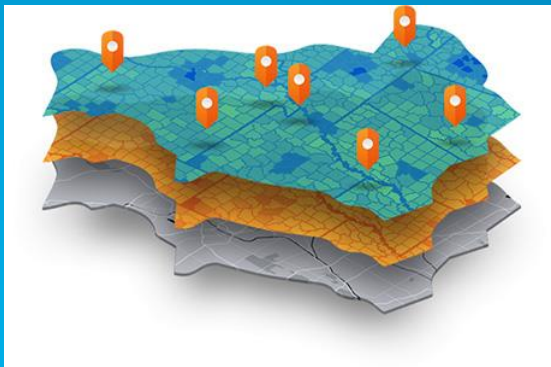
Eric Pollard and Phil Dougherty

UC



Why Map Your Business Data?

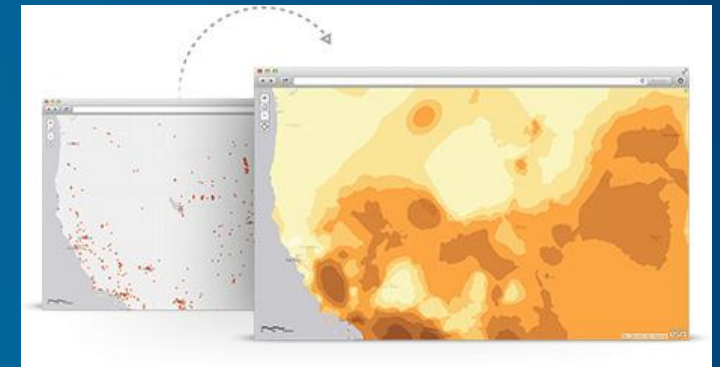
- Spatial trends, patterns and relationships you can't detect in spreadsheets
- New insight gained through analysis for understanding and predicting
- Enhanced critical decision making, collaboration, and sharing



Finding the best locations



Detecting and quantifying patterns



Making predictions

3 Steps for Mapping *Your* Business Data

Better Decision Making Through Location Data Analysis

- 1 Acquire & Enable Your Data**
- 2 Visualize & Analyze Your Data**
- 3 Present and Operationalize**



Acquire and Enable Your Data

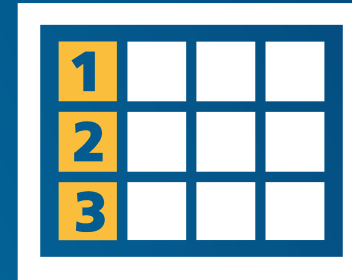
Common Data Source Types



Enterprise
Database/
Warehouse
(SQL, Oracle)



Enterprise
Geodatabase
(Esri)

