

HOW DO I CREATE AN APPROPRIATE MARKET AREA FOR ANALYSIS?

