# What's New in Esri<sup>®</sup> Business Analyst<sup>™</sup> 10

Last revised—August 24, 2010

# Contents

Welcome to Esri Business Analyst 10	3
Overview	
Performance and Efficiency	
Performance Improvements	
Faster Installation	
Fast, Flexible Business Search	5
Smart Map Search	
Business Analyst Network Barriers	
Business Analyst Premium	7
Data and Maps	
2010/2015 Updated Esri Data	
Easy Thematic Mapping	
Address Available in Business Locations Data	
ArcGIS Online Maps Replace the GlobeXplorer ImageConnect Toolbar	10
	11
Usability Improvements Efficient, Customizable User Interface	
Usability Improvements	11
Usability Improvements Efficient, Customizable User Interface	11 13
Usability Improvements Efficient, Customizable User Interface Territory Design	11 13 13
Usability Improvements Efficient, Customizable User Interface Territory Design Streamlined Data Import	11 13 13 14
Usability Improvements Efficient, Customizable User Interface Territory Design Streamlined Data Import Reorganization of Analysis Wizard	
Usability Improvements Efficient, Customizable User Interface Territory Design Streamlined Data Import Reorganization of Analysis Wizard Reorganization of Trade Area Wizard Reorganization of Report Wizard Reorganization of Create Profiles Wizard	
Usability Improvements Efficient, Customizable User Interface Territory Design Streamlined Data Import Reorganization of Analysis Wizard Reorganization of Trade Area Wizard Reorganization of Report Wizard	
Usability Improvements Efficient, Customizable User Interface Territory Design Streamlined Data Import Reorganization of Analysis Wizard Reorganization of Trade Area Wizard Reorganization of Report Wizard Reorganization of Create Profiles Wizard	
Usability Improvements Efficient, Customizable User Interface Territory Design Streamlined Data Import Reorganization of Analysis Wizard Reorganization of Trade Area Wizard Reorganization of Report Wizard Reorganization of Create Profiles Wizard Reorganization of Help	11 13 14 15 16 16 17 18
Usability Improvements. Efficient, Customizable User Interface. Territory Design Streamlined Data Import. Reorganization of Analysis Wizard Reorganization of Trade Area Wizard Reorganization of Report Wizard. Reorganization of Create Profiles Wizard. Reorganization of Help Reports.	
Usability Improvements. Efficient, Customizable User Interface. Territory Design Streamlined Data Import. Reorganization of Analysis Wizard Reorganization of Trade Area Wizard Reorganization of Report Wizard. Reorganization of Create Profiles Wizard. Reorganization of Help Reports. Even More Advanced Report Authoring	11 13 14 15 16 16 17 <b>18</b> <b>18</b> <b>19</b>

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# Welcome to Esri Business Analyst 10

### Overview

Esri<sup>®</sup> Business Analyst<sup>™</sup> 10 is a major release including updates to the data and platform. Built on the ArcGIS<sup>®</sup> Desktop 10 platform, this release of Business Analyst builds on previous releases and adds important new capabilities. The focus of this release is faster performance on large operations, online access, and an improved user interface.

This document provides a summary of the key new features and capabilities of Business Analyst 10.

# **Performance and Efficiency**

### **Performance Improvements**

What used to take one hour will now take one minute. Significant effort has been made to improve the speed of data aggregation for trade areas, making nationwide processing fast and feasible without having to break up work into smaller groups of data. Processes in Business Analyst 10 are approximately 60 times faster than they were in Business Analyst 9.3.1. This is accomplished in part by performance indexes, which can be created for your own custom data.

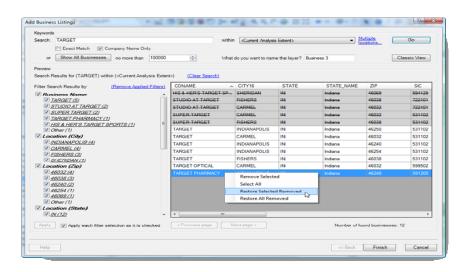
2,600 Locations	BA 9.3.1: 70 min						
5 Mile Rings 20 Variables Appended	BA 10: 1 min						
6,600 Locations	BA 9.3.1: 4 hr 46 min						
7 Mile Rings 15 Variables Appended	BA 10: 6 min						
13,600 Locations	BA 9.3.1: 5 hr 51 min						
5 Mile Rings 20 Variables Appended	BA 10: 5 min						

### **Faster Installation**

Business Analyst 10 is delivered on a 32 GB USB flash drive. As a result, installation time has been reduced to approximately 15 minutes. You can choose to install the data components to your computer hard drive or simply leave them on the USB flash drive with no degradation in performance. The flash drive also conveniently includes a copy of the ArcGIS Desktop 10 installation software.

