CARDS Webinar:
ArcGIS Business Analyst to Support Cancer Catchments

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Introduction

Dr. Este Geraghty

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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

Evaluate Locations

Understand Patients

Analyze Trends

ArcGIS Business Analyst

4 main components

Demographic Data

+

Maps

+

Analytical Workflows

+

Reports & Infographics

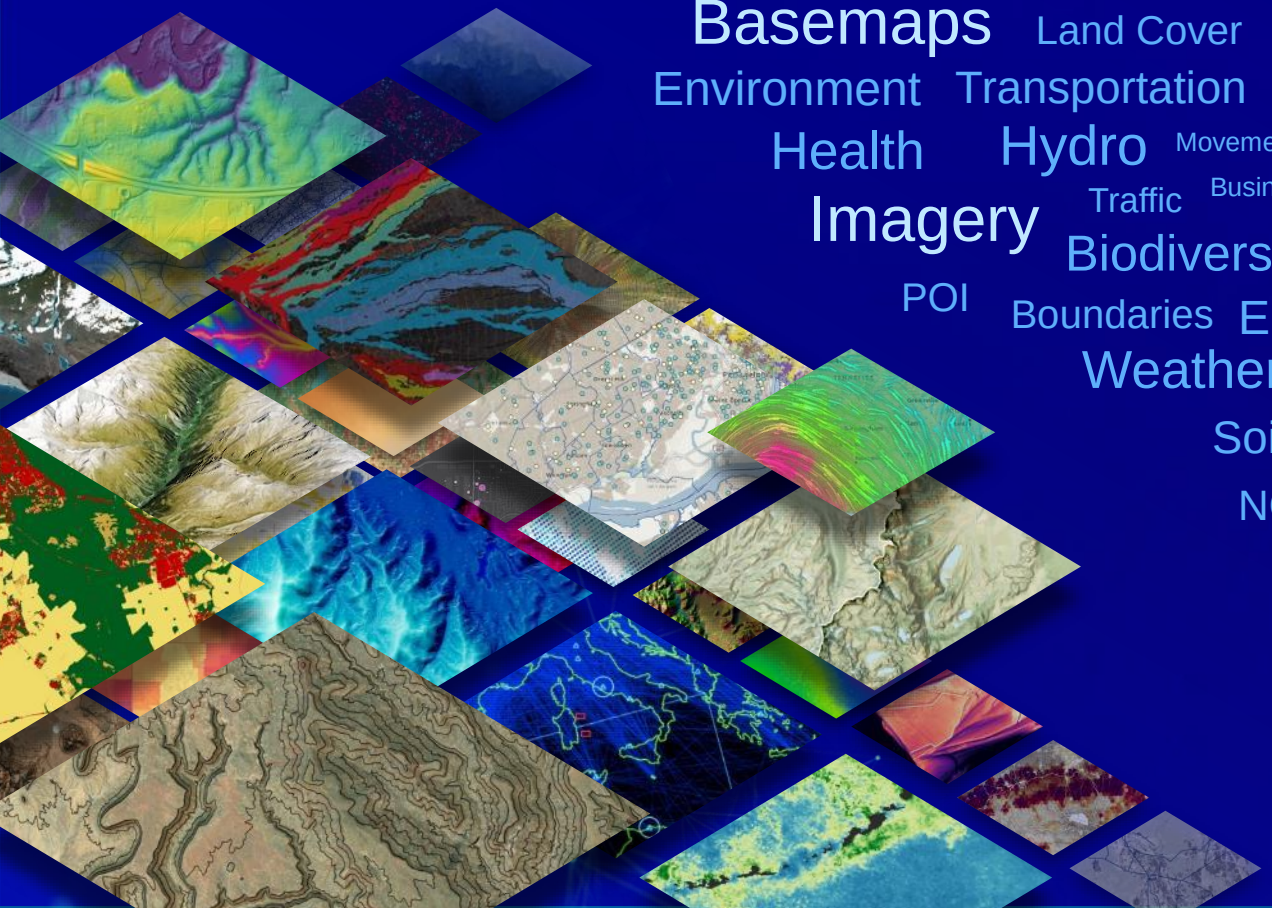
Connect to your own data with Business Analyst

