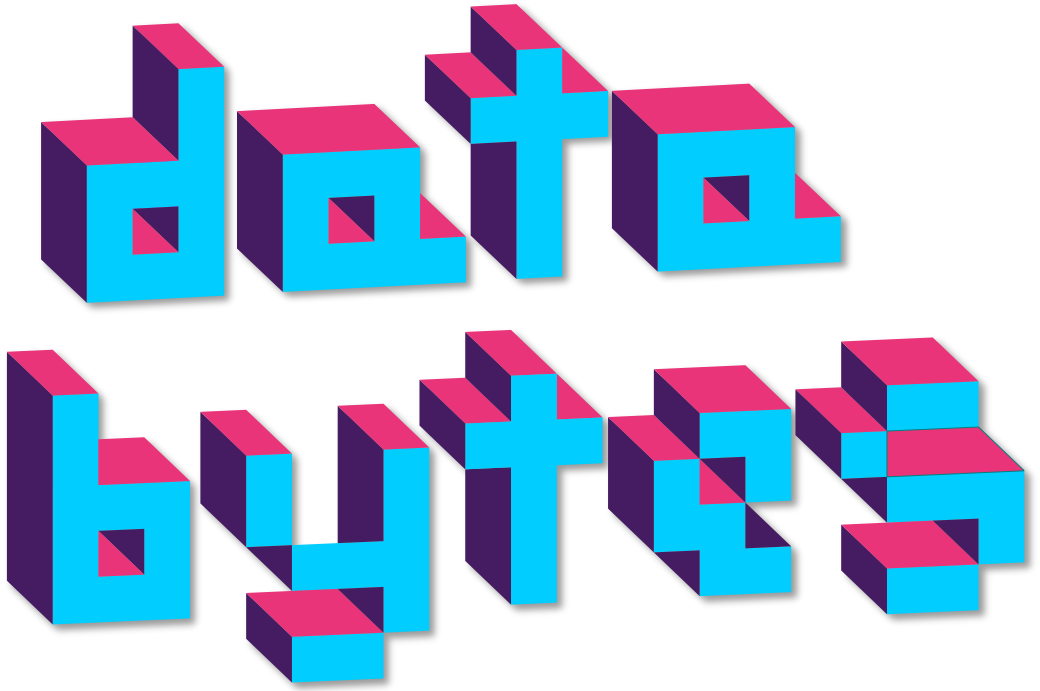
Creating Infographics With Business Analyst



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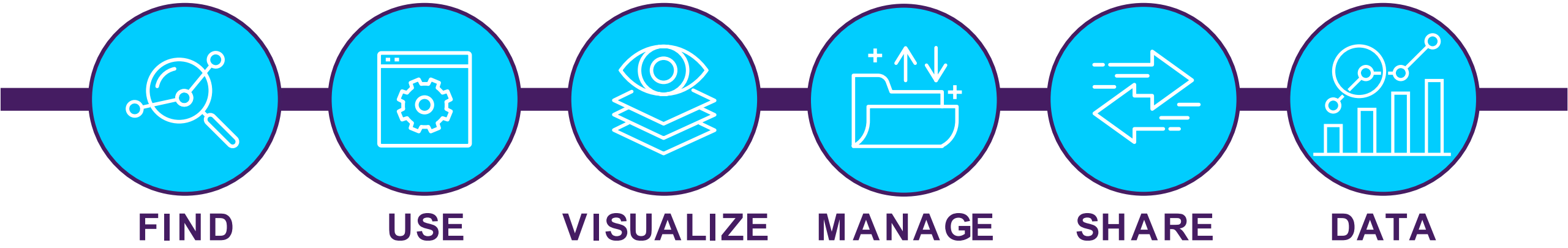
JHU Data Services

WE HELP FACULTY, RESEARCHERS AND STUDENTS:



Agenda

1. What is Business Analyst?
2. What data is available? (Esri Demographics)
3. How do I start? (demonstrations)
4. Questions

What is Business Analyst?

What is it?

- Part of Esri's suite of geospatial tools
- Available as a **web app***, desktop/enterprise software, mobile app
- Provides easy access to **location-based** demographic, marketing, and business data
- Designed for both **data analysis** and **data visualization**

*accessible as part of ArcGIS Online, Esri web GIS platform

What do I use it for?

Create Maps

- Create color-coded maps visualizing various commercial and public data
- Search for and map points of interest based on name, NAICS or SICS code

Build Infographics

- Use templates or build your own to **visualize** key indicators for an **area***

Build Reports

- Use templates or build your own to **download** key indicators for an **area*** in pdf or excel format

Analyze Locations

- Perform a suitability analysis (identify sites that meet your defined criteria)
- Perform a void analysis (detect voids and gaps in specific businesses and services)
- Create a threshold area (create a ring that meets a specified variable)

such as a **point (store location), a **boundary** (neighborhood), or a **buffer** (5-mile radius from a point)*

Sample Use Cases

I want to...

