

## 街道地址地理编码

### 添加数据

1. 下载zip文件：Chall.zip
2. 09提取到下载/ 09-数据/
3. 添加图层：
  - a. 街道
  - b. AlleghenyCounty
  - c. AttendeesAlleghenyCounty.csv
4. 浏览属性表

### 构建街道定位器

1. 打开工具：创建地址定位器
2. 完成工具参数如图所示（\* =必填项）

Geoprocessing

Create Address Locator

Parameters Environments

Address Locator Style  
US Address - Dual Ranges

Reference Data  
streets

Role  
Primary Table

Field Map

Field Name	Alias Name
Feature ID	FID
*From Left	LFROMADD
*To Left	LTOADD
*From Right	RFROMADD
*To Right	RTOADD
Left Parity	<None>
Right Parity	<None>
Full Street Name	FULLNAME
Prefix Direction	<None>
Prefix Type	<None>

Output Address Locator  
streets\_CreateAddressLocator

☐ Enable suggestions

街道名称：FULLNAME

3. 单击运行

## 街道地理编码参与者数据

1. 右键单击AttendeesAlleghenyCounty.csv，然后单击地理编码地址
2. 完成工具参数：

**Geocode Table**

**Step One: About your table**  
Look at your data to determine how many fields in your data you want to use for geocoding.

**Step Two: What locator are you using?**  
Decide whether to use World Geocoding Service, a custom service or a custom locator.

**Step Three: Mapping the fields in your table**  
Look at the fields in your data and the fields in your locator to see how they connect to each other to maximize efficiency.

**Step Four: Output**  
You can specify where you want your output feature class to be created based on the type of geocoding operation that will be performed.

**Step Five: Limit by Country**  
If you are using a service that supports geocoding by country, you can limit your search to specific countries.

**Step Six: Limit by Category**  
If you are using a service that supports geocoding based on categories, you can limit your search to specific categories.

**Geocode Table**

Input Table  
AttendeesAlleghenyCounty.csv

Input Locator  
streets\_CreateAddressLocator3

Input Address Fields  
Multiple Field

Locator Field  
Data Field

Street or Intersection  
Address

ZIP Code  
ZIP\_Code

Output  
AttendeesAlleghenyCounty\_Geocoded

☒ Add output to map after completion

3. 运行工具

- a. 匹配率为92.38%的932条记录中共有861条匹配

**Geocoding Completed**

861 Matched (92.38%)  
67 Unmatched (7.19%)  
4 Tied (0.43%)

Average speed: 1651181 (records/hour)

Start rematch process?

Yes No

4. 单击否对于开始重新匹配过程，并关闭工具
5. 符号用亮红色圆圈3，大小5 pt
6. 关闭街道，将底图更改为街道，并放大到匹兹堡。这里有明显的与会者群体，营销人员可以通过广告牌，邮件等将注意力转移到这些区域。



## 编辑街道

有67个无法匹配的地址要完成。需要根据具体情况继续使用重新匹配工具：

- 跳过不良地址
- 编辑地址数据
- 从地图中选择

### 打开地理编码结果的属性表名表

- 按状态降序排序
  - M = 匹配的
  - U = 不匹配的

## 构建别

PNC Park  
Dodger Stadium  
UC San Diego

要处理这些位置，请使用别名表构建定位器