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
Business
Traffic
Imagery 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

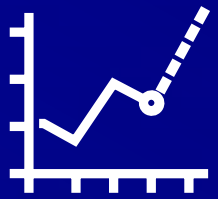
Esri Demographic, Spending, Lifestyle, and Business Data

Link to Esri's data browser

Demographics

Consumer Spending

Business Locations and Summary

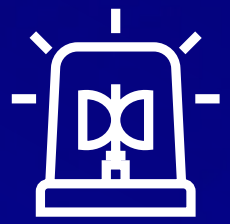


Market Potential

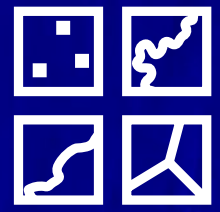
Tapestry Segmentation

Shopping Centers

Traffic Counts



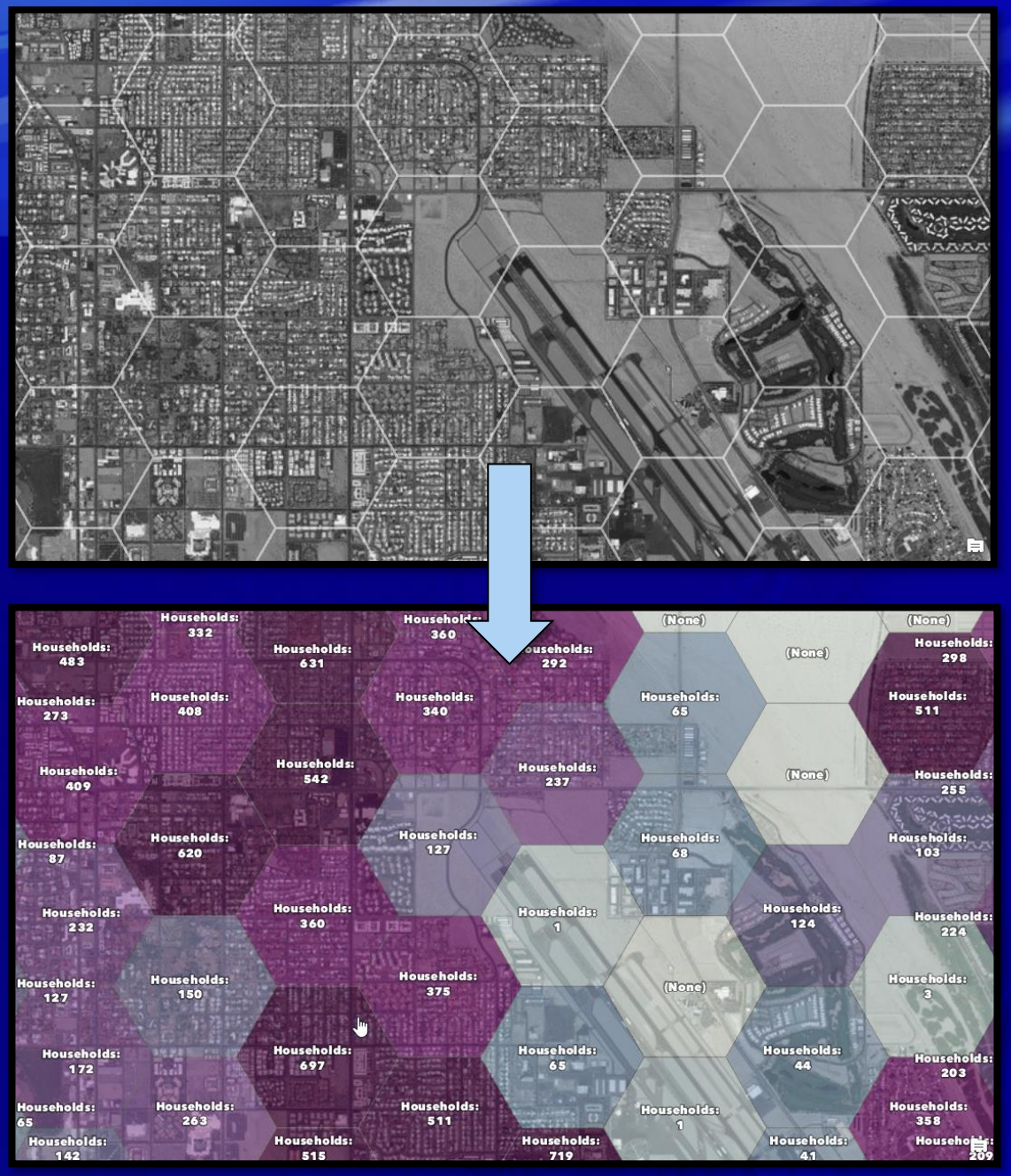
Crime Indexes



