

Community/Business Analyst Online Workshop

Notes

January 22, 2018

University of Redlands

Steven Moore, Instructor

Log In

How to Log into ArcGIS Online with Your University of Redlands Account

<http://www.redlands.edu/study/schools-and-centers/CSS/resources/ago/>

How to Log into Community Analyst and Business Analyst Online

<http://www.redlands.edu/study/schools-and-centers/CSS/resources/bao/>

Quick-Start Videos

Community Analyst Online

http://productmedia.esri.com/arcstream/2013/11/3002-quickly-getting-started-with-community-analyst_960.mp4

Business Analyst Online

<http://www.esri.com/videos/watch?v=jVqDN7rmAck&channelid=UCgGDPs8cte-VLJbgpaK4GPw&title=getting-started-with-the-business-analyst-web-app>

Help!

Community Analyst Online

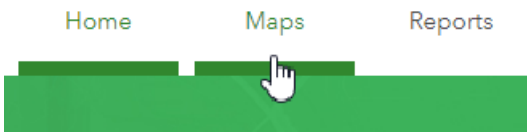
<http://doc.arcgis.com/en/community-analyst/help/welcome.htm?s=la>

Business Analyst Online

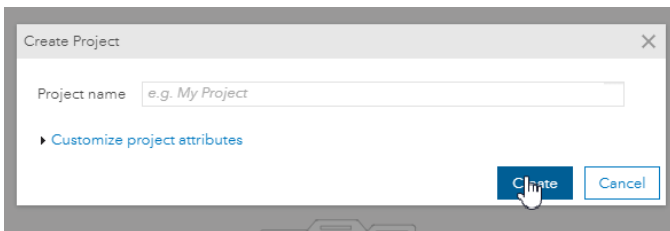
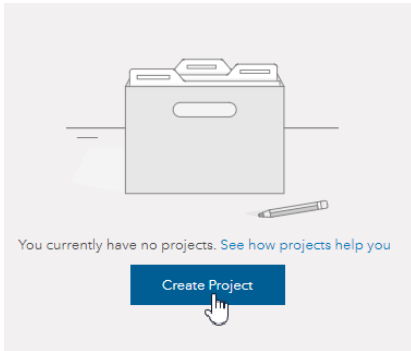
<http://doc.arcgis.com/en/business-analyst/web/welcome.htm>

Make a Project

Click the Maps tab



Create a Project



Try the Step-by-Step Guided Tours



With these tours you can:

- Run a report for an area.

Try it now

- Run a report for your city.

Try it now

- Create a color-coded map from data.

Try it now

- Find areas that meet specific criteria.

Try it now

- Create an infographic template.

Try it now

- Run an infographic for an area.