- create a map showing city precinct boundaries, color-coded by the percent of the population who are 18+, overlaid with the location of polling stations in Baltimore, MD.
- create a visual of the consumer spending habits of people living within a 5, 10 and 15 minute walk of a potential grocery store location.
- download a spreadsheet on educational attainment metrics for a neighborhood to conduct further analysis.
- perform a void analysis to determine where there is a lack of medical care facilities in a region of Baltimore, MD.

What Data is Available?

Esri Demographics Data

- A global collection of authoritative demographic data for over 150 countries and regions
- Data sources include government sources (ie: US Census Bureau), as well as commercial datasets (ie: Infogroup, DataAxle)
- Thousands of attributes describing geographic areas across the world at multiple levels of geography
- Regularly updated with the latest available data*

**when a dataset is updated, the older version of that dataset will often become unavailable via Business Analyst, and can only be purchased from Esri for a fee.*

Esri Demographics Data

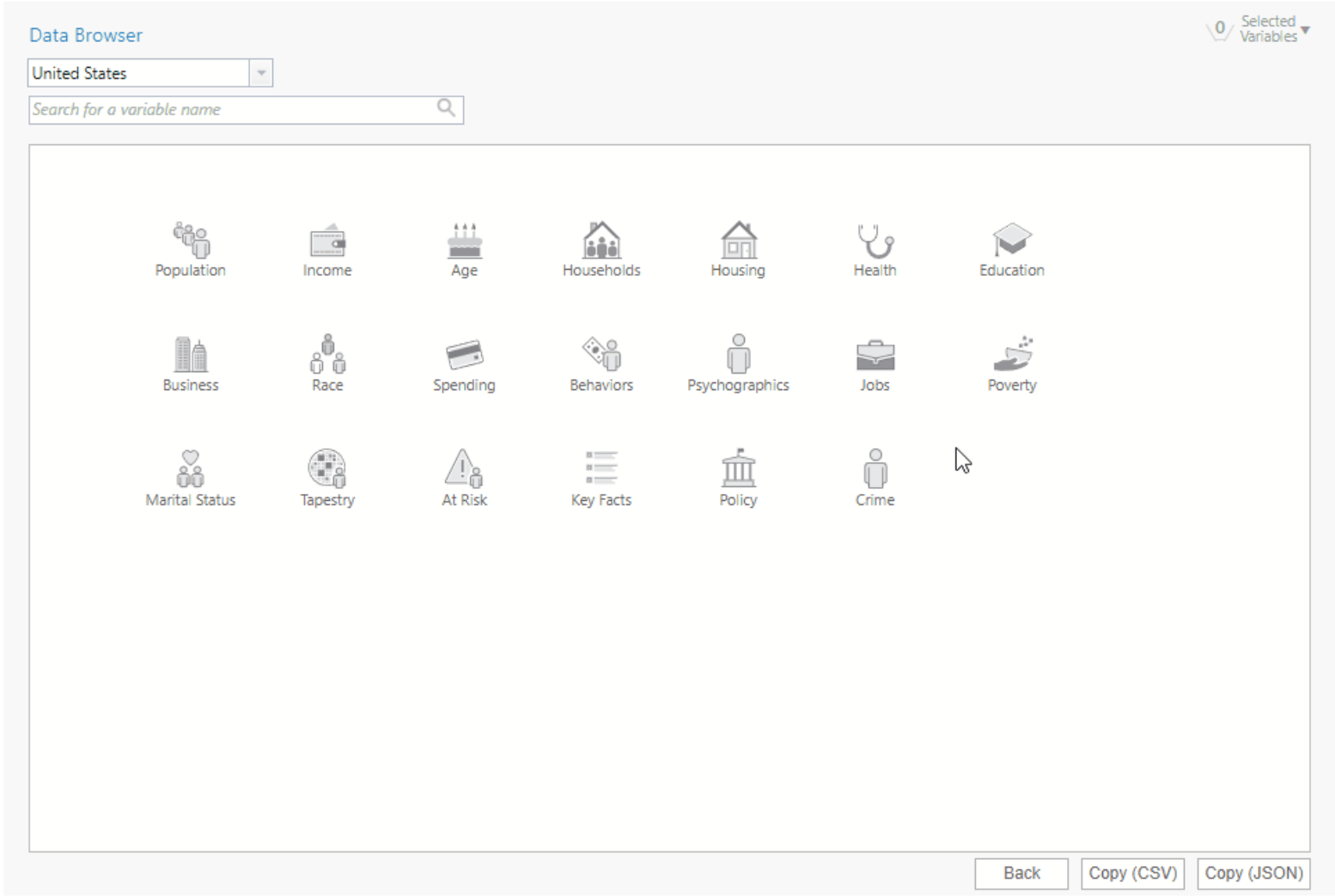
Examine data via Esri's Data Browser and documentation pages

https://bit.ly/esri_databrowser

Get started
What is Esri Demographics data
What's new
Data Browser
Data enrichment
Esri Demographics access
Esri Demographics coverage
Esri U.S. data fact sheet
Esri global data fact sheet

