

CARDS Webinar: ArcGIS Business Analyst to Support Cancer Catchments

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Introduction



Dr. Este Geraghty
Chief Medical Officer



Caitlin Marin
Solutions Engineer
Esri Health & Sciences

Overview

- What is ArcGIS Business Analyst?
- What data are available?
- How accurate are the data?
- What can I do with this tool for cancer catchments?
- Resources

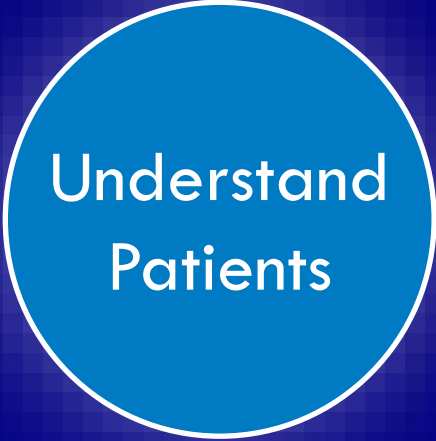


ArcGIS Business Analyst

Helps Make Smarter and Informed Decisions

An orange circle with a white border, containing the text "Evaluate Locations".

Evaluate
Locations

A blue circle with a white border, containing the text "Understand Patients".

Understand
Patients

A purple circle with a white border, containing the text "Analyze Trends".

Analyze
Trends

ArcGIS Business Analyst

4 main components



Demographic
Data

+



Maps

+



Analytical
Workflows

+



Reports &
Infographics

Connect to your own data with Business Analyst

Create a custom data workflow so that you can use your own data in geo-enrichment & reporting



ArcGIS Includes the Living Atlas of the World

Ready-to-Use: <https://livingatlas.arcgis.com/en/home/>

Massive (10,000 items) . . .

Rapidly Growing . . .

Curated . . .

Authoritative

Demographics
Habitats Landscape
Basemaps Land Cover
Environment Transportation
Health Hydro Movement
Imagery Traffic Business
Biodiversity
POI Boundaries Elevation
Weather Oceans
Soils Hazards
NGDA Layers



3D Basemap

Global

- 3D Basemaps & Layers
- Land Use (2017–2021)
- Places (POIs) Layers
- OpenStreetMap Layers
- Analysis-Ready Imagery
- Climate Layers
- World Pop. 2000–2020
- Air Quality
- Premium Location Services

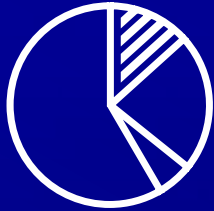
US

- Hydrology (NHDPlus)
- Census ACS (2017–2021)
- DOT National Addresses
- FCC Broadband Data
- NAIP Imagery (2021)
- iNaturalist (Coming)

