The map displayed authored by me using ArcGIS Pro is the geocoded locations of the addresses (spreadsheet) of the attendees of an art event organized by PREX Art Gallery in Pittsburgh, Pennsylvania, USA. The art gallery wanted to assess the geographic reach of the event for marketing strategy.

The Data for the work includes the

* **reference layer** (the streets vector data for the city of Pittsburgh),
* the **Table** (spreadsheet) containing 1266 records of addresses. This data is housed in the ‘PrexGeocode’ geodatabase.
* The locator used ‘Pittsburg\_city\_PREXLocator2’ was created for this project.
* The results are displayed as the ‘Pittsburg\_city\_PREXLocator\_RESULTS2’ feature layer located in the ‘Pittsburg\_city\_PREXLocator\_RESULTS’ geodatabase.

The geocoding was only able to find 583 perfect matches, showing that the process is not perfect due to the irregularities of address inputs which can be caused by misspellings, typos, incomplete details and other reasons. The weakness of geocoding is therefore that the quality of addresses is crucial for very accurate and robust results.