

Some functionality in Esri Business Analyst 10 is located in different parts of the Business Analyst menu than in previous versions of the product and/or have been renamed. This document functions as a crosswalk from 9.3.1 to 10.0 for the Trade Areas, Trade Area Tools, and Analysis menus.

Name in Business Analyst 9.3.1	Name in Business Analyst 10	Description
<b>TRADE AREAS</b>		
<i>Popular Techniques</i>		
Customer Derived Areas	Customer Derived Areas	Use customer points or data such as sales to determine how the trade area is drawn.
Simple Rings	Simple Rings	Create circle trade areas using a radius from a location.
Drive Time Polygons	Drive Time Areas	Create trade areas using a a drive time in minutes from a location.
Threshold Trade Areas	Threshold Areas	Create <b>ring or drive time</b> trade areas using a specified demographic variable as a criteria for a minimum trade area distance or time.
Draw Area	Hand-Drawn Areas	Create a trade area by drawing on a map with drawing tools.
<i>Additional Techniques</i>		
Data Driven Rings	Data Driven Rings	Creates <b>rings</b> using a numeric value other than distance to determine size. (sales or square feet for example) User chooses a ratio of selected item and radius.
Equal Competition (Thiessen)	Equal Competition (Thiessen)	Defined by the area closest to each store relative to all other store locations. Requires 3 or more locations.
Huff Equal Probability Trade Areas	Huff Equal Probability	Similar to Thiessen. But one step up (attractiveness and distance decay determine how trade area is drawn.)
Non-overlapping rings	Non-Overlapping Rings	<b>Circle</b> trade areas with any overlapping boundaries being split in half with a straight line.
Standard Levels of Geography	Standard Geographies	Create trade areas out of standard geography such as ZIP Codes, tracts, counties, etc... or any user generated geography. Individual geographies are kept intact. (i.e. ZIP Codes in California will yield boundaries for each ZIP Code in California rather than a single outline of the total area.)
<b>TRADE AREA TOOLS</b>		
Spatial Overlay ( <i>also in Analysis</i> )	Append Data (Spatial Overlay)	Append Data (Spatial Overlay) allows you to attach data to a geographic data layer. User can associate data with a custom geographic layer like trade areas, or associate custom data (such as new variables) to existing data layers and vice versa.
Sub-geography ( <i>formerly in Trade Areas</i> )	Find Component Geographies (Sub-geography)	Creates a trade area layer using select within/from etc...
Trade Area Penetration ( <i>formerly in Trade Areas</i> )	Determine Trade Area Penetration	Calculates penetration for each trade area (like market penetration) but more focus on user-created trade areas.



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Measure Cannibalization	Measure Cannibalization	Calculates the amount of overlap between two or more trade areas.
Remove Overlap	Remove Overlap	Removes cannibalization between trade areas.
Track Trade Area Change	Track Trade Area Change	Tracks changes in trade areas over time or between analyses.

## ANALYSIS

### Market Analysis

Market Ranking ( <i>formerly in Analysis</i> )	Rank Markets	Rank standard geographic areas using selected demographic data. Use Average Rank to measure the rank of multiple variables.
Spatial Overlay ( <i>Also in Trade Area Tools</i> )	Append Data (Spatial Overlay)	Append Data (Spatial Overlay) allows you to attach data to a geographic data layer. User can associate data with a custom geographic layer like trade areas, or associate custom data (such as new variables) to existing data layers and vice versa.
Summarize Points ( <i>formerly in Reports</i> )	Summarize Points	Summarize a point layer (i.e. customer records or businesses) to a standard geographic area or Trade Area.
Market Penetration ( <i>formerly in Analysis</i> )	Determine Market Penetration	Show Market Penetration for standard geographies by dividing number of customers by a standard variable like "Total Population".
Customer Prospecting	Customer Prospecting	Customer Prospecting allows you to search for standard geographic areas that meet certain demographic criteria. User can set criteria manually, or by using the average demographics associated with a customer layer.
Grids ( <i>formerly in Trade Areas</i> )	Find Hot Spots (Grids)	Create Grids to thematically map demographic data.

### Site Analysis

Locator Report ( <i>formerly in Reports</i> )	Proximity Analysis (Locator Report)	Proximity Analysis (Locator Report) tells you how many businesses fall within X miles of your store. You can also choose to display X number of closest stores to a location.
Find Similar	Rank Similar Sites (Find Similar)	Find Similar allows you to score data for trade areas based on a known well-performing trade area. There are two methods: Conventional (up to 5 variables) and PCA (creates a similarity index and ranks accordingly).
Mean Store Center	Find Optimal Store Locations (Mean Center)	Find Optimal Store Locations (Mean Center) creates a centroid in the mean geographic center of customer points. Can be created with or without a weight.
Desire Lines	Create Spider Diagram (Desire Lines)	Create Spider Diagram (Desire Lines) associates customer records with store locations. There are three options: straight-line, drive time, or drive distance.
Distance Decay ( <i>formerly in Trade Areas</i> )	Measure Distance Decay	Distance Decay measures market penetration values for rings or drive time trade areas around stores. It shows how far customers are traveling to a store compared to a base value such as population or households.