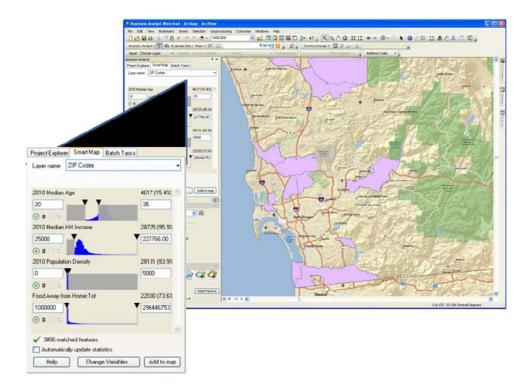
### Fast, Flexible Business Search

Perform nationwide searches in seconds and filter the results more quickly. Search for businesses as you would through an Internet browser instead of setting complex queries.



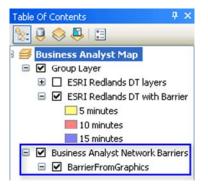
### Smart Map Search

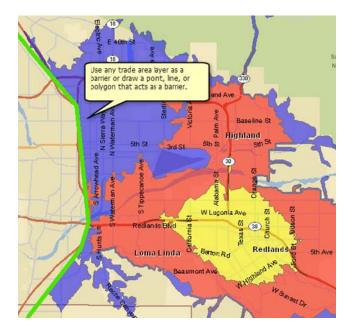
Zero in on the right area in seconds. Using standard geographies or custom trade areas, you can select variables, select criteria, and instantly map areas that meet the criteria.



### **Business Analyst Network Barriers**

Use a trade area or a point, line, or polygon to create a barrier for drive times. This allows you to better define your markets by excluding areas such as high traffic zones or regions dominated by the competition. Right-click any layer to add it as a Business Analyst network barrier or simply drag it into the table of contents.





# **Business Analyst Premium**

At the release of Business Analyst 10, two versions will be available:

- Business Analyst—The standard release of Business Analyst contains the same general functionality and data as in 9.3.1 with a handful of new, additional variables.
- Business Analyst Premium—The premium version is geared toward users performing detailed customer analytics or customer prospecting or planning a marketing campaign.

With Business Analyst Premium, you can

- Map and profile your customers, learn what kind of people are your most profitable customers, and segment your customer base into one of 65 different market segments based on their interests and characteristics.
- Use this profile information to get a precise understanding of who your customers are and how your best customers differ in their income, demographics, spending habits, interests, and likelihood to purchase certain goods or services.
- Identify the areas where you can find new customers like your best customers.
- Output target ZIP Codes or specific target areas and send to them your preferred list provider for generation of mailing lists.
- Use customer profiling to tune your marketing message to your individual customer segments.
- Use detailed statistics about individuals' media listening/watching/reading habits to determine how best to reach your target audience.

Business Analyst Premium contains everything in Business Analyst and more:

- More data
  - More Esri Updated Demographics
  - Complete Business Summary
  - Complete Consumer Spending
  - Retail MarketPlace (Online availability initially; delivered for desktop later in the year due to timing of this database update)
  - Complete Market Potential

- More functionality
  - Segmentation tools from the Segmentation Module Add-on\*

\*The Segmentation Module Add-on as a separate add-on will cease at the release of Business Analyst 10. Instead, users will be able to purchase Business Analyst Premium. The Segmentation tools are now located on the Business Analyst menu under Target Marketing.

