

# ArcGIS® Business Analyst

Advanced Business Analysis with a Complete Data Package



**Arc**  
ESRI **GIS**™





## ArcGIS Business Analyst

*Advanced Business Analysis with a Complete Data Package*

*ESRI® ArcGIS® Business Analyst is a suite of GIS-enabled tools, wizards, and data that provides business professionals with a complete solution for site evaluation, selective customer profiling, and trade area market analysis. Running simple reports, mapping the results, and performing complex probability models are among the capabilities ArcGIS Business Analyst offers in one affordable desktop analysis solution. Data and analyses produced by ArcGIS Business Analyst can be shared across departments, reducing redundant research and marketing efforts, speeding analysis of results, and increasing employee efficiency.*

### Map Your Way to Better Business Decisions

ArcGIS Business Analyst is the premier suite of tools for unlocking the intelligence of geography, demographic, consumer lifestyle, and business data. It is a valuable asset for business decision making such as analyzing market share and competition, determining new site expansions or reductions, and targeting new customers.

The ability to analyze the geographical component of business data reveals trends, patterns, and opportunities hidden in tabular data. By combining information, such as your sales data, customer information, and competitor locations, with geographic data, such as demographics, territories, or store locations, ArcGIS Business Analyst helps you better understand your market, your customers, and your competition.

With ArcGIS Business Analyst, you can

- Perform site, competitive, and trade area analysis.
- Customize and automate frequently used analyses.
- Build interactive sales forecast and market share models based on the Huff model.
- Develop and share reports with demographic, consumer, and business data or use your own data.
- Discover up-sell and cross-sell opportunities.
- Target underserved markets.

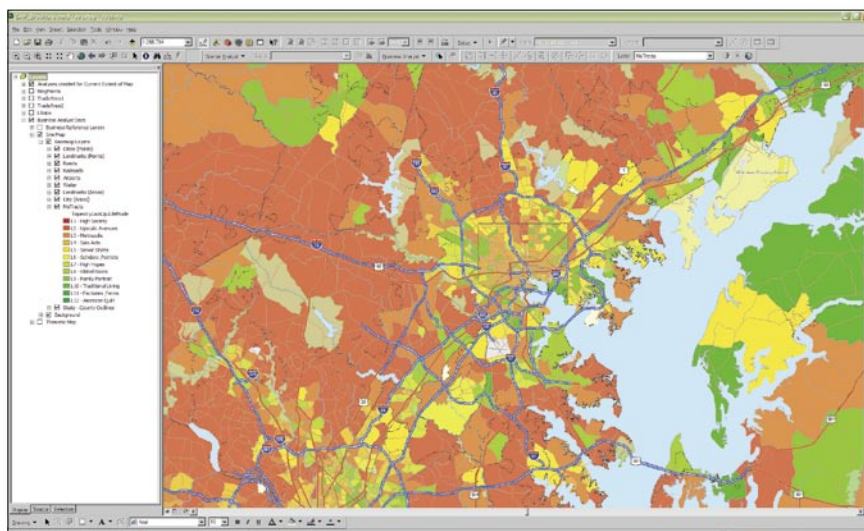
*This map illustrates a small bank's opportunities to serve emerging minority markets in the Detroit, Michigan, area. ArcGIS Business Analyst was used to overlay emerging market boundaries on market potential and branch network. As a result, the bank sees emerging communities for their potential.*





# Leading Technology and Data in One Comprehensive Package

*Highest-Quality Data for Better-Informed Decision Making*



*Baltimore, Maryland, by Community Tapestry's LifeMode Summary Groups*

*ArcGIS Business Analyst integrates the world-leading GIS software with comprehensive data from top data providers in one powerful, flexible package. Now you can perform your marketing analyses with the best marketing analysis tools at your fingertips.*

**Demographic Data**—ESRI offers more than 1,500 demographic data variables including current-year estimates and five-year projections. These data variables are augmented by current-year estimates for employee population, population by occupation/industry, disposable income, and consumer expenditures all at the state, county, ZIP Code, census tract, block group, Core Based Statistical Area, and Designated Market Area geography levels.

**Business Data**—A national database of approximately 11 million U.S. businesses from *infoUSA* can be used to identify customers or competitors and includes data by industry (SIC and NAICS), sales volume, location, name, employees, and more.

**GlobeXplorer**—GlobeXplorer's standard imagery service provides a collection of high-quality aerial and satellite imagery that is regularly updated and expanded. These images can be used in reports and projects that require visual details of properties, neighborhoods, and towns.

