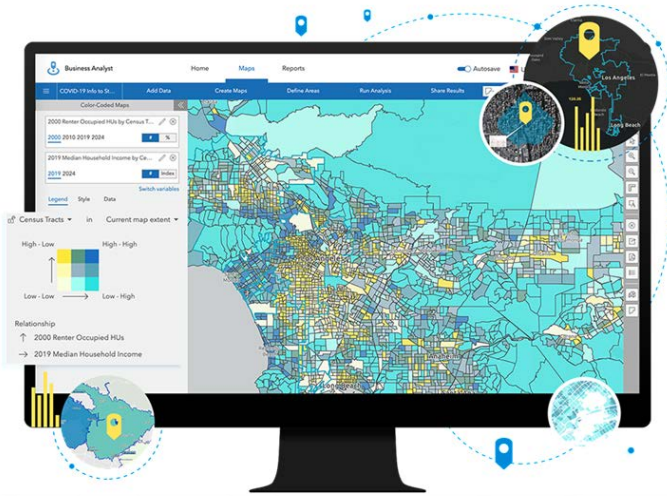


PRODUCTIVITY CORNER

ArcGIS Business Analyst

Transforming Data into Smarter Business Decisions



ArcGIS Business Analyst is Esri's location-based market and community intelligence software that combines demographic, business, lifestyle, spending, and census data with map-based analytics for smart decision-making.

Available across desktop, web, and mobile platforms, ArcGIS Business Analyst leverages demographic mapping to help organizations detect underperforming markets, select optimal expansion sites, and visualize customer distribution.

Its powerful reporting tools allow you to transform complex data into professional infographics and interactive presentations for seamless organization-wide sharing.

Available on any device, anywhere, anytime, ArcGIS Business Analyst can be implemented into your current workflow as a web browser software as a service (SaaS) solution, on a desktop, or as part of your on-premises ArcGIS environment.

How ArcGIS Business Analyst works?

Step 1—Identify

Identify areas for analysis that are critical to your industry—from site selection for real estate to shelter locations for emergency response.

Step 2—Analyse

Analyse areas using Esri Demographics alongside your own data. Interpret the results in a spatial context, run analysis, and generate stunning maps.

Step 3—Share

Present your findings with informative maps, stunning infographics, and map-based stories that showcase your analysis.

Key Features and Benefits of Business Analyst

Site Selection and Market Planning: Evaluate market dynamics to inform expansion or consolidation strategies. The comprehensive toolkit offers consumer profiling, market potential modelling, and sales forecasting to guide your decisions. With advanced drive-time and trade-area analysis, it is convenient to conduct in-depth demographic research, optimize site selection for retail or facilities, and precisely define the ideal market.

Territory Design and Area Planning: Balance your network to help each location and territory manager succeed. Use automated workflows for territory design, location-allocation, and market penetration analyses. Locate your underperforming sites, predict how proposed locations will perform, and use multiple data sources to determine the best locations.

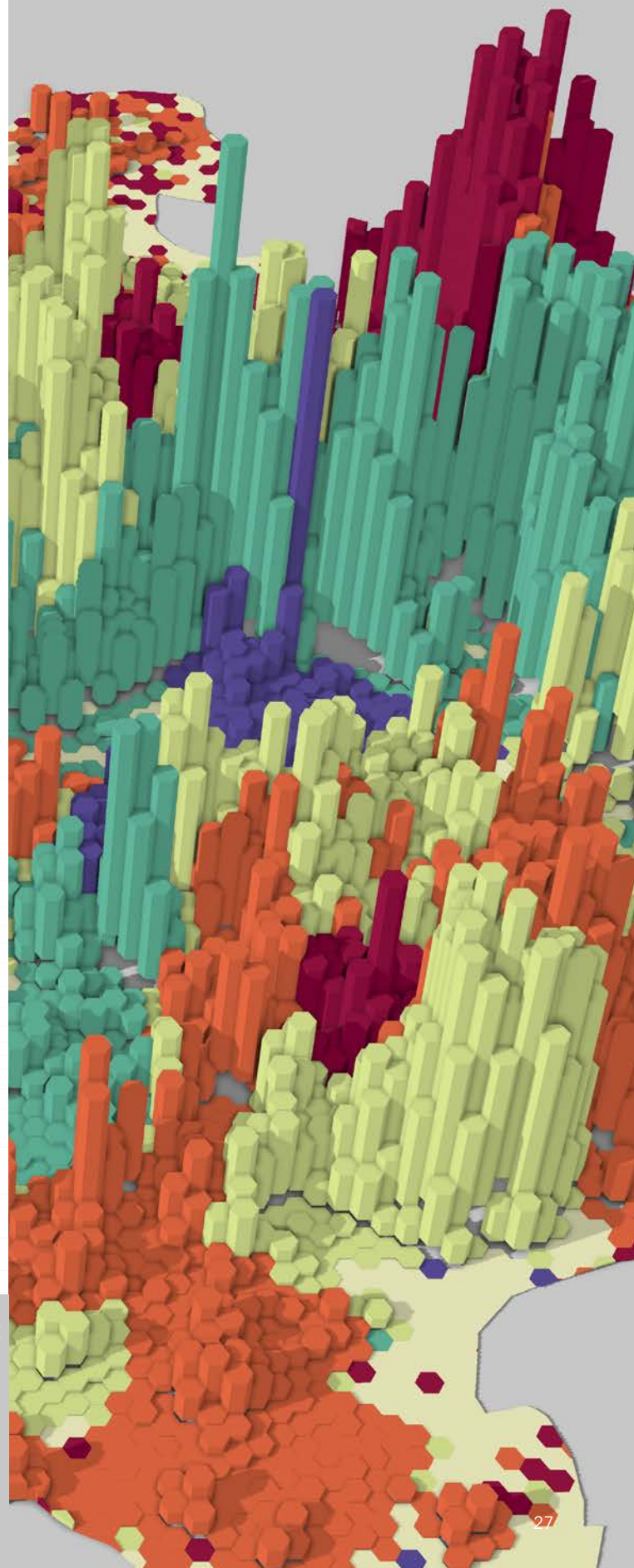
Customer Profiling: Understand new and potential customer preferences and needs so you know whom to target and how to attract them. Divide customers into targeted groups. Browse and use both demographic and census data including age, income, gender, family