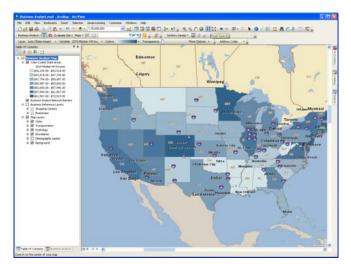
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	Set Analysis Extent	٠		
4	Store Setup			
28	Customer Setup			
<b>4</b>	Custom Data Setup			
e:	Add Business Listings			
*	Trade Area			
4	Analysis			
	Reports			
	Maps	٠		
4	Sales Potential Modeling			
	Target Marketing	•	-	Create Profiles
	Favorites	•	62	Create Target Groups
	Projects	٠		Segmentation Charts, Maps, Reports
	Preferences		<u>8</u> 2	Segmentation Study

• Address Coder<sup>™</sup> geocoding and data appending software (with Tapestry<sup>™</sup> appending at block group and ZIP+4 levels of geography)

# **Data and Maps**

## 2010/2015 Updated Esri Data

The new data reveals significant changes and trends in the United States in 2010. Built with numerous sources by a team of economists, statisticians, and demographers with over 35 years of collective experience, this release of data is vital to making location-related decisions.



Esri 2010/2015 Data: Crucial for Location-Related Decisions in Today's Economy

## **Easy Thematic Mapping**

Search, select, and map. From the new **Color-Coded Maps** toolbar, you can quickly create a thematic map with any variable and drill down into areas to see more detail. This feature is great for creating maps on the fly in meetings.

Variables by Groups	Most Used Variables	Recently Used Variables
<ul> <li>Geographic Identifiers</li> <li>2010 Key Demographic Indicators</li> <li>2010 Age: 5 Year Increments</li> <li>2010 Age: 1 Year Increments (&lt; 25 Year)</li> <li>2010 Labor Force by Industry</li> <li>2010 Labor Force by Occupation</li> <li>2010 Bace</li> <li>2010 Hispanic</li> <li>2010 Bace</li> <li>2010 Income</li> <li>2010 Income</li> <li>2010 Income</li> <li>2010 Income</li> <li>2010 Family Income</li> <li>2010 Disposable Income</li> </ul>	Adults: Bought any men's apparelyr HHs:Owns 2+ dogs 2010 Median HH Income Beer & Ale Away from Home:Tot 2010 Pop 25+ by Educ: Grad Deg 2010 Total Population	2010 Pop 25+ by Educ: Grad Deg 2010 Median HH Income Beer & Ale Away from Home:Tot 2010 Total Population Adults:Bought any men's apparelyn HHs:Owns 2+ dogs

### Address Available in Business Locations Data

Access the address information in the Business Locations data. In Business Analyst 10, the address field is available in the attribute table, so it's possible to view multiple addresses at a time. In 9.3.1, the address field was only available using the Business Identify tool for one business location at a time.

Note: Users may not use this address field for direct marketing purposes. The source of this data, *info*USA, has become Infogroup.

#### ArcGIS Online Maps Replace the GlobeXplorer ImageConnect Toolbar

In place of the GlobeXplorer ImageConnect toolbar, ArcGIS<sup>™</sup> Online maps provide a variety of map layer options including imagery from Bing Maps. You can quickly access this imagery on the **Business Analyst** toolbar. The ImageConnect toolbar is no longer shipped as a component of the Business Analyst software.

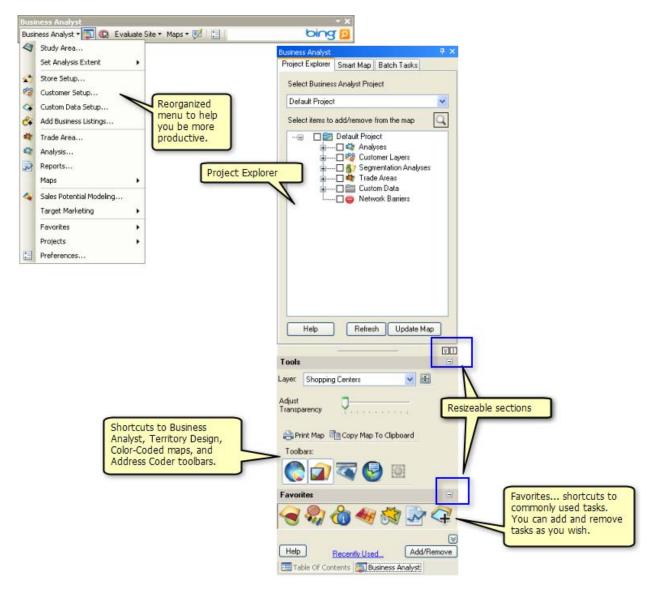
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	1	Bing Maps Aerial With Labels	
		World imagery World Street Map World Topographic Map	
	*	Add Data from ArcGIS Online	

# **Usability Improvements**

### Efficient, Customizable User Interface

Find what you need more rapidly and put key tools at your fingertips. The Business Analyst toolbar and menu have been reorganized to help new and infrequent users get started more quickly and, at the same time, help power users do work more efficiently.