Built from Best Available Commercial and Community Sources

Esri Demographic, Spending, Lifestyle, and Business Data

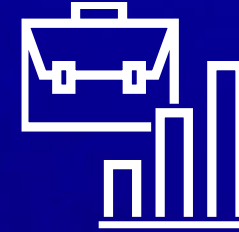
[Link](#) to Esri's data browser



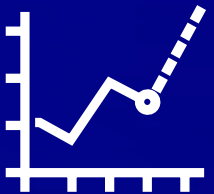
Demographics



Consumer Spending



Business Locations and Summary



Market Potential



Tapestry Segmentation



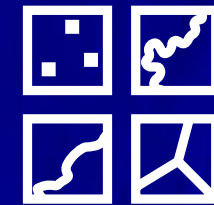
Shopping Centers



Traffic Counts



Crime Indexes



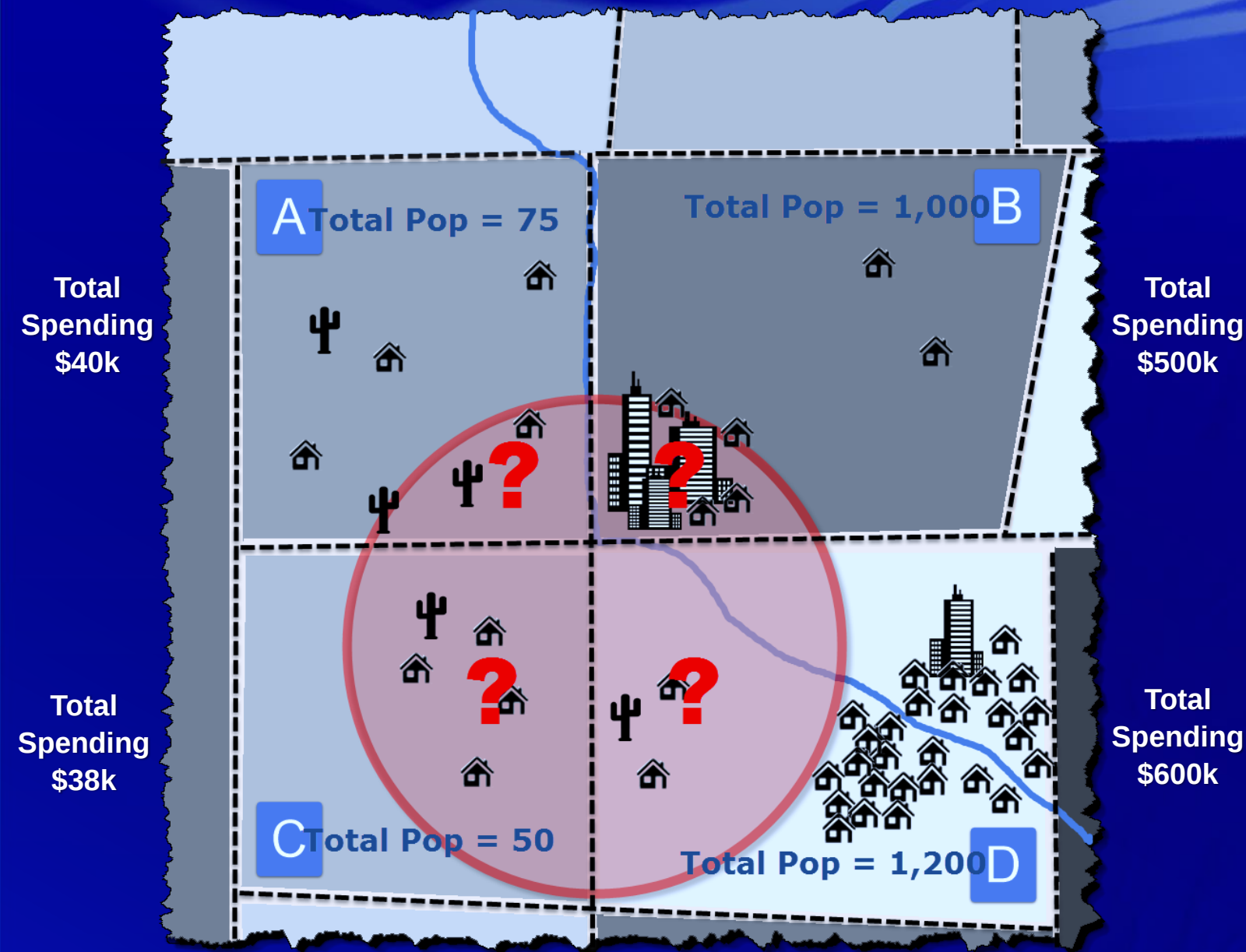
Census and ACS

Population-weighted data apportionment

- Advanced demographic analysis technique
- Uses the distribution of the underlying population for more accurate estimates
- Supported in Infographics, Business Analyst reporting, GeoEnrichment queries, and more