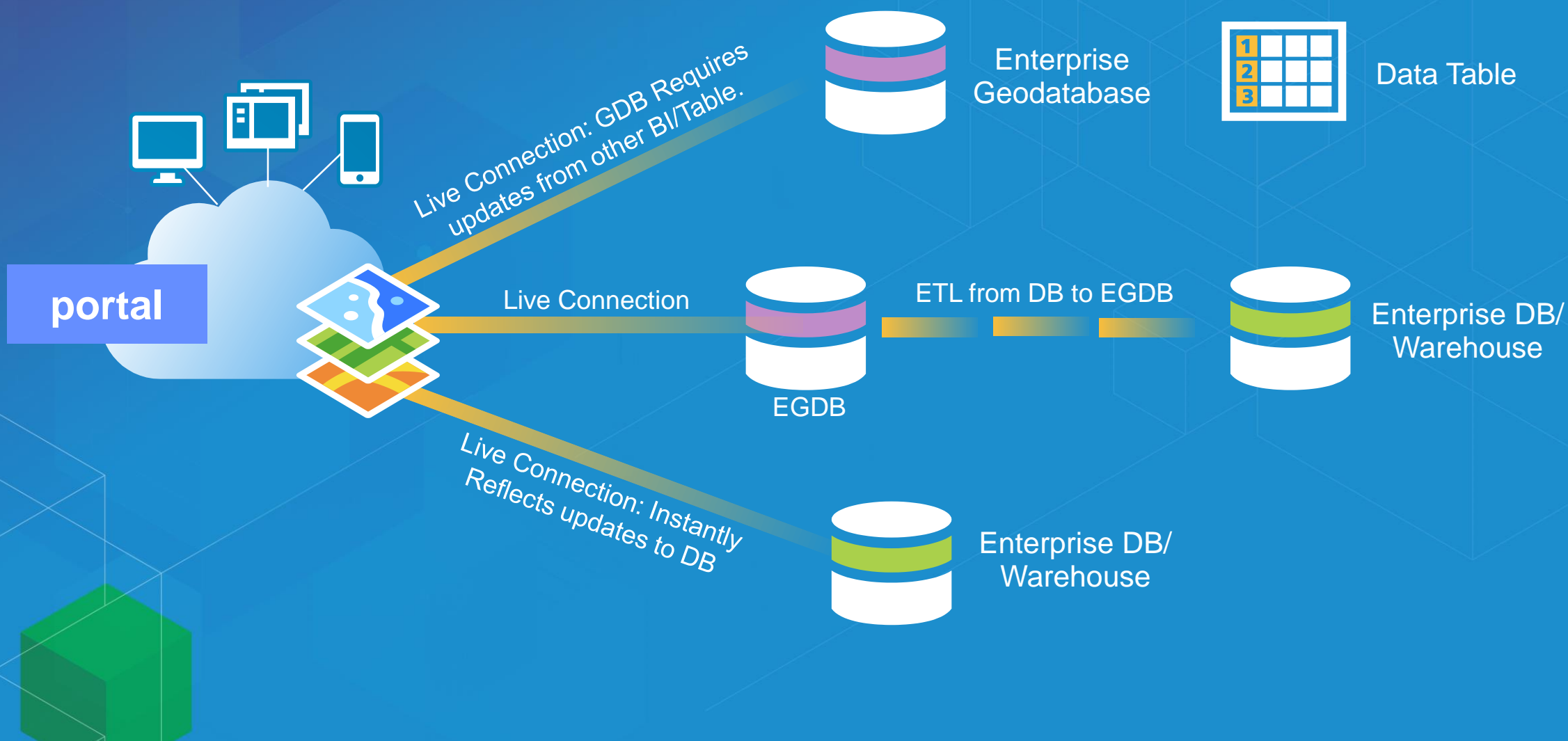


Data Table/
Spreadsheet
(CSV)