**Shopping Center Data**—A national database from the Directory of Major Malls, Inc., lists detailed information for nearly 4,000 major shopping centers, malls, and lifestyle/specialty centers in the United States. Data variables include center name, gross leasable area (GLA), type of center, total retail sales, distance to the nearest competing center, distance to the nearest major city, nearest major city, and total number of stores. Information such as store name and square footage is also included for up to four anchor stores.

**Street Information**—Street data from Dynamap®/Transportation, the flagship product from Tele Atlas North America, provides a nationwide basemap for routing and drive-time analysis. This database contains the most current and comprehensive data available for more than 14 million addressed street segments.

**The Centrus® Geocoder from Group 1**—Provides accurate address standardization and batch geocoding to locate your address data on a map.

**Business Objects Crystal Reports**—View, print, and export reports to a variety of popular formats. ArcGIS Business Analyst uses Crystal Reports® software provided with ArcView®, ArcEditor™, or ArcInfo®.



# ArcGIS Business Analyst

## Market Analysis

*Understanding the trade areas of multiple locations can become problematic when sites are close to each other. Typical ring analyses do not consider overlapping trade areas, resulting in erroneous double counting of the underlying demographic data. With ArcGIS Business Analyst, you can create nonoverlapping rings and remove trade area overlap, thus eliminating the possibility of double counting.*

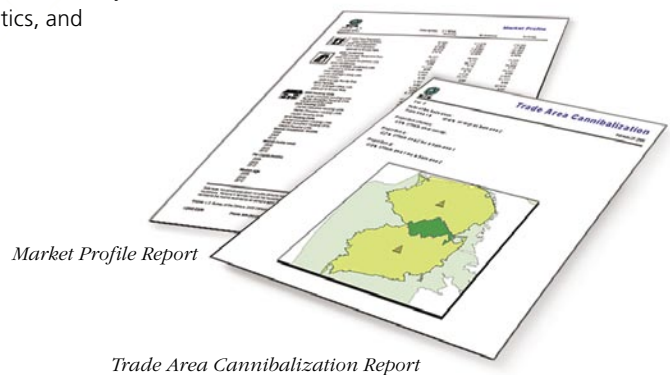
*ArcGIS Business Analyst contains all the tools and data necessary to help you perform analyses quickly for better, more informed business decisions. Analyzing markets, evaluating and selecting sites, and profiling customers are a few analyses that you can easily perform with ArcGIS Business Analyst.*



### Analyze Your Markets—Define the criteria for a profitable market.

The wizards in ArcGIS Business Analyst enable you to blend demographic, business, and competitive data with your customer information. You can accurately evaluate potential in your trade area, analyze your market's characteristics, and determine the success or failure of a site.

- Evaluate new locations.
- Identify your competitors.
- Review site performance.
- Measure the impact of a new store or competitor.
- Evaluate store performance by measuring customer proximity and penetration.
- Create simple, drive-time, and threshold areas.
- Identify market "pull" by creating desire lines drawn between customers and their assigned stores.
- Build and implement marketing programs.





# ArcGIS Business Analyst

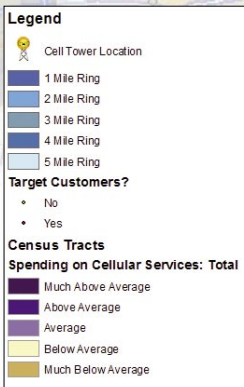
## Customer Profiling

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—"Like seeks Like." This means that you can use the demographic profile of your best customers to find more customers that match their traits by targeting new areas based on your business model. ArcGIS Business Analyst helps you target only those areas that are within the trade area of your existing locations. In this example, only customers that live within the five-mile-ring trade area and match target demographics are represented as red dots. Customers represented by green dots are still important but do not match the criteria for this particular target campaign.

### Profile Your Customers—Identify your best customer types and prospects.

Learning about customers in your market will help you know who your best customer types are, what they buy, how to reach them, how to keep them, and where to find more like them. ArcGIS Business Analyst can help you select the best market areas, avoid marketing to less profitable segments, reduce marketing costs, increase direct mail response rates, and grow revenue.

For more refined customer profiling applications, an optional neighborhood Segmentation Module based on ESRI's segmentation system, Community™ Tapestry™, can be added to the standard data package in ArcGIS Business Analyst. Tapestry classifies U.S. neighborhoods into 65 distinct market segments based on their socioeconomic and demographic composition.