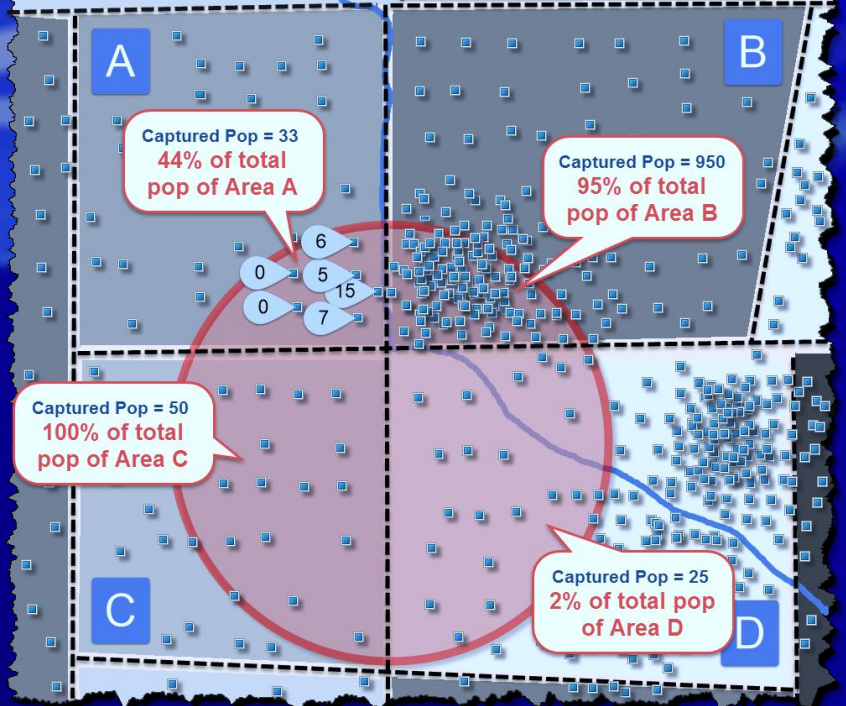
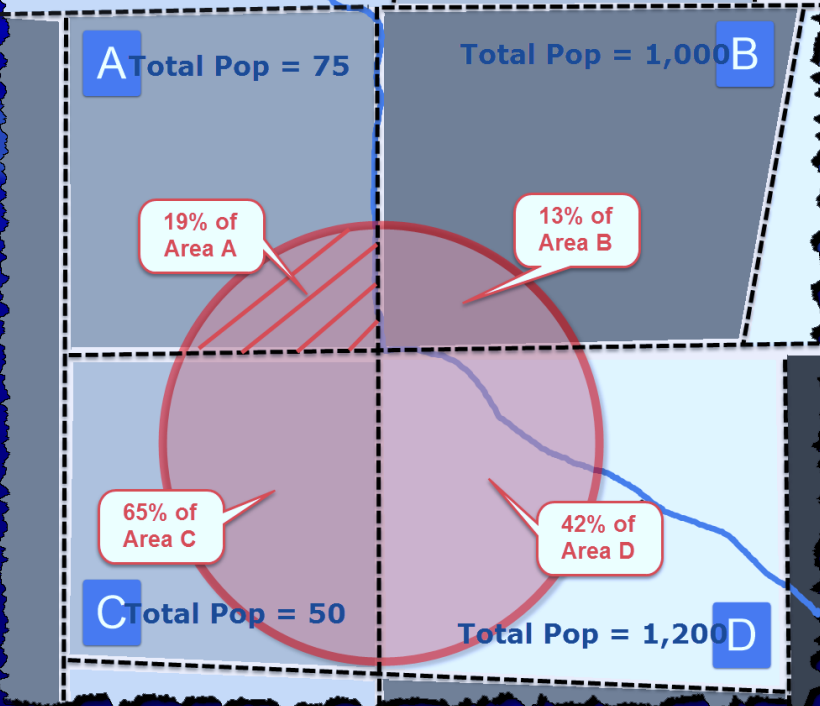
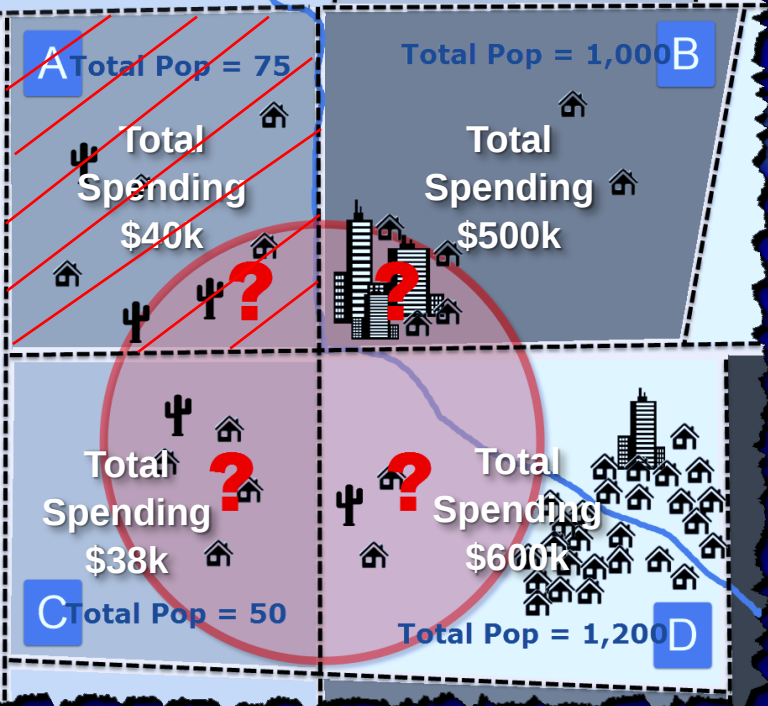