■ Taking advantage of ArcGIS 10 technology, the **Business Analyst window** brings commonly used tasks up front and center and lets you customize what you do and don't want to see.

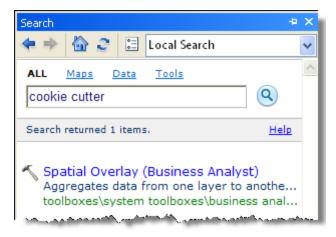


The Favorites section of the Business Analyst window lets you customize shortcuts to your frequently used processes. A single click sends you directly to the wizard you need.

■ ArcCatalog<sup>™</sup> capabilities have been made more accessible through the Catalog window. Here, you can access the refined Business Analyst repository, where projects and associated files are stored as well as report templates and map books.

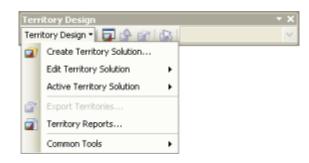
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Template patterns

■ The **Search window** helps you search for maps, data, and tools.



### **Territory Design**

The **Territory Design** toolbar has been redesigned. The new workflow-based interface allows new and infrequent users to get started quickly and, at the same time, helps power users work more efficiently. Better territory editing options, faster balancing techniques, and a tool to import and convert legacy territory layers have been added.



#### **Streamlined Data Import**

You can now get your custom data into Business Analyst more easily. The **Custom Data Setup wizard** (renamed from Analysis Layer Setup) has been placed directly on the Business Analyst menu so that it is easy to find. The workflow has been simplified for novice users.

				Use Saved V	anable List:	
Filter: Match Ca	se			< none >		~
ailable Variables		Cre	eate New Variable	Save	Manage	
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More advanced options are exposed through right-clicking Advanced Mode. Here, users set up a Business Analyst data source (BDS) file that Business Analyst uses to communicate with custom data.

Filter: Match Case		Create New Variable			< none >				~
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- 😟 2010 Marital Status			2010 Total Hous	Sum		2010 Key Demog	<none></none>	Households 2009	
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🕀 2010 Net Worth	~		<						>

### **Reorganization of Analysis Wizard**

Analysis has been divided into two categories: Market and Site level. Some methods have been given new names. (In those cases, the old name is still included.)

New to the Analysis wizard

- Summarize Points—Formerly in the Reports wizard
- Find Hot Spots (Grids)—Formerly in the Trade Area wizard
- Proximity Analysis (Locator Report)—Formerly in the Report wizard
- Measure Distance Decay—Formerly in the Trade Area wizard

Analysis Wizard		Analysis Wizard	
Ark makets based on a selected stibute. For example, you can rark your top 10 most populated Trade Areas or the top 25 wealthiest ZIP Coder in Texas.	Choose one of the following methods of creating the Market Analysis Analyses: Append Data (Spatial Overlay) Summarize Points Determine Market Penetration Customer Prospecting Find Hot Spots (Grids) Market Analysis	Galaxie the distance between           Calculate the distance between           Bits report to display your proximity.	Choose one of the following methods of creating the Site Analysis Analyses: Proximity Analysis (Locator Report) Rank. Similar Sites (Find Similar) Find Optimal Store Locations (Mean Center) Create Spider Diagram (Desire Lines) Measure Distance Decay Site Analysis
Help	<pre></pre>	Help	<< Back Next>> Cancel

# **Reorganization of Trade Area Wizard**

Trade areas have been reorganized into two groups, Popular and Additional.