1

Acquire & Enable Your Data

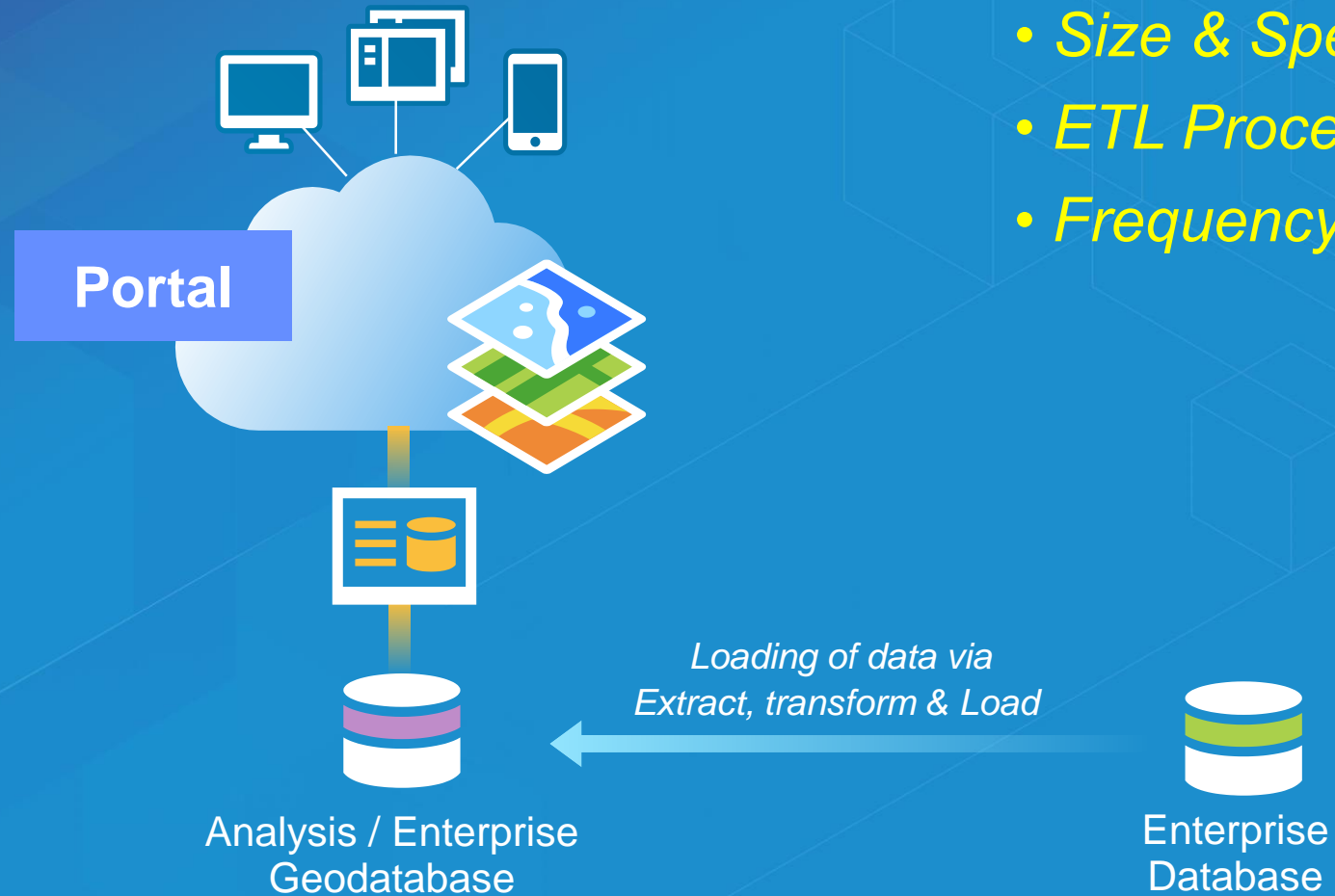
Some common conceptual patterns



1

Acquire & Enable Your Data

Build and Manage a Stand-alone Geodatabase



DATA NEEDS

- *Size & Speed*
- *ETL Process/Script*
- *Frequency Req's*

How do customers decide which option is best for them?

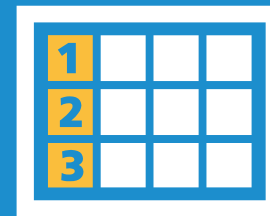
- Need for live data or acceptable delay (update frequency)
- Network speed and ability to deliver enterprise data on-demand
- Accessibility to data sources by client software (desktop, mobile, etc.)
- IT Constraints



Enterprise
Database/
Warehouse
(SQL, Oracle)



Enterprise
Geodatabase
(Esri)

