What is Location Analytics?

Canserina Kurnia

Eric Bowman
Geo-Enable the Enterprise with Esri’s Open Mapping Platform
True for All Industries
Supply Chain

Vendors

Service Providers

Customers

Partners

Channels
Successful use of location
Are approximations acceptable in your business?
Mapping Locations
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Done?
Just the First Step!
4

Imperatives
Go Beyond Basic Mapping
Map Large Volumes of Data

Eliminate Map Measles!
Map to Regions
Like Postcodes or Provinces
Map to Your Regions

Custom boundary added to map and data are grouped (classified) by total annual sales in the color-coded map

Not just administrative areas
Heat Maps & Hot Spots

See What’s Statistically Significant
Now You’re Mapping!
Go beyond basic mapping
Enrich Your View of the World
Enrich Your Maps + Your Data | Information about people, places and businesses
Instant Insight to What’s Going On Where

In the geographic areas that are important to you
Put a Face on Your Customer

So you can connect with them better
Global “Dial Tone” for Demographics

Coverage:
- July: 82 Countries
- November: 124 Countries

Content:
- Everywhere: 100+ variables
- Canada: 2,900+ variables
- USA: 4,000+ variables
Access to a huge wealth of Geographic Information
• “Demographics and Lifestyle” Group in ArcGIS Online
  • Ready to use maps

• Dynamic Map Layers

• Part of your ArcGIS Subscription
• Dynamic and Interactive

• HTML Based

• Works in any browser
  • Desktop, tablet, phone

• Populated with Information
  • Demographic & Lifestyle
  • Landscape Data
• Add new columns of information to your data

• Use to slice, dice and analyze your data in whole new ways

• Demographics, Lifestyle and Landscape data

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>St</th>
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• Coverage:
  • Most Countries: 1+ reports
  • USA: 33 Reports
  • Canada: 10 Reports

• Run for any area of interest
Enriching data
Use the Map for Analysis
More than a Pretty Picture

The map becomes a new analytical tool
Maps for Analysis

Simple to the Scientific
Which customers are in this area?

Where is your business most exposed?

What’s the Total Insured Value of Clients in this Area?

What Factors are Affecting Profitability in NYC vs. LA?

Where can you get a competitive advantage?

Where are people most in need?

Where should I be doing better?

Map-Based Analysis Drives New Insight

You can query your data... why not your maps?
Performing analysis
Collaborate with Maps!
Use with any Business System

Cloud, On-Premise or Hybrid
ArcGIS Platform

BI
- IBM Cognos
- MicroStrategy
- SAP BusinessObjects

CRM
- Microsoft Dynamics CRM
- SalesForce

Collaboration & Productivity
- SharePoint
- Office

Focused Apps
- Business Analyst
- Community Analyst
Share Maps Across Systems One Map Everywhere
Use the Device at Hand

Browser, Phone, Tablet
Share in Presentations

Add more “Power” to PowerPoint!
Sharing
Go Beyond Basic Maps

Enrich Your View of the World

Use the Map for Analysis

Collaborate with Maps!
A Great Opportunity for GIS

For GIS Analysts
For GIS Departments
Questions?
Thank you...

Please fill out the session evaluation

07/09 First Offering ID:  1227
07/12 Second Offering ID:  2198

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