



SAP-Esri Hackathon Office Hours

Create Mashups & Supercharge Your Data-Driven Apps

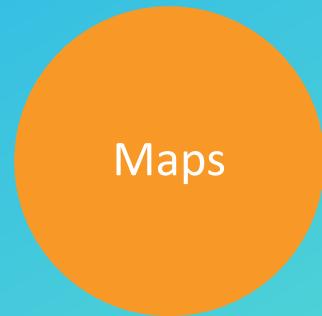
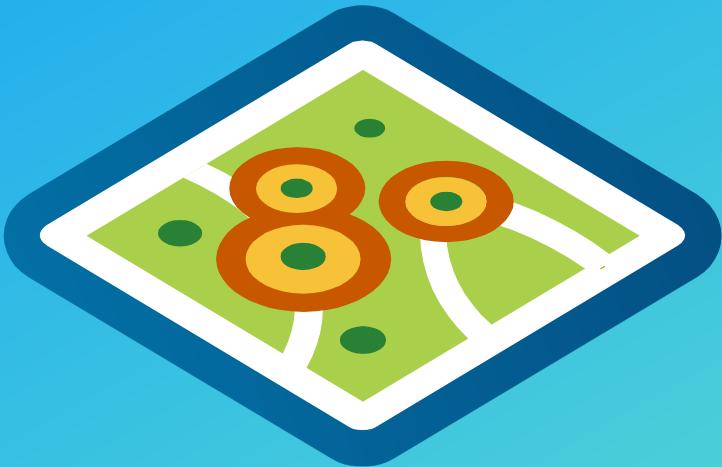
February 13, 2018

Tony Howser, Esri



ArcGIS Business Analyst

Helps organizations make informed decisions for site location, customer targeting, and market planning.



Secure | <https://developers.arcgis.com/features/geo-enrichment/>

ArcGIS for Developers

Get Started Documentation Features Pricing Support

The Esri GeoEnrichment Service

Add demographic, business, and landscape data to your maps and applications

[Get a Free Account](#)

[Browse the Docs](#)