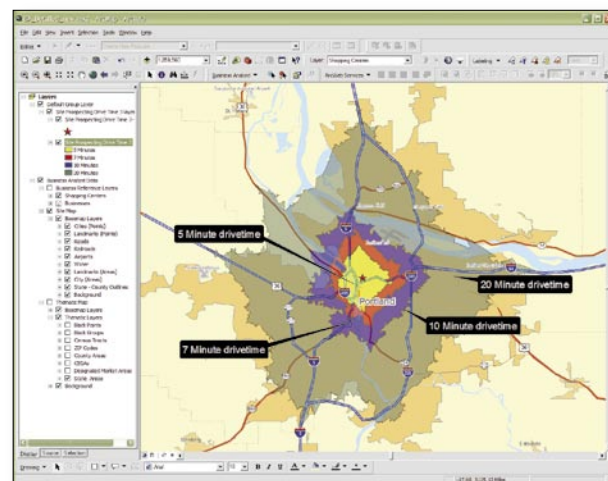


The optional Segmentation Module includes

- Community Tapestry at the block group geography level
- Community Coder advanced geocoding software
- Consumer profiles from Mediamark Research Inc. (market potential data)
- Wizards to guide you through the production of segmentation studies and study booklets

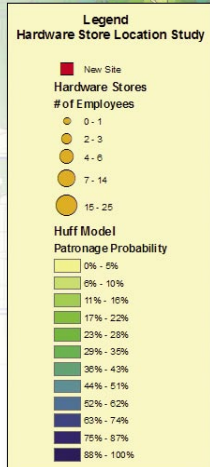
You can use the Segmentation Module to

- Add geographic coordinates and Community Tapestry segmentation codes to your customer file.
- Reveal cross-selling and market opportunities.
- Create detailed customized segmentation studies for specific projects and presentations.



Drive-Time Ring Analysis for Shopping Center

## ArcGIS Business Analyst Site Selection



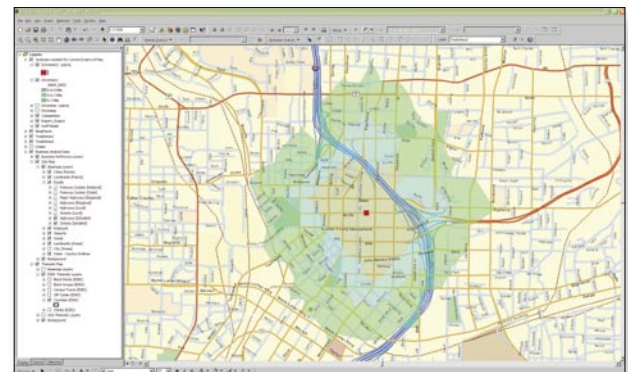
*ArcGIS Business Analyst allows you to create probability maps, based on the Huff model, showing where your customers are most likely to live. Orange dots represent the competition, larger dots represent greater “attractiveness” over another. Your new location is represented by the red square. Store patronage is represented by the yellow, green, and blue shades, where the darker colors represent increased probability of patronage to your location. Areas near your competition show less patronage, which is reflected in the lighter colors and is influenced by the “attractiveness” of the location. The more “attractive” the competition’s site is, the less likely that customers will shop at your new location.*

*ArcGIS Business Analyst quickly and accurately performs evaluation analyses for a single site or for multiple locations. Integrating your customer data with business, shopping center, demographic, or consumer expenditure data allows you to choose the best area for your new location.*

### Evaluate and Select Your Sites—Learn the characteristics of your best sites and find more like them.

ArcGIS Business Analyst can help you perform the following site evaluation and selection applications:

- **Simple ring analysis**—Draws a specified radius around your site.
- **Data-driven ring analysis**—Creates a radius around your stores proportional to a store characteristic such as total sales, specific product sales, and GLA.
- **Equal competition**—Creates trade area boundaries halfway between each store and neighboring store locations.
- **Predictive model**—Based on the Huff model, measures the probability that customers will visit a specific site. A wizard in ArcGIS Business Analyst simplifies the building of a Huff predictive model, and a complementary tool supports model calibration using survey data or real customer data.
- **Drive-time analysis**—Defines accessible areas along the street network based on specified maximum travel time or distance.
- **Threshold ring analysis**—Creates rings with a specified population, household count, business count, or value of any other variable you choose.
- **Find similar**—Investigates similarities of multiple store locations using many data variables and ranks trade areas around a set of stores based on these similarities.
- **Dynamic ring analysis**—Evaluates site locations with an interactive site prospecting tool based on threshold values that you set.



