



SAP-Esri Hackathon Office Hours

Create Mashups & Supercharge Your Data-Driven Apps
February 13, 2018

Tony Howser, Esri

2018 Esri DEVSummit Conference | Palm Springs, CA



ArcGIS Business Analyst

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



ArcGIS
Business
Analyst



Data



Maps



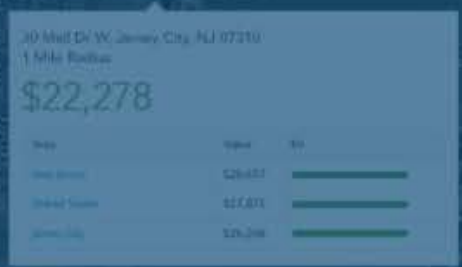
Analytics



Reports
& Infographics

The Esri GeoEnrichment Service

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

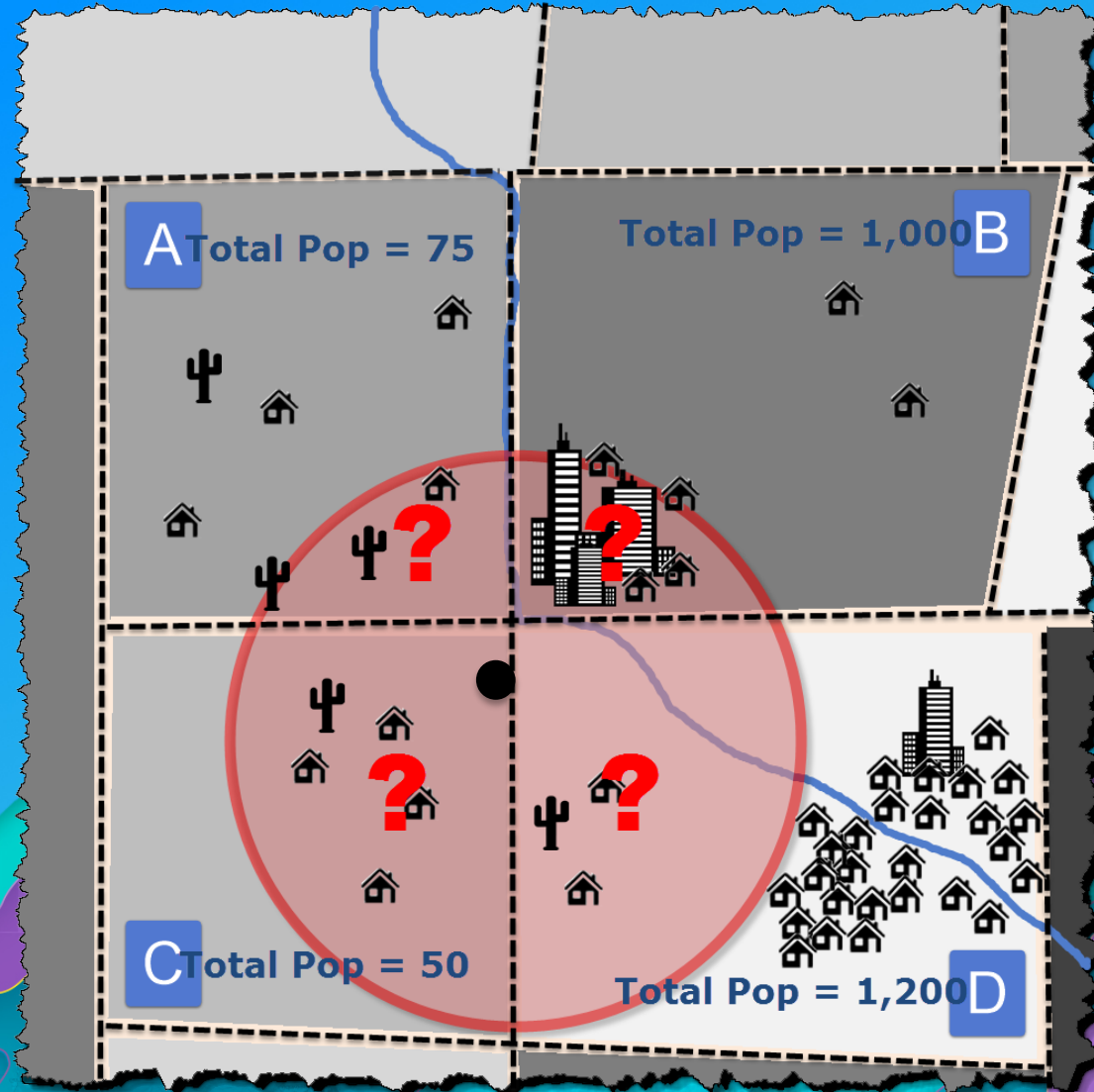


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[Browse the Docs](#)