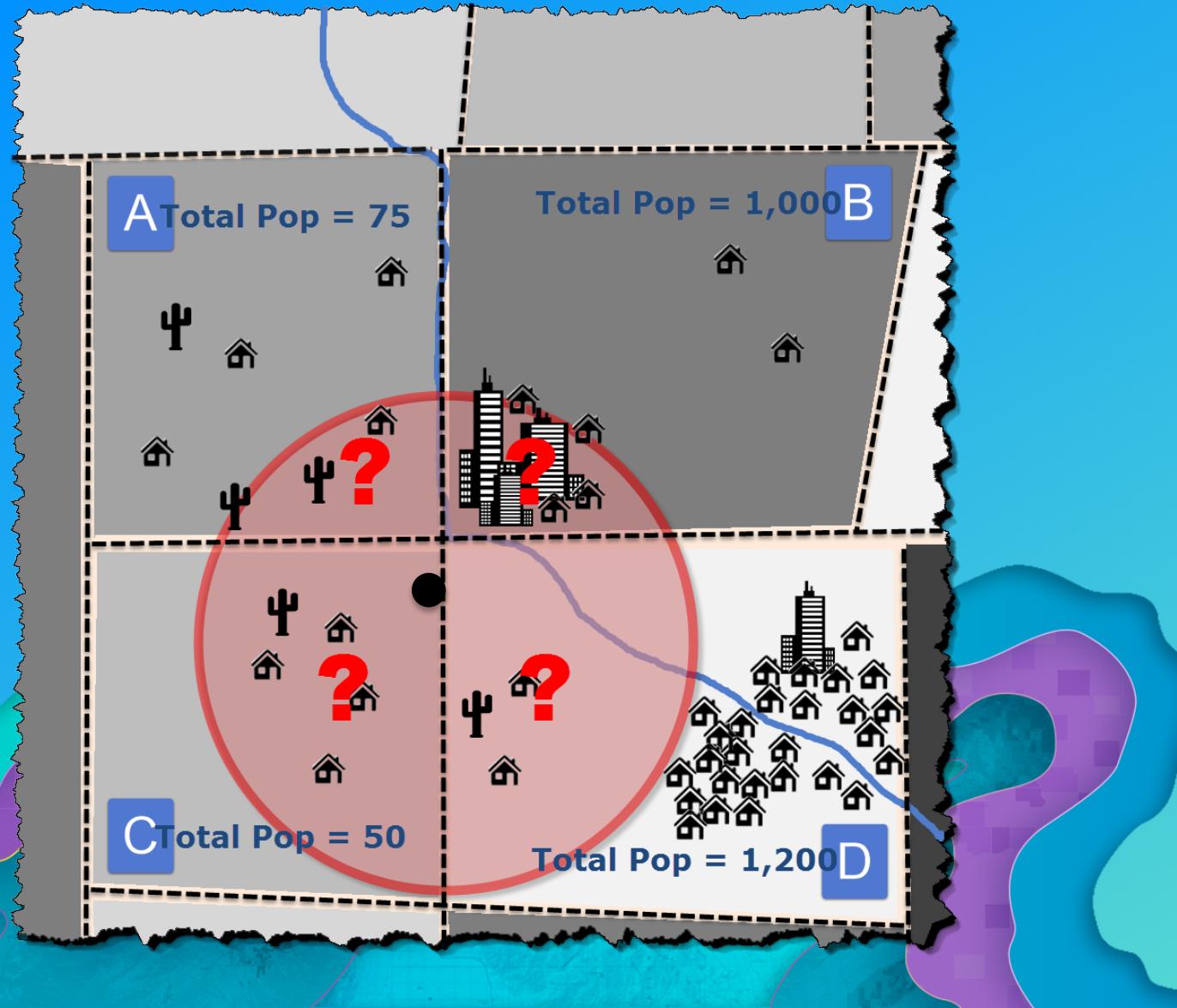
40 Main St W, Jersey City, NJ 07310
1 Mile Radius
\$22,278

