



University of Idaho
Library

DATA HUB TECH TALK
Introducing ArcGIS Business Analyst

Jylisa Kenyon
Social Sciences Librarian
jylisadoney@uidaho.edu

What we're covering today

- Key information about ArcGIS Business Analyst
- Accessing ArcGIS Business Analyst
- Key tasks in ArcGIS Business Analyst
 - Creating a project and defining an area
 - Running an infographic and report
 - Creating color-coded maps
 - Creating templates
 - Sharing projects

Key information about ArcGIS Business Analyst

“ArcGIS Business Analyst Web App is a browser-based mapping app that applies GIS technology to extensive demographic, consumer spending, and business data, allowing you to map locations, perform analysis, and create reports and infographics.”¹

¹<https://doc.arcgis.com/en/business-analyst/web/about.htm>

Key information about ArcGIS Business Analyst

ArcGIS Business Analyst includes “15,000+ variable options for more than 130 countries...”²

Data sources include:

- ESRI
- U.S. Government
- GfK MRI
- Infogroup
- SafeGraph

² <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/data-infographics>

Key information about ArcGIS Business Analyst

Data fall into the following categories²

- Demographic
- Consumer spending
- Tapestry segmentation
- Market potential data
- Business locations and summary data
- ESRI basemaps

² <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/data-infographics>

Key information about ArcGIS Business Analyst

Resources

- ArcGIS Business Analyst > Help icon
 - Guided tours
 - Help documentation
 - [Essential vocabulary](#)



University of Idaho
Library

THANK YOU!

Please email me (jylisadoney@uidaho.edu) if you have questions or need help with library research in this class or others