Reliable demographic estimates for analysis areas of all shapes and sizes



Question

Based on Total Spending for territories A, B, C, & D ...what is the healthcare spending estimate for the area described by the **circle**?



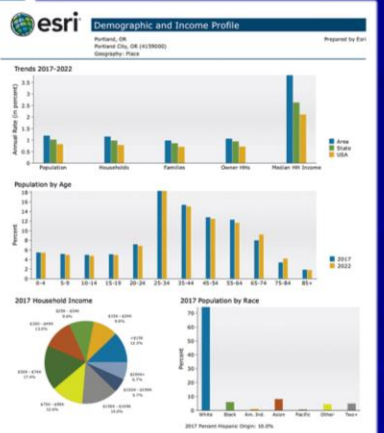
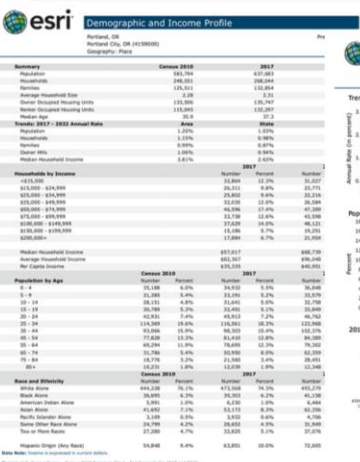
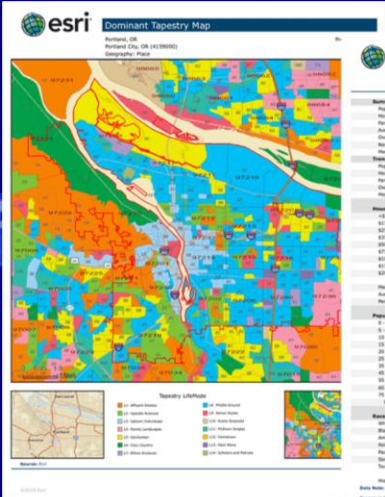
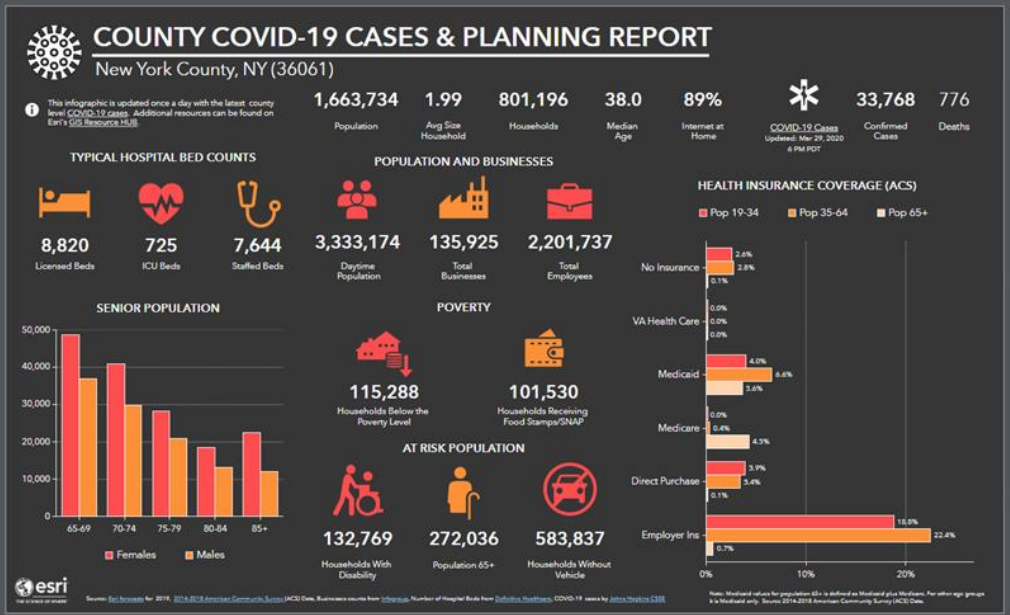
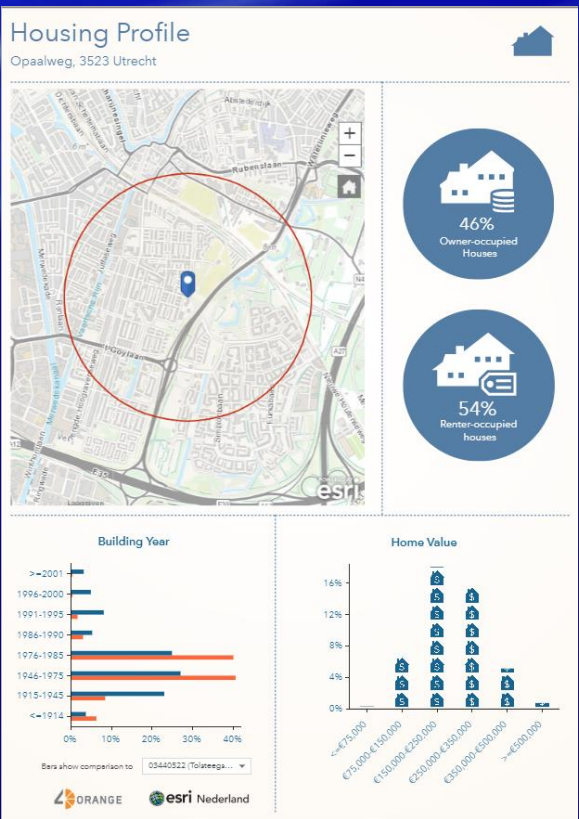
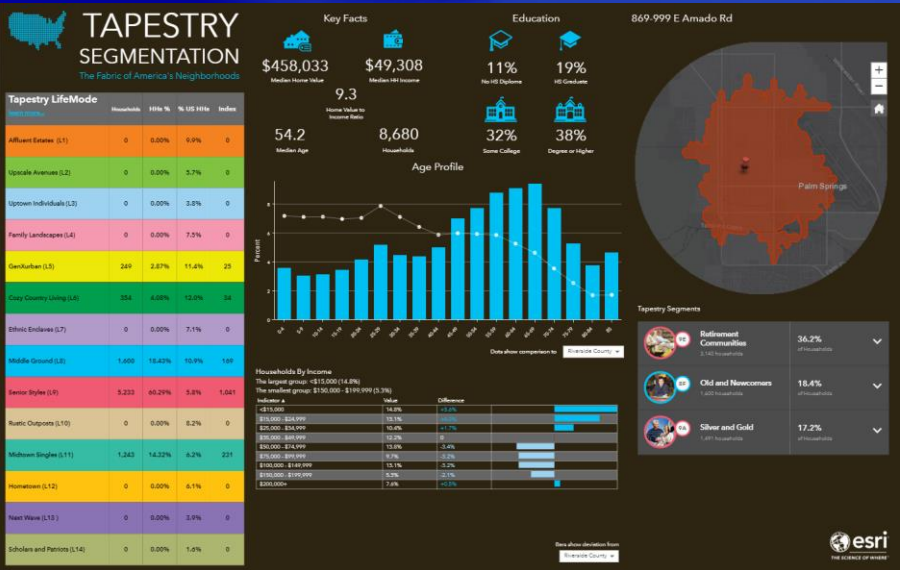
A
B
C
D

Total Spending
\$40k
\$500k
\$38k
\$600k
\$1,178,000

Total Spending
19% of \$40k = \$7.6k
13% of \$500k = \$65k
65% of \$38k = \$24.7k
42% of \$600k = \$252k
\$349,300

Pop. Est.	Total Spending
33/75 = 44%	44% of \$40k = \$17.6k
950/1000 = 95%	95% of \$500k = \$475k
50/50 = 100%	100% of \$38k = \$38k
25/1200 = 2%	2% of \$600k = \$12k
1,058	\$542,600

Configurable Infographics



Resources

go.esri.com/BA/resources



Learn Lessons

learn.arcgis.com



Free Trial

go.esri.com/BATrial



Videos

go.esri.com/BAVideos



Data Methodology

go.esri.com/dataoverview

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