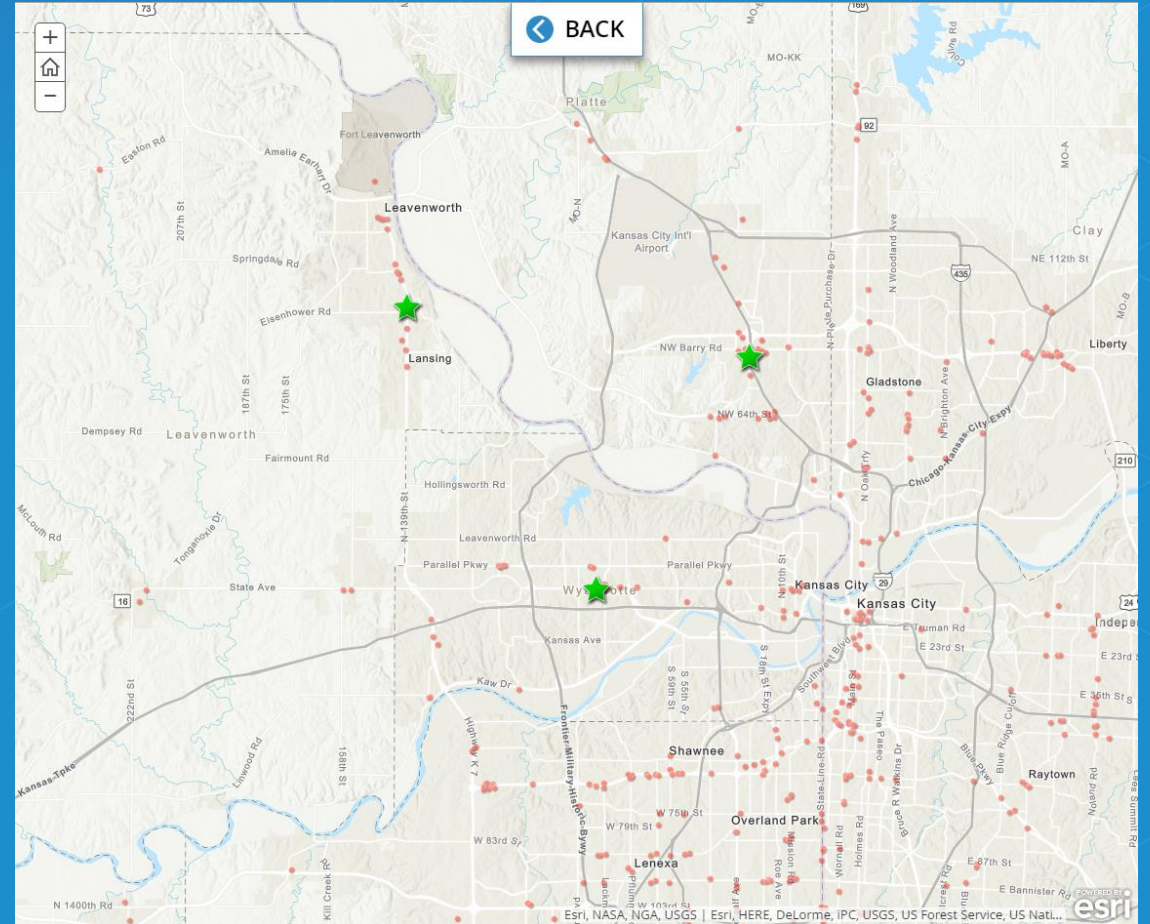


Data Table/
Spreadsheet
(CSV)

2 Visualize and Analyze Your Data

Visualize your data

- Map your data based on location
 - -Bank Branch Locations Mapped
- Select a subset based on criteria
 - -Top branches selected based on deposits
- Include supporting data for analysis
 - -Competitive banks pulled and mapped

