THE LOCATION ADVANTAGE WORKFLOW

Question   Model   Analyze   Interpret

Formulate the question

Formally frame the issue or need. If location is involved, as it is with most business questions, you can use geospatial techniques. Your business questions might include asking what an area is like, who lives there, and where customers or competitors might be located. Which areas or sites might be better for locating a business? Where are manufacturers, distributors, and retailers? How can you better identify and manage risks?

Model the solution

Identify the geospatial technique: Which techniques can be used to answer the business question using location information? You may be able to use visualization, overlay, or routing, or you might measure distance, perform market segmentation analysis, plan distribution logistics, or find competition.

Gather the required data: What is the data that you will need? Is it tabular data; does it include location? Where is it stored in the organization: in spreadsheets, or in ERP, BI, SCM, or CRM systems? Will it need to be collected or purchased? It may already exist in your geospatial application if you use programs like ArcGIS Online or Business Analyst.

Perform the analysis

Run the model, observe the results, and consider whether the approach could be improved by more or better data sources, additional parameters, more iterations, or different techniques.

Apply the results

Take action: Apply the findings to the business question. Make decisions based on the organizational KPIs (key performance indicators).

Integrate results: Create new datasets or modify existing ones, update reports and dashboards, add to systems and your organizational knowledge base, and synthesize results with non-spatial data.

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