



CHAPTER 2

Generating trade areas

Objectives

- Create a site in ArcGIS Business Analyst Web App.
- Generate and analyze trade areas in ArcGIS Business Analyst Pro.

Introduction

In ArcGIS Business Analyst, a site is an area where analysis is performed. You can create a site in Business Analyst Web App in several ways, including placing a pin on the map, choosing from standard geography levels, or drawing a polygon. With Business Analyst Pro, you can create sites using geoprocessing tools in the Trade Areas toolset.

You can choose how the area around a site is measured using rings, drive times, or walk times. In the ArcGIS Pro extension, these areas are called trade areas. Typically, geography, distance, and time-based trade areas are the most used methods for generating trade areas. They can be defined by straight-line distance or time, network distance or time, or administrative boundaries.

Tutorial 2-1: Create a site in Business Analyst Web App

With Business Analyst Web App, you can create a site in several ways. For this tutorial, you will place a point on the map using the Pin map tool.

Create a project

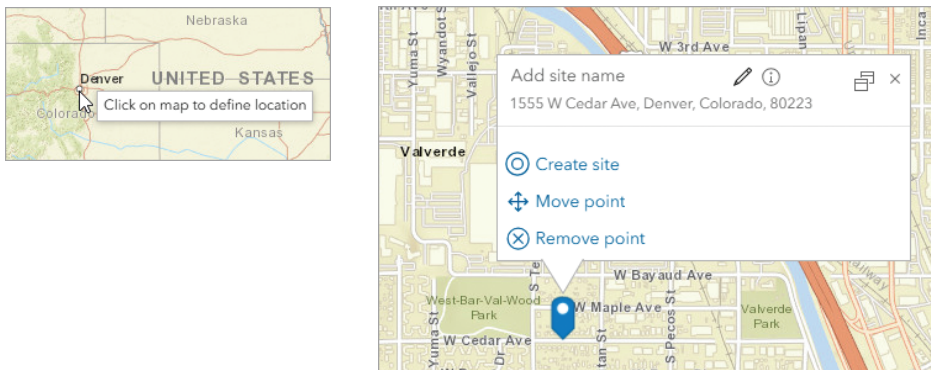
You'll first log in to Business Analyst Web App and create a new project.

1. In your browser, navigate to bao.arcgis.com.
2. Enter your ArcGIS credentials and click **Sign In**.
3. On the **Home** tab, under **Projects**, click **New project**.
4. In the **Create project** window, for **Project name**, type [Ch 2 - Trade areas](#). Click **Create**.
5. After the project is created, hover over the project card and click **Open project**.

Place a point on the map

One of the ways that you can create a site is by placing a point on the map. Use the Pin map tool to get started.

6. On the right of the map, in the map tools, click the **Pin** tool.
7. Click a location on the map, such as Denver, Colorado, United States.



The pin is placed at the point you selected.

Tip: There are two other ways that you can place a point on the map. You can type an address or latitude coordinates in the application search bar. You can also click the **Define areas** tab, click **Find location**, and then enter an address or coordinates.

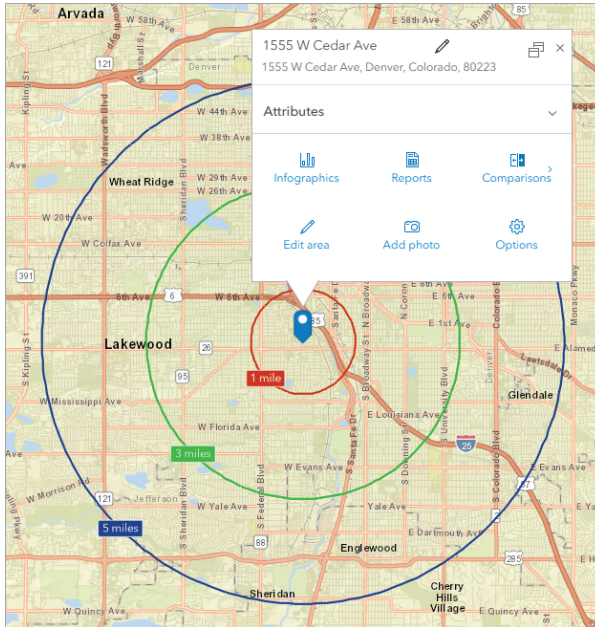
8. In the pop-up above the pin, click **Create site**.

Now you can choose how the area around the pin is measured. There are three options. Rings are drawn around the point using specified distances. The drive time represents the distance traveled to or from the site in a specified time frame. The walk time represents the specified times or distances based on paths and roads that allow pedestrian traffic.

By default, the site uses rings with a radius of 1, 3, and 5 miles.

Tip: The unit measure depends on your data source. You can use nonwhole numbers, such as .1, .3, and .5, for ring sizes. The limit for ring size is 1,000 miles or kilometers.

9. With the default values, click **Apply**.



Your site is saved to your project.