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

Annual Receipts
\$27,000

A Total Pop = 75

Total Pop = 1,000 B

Annual Receipts
\$600,000

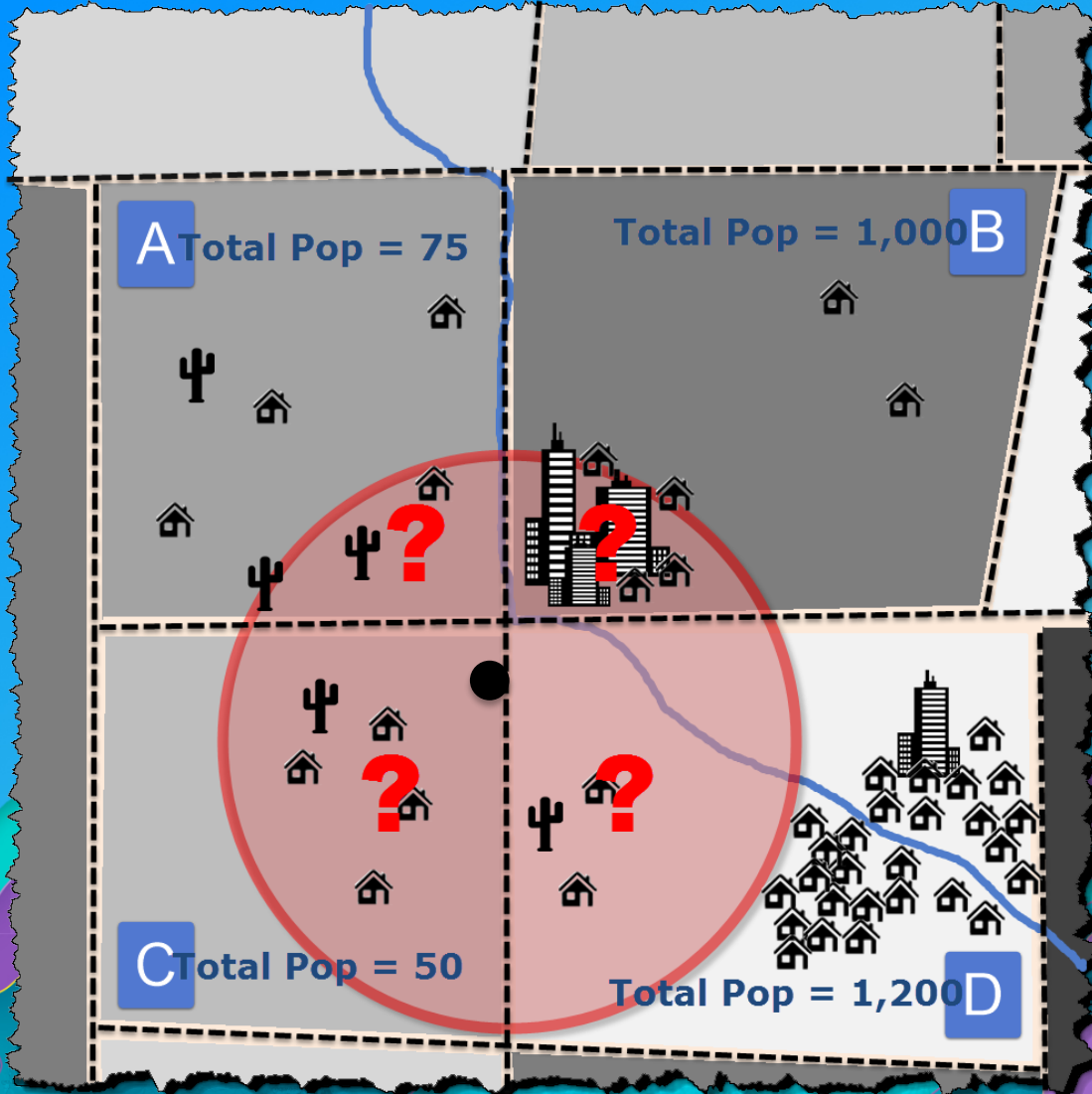