Try it now

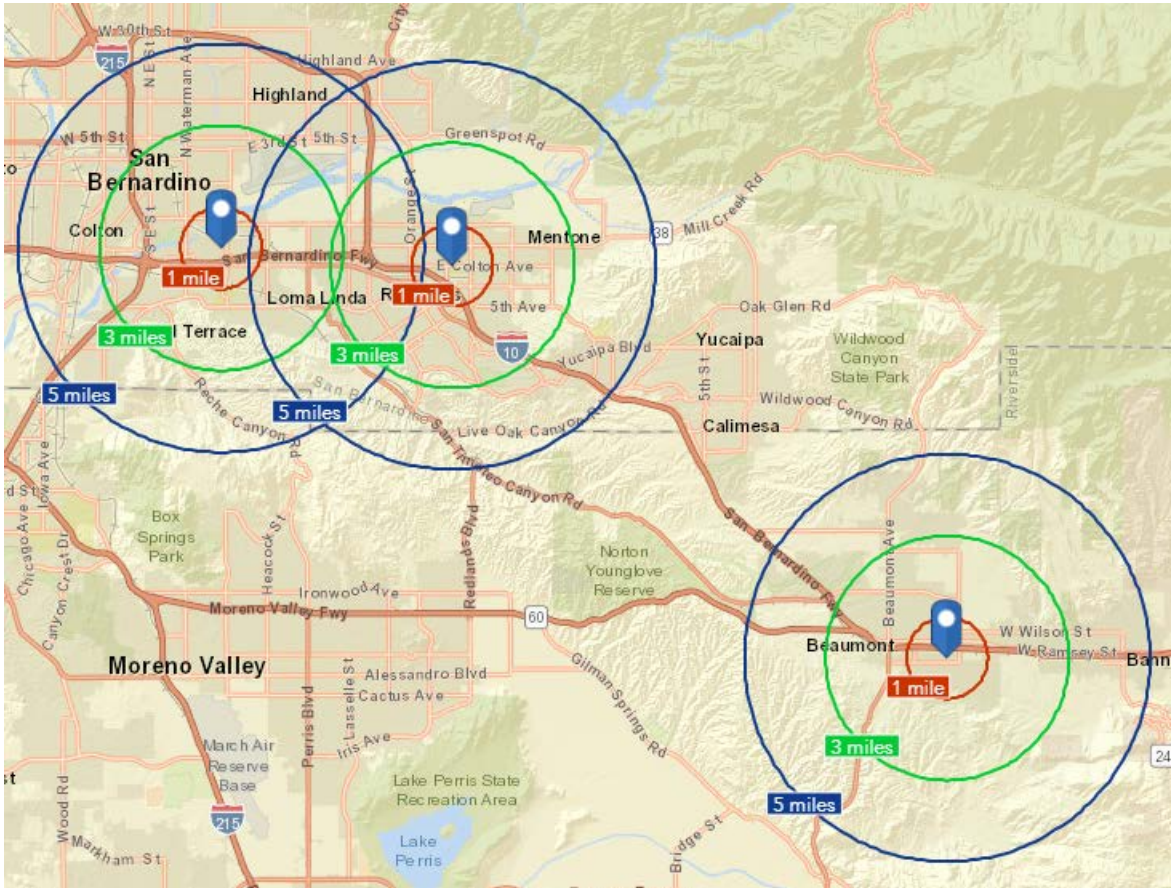
Skip this in the future.

Run a Suitability Analysis

Identify Locations for a new ice cream store

Search these locations and add 1, 3, and 5 mile rings around them.

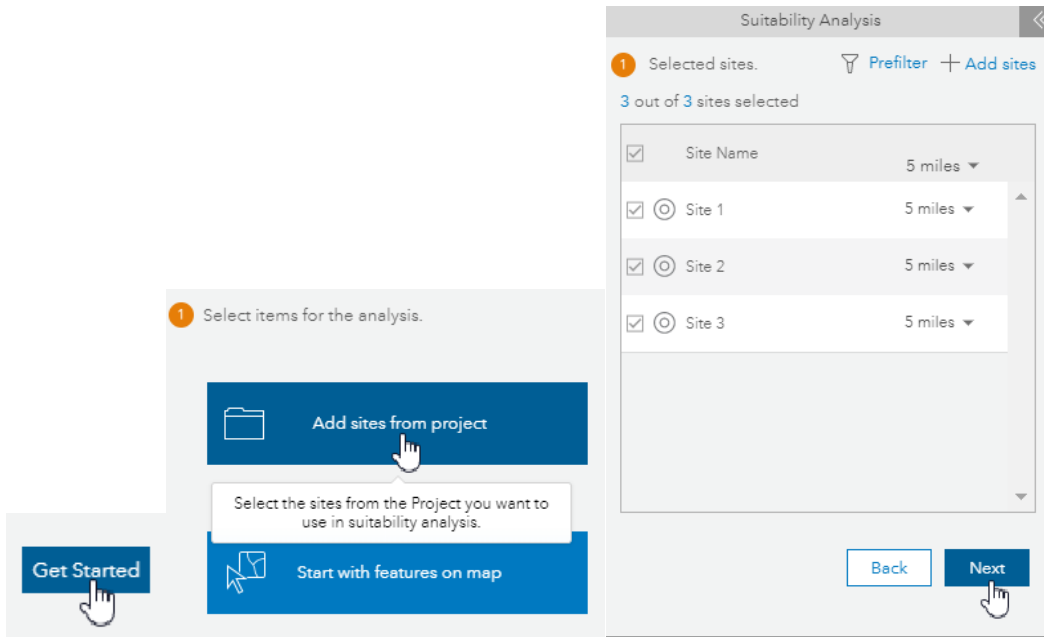
- 1200 E Colton Ave, Redlands, CA, 92374, USA (label it Site 1)
- 1099 E Hospitality Ln, San Bernardino, CA, 92408, USA (label it Site 2)
- 1540 E 2nd St, Beaumont, CA, 92223, USA (label it Site 3)