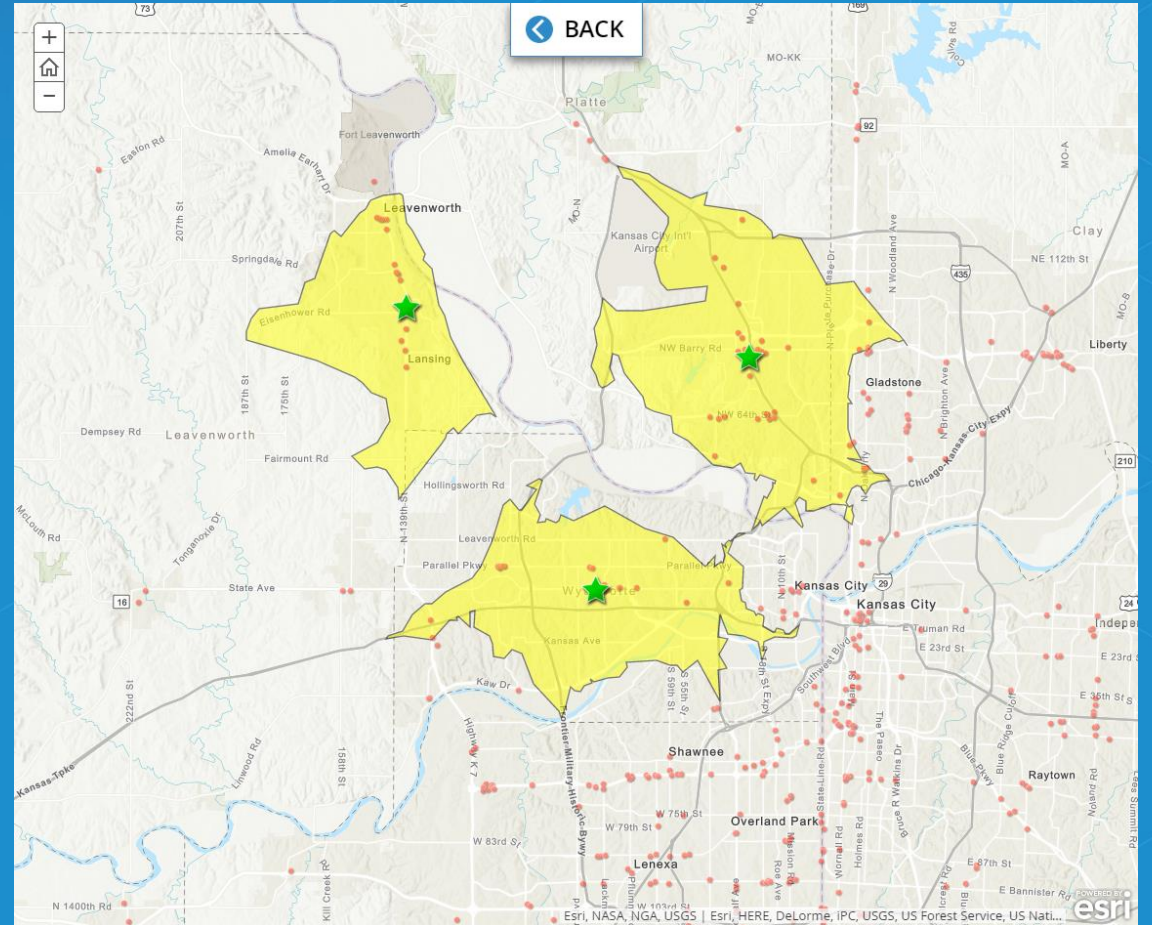


2

Visualize and Analyze Your Data

Enrich Data to Create Understanding

- Create trade areas
 - -10 min drive time trade areas
- Enrich with Esri data
 - -Demographics
 - -Dominant tapestry segments
- Analyze for patterns and trends
 - -Top tapestry segments are:
 - *Rustbelt Traditions*
 - *Bright Young Professionals*
 - *Traditional Living*
 - *Soccer Moms*