Annual Receipts
\$19,500

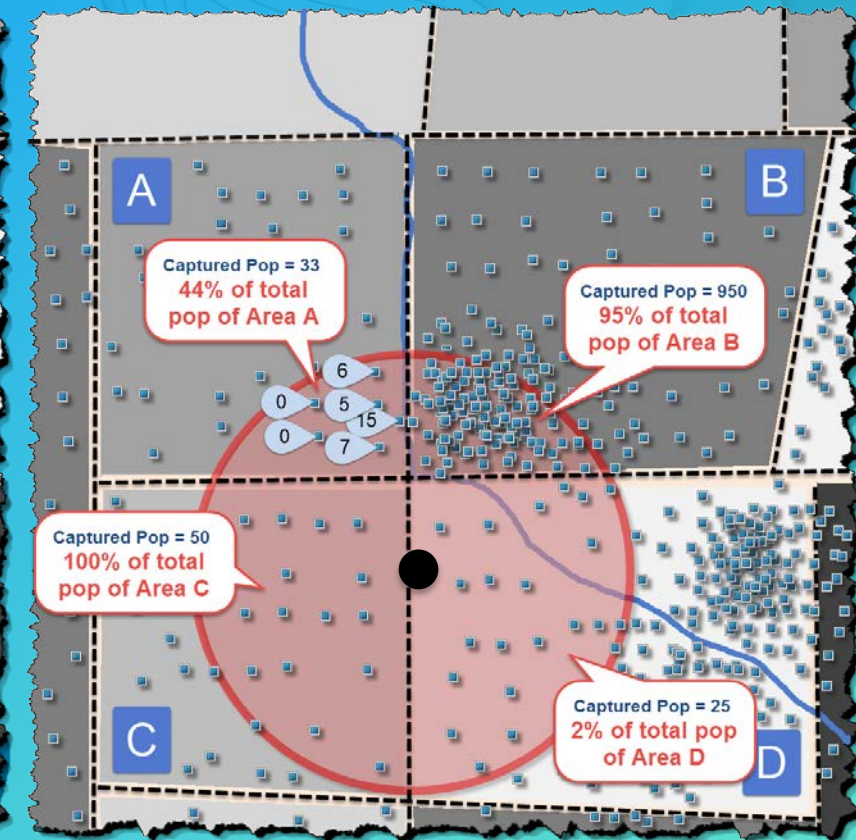
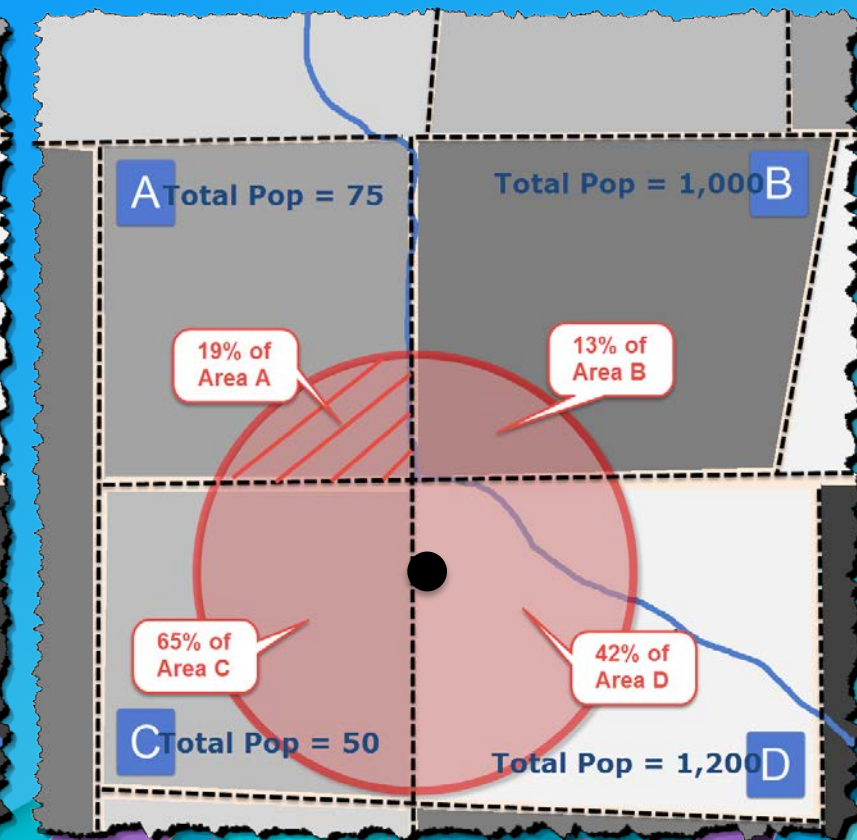
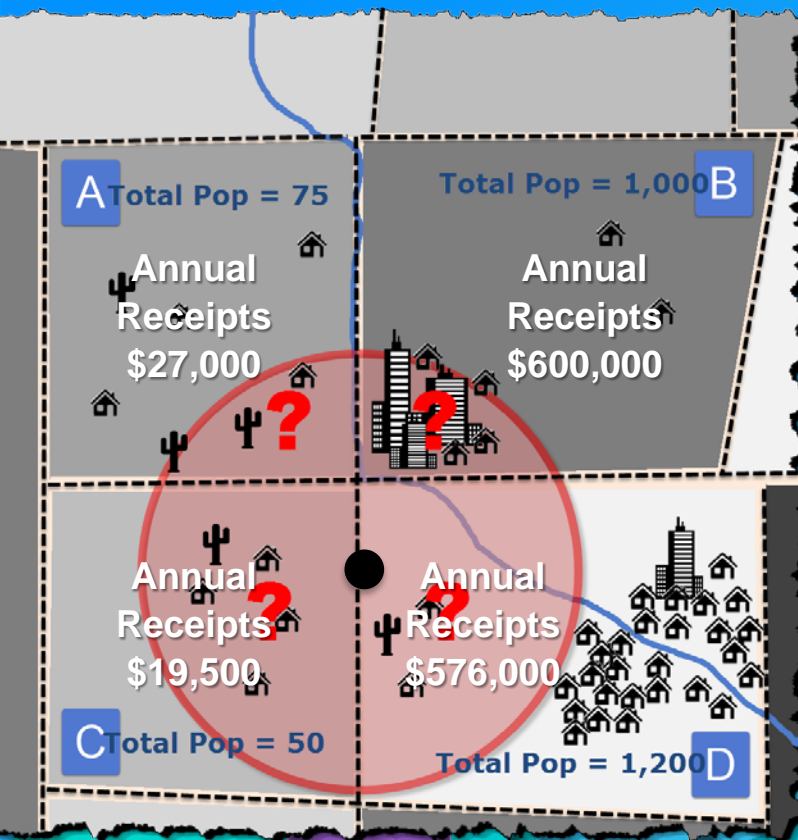
C Total Pop = 50

