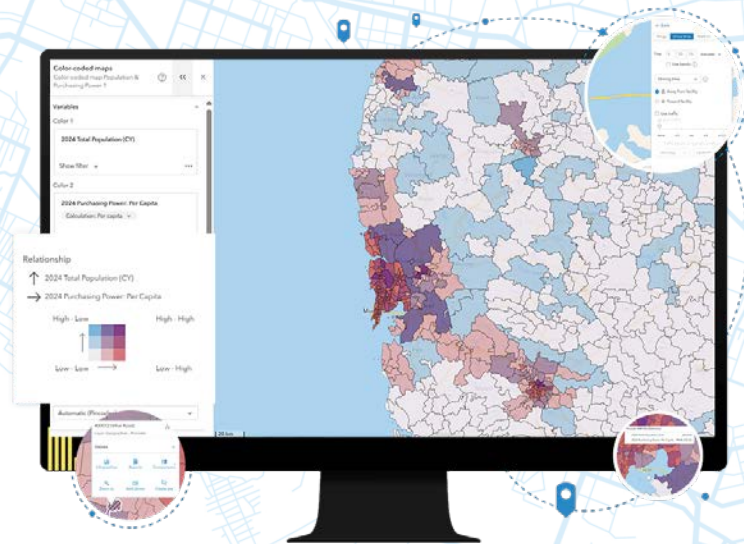




ArcGIS® Business Analyst™

Location-Based Market Intelligence



What Is ArcGIS Business Analyst?

ArcGIS Business Analyst demographic mapping software helps you make smarter decisions for market planning, site selection, and customer segmentation by combining demographic, business, lifestyle, spending, and census data with map-based analytics. Business Analyst helps you identify underperforming markets, pinpoint the right growth sites, find where your target customers live, and share the analysis across your organization as accurate infographics and dynamic presentations.

Available on Any Device, Anywhere, Anytime

- ArcGIS Business Analyst Web App
Access site selection, business analytics, and demographics in the cloud.
- ArcGIS Business Analyst Mobile App
Work on projects on iOS and Android devices.
- ArcGIS Business Analyst Pro
Perform advanced target marketing, spatial analytics, and territory design.

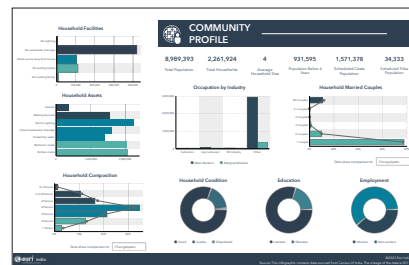
How It Works



Identify areas for analysis



Analyze areas using a variety of datasets



Share your results



Benefits of ArcGIS Business Analyst

- **Site selection and planning**
Access data for India across 400+ variables on demographics, business locations, and market potential, at multiple geographies, from national to village/pincode level. With ready-to-use and custom data infographic templates and reports, it's easy to share the analysis you've done.
- **Optimize your territories**
Locate underperforming, vulnerable sites; identify community resources; predict how proposed locations will perform and use multiple data sources to determine the best locations.
- **Target customers**
Use demographic and census data to understand new and potential customer preferences and needs, so you know whom to target and how to attract them.
- **Data and infographics**
ArcGIS Business Analyst includes a variety of datasets such as demographic data, street data, local basemaps, and geocoding data. The important categories include Demographics, Consumer Spending on the Web, India Basemap at Local Desktop, India Points of Interest on the Web, India Administrative Boundaries.
- **Location analytics tools**
From visualizing demographic data to performing advanced analysis, ArcGIS Business Analyst delivers a collection of tools for analysts, planners, researchers, healthcare professionals, and GIS managers alike.

Get more information or request a demo
at go.esri.in/ba



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