Data Browser

Search thousands of data attributes for more than 150 countries and areas using the Data Browser.



Use the Data Browser.

How do I start?

Demo time!

Demonstration

What We'll Cover

- How to access Business Analyst Online (BAO)
- Create a quick color-coded map
- Adding layers/data from ArcGIS Online
- Adding data directly in BAO
- Creating a report
- Creating an infographic
- Accessing tutorials

Demonstration Topic

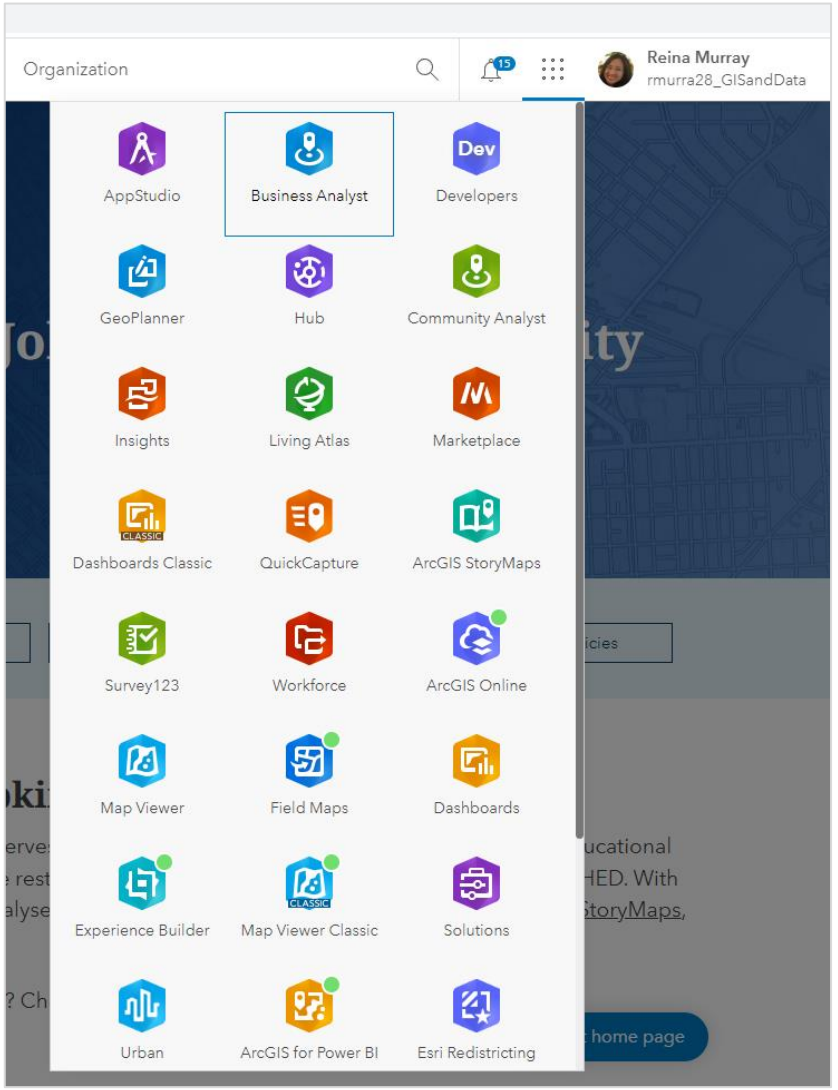
Health Insurance Coverage – or lack thereof – and medical care:

1. Create map – 2020 Pop65+ with no health insurance
2. Add layers from ArcGIS Online:
   - primary care clinics servicing uninsured persons
   - Baltimore city neighborhoods
3. Create report for a neighborhood
4. Create 5,10,15 minute walk buffers around clinics
   - Run a comparison
   - Create an infographic
5. Build a custom infographic