Median Income	Population	Age
\$26,021	42,031	30
\$17,000	126,208	30

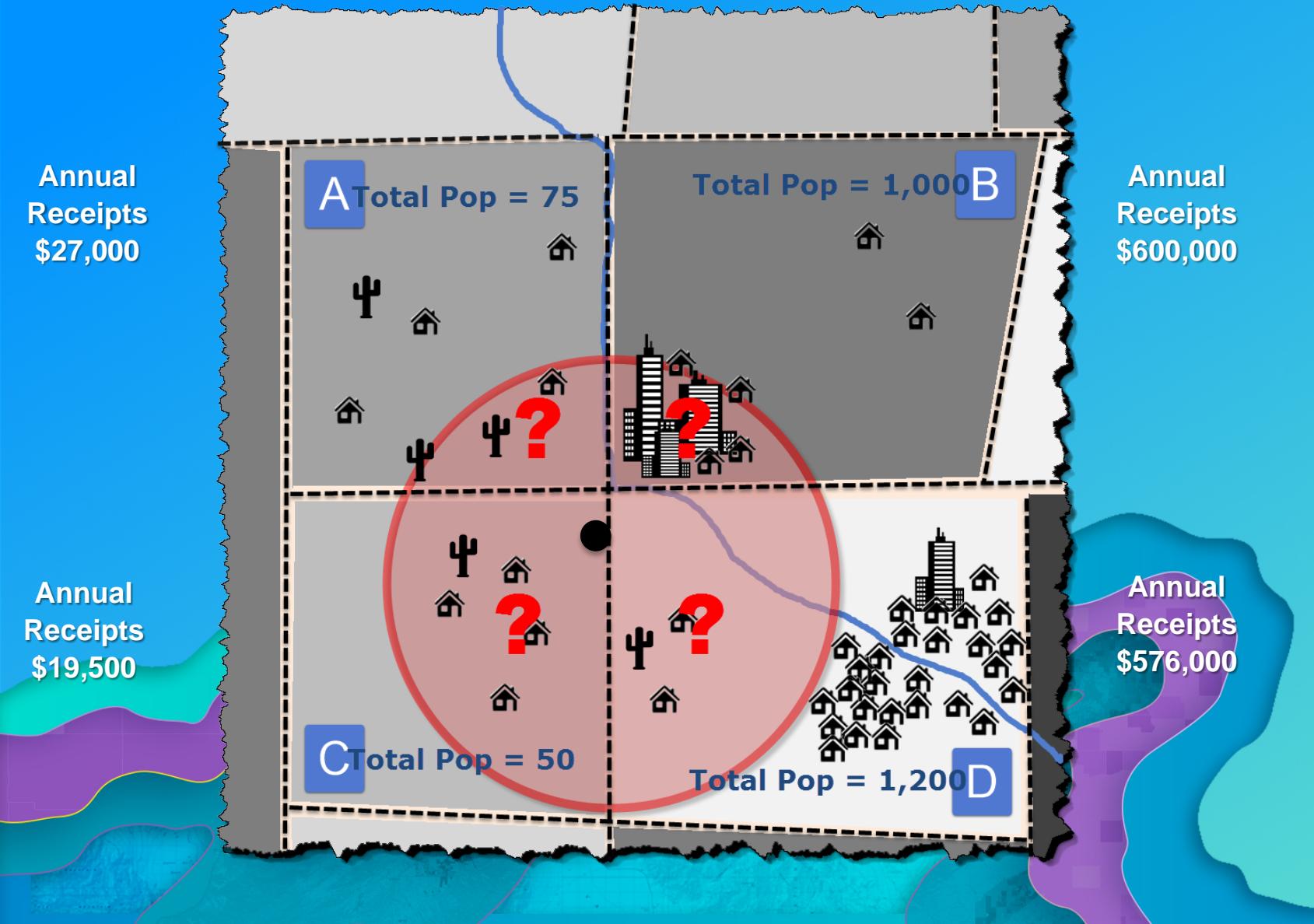
Features / GeoEnrichment

Query and display information from a large collection of data sets including population, income, housing, consumer behavior, and the natural environment.