size, and health history. Use lifestyle and behavioural data to learn what people prefer.

Data, Report, Infographics to Drive Decisions: Take a data-driven approach to validate your assumptions about location. Access global data for more than 170 countries with over 15,000 variables on market data. Combine proprietary data on locations and property costs with data about prospective customers, clients, or patients. Then, share your analysis as customizable infographics, reports, and presentations.

Collection of Location Analytic tool: Drive organizational strategy using a collection of desktop, web, and mobile apps and Esri's hosted data. From visualizing demographic data for an area of interest to performing advanced analysis like designing and optimizing trade areas, ArcGIS Business Analyst delivers a collection of tools for analysts, researchers, and GIS managers alike.

ArcGIS Business Analyst can be used by organizations of all sizes across a wide range of industries to drive location-based decision-making and business growth. It delivers significant value across **Retail, Banking and Financial Services, Healthcare Services, Real Estate, Government, and Architecture, Engineering, and Construction (AEC)**, helping organizations gain deeper market understanding, optimize operations, improve planning, and make more informed strategic decisions. By integrating business, demographic, consumer, and geographic data into a single analytical environment, ArcGIS Business Analyst enables organizations to **innovate** strategies, **integrate** data-driven insights, and **inspire** better business decisions for sustainable growth.



Food & Beverage: Per Capita (₹)





GeoAI Updates in ArcGIS Pro 3.7

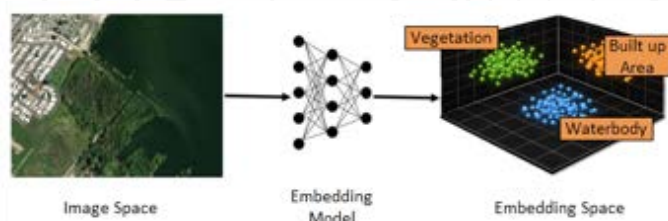
GeoAI integrates artificial intelligence (AI) with location intelligence to increase understanding and solve spatial problems. Within the ArcGIS ecosystem, ArcGIS Pro serves as Esri's desktop GIS platform for creating training data, training and deploying deep learning models, and operationalizing GeoAI workflows. The ArcGIS Pro 3.7 release introduced several new tools and enhancements to the GeoAI capabilities within the Image Analyst extension.

Embeddings-based analysis

ArcGIS Pro 3.7 expands the GeoAI toolbox with new embeddings workflows, enabling semantic analysis across text, imagery, and feature data. New tools include:

- Generate Embeddings Using AI Models
- Merge Embeddings
- Find Similar Features Using Embeddings
- Extract Embedding to Fields
- Predict Missing Values Using AI Models

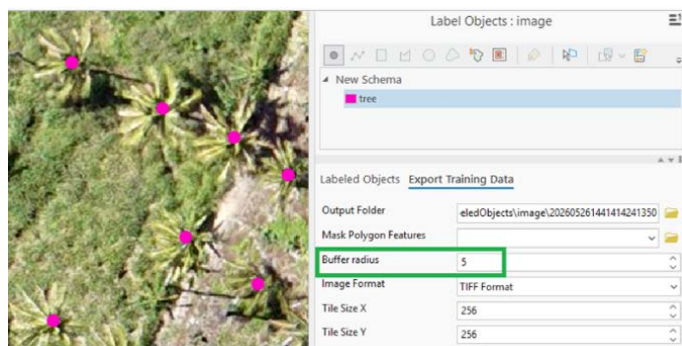
Analysis is performed in an embedding space where similar features are closer together and dissimilar ones are farther apart. Because the processes run on precomputed vectors, they are scalable, efficient, and run on standard CPUs.



Enhanced AI-Assisted Labeling

Improvements have been introduced to accelerate training data creation:

- The Label Objects for Deep Learning pane now includes new point and line drawing tools. The line tool simplifies the collection of linear features like road centerlines. By using the buffer setting during export, training masks can be automatically generated from these simplified geometries. This workflow significantly increases efficiency for features defined by a fixed-width buffer.