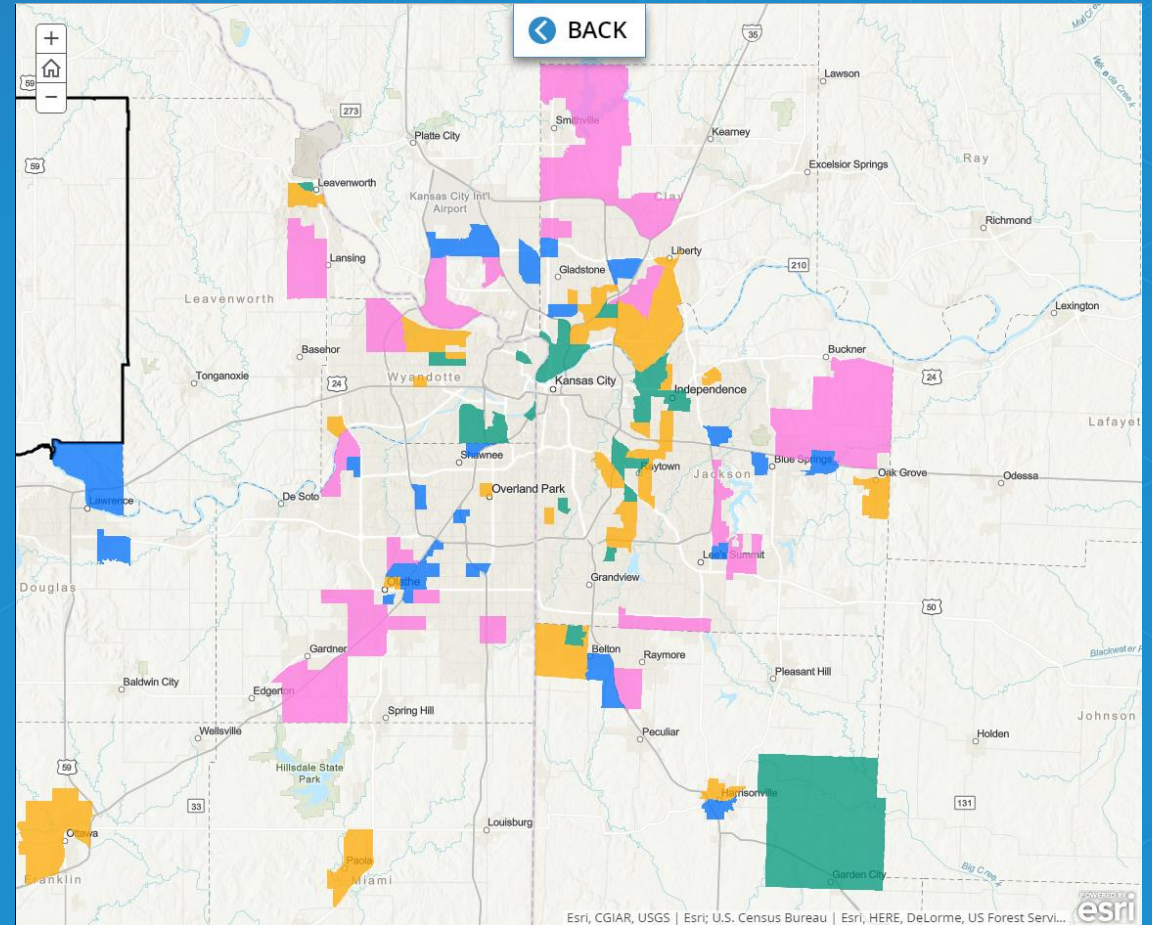


2

Visualize and Analyze Your Data

Utilize your analysis for predictions

- Map the key criteria for new sites
 - -Tapestry segments
- “Smart Map Search” for ranges
 - -Top 10% of each segment
- Select the best locations
 - -Top areas identified by segment density and lack of competition



3 Present and Operationalize

Automating Analysis

Python REST
Geoprocessing Web AppBuilder
Desktop Server Cloud

Sharing Outputs

Web Maps Reports
Web Apps Story Maps
Portal

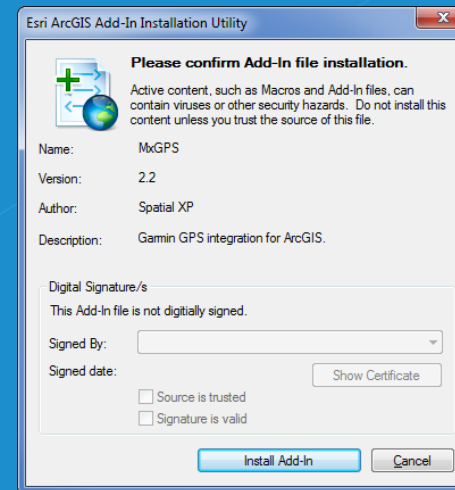
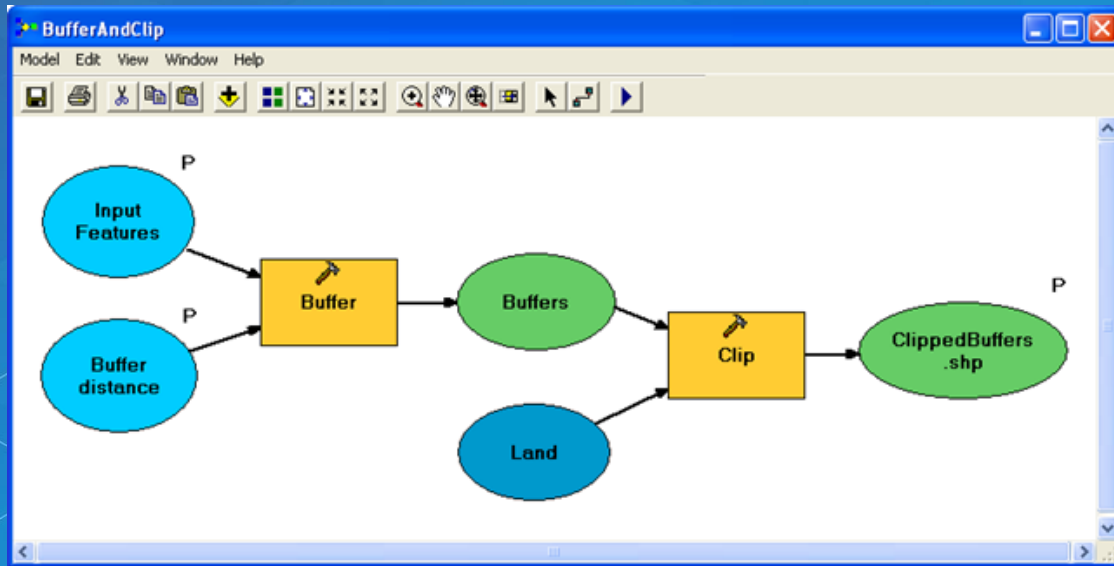
Managing Enriched Data

Python ETL
DBA SQL
Data Warehouse

- *Automate*
- *Integrate*
- *Manage*
- *Present*

3 Present and Operationalize

Automate your process



- *Python / Scripts for data ETL / loading*
- *Excel Macros for data transformation*
- *Model builder for analysis*
- *Develop add-ins*

3

Present and Operationalize

Integrate and manage the workflow



Repeatable Process

Organizational Collaboration

GIS Champions

Stakeholder Approval





3

Present and Operationalize

Present the results

- *Web Apps*
- *Story Maps*
- *Mobile Device*
- *AGOL Presentation*
- *Web Map*


A story map  

Kansas City Market Study

This story map is going to walk us through a few ways that ArcGIS can assist with market studies for Banking and Financial Services companies.