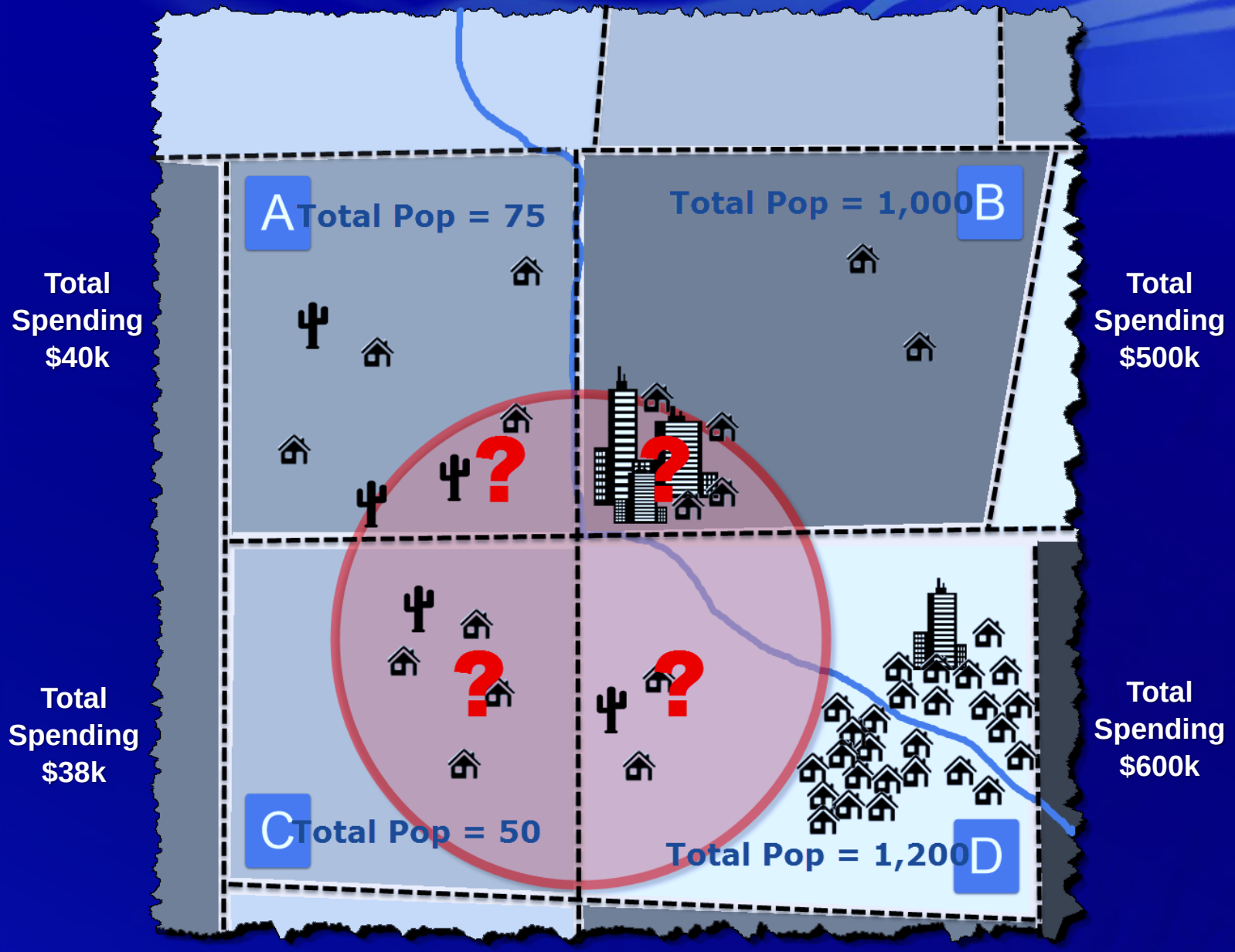
Census and ACS

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

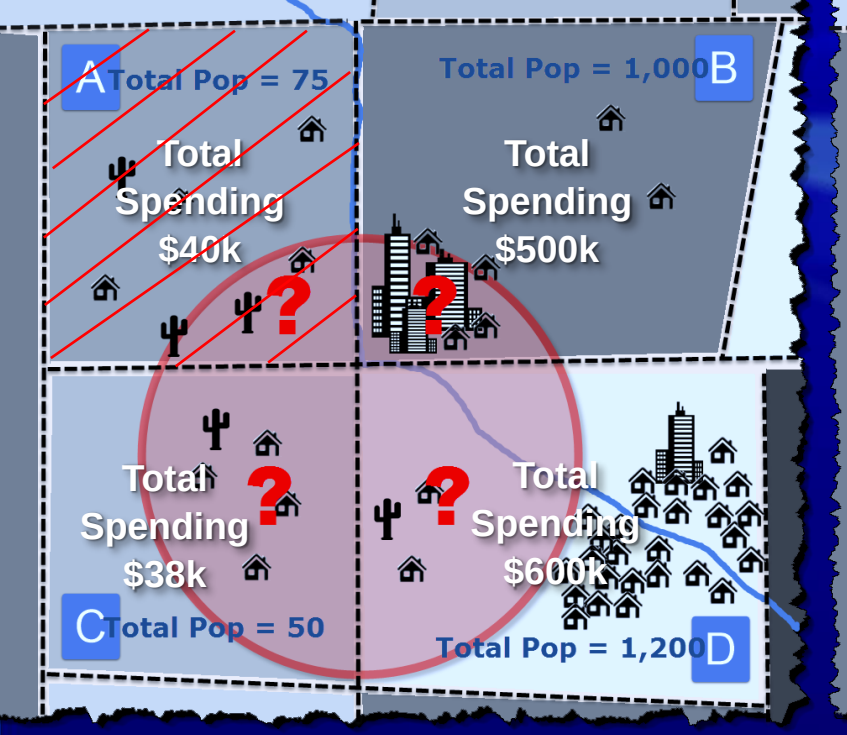


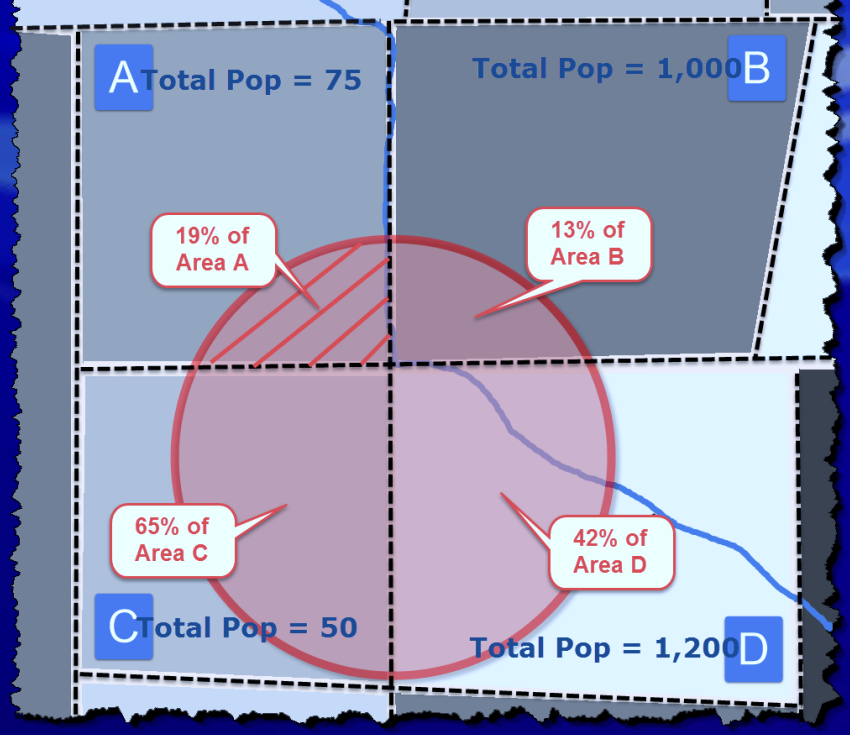
Reliable demographic estimates for analysis areas of all shapes and sizes