Tree locations captured with the point tool, using a buffer to export training chips

- The Text Prompt tool in the Label Objects for Deep Learning pane now supports multiclass labelling.



Multiclass text prompt tool simultaneously labeling trees and houses in a single pass within the Label Objects pane.

- Another enhancement is the Auto-detect Using Feature Class capability, which automatically generates segmentation boundaries from existing point datasets such as tree locations or building centroids.



Automatically converting a point feature class into accurate instance segmentation boundaries around vehicles.

These enhancements significantly reduce the effort required to create high-quality training datasets.

Native Video Labeling

ArcGIS Pro 3.7 now supports native video labeling, enabling users to collect training samples directly from video files. The software handles frame extraction internally, allowing you to label objects in individual frames, such as vehicles or infrastructure. This integration simplifies the workflow from raw video to model training.

Expanded Foundation Model Support

ArcGIS Pro 3.7 introduces support for the Dynamic One-For-All (DOFA) and TerraMind foundation-model backbones for remote sensing workflows. To improve compatibility with multispectral and hyperspectral imagery, a new wavelength model argument has been added. Although wavelength information is typically obtained from the model's Esri Model Definition (EMD) file, users can now supply wavelength values manually when needed to ensure accurate interpretation of spectral bands.

Translate Pixels Using Deep Learning

A new geoprocessing tool called Translate Pixels Using Deep Learning has been introduced. This tool supports image-to-image translation workflows for tasks such as super-resolution, colorizing grayscale imagery, and transforming RGB images into topographic maps.

Improved Inferencing Performance

ArcGIS Pro 3.7 includes performance enhancements for large-scale inferencing workflows, helping organizations process imagery more efficiently and operationalize

GeoAI at scale. Specifically, the Detect Objects Using Deep Learning tool now delivers significant performance gains when processing image collections in a folder-based workflow.

Conclusion

ArcGIS Pro 3.7 advances GeoAI capabilities with new embeddings-based analysis tools, enhanced AI-assisted labeling workflows, native video labeling, expanded foundation model support, the new Translate Pixels Using Deep Learning capability, and optimized inferencing performance. Together, these enhancements make it easier for organizations to create training data, leverage modern AI models, analyze spatial information more efficiently, and scale GeoAI workflows across a broader range of geospatial applications.



How to Maximize Your ArcGIS Survey123 Experience

ArcGIS Survey123 is much more than a digital form builder. By using its advanced capabilities, you can improve data quality, reduce user errors, and speed up field data collection.

Tip 1: Make your survey intelligent with skip logic

Including unnecessary questions in a form can make data collection slower, increase confusion, and lead to incorrect or incomplete responses. By using relevant expressions (skip logic), you can display questions only when they apply based on previous answers. This creates a more dynamic form where users see only the questions that are relevant to their responses.

Tip 2: Help save time using default values

Many surveys require the same information to be entered repeatedly. Examples include today's date, department, organization, project location. Instead of asking users to manually enter these details every time, Survey123 can automatically populate them using default values. So, this can immediately focus on recording inspection details rather than filling in repetitive information.

Tip 3: Use dynamic choice lists instead of static lists

Many organizations maintain changing lists of assets, employees, projects, villages, or equipment. If these lists are added directly into a survey, every update requires republishing the survey, which can become difficult to maintain. Survey123 supports dynamic choice lists, allowing dropdown values to be populated directly from a hosted feature layer or table. The form can intelligently display only the records that are relevant based on attributes, location, or distance.

Tip 4: Improve data quality with validation rules

Incorrect data entered in the field often leads to additional work and delays in analysis. Survey123 enables you to apply constraints (validation rules) that verify user input before the survey is submitted, which benefits to prevent invalid records, improves data accuracy, minimizes the post processing works and manual corrections.

Tip 5: Survey123 webhooks can trigger instant actions

Webhooks in ArcGIS Survey123 enable automatic communication between Survey123 and other applications or systems whenever a specific event occurs, such as the submission of a survey, using HTTP POST requests to pass callbacks between them. Instead of manually checking for new data, a webhook instantly sends a notification email, appending the survey content to a spreadsheet, and sending an alert. Webhooks reduce manual processes by automating actions based on survey submissions.

Tip 6: Build one survey for multiple languages

Configure your survey to display questions in different languages based on user preference. Including one or multiple sets of translations for surveys allows both data collectors and respondents to understand survey questions.

Tip 7: Collect multiple records in a single survey

An XLS Form can repeat a group of questions multiple times, which allows you to capture multiple related records within a single survey. For instance, instead of creating separate survey entries for each item such as the name, age, and gender of every person in a household, Repeat Groups enable users to add multiple instances of the same set of questions dynamically.

Tip 8: Barcode and QR code scanning

Manual entry of asset IDs, serial numbers, or equipment codes can be time-consuming and prone to typing errors. Survey123 supports barcode and QR code scanning, allowing users to capture information directly using the device's camera. This not only speeds up data collection but also improves the accuracy of asset identification.