

# Esri® Business Analyst Online<sup>SM</sup>

## Make Strategic Business Decisions Based on Market Analysis

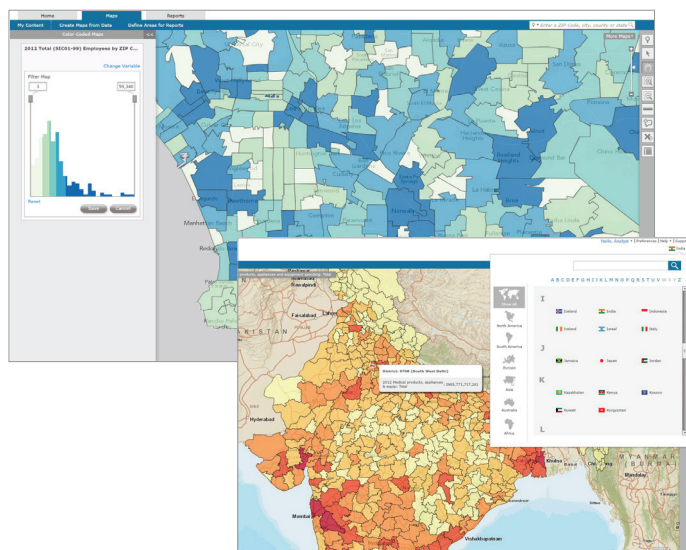
Understanding the demographics, lifestyles, and spending habits of customers is critical when making decisions about new products, changing your product mix, or deciding on a new business location. Esri® Business Analyst Online<sup>SM</sup> (BAO<sup>SM</sup>) provides the tools and data necessary so you can perform accurate and detailed market analyses.

- Site Selection
- Market Planning
- Store Market Analysis
- Territory Design

### Global Data and Reports

BAO includes data and reports for more than 135 countries in North and South America, Europe, Asia, Australia, and Africa. The data variables range from demographics and employment to consumer spending and purchasing power. These variables are available for common geographies for the country you are working with.

BAO offers over 7,000 data variables and over 40 pre-formatted reports for the United States, each specific to your location to help you do smart site selection, customer profiling, and competition analysis. The data can be analyzed in a geographic context that's as granular as block groups, census tracts, or ZIP codes.



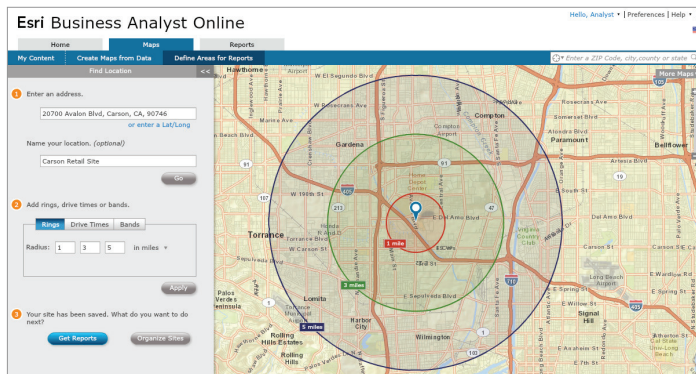
-  **Demographics**—Accurate current year estimates and 5-year projections of population, households, income, age, education, housing, race, ethnicity, and more.
-  **Census and ACS**—Census and American Community Survey (ACS) data on poverty status, education, journey to work, languages spoken, age, and more.
-  **Tapestry Segmentation**—Detailed description of US residential neighborhoods divided into 67 distinctive segments. Provides insights into customers' lifestyle and behaviors.
-  **Spending**—Products and services US consumers are buying for more than 20 categories, including apparel, food and beverage, financial, and more.
-  **Market Potential**—Measures likely demand for a product or service in a defined trade area. More than 2,200 data items are grouped into over 20 categories of goods, services, attitudes, and activities.
-  **Retail Marketplace**—Compare retail sales to consumer spending to measure the gap between supply and demand.
-  **Business Data**—Information on millions of businesses including name and location, industrial classification code, number of employees, and sales.
-  **Major Shopping Centers**—Statistics for nearly 7,000 major US shopping centers including name, total sales, and more.

- A Traffic Counts**—Extensive US traffic information for trade analysis, routing, and mathematical modeling. Data on the number of vehicles that cross a certain point or street location in the US.
- Crime Indexes**—Statistics about major categories of personal and property crime in the US, includes information about murder, assault, burglary, and more.
- Site Map**—Your research area with a street map or satellite imagery as a background.

## Fast and Easy Location-Based Analysis

Add interactive street, imagery, or color-coded maps as the backdrop in your market analysis. Quickly zoom in to your area of interest and visualize data that will help you to:

- Identify locations of existing customers or sites.
- Find new customers based on the characteristics of your most profitable customers.
- Analyze market areas to see the proximity of your stores to those of your competitors.
- Discover opportunities for new store locations or store consolidations.
- Conduct business searches by keyword or SIC or NAICS code for competitive analysis and to identify specific businesses in your trade area.



## The Power of the ArcGIS Platform

BAO is powered by Esri's ArcGIS® platform, which enables you to leverage your organization's GIS data in your market planning and site selection analysis. You can quickly and easily collaborate with others by securely sharing your analysis between other business systems and across departments.

## Market Insights On the Go

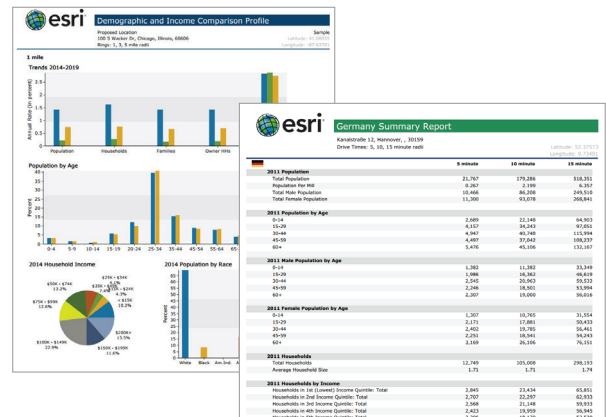
Leverage the companion mobile app to access location and demographic data, reports, and maps using a smartphone or tablet.



## Custom Comparison Reports

Generate comparison reports based on thousands of variables that give you side-by-side views of data.

- Compare prospective sites for a new business location.
- Benchmark sites against a successful existing location or geography.
- View comparison charts and tables of income, population, and housing variables.



## Free Trial

Sign up for a free trial of BAO.

Visit [esri.com/bao](http://esri.com/bao) to get started.



Understanding our world.