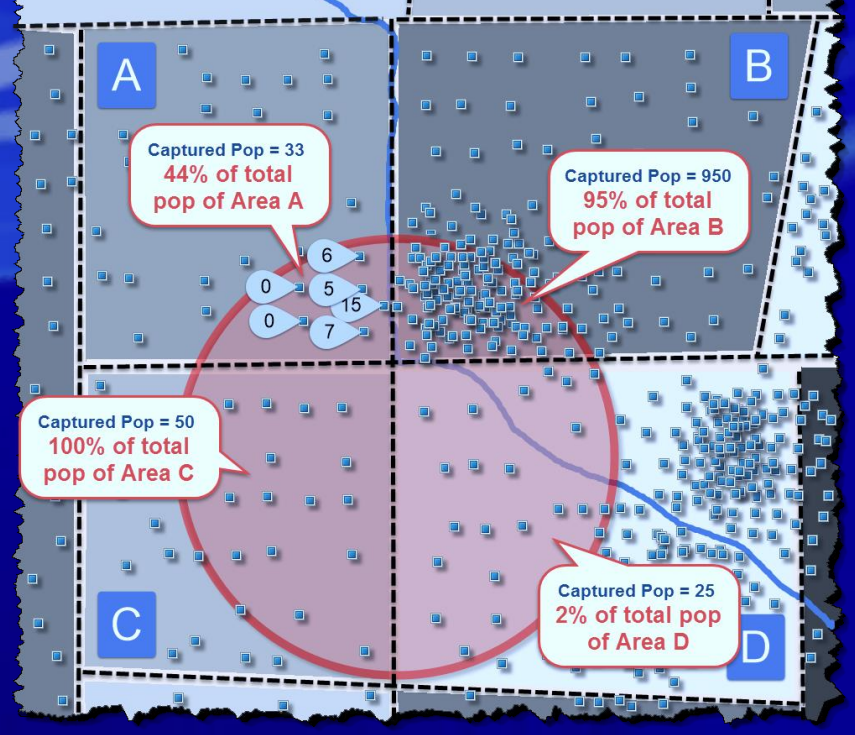


Question

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