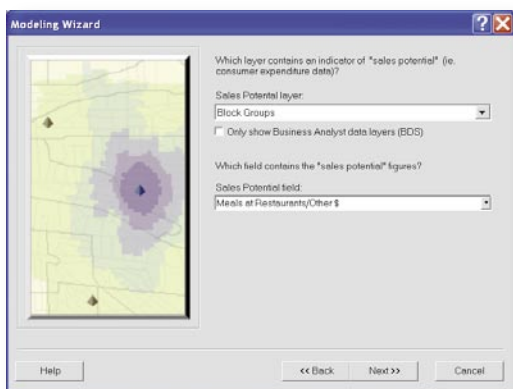
*Drive-Time Analysis in Atlanta, Georgia*





Image Courtesy of RPM Consulting, Northridge, California, USA

*ArcGIS Business Analyst desktop software is designed for both geographic information system (GIS) and non-GIS professionals. The effective combination of data and software in ArcGIS Business Analyst is built into a series of intuitive, wizard-driven applications. These tools enable you to run simple reports or perform complex analyses and map your results—with just one package.*



Trade Area Modeling Wizard

Use ArcGIS Business Analyst to answer

- Who are my customers?
- Who are my best and most profitable customers?
- Where are they?
- Where can I find more like them?
- How can I reach them through targeted marketing efforts?

*ArcGIS Business Analyst is available with national or regional dataset pricing.*

## ArcGIS Network Analyst

This extension adds routing, closest facility, service area analyses, origin-destination matrices, and advanced network management and creation. Network Analyst can be used for a variety of applications including classic point-to-point routing and advanced time-based delivery models.

## ArcGIS Business Analyst also includes

- Complete integration with the ArcGIS framework
- Enhanced reporting capabilities with a batch framework and a custom report wizard
- ESRI's updated demographic data; Community Tapestry lifestyle segmentation data down to the census tract level; infoUSA® business data; major shopping center data from the Directory of Major Malls, Inc.; street data from Tele Atlas; and more
- Techniques for the creation, management, and comparison of trade areas
- Huff sales forecasting models
- Updated Centrus street address geocoder from Group 1 Software

ArcGIS Business Analyst is supported on the Windows® 2000 and Windows XP (Home Edition and Professional) operating systems. ArcGIS Business Analyst requires ArcView, ArcEditor, or ArcInfo.

To learn more about ArcGIS Business Analyst, visit [www.esri.com/businessanalyst](http://www.esri.com/businessanalyst).



For more than 35 years ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS technology in any organization with a seamless link from personal GIS on the desktop to enterprise-wide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.

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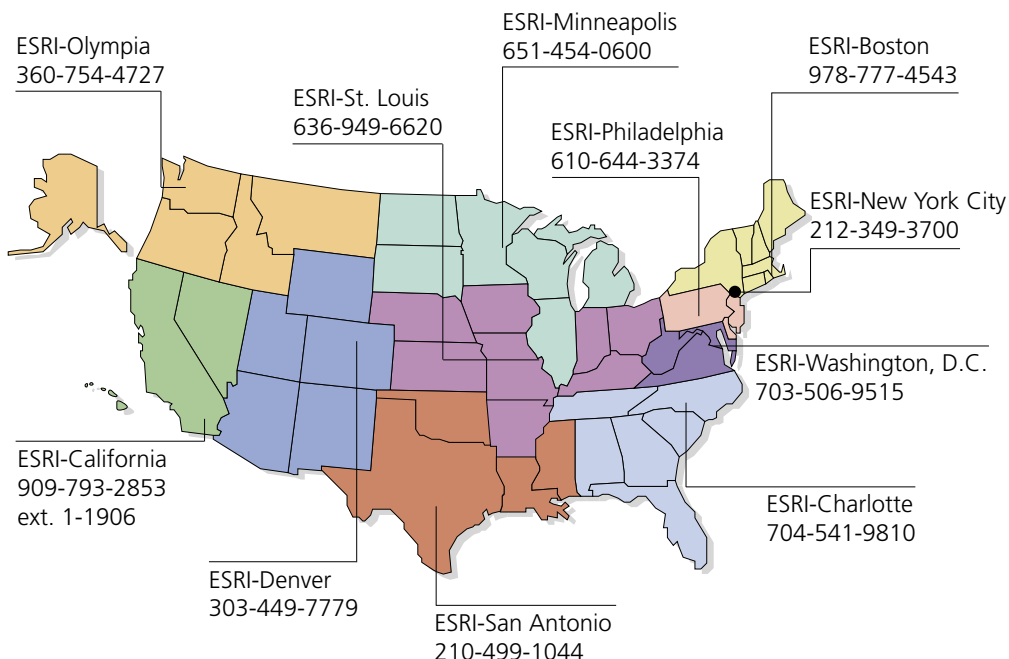
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