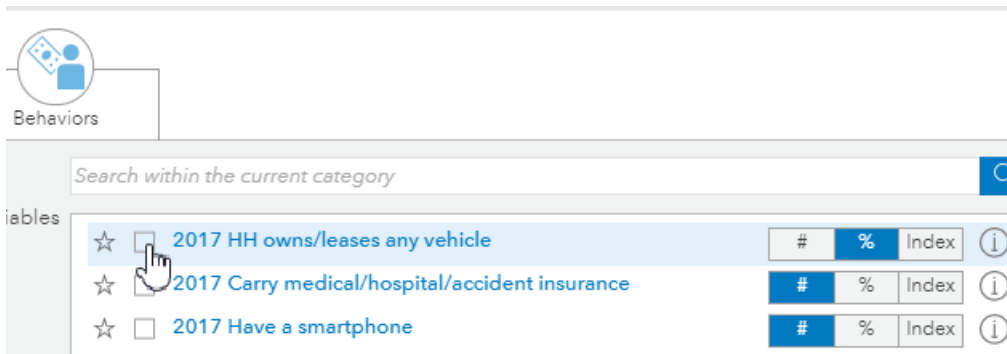
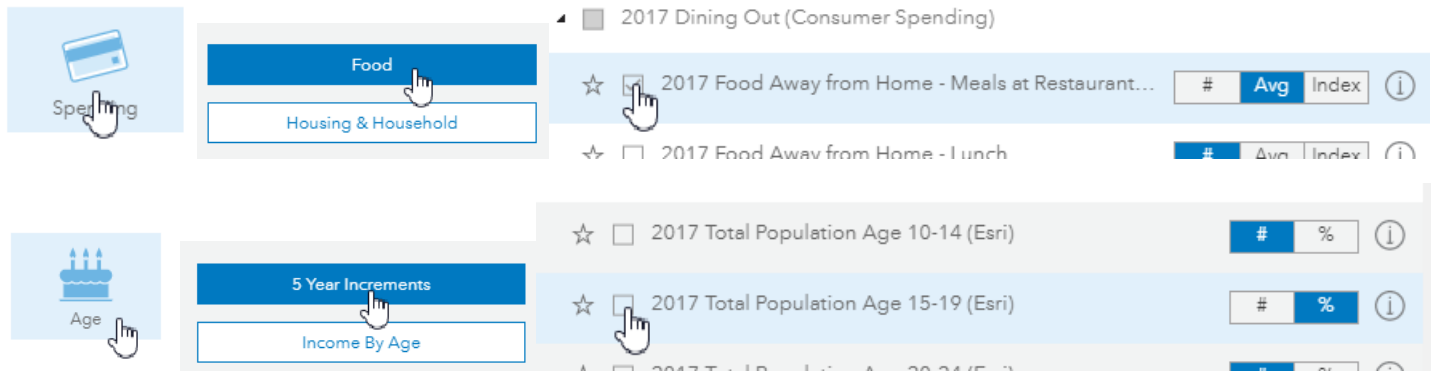
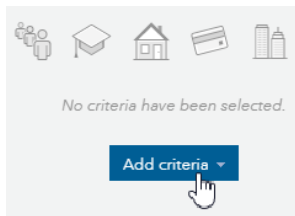
Choose Suitability Analysis from **Create Maps from Data**

The screenshot shows the 'Create Maps from Data' software interface. At the top, there are three tabs: 'Create Maps from Data', 'Define Areas for Reports', and 'Add Data'. Below the tabs, there are four main panels, each with an icon and a 'Watch video' button. The first panel is 'Color-Coded Maps' with a map icon and a legend. The second is 'Smart Map Search' with a map icon and search filters. The third is 'Business and Facilities Search' with a building icon and a magnifying glass. The fourth and highlighted panel is 'Suitability Analysis', which has an icon showing a map with several location pins and a hand cursor pointing to one of them. The text for 'Suitability Analysis' reads: 'Calculate a suitability score for a set of potential locations or market areas.'

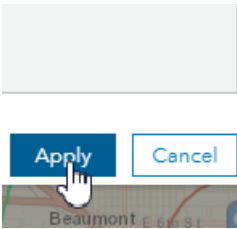
Add sites 1, 2, and 3 to the analysis.