Take it to the next level

Once you've created your site, you can use its pop-up menu to work with it. For example, you can edit the name of the site, provide site attributes, run infographics and reports, and run geography comparisons.

Geography comparisons instantly contextualize your site, comparing key demographic variables for your site and its nested geographies, such as the local block group or census tract, county, state, and country. The geography levels depend on where your site is located, such as using provinces in Canada or districts in India.

Tutorial 2-2: Generate trade areas in Business Analyst Pro

In Business Analyst Pro, trade areas represent locations where you want to perform analysis, such as a ring or travel time around a point location, a geographic boundary, such as a county or block group, or a polygon shaped by the locations of your customers or constituents. In this tutorial, you will map trade areas around grocery stores and then measure the amount they overlap.

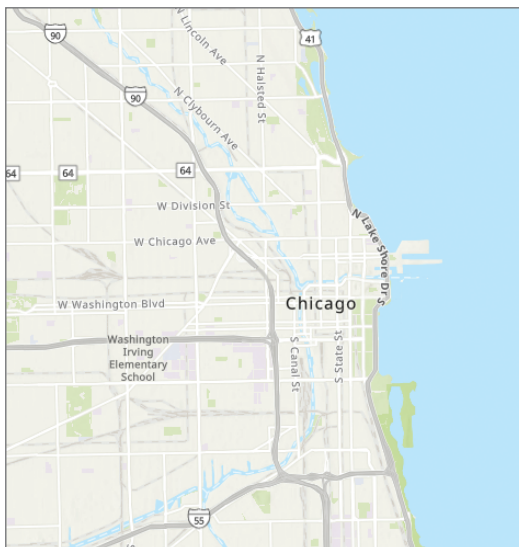
Create a project

1. Start ArcGIS Pro and sign in using your licensed ArcGIS organizational account.
2. Under **New Project**, click **Map**.
3. In the **New Project** dialog box, for **Name**, type **Ch 2 - Grocery store trade areas**. Save the project to **C:\Top20BusinessAnalyst**.

Tip: It is helpful to create a folder on your C: drive titled **Top20BusinessAnalyst** to organize your projects for this book.

Perform a points of interest search

4. Zoom the map to the general area of Chicago, Illinois.

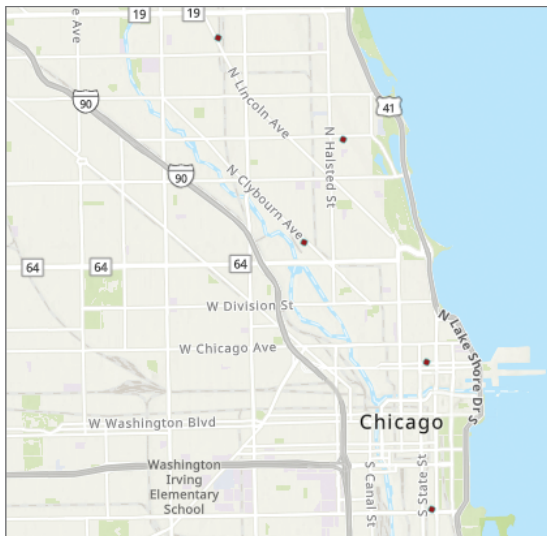


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5. On the ribbon, click the **Analysis** tab.
6. In the **Workflows** group, click **Business Analysis** to open the gallery of tools. Under **General Workflows**, click **Points of Interest Search**.

The Points of Interest Search pane appears.

7. For **Step One: Initial Search**, under **Name or keyword**, type **Trader Joe's** and click **Next**.
8. For **Step Two: Filter**, beneath the results list, click **Preview Map** to show all the Trader Joe's stores the search returned.



9. In the results list, expand **City**. Hover next to **Chicago** and click **Only**.
10. For **Output**, change the name of the layer to **Trader_Joes_Chicago**.
11. Click **Finish**.

The selected locations are saved to a new layer, visible on the map and in the Contents pane.

Generate trade areas for stores

12. On the ribbon, click the **Analysis** tab. In the **Geoprocessing** group, click **Tools**.
13. In the **Geoprocessing** pane, search for **Generate Drive Time Trade Areas** and then click the tool to open it.
14. In the **Generate Drive Time Trade Areas** tool, apply the following settings:
 - For **Input Features**, select **Trader_Joes_Chicago**.
 - For **Output Feature Class**, change the name to **Trader_Joes_Chicago_drivetimes**.
 - For **Distance Type**, leave the default, **Driving Time**.
 - For **Input Method**, leave the default, **Values**.
 - For **Distances**, type **5**.
 - For **Distance Units**, leave the default, **Minutes**.
 - For **ID Field**, select **Esri PID**.
 - For **Dissolve Option**, leave the default, **Overlap**.
15. Click **Run**.

Tip: If prompted to estimate credits, at the top of the tool, click **estimate credits**. The tool is estimated to consume about 3 credits.