Trade Area Wizard		? 🛛
Freates Trade Areas based on the location of your customers or an attribute associated with each customer such as sales. For example, you can derive your primary and secondary markets by showing the Trade Areas representing 50% and 80% of your customers.	Choose a method to create your trade areas.  Popular Trade Area Techniques  Customer Derived Areas  Simple Rings Drive Time Areas  Threshold Areas Hand-Drawn Areas  Additional Trade Area Techniques Data Driven Rings Equal Competition (Thiessen) Huff Equal Probability Non-Overlapping Rings Standard Geographies	
Help	<< Back Next >> C	ancel

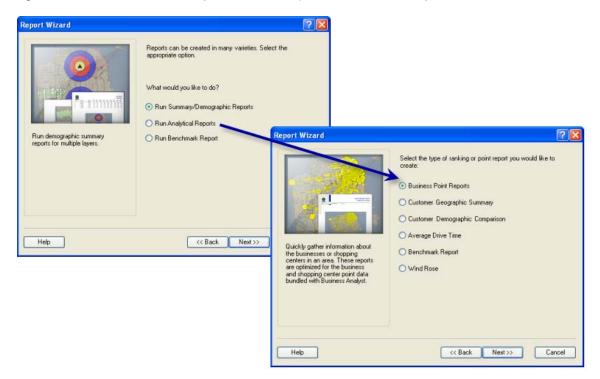
New to the Trade Area tools

- Find Component Geographies (Sub-geography)—Formerly in the Trade Area wizard
- Determine Trade Area Penetration—Formerly in the Trade Area wizard

Trade Area Wizard	2 🛛
Use the Append Data tool to append demographic variables to a boundary or Trade Area.	Choose one of the following methods of creating the Trade Area Tools: <ul> <li>Append Data (Spatial Overlay)</li> <li>Find Component Geographies (Sub-geography)</li> <li>Determine Trade Area Penetration</li> <li>Measure Cannibalization</li> <li>Remove Overlap</li> <li>Track Trade Area Change</li> </ul>
Help	Cancel

#### **Reorganization of Report Wizard**

The Report wizard has been reorganized into three groups: Summary/Demographic Reports, Analytical Reports (Business Point Reports, Customer Geographic Summary, Customer Demographic Comparison, Average Drive Time, Benchmark Report, Wind Rose), and Benchmark Report.



### **Reorganization of Create Profiles Wizard**

There are now three main choices to create a profile using Tapestry segmentation data: with customers, with geography, and with survey data.

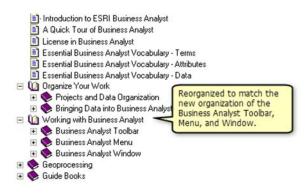
Profiles		2	
	Create segmentation profiles by using one below.	of the methods	
	O Create Customer Profile	Profiles	? 🛛
in total	O Create Geographic Profile	and in Social	How do you want to create the customer profile?
	Create Survey Profile		Recommended
Create a profile using an existing			Geocode from an existing table      Geocode from an existing table
customer layer or new customer data.	<ul> <li>Import Profile</li> </ul>	-	Use an existing segmentation code in a customer table
	O Manage Profiles	•	Attributes of Shopping Centerr
		1 . Tom	/ Segmentation code field:
			cNo fields available>
		Customer data is address geocoded to assign a segment for	Other
		code and a customer profile	O Use Address Coder
			O Use an existing customer layer
Heb	CC Back Next >>	Recommended	Use this option only when your file does not have an
		methods are emphasized	address field. This option uses a point-in-polygon approach to assign segmentation codes to records and
-		Cimpinusaccu	the processing time is considerably longer.
			Shopping Centers
		Help	Cancel

Further, creating profiles with customer data can now be accessed by Premium users in the **Customer Setup wizard.** 

Customer Setup Wizard		? 🗙	
Select the name field for your customers. Optionally, you can select an associated store ID that will the each customer to the store they visit.	Which field contains the name of each customer?		
	NAME	•	
	In the customer layer, which field uniquely identifies each store?	Create customer profiles during Customer Setup	
	STORE_ID		
	Append segmentation codes to address records. Create a customer profile. What do you want to name the customer profile?		
Help	<pre>&lt;&lt; Back Next &gt;&gt; Ca</pre>	ncel	

#### **Reorganization of Help**

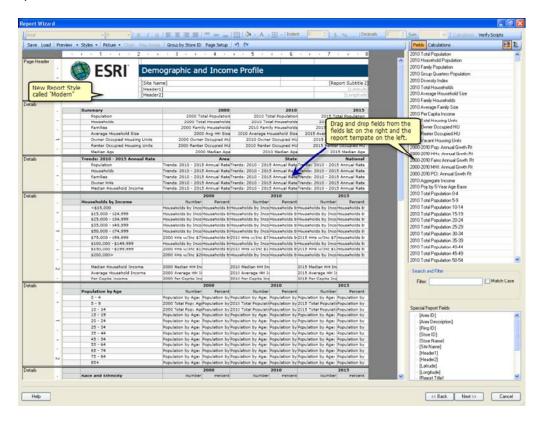
This has been reorganized to match the new organization of the Business Analyst toolbar, menu, and window. Every Help button opens the ArcGIS Desktop Help system directly, your source for the best, most relevant content.