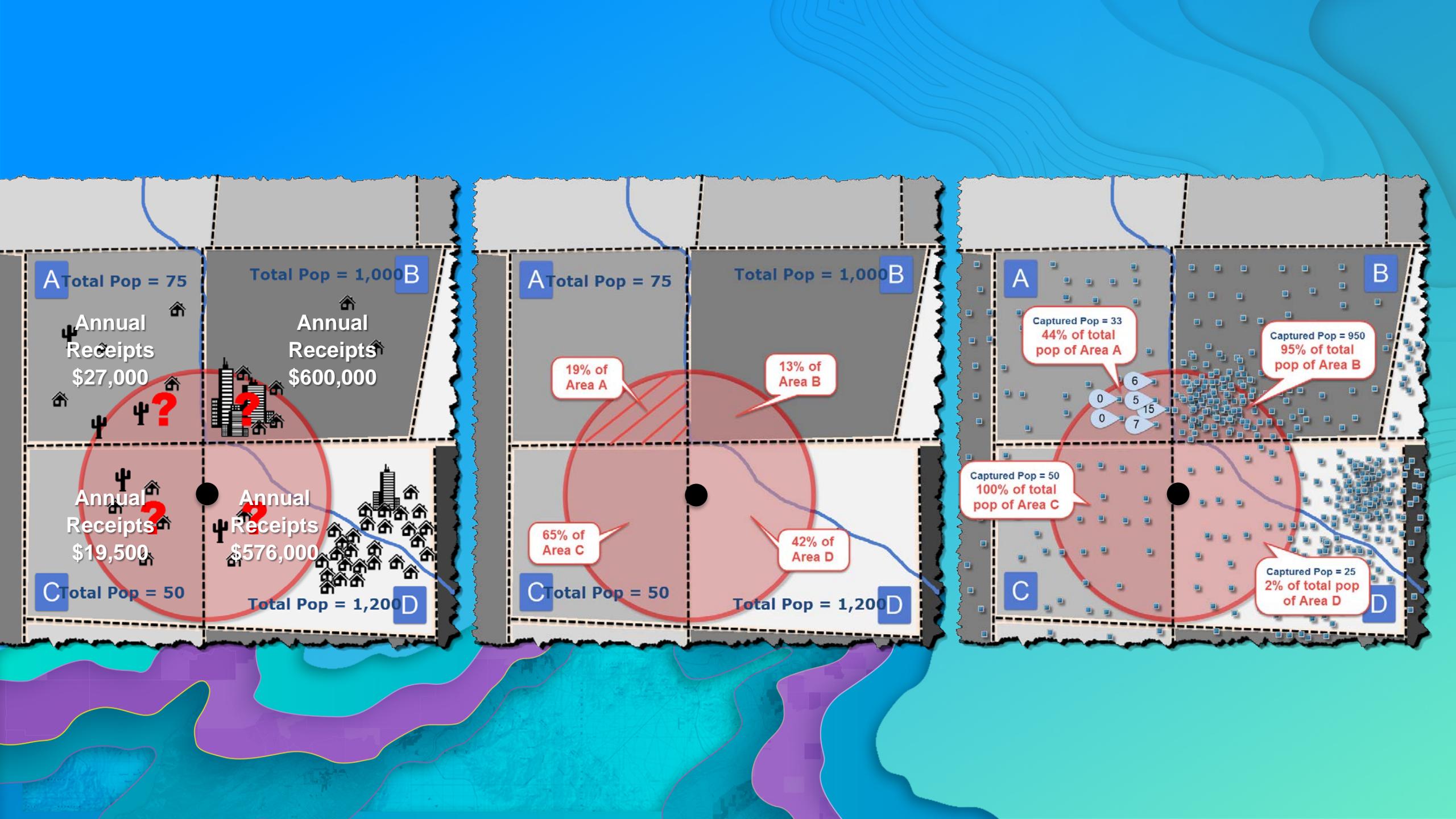
A Peek at Some of the Spatial Analytics Powering the GeoEnrichment Service



A Peek at Some of the Spatial Analytics Powering the GeoEnrichment Service



Total Estimated
Spending
on Natural Gas
for the Queried Area



REST Services

Market Potential

GeoEnrichment

Business Listings

Demographics

Administrative Regions & Boundaries

ArcGIS API for JavaScript

Consumer Behaviors

Demographic Map Services

Geocodes and Place Lookup

GeoEnrichment Fundamentals

Developer Workflow

1. Define your study area(s)
2. Select your variables
3. Assemble & submit your web request
4. Download and parse the data
5. Leverage the additional insight to supercharge your apps

*For mapping, reporting, analyzing, training,
enriching, appending, benchmarking,
dashboarding, visualization, decision support, ...*

Multiple Options for Defining Your Study Areas

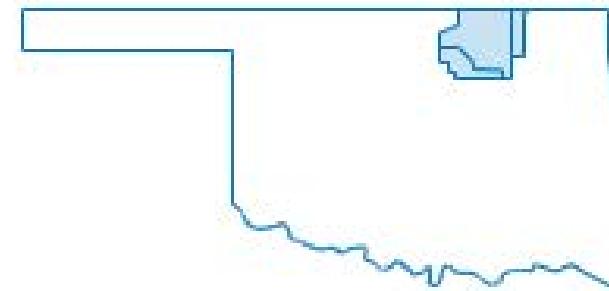
Find Location

Enter an address or lat/long, then add rings or walk time around it.



Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.



Draw Polygon

Draw a custom polygon around an area of your interest.



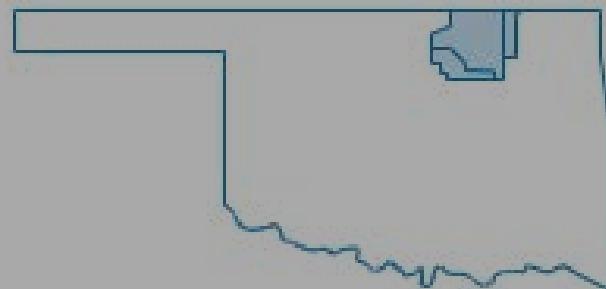
Find Location

Enter an address or lat/long, then add rings or walk time around it.



Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.



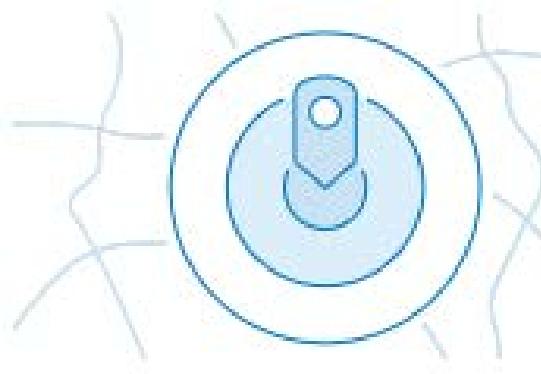
Draw Polygon

Draw a custom polygon around an area of your interest.



Find Location

Enter an address or lat/long, then add rings or walk time around it.



Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.

- 1 Enter an address.

380 New York St, Redlands, California, 92373 X

[or enter a Lat/Long](#)

Name your location. (optional)

My Address X

- 2 Add an area around your location.

Rings [Drive time](#) Walk time

Time

5 10 15 minu...

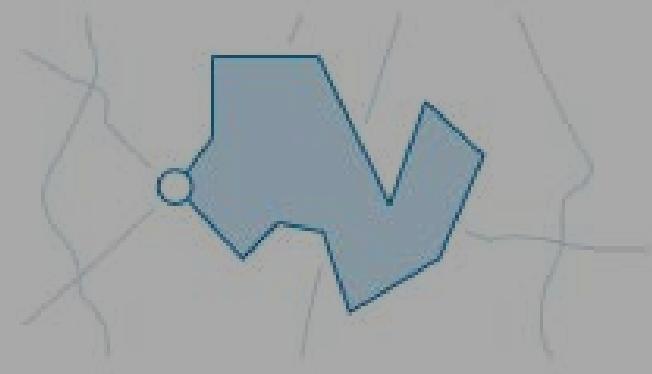
minutes

miles

km

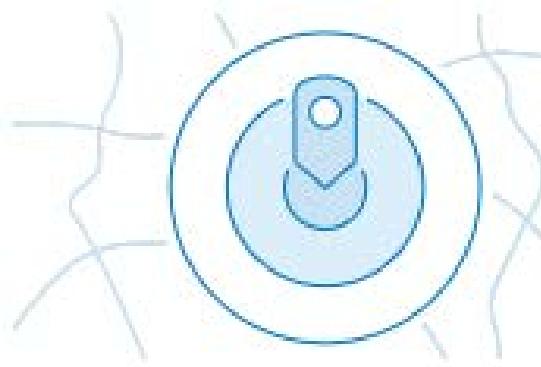
Draw Polygon

Draw a custom polygon around an area of your interest.



Find Location

Enter an address or lat/long, then add rings or walk time around it.



- 1 Enter an address.

380 New York St, Redlands, California, 92373

[or enter a Lat/Long](#)

Name your location. (optional)

My Address

- 2 Add an area around your location.

Rings [Drive time](#) Walk time

Time

5

10

15

minu...

minutes
miles
km

Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.

Draw Polygon

Draw a custom polygon around an area of your interest.

- 1 Enter a Lat/Long.

Lat: 32.25234

Long: -117.11165

[or enter an address](#)

Name your location. (optional)

My GPS Coordinates

- 2 Add an area around your location.

Rings [Drive time](#) Walk time

Radius 10 km

Find Location

Enter an address or lat/long, then add



USA



States



Counties



ZIP Codes



Census Tracts



Block Groups



Metropolitan Are...



Designated Mark...



Cities and Towns (...)



Congressional Di...



County Subdivisi...

Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.



