ESRI® Business Analyst
The GIS and Data Solution for Advanced Business Analysis
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ESRI® Business Analyst is a suite of Geographic Information System (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 Business Analyst offers in one affordable desktop analysis solution. Data and analyses produced by 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
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 and visualize the geographic 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, Business Analyst helps you better understand your market, your customers, and your competition.

With Business Analyst, you can
- Perform site, competitive, and trade area analysis.
- Build interactive sales forecast and market share models based on the Huff model.
- Create, edit, and manage sales; accounts, and service territories.
- 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. Business Analyst was used to overlay emerging market boundaries on market potential and branch network. The bank sees emerging communities.
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 premium 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 more than 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.

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

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

The wizards in 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 between customers and their assigned stores.
- Build and implement marketing programs.

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 Business Analyst, you can create nonoverlapping rings and remove trade area overlap, thus eliminating the possibility of double counting.
The optional Segmentation Module includes:

- Community Tapestry at the block group geography level
- 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:

- Estimate Market Potential
- 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.

ESRI Business Analyst
Customer Profiling

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. 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 Business Analyst. Tapestry classifies U.S. neighborhoods into 65 distinct market segments based on their socioeconomic and demographic composition.

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. 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.

Customer Prospecting by block in Oklahoma City
Evaluate and Select Your Sites—Learn the characteristics of your best sites and find more like them.

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.

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 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.

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.

Multiple Drive Times in Salt Lake City, Utah
Bank of America is a newcomer to the East Coast and to the New York City market in particular. The bank has entered these markets through a series of acquisitions, most recently that of Fleet Financial. This map illustrates the relative position of the bank’s network to areas of deposit potential in counties comprising the tristate area of New Jersey, New York, and Connecticut. Business Analyst was used to identify areas where the bank can be expected to dominate (e.g., coverage of most suburban areas) and weak areas (e.g., Richmond/Staten Island).

ESRI Business Analyst also includes
- ArcGIS Network Analyst: an extension that can be used for a variety of applications including classic point-to-point routing and advanced time-based delivery models
- ESRI’s high-quality geocoder that integrates an address-based approach with more than 40 million residential and commercial U.S. address records from the Tele Atlas address point database
- Enhanced reporting capabilities with a batch framework and a custom report wizard
- Complete integration with the ArcGIS framework

Business Analyst is available with national or regional dataset pricing.

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

To learn more about ESRI Business Analyst, visit www.esri.com/businessanalyst.
About ESRI

Since 1969, ESRI has been helping organizations map and model our world. ESRI’s GIS software tools and methodologies enable these organizations to effectively analyze and manage their geographic information and make better decisions. They are supported by our experienced and knowledgeable staff and extensive network of business partners and international distributors.

A full-service GIS company, ESRI supports the implementation of GIS technology on desktops, servers, online services, and mobile devices. These GIS solutions are flexible, customizable, and easy to use.

Our Focus

ESRI software is used by hundreds of thousands of organizations(424,174),(707,891) that apply GIS to solve problems and make our world a better place to live. We pay close attention to our users to ensure they have the best tools possible to accomplish their missions. A comprehensive suite of training options offered worldwide helps our users fully leverage their GIS applications.

ESRI is a socially conscious business, actively supporting organizations involved in education, conservation, sustainable development, and humanitarian affairs.

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