Total Pop = 1,200 D

Annual Receipts
\$576,000

Total Estimated Spending
on Natural Gas
for the **Queried Area**





Demographics

Business Listings

Python Libraries

Administrative Regions & Boundaries

REST Services

Demographic Map Services

Geocodes and Place Lookup

GeoEnrichment

ArcGIS API for JavaScript

Market Potential

Consumer Behaviors

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

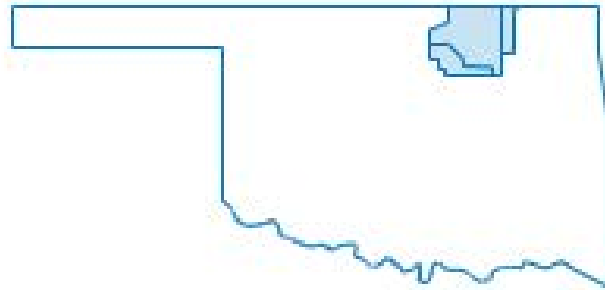
Find Location

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



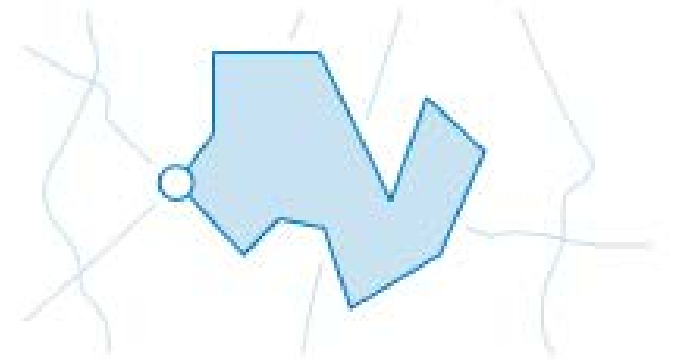
Select Geography

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.



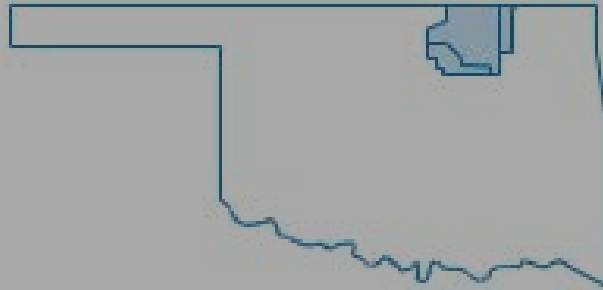
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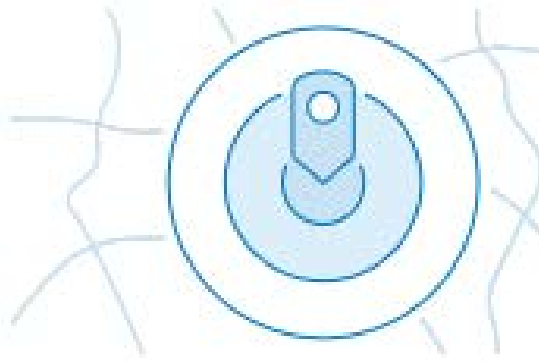
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1 Enter an address.