Brazil



States



Municipalities



Districts



Subdistricts



Sectors

Draw Polygon

Draw a custom polygon around an area



Canada



Provinces

Federal Elector...
al Divisions

Census Divisio...



Census Subdivisi...



Census Metropoli...



Census Tracts



Forward Sortatio...



Dissemination Ar...

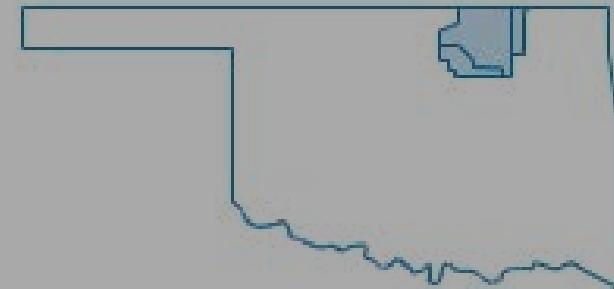
Find Location

Enter an address or lat/long, then add rings or walk time around it.



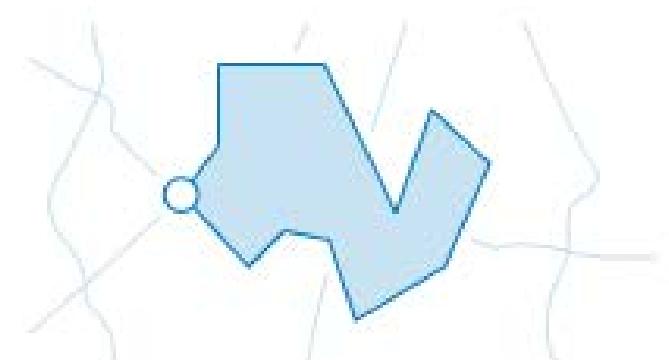
Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.



Draw Polygon

Draw a custom polygon around an area of your interest.



Polygon



Freehand

Analysis Variables



Population
Households
Purchasing Power
Age
Income
Marital Status
Education
Gender



Food
Tobacco
Clothing
Household
Medical
Electronics
Recreation

137
countries

What are You Going to Query Today?

The screenshot shows a web browser window for the Esri Demographics website (<https://doc.arcgis.com/en/esri-demographics/>). The page has a blue header with the title 'Demographics'. Below the header is a navigation bar with tabs: 'Access' (selected), 'Data', 'Coverage', and 'Reference'. A main heading reads 'Power your GIS with global demographic, spending, lifestyle, and business data.' Below this is a sub-heading 'Search thousands of data attributes for over 130 countries.' On the left, there's a 'Data Browser' section with a dropdown menu set to 'United States' and a search bar. The browser displays a grid of 20 data categories, each with an icon and a label: Population, Income, Age, Households, Housing, Health, Education, Business, Race, Spending, Behaviors, Jobs, Poverty, Marital Status, Tapestry, At Risk, Key Facts, Supply and Demand, Policy, and Landscape.

- Place Names
 - Admin Boundaries (Geometry)
 - Demographic & Socioeconomic Data
 - Business Data
 - Consumer & Lifestyle Data
- 135+ Countries
- 30,000+ Variables

REST Services

Market Potential

GeoEnrichment

Business Listings

Demographics

Administrative Regions & Boundaries

ArcGIS API for JavaScript

Consumer Behaviors

Demographic Map Services

Geocodes and Place Lookup

Getting Started

1. Go to <https://developers.arcgis.com/> and Sign Up for a Free Developers Subscription
2. View the various SDK and API documentation at
<https://developers.arcgis.com/documentation/>
3. Learn about Core Concepts such as Authentication and Authorization – Hint: Configure an [ArcGIS Online Hosted Proxy](#) and get started in minutes

Other Resources

- [GeoEnrichment Service Docs](#)
- View the various SDK and API documentation at
<https://developers.arcgis.com/documentation/>
- [Business Analyst Web App](#)
- [ArcGIS API for JavaScript v3.23](#)



esri

THE
SCIENCE
OF
WHERE