This study incorporates various analyses and capabilities available through ArcGIS and presents it in a way that is easy to understand.

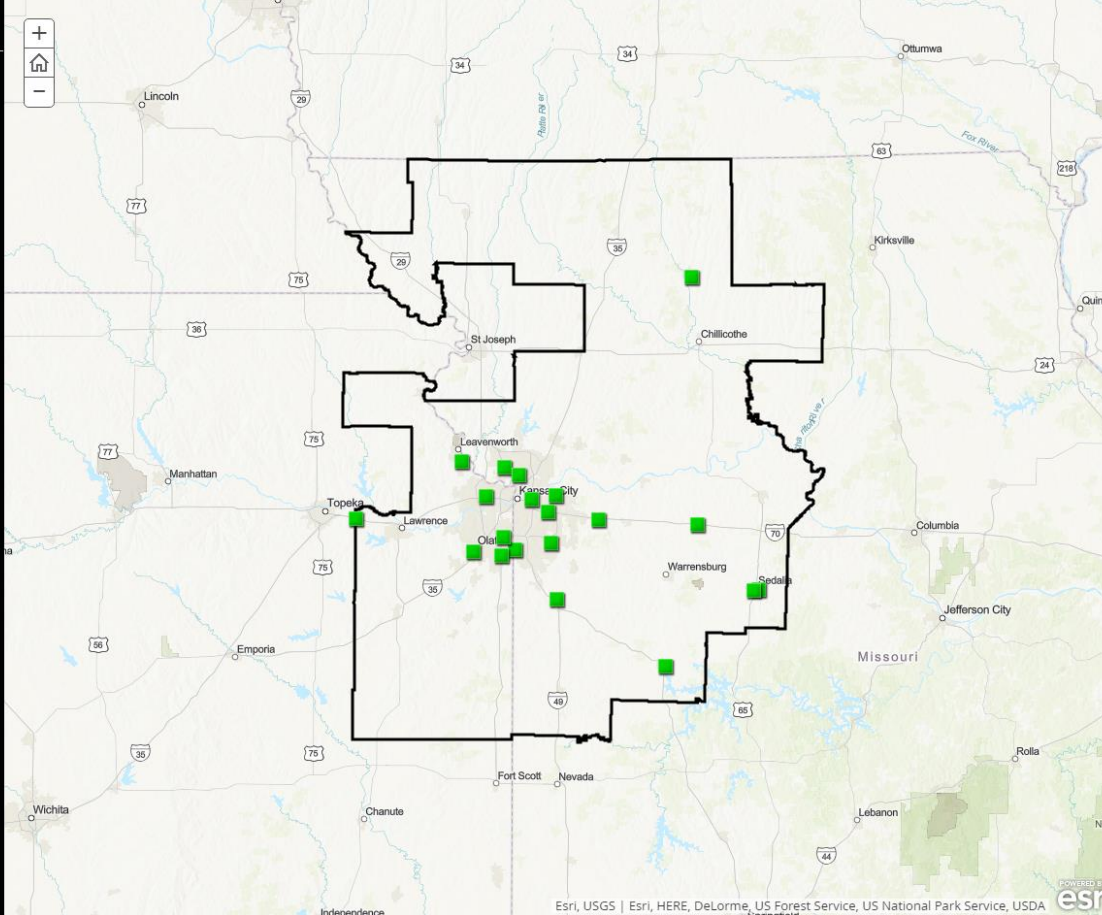
For this scenario, the study area is the Kansas City Metropolitan Statistical area. The maps are completely interactive, and any time you see **green text**, click it!




Defining the study areas

The study area is the Kansas City Metropolitan Statistical area with our branch locations visible. The goal of our study is to:

- Identify top performers in the market
- Study the local characteristics of their submarkets



Esri, USGS | Esri, HERE, DeLorme, US Forest Service, US National Park Service, USDA 

Enable Your
Business Data....

To Make Better Decisions!

Any Questions?