Add criteria to the analysis.



Apply these criteria.



Adjust the weightings and thresholds.

2 Select criteria for your analysis.
 + Add criteria ▾ Reset weighting

Meals at Restaurants/Other ✕

Avg Index

Weight 33% 🔒

[Fewer options](#)

Influence Positive Inverse Ideal ℹ️

Threshold (Optional)

\$: \$2,714.8 \$3,928.69

2017 Population Age 15-19 ✕

%

Weight 33% 🔒

[More options](#)

HH owns/leases any vehicle ✕

% Index

Weight 33% 🔒

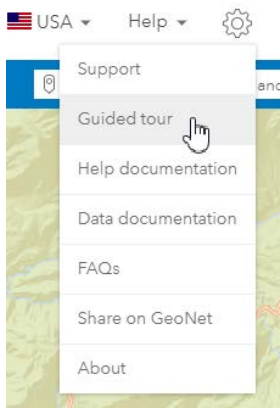
[More options](#)

Examine the Results

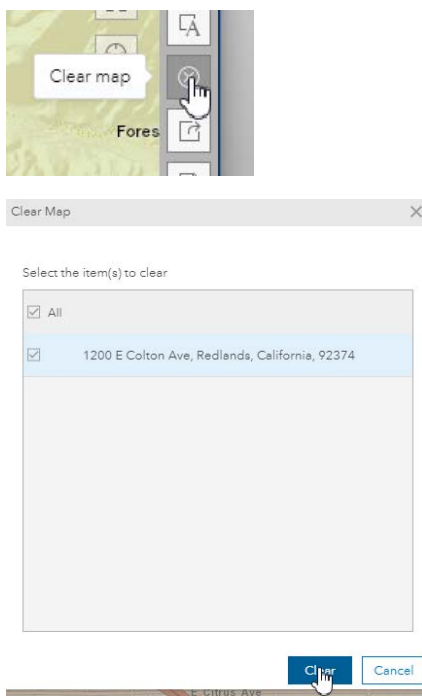
Suitability Analysis Results												
Sites	5 miles ▾	Rank	Final Score	Meals at Restaurants/Other (Avg)			2017 Population Age 15-19 (%)			HH owns/leases any vehicle (%)		
				value	score	weighted score	value	score	weighted score	value	score	weighted score
Site 1	5 miles ▾	1	0.86 ■	\$3,928.69	1.00	0.33	6.82%	0.59	0.20	87.69%	1.00	0.33
Site 3	5 miles ▾	2	0.41 ■	\$2,935.29	0.32	0.11	5.96%	0.00	0.00	86.7%	0.91	0.30
Site 2	5 miles ▾	3	0.33 ■	\$2,470.8	0.00	0.00	7.43%	1.00	0.33	76.54%	0.00	0.00

Other Important Functions:

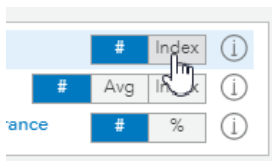
Re-open the Map Tours window.



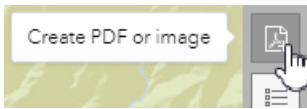
Clear the map of previous selections.



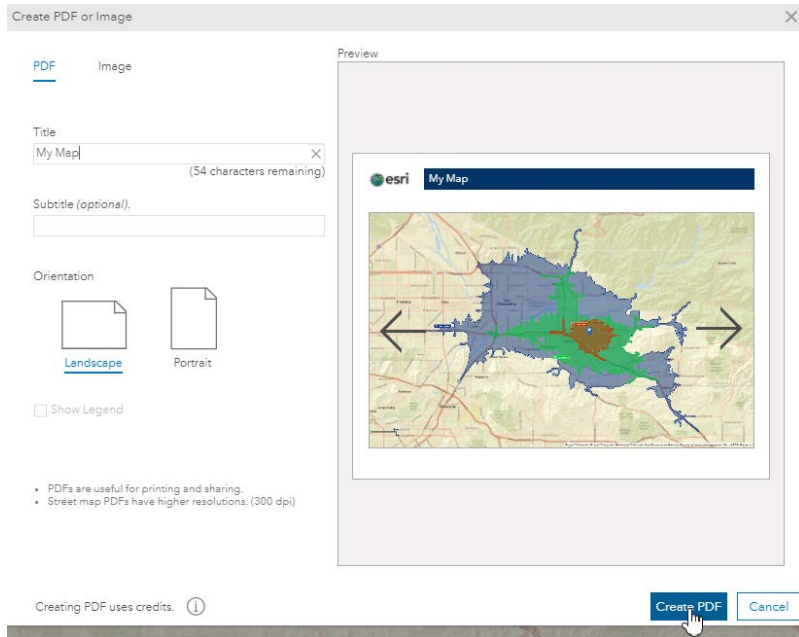
Normalize data:



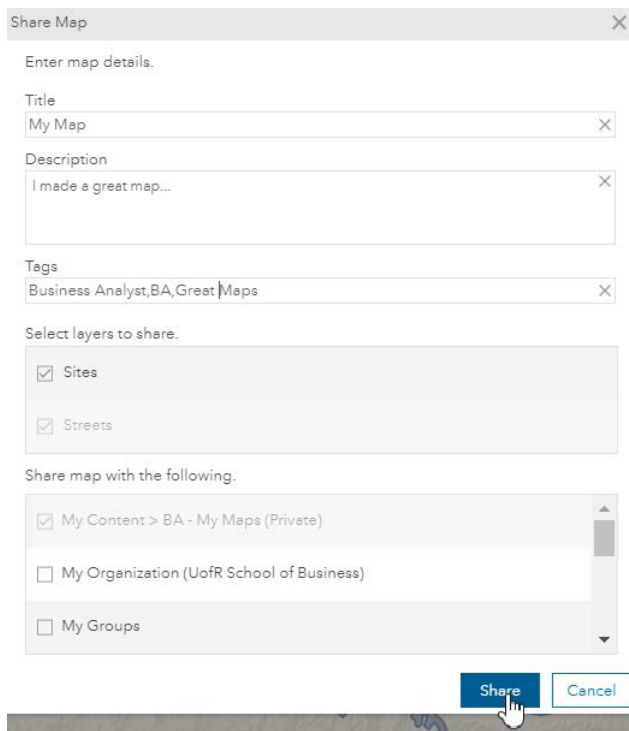
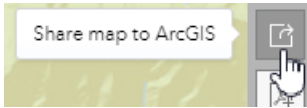
Export Your Map