# Reports

## **Even More Advanced Report Authoring**

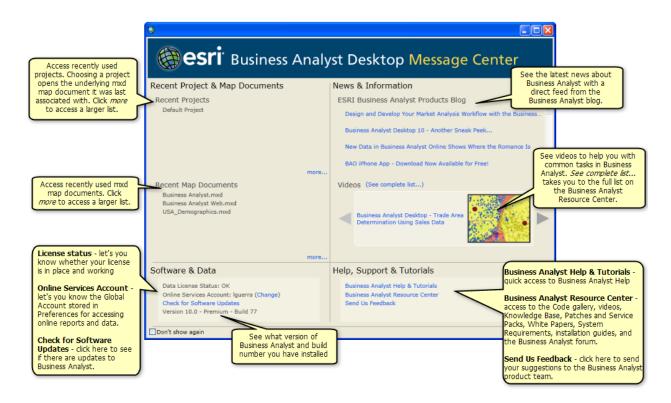
Crystal Reports software is no longer required. A new report authoring tool has been included in Business Analyst 10. It's easy to use; incorporates the new report look and feel being introduced across the Business Analyst product line in 2010; and lets you export your reports to PDF, CSV, Excel, HTML, or XML format. Users with custom report templates developed with Crystal Reports software can still use those templates in Business Analyst 10. However, any edits to those report templates must be done in Crystal Reports software.



# **Online Access**

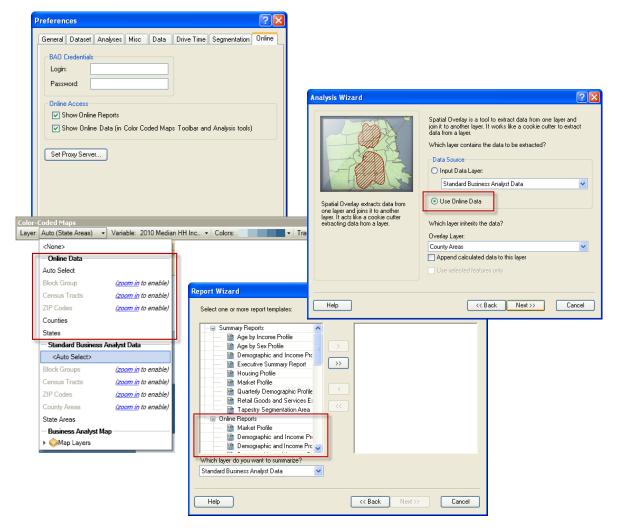
### **Message Center**

Putting product news and key information at your fingertips, the **Message Center** launches with Business Analyst and provides quick access to a wealth of information and resources including the Business Analyst blog and video gallery.



### **Access Online Data**

Get access to Esri demographic updates earlier than ever before. Business Analyst Desktop now leverages the Business Analyst API to bring reports and data from Business Analyst Online<sup>™</sup> (BAO<sup>™</sup>) to desktop users. Because Esri demographic data updates are typically released on BAO in June, this means that Business Analyst Desktop users can access updated Esri demographic data earlier than ever before. Online access to updated data and reports is available through the Reports wizard, the Analysis wizard, and thematic mapping. Any trade area in the table of contents can be used to create reports, data, or maps, without requiring that any data be installed locally.



Every licensed user of Business Analyst Desktop qualifies to receive a subscription to Business Analyst Online. This subscription also provides online access to the reports and data directly through Business Analyst Desktop as mentioned above. The subscription is for the length of your maintenance term.

- Every licensed user of Business Analyst Desktop qualifies to receive a Basic subscription.
- Every licensed user of Business Analyst Premium Desktop qualifies to receive a Premium subscription.

In order to take advantage of the online access, you need to have a global account. Create a global account <u>here</u>. To set up your online access, please e-mail <u>ba\_onlineaccess@esri.com</u> with your Esri customer number, global account user name, and contact information for named user. You'll receive notification when your online access is available.