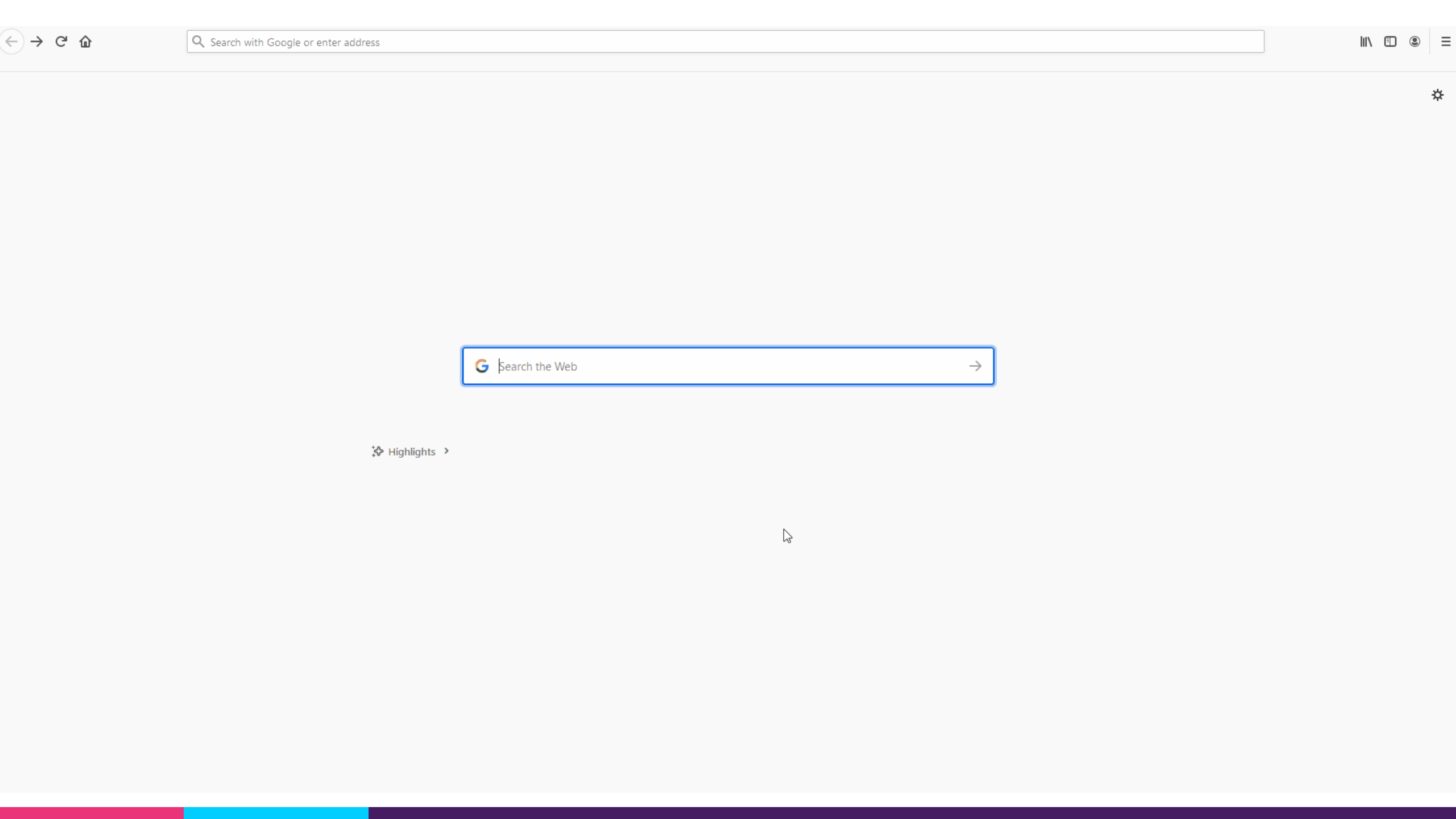
Datasets are available in:
https://gisanddata.maps.arcgis.com/home/group.html?id=0cf602de3dfb425ba0a3236eea11a529

How do I access it?

- Business Analyst is accessed through **JHU's ArcGIS Online organization**
- As long as you have an active and valid JHED, you have access to JHU's suite of Esri software and web applications



See https://guides.library.jhu.edu/gis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Highlights

Fall 2022 Data Bytes Schedule

All sessions are on Mondays from 12 to 1 pm.

Finding Maps and Map Data
Sept 12th

Choosing a Python IDE
Sept 19th

Creating Infographics in Business Analyst
Sept 26th

Debugging your Python Code
Oct 3rd

Speeding up your Python Code
Oct 10th

Introduction to Leaflet
Oct 17th

Advanced StoryMaps Tips and Tricks
Oct 24th

Introduction to APIs in R
Oct 31st

GIS and Maps Programming

More info at:
bit.ly/data-bytes

Thank you for attending!

Please complete our survey at:
bit.ly/data-bytes-survey

Questions?