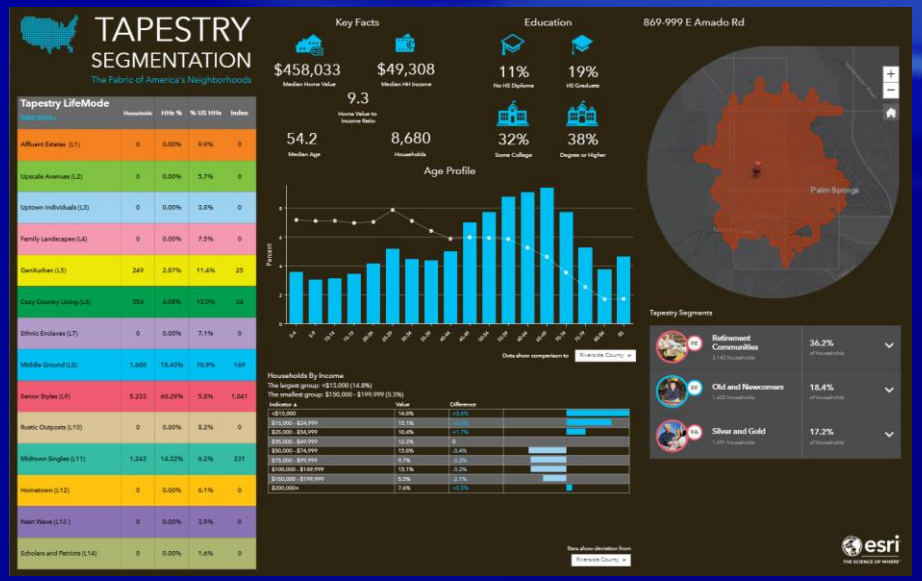


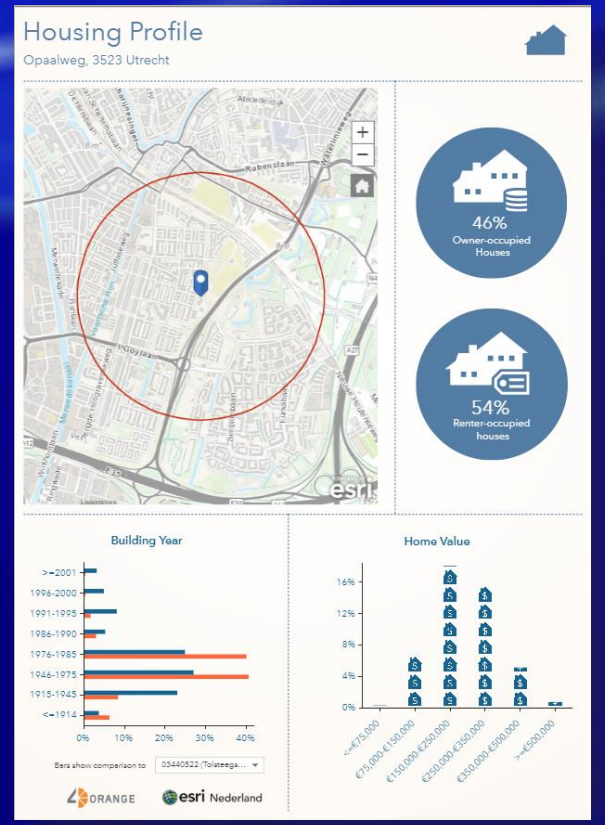
	Total Spending
A	$40k
B	$500k
C	$38k
D	$600k
	$1,178,000