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

Find Location

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



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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

1 Enter a Lat/Long.

Lat: 32.25234 X

Long: -117.11165 X

or enter an address

Name your location. (optional)

My GPS Coordinates X

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 (...)



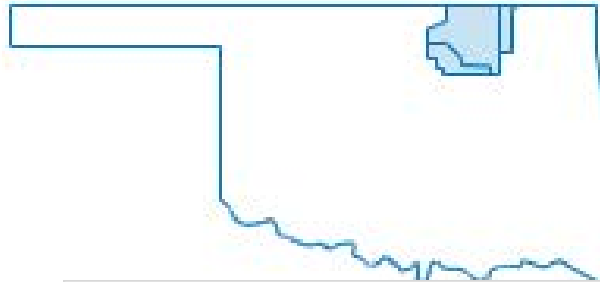
Congressional Di...



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 Electoral ...



Census Divisions



Census Subdivisi...



Census Metropoli...



Census Tracts



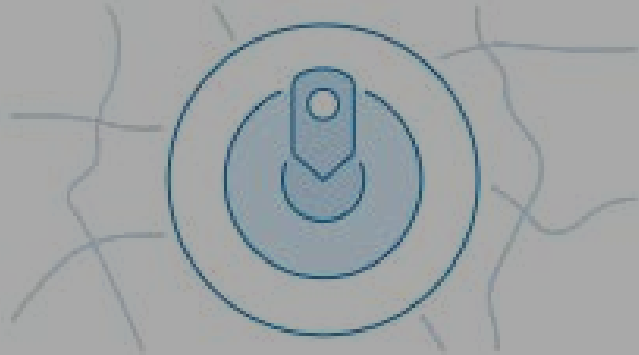
Forward Sortation...



Dissemination Ar...

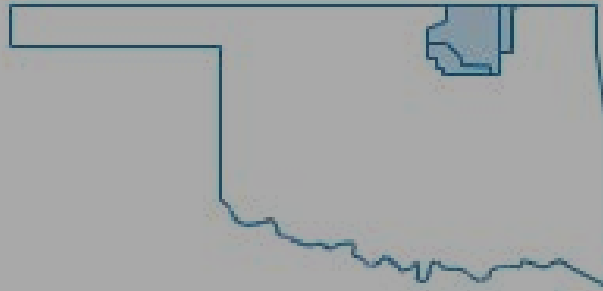
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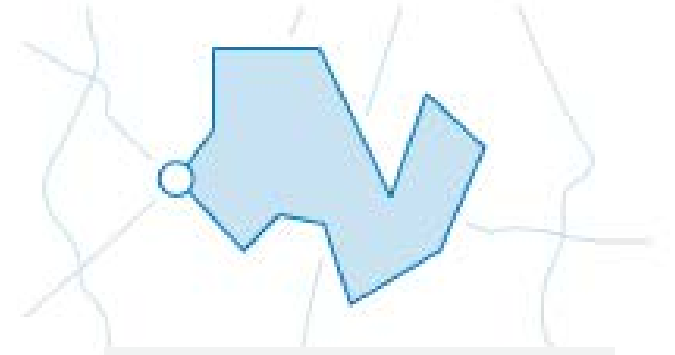
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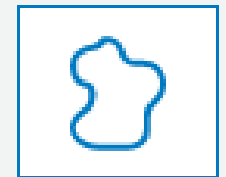


Draw Polygon

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 the ArcGIS Demographics Data Browser interface. At the top, the browser address bar displays "Secure | https://doc.arcgis.com/en/esri-demographics/". Below the address bar is a blue header with the word "Demographics" and a navigation menu with tabs for "Access", "Data", "Coverage", and "Reference". The main content area features the text: "Power your GIS with global demographic, spending, lifestyle, and business data." followed by "Search thousands of data attributes for over 130 countries." Below this is a "Data Browser" panel with a dropdown menu set to "United States" and a search input field containing "search for a variable name". The panel 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

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GeoEnrichment

ArcGIS API for JavaScript

Market Potential

Consumer Behaviors

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