



ESRI
EXTERNAL

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Migration Guide Esri® 2023 Data Axle

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Migration Guide – Data Axle Business Locations

This year, Esri has made some changes and improvements to the way Data Axle business location data is presented in Business Analyst. This includes enhancements to Point of Interest (POI) names, introduction of several new fields, and improved NAICS-based and SIC-based categorization that will aid location and competitive analysis.

Will my workflows change?

For the most part, workflows utilizing Data Axle business location data in Business Analyst will remain very similar to previous releases. However, there are some differences that should improve the way you search for, access, and analyze the POI data.

Some fields in the data were re-organized or deprecated. Check your reports and infographics for any changes that may impact your work.

New attributes

New attributes from Data Axle were added to enhance the dataset with enriched business information.

These include:

- **Secondary NAICS-based and SIC-based Codes:** Some businesses have secondary NAICS-based and SIC-based codes, which are now included in the data. For example, a hotel may have a primary code indicating it is a hotel and a secondary code for convention hosting.
- **Business Category:** Categorizes a business as *independent*, *branch*, *headquarters*, or *kiosk*.
- **Headquarters Name:** Indicates the name of the business's direct headquarters.
- **Professional Specialty:** Identifies areas of specialty within a field. For example, a law firm might specialize in criminal or family law.
- **Affiliation:** Lists organizations with which a location is affiliated.
- **Brands:** Brand names associated with the business. For example, a business might sell specific brands of tires or feature particular insurance carriers.
- **Landmark Name:** Identifies the shopping center or complex name where the business is located.
- **Location Parent:** Indicates the "parent" location of a business – applicable when one business is located inside of another. For example, when a coffeeshop is located inside a bookstore, the bookstore is the location "parent".
- **Location Confidence:** Indicates the confidence in the business location; this value is directly correlated to the Esri geocoder used to place the Data Axle address.
 - Very High – Business geocoded to a rooftop, using address number and street values.
 - High – Business geocoded to a street centerline, using address number and street values.
 - Medium – Business geocoded to a street name or street intersection.
 - Low – Business was only able to be geocoded to a postal code centroid or city centroid.

Deprecated attributes

You may notice that some attributes are no longer available in the Data Axle dataset. These include:

- **Data Axle ID:** Replaced with an internal Esri ID called *Esri PID*.
- **Franchise Code:** Content has been simplified, expanded, and spread to new attribute fields including *Professional Specialty, Brand, and Affiliation*.
- **Ultimate Parent Number:** Replaced with the name of the **immediate** headquarters company in the *Headquarters Name* field.
- **Industry Specific Code:** Content is fully deprecated.
- **Public Company Indicator:** Content is fully deprecated (*ArcGIS Pro only*).
- **Record Type:** Content is fully deprecated (*ArcGIS Pro only*).
- **Headquarters/Branch:** Replaced with the new Data Axle field, *Business Category*, which categorizes the business as *independent, branch, headquarters, or kiosk*.

Changed attributes

There are a few minor changes affecting attributes. These include:

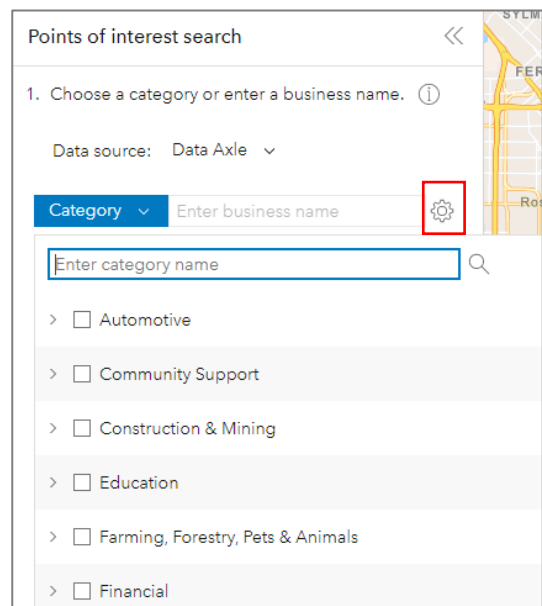
- **Square Footage Code → Square Footage:** Previously, we provided a code that referenced an estimated square footage range of the business location. In this, and future releases, the actual estimated range is provided rather than a code. This is applicable to the United States only. Square footage estimates are not currently available for Canadian records (*ArcGIS Pro only*).
- **Sales Volume/Assets:** This value is now indicated as full numbers rather than the number in thousands.

If any of these changes impact your existing infographics or reports, see the ArcGIS Business Analyst articles [replacing missing variables in infographics](#) and [building a report template](#).

Business category changes

The Data Axle default category search has been significantly expanded and reorganized in this release. This includes enhancements to the exact matching capabilities, which you can control with the settings in Business Analyst.

The changes improve discoverability for businesses across a wider array of business sectors, such as manufacturing, construction, and wholesale. The subcategories contain enriched detail and more subcategories than were available in previous releases.



The summary table below provides an overview of the reorganized categories and how historic categories were migrated. Review the [ArcGIS Business Analyst documentation](#) for a more detailed explanation of new categories and individual category changes.

Previous Category	Re-Organized Category
Auto	Automotive; Retail
Clothing	Retail
Education	Education; Community Support
Entertainment	Recreation & Entertainment; Restaurants, Bars, & Clubs
Financial	Financial; Insurance; Real Estate; Personal & Business Services
Food & Restaurants	Food & Grocery Stores; Restaurants, Bars, & Clubs; Retail; Wholesale Trade
Government & Public Services	Government; Community Support; Education; Transportation & Public Utilities
Healthcare	Health; Community Support
Housing	Real Estate; Community Support; Health
Personal Care	Personal & Business Services; Retail
Pets	Farming, Forestry, Pets & Animals; Retail
Recreation	Recreation & Entertainment; Retail; Hospitality
Shopping	Retail; Food & Grocery Stores; Real Estate; Wholesale Trade
Sporting Goods	Retail
Technology	Retail; Transportation and Public Utilities; Personal & Business Services
Travel	Hospitality; Recreation & Entertainment; Transportation & Public Utilities

Non-exportable attributes

With the introduction of new categories, we have also updated the export capabilities to Microsoft Excel and infographics. Some of the new fields made available in this release are not downloadable or exportable from the web app. These include Landmark Name and Location Parent. These fields are not available at all in ArcGIS Pro.

Fields that are not exportable are marked with an asterisk when you view full table details. Note that these fields are also not available to use when creating Nearby tables in infographics.

Where do I get more information?

We hope this has been a useful guide for migrating to the latest Data Axle data release.

- To learn about some of the new capabilities, read our [What’s new with Business data in ArcGIS Business Analyst](#) blog article.
- To learn more about Data Axle data, see: <https://doc.arcgis.com/en/esri-demographics/latest/reference/data-axle.htm>
- To learn more about all the data accessible in Business Analyst, see: <https://doc.arcgis.com/en/business-analyst/web/data.htm>