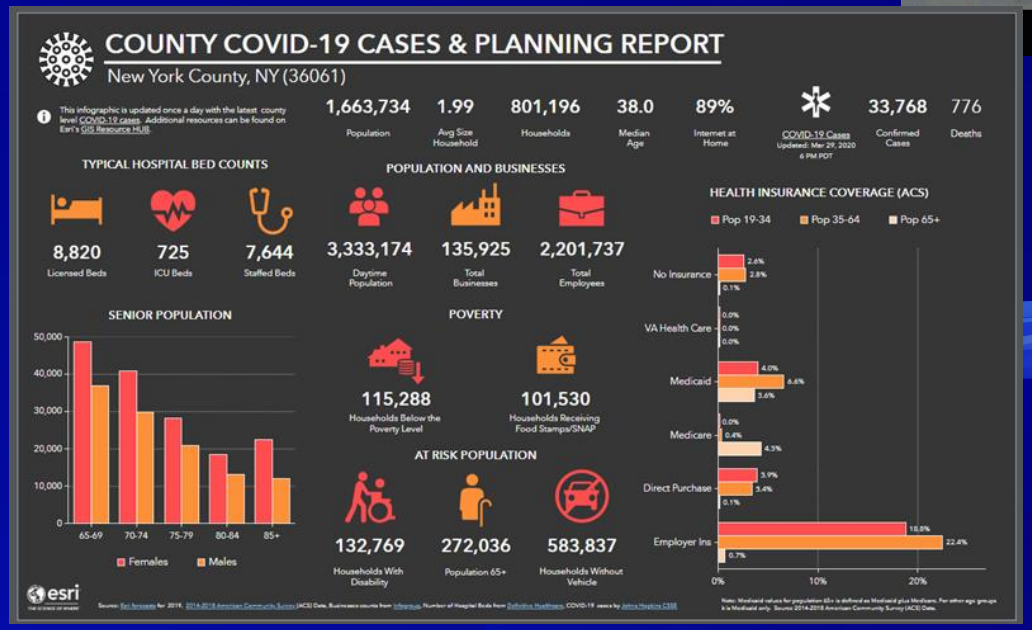
Total Spending	
19% of $40k	= $7.6k
13% of $500k	= $65k
65% of $38k	= $24.7k
42% of $600k	= $252k
$349,300	

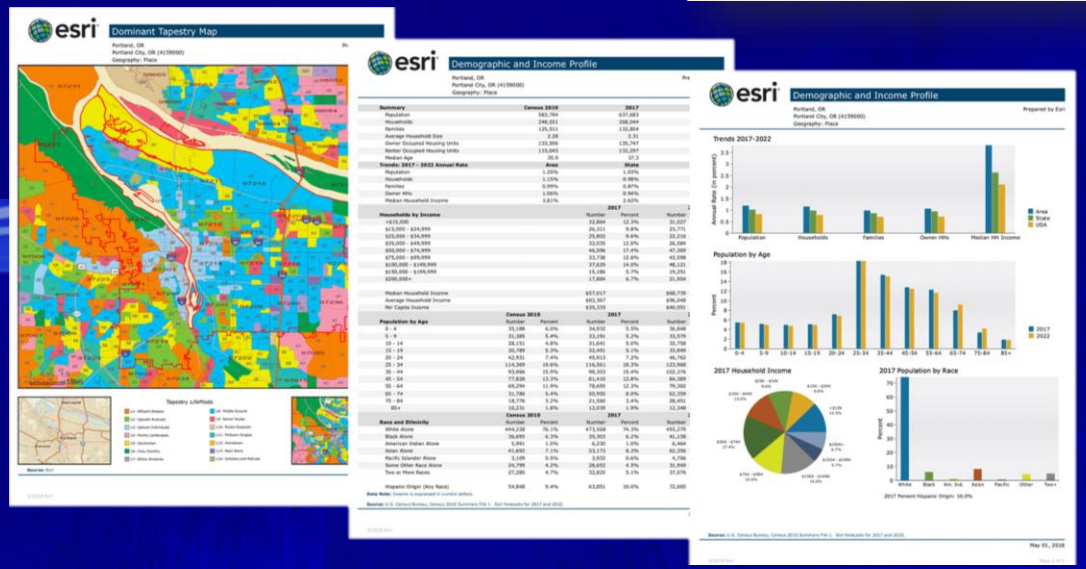
Pop. Est.		Total Spending	
33/75	= 44%	44% of $40k	= $17.6k
950/1000	=95%	95% of $500k	= $475k
50/50	= 100%	100% of $38k	= $38k
25/1200	= 2%	2% of $600k	= $12k
1,058		**$542,600**	

Configurable Infographics









Resources

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Learn Lessons

learn.arcgis.com

Free Trial

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Videos

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Data Methodology

go.esri.com/dataoverview

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