Create PDF or Image

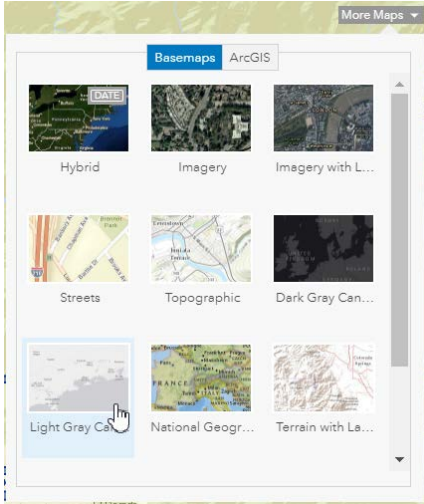


Share Map to ArcGIS Online

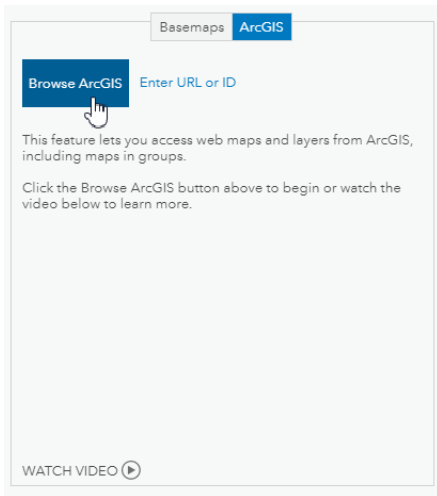


Import Maps and Boundaries

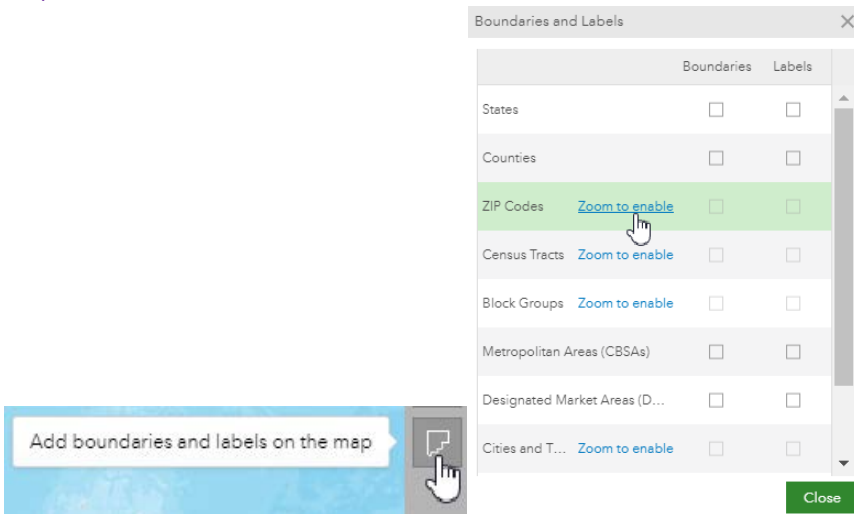
Change Basemap



Import ArcGIS Online Maps



Import Boundaries



Add Historical Traffic Layer

The image shows a 'Historical Traffic Data' dialog box with the following fields and options:

- Show on map
- Filters | Style | Legend
- Count type: All traffic counts (dropdown)
- Count locations (138 of 5552)
- Street name or location: *eg. Main street* (text input)
- Traffic counts: 3 and 226000 (range)
- Years of count: 1972 and 2012 (range)
- Road type: Highways (dropdown)
- Reset filters (button)
- Close (button)

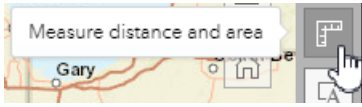
Below the dialog box, a map interface shows a button labeled 'Add historical traffic layer' with a car icon and a hand cursor pointing to it.

Drop a Pin

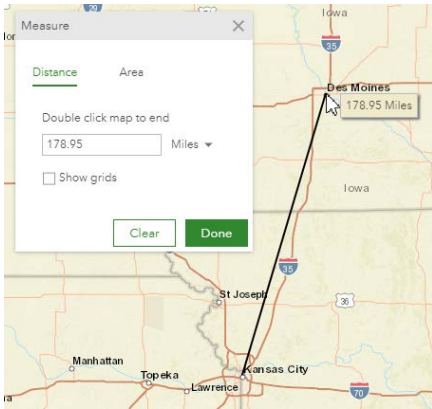
The image shows a map with a green pin. A context menu is open over the pin, listing the following options:

- Pin (button)
- 69366, Whitman, Nebraska (text)
- ⦿ Add rings, drive time, or walk time (selected)
- ↕ Move point
- ⊗ Delete point

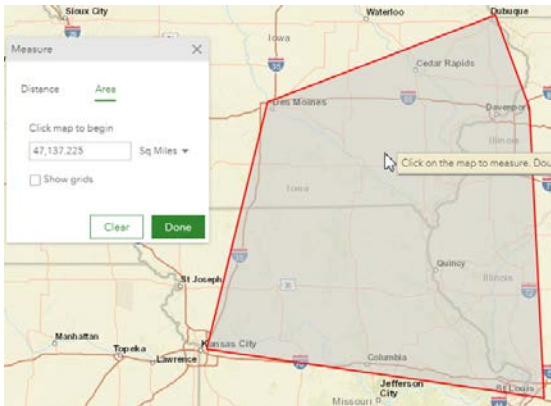
Measure Distances and Areas



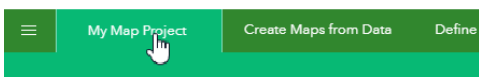
Linear Distance



Area



Find My Projects



All Projects > My Map Project

Name	Date
Point Locations (Sites)	
My Point Locations	01/22/2018
Polygons (Sites)	
My Polygons	01/22/2018
Geographies (Sites)	
My Geographies	01/22/2018
Other Layers	
2017 Total Population Age 18...	01/22/2018

My projects | Projects shared with me

Project Name	Owner	Date
My Map Project	Steven Moore	01/22/2018
My CA Map	Steven Moore	10/17/2017
Siting Test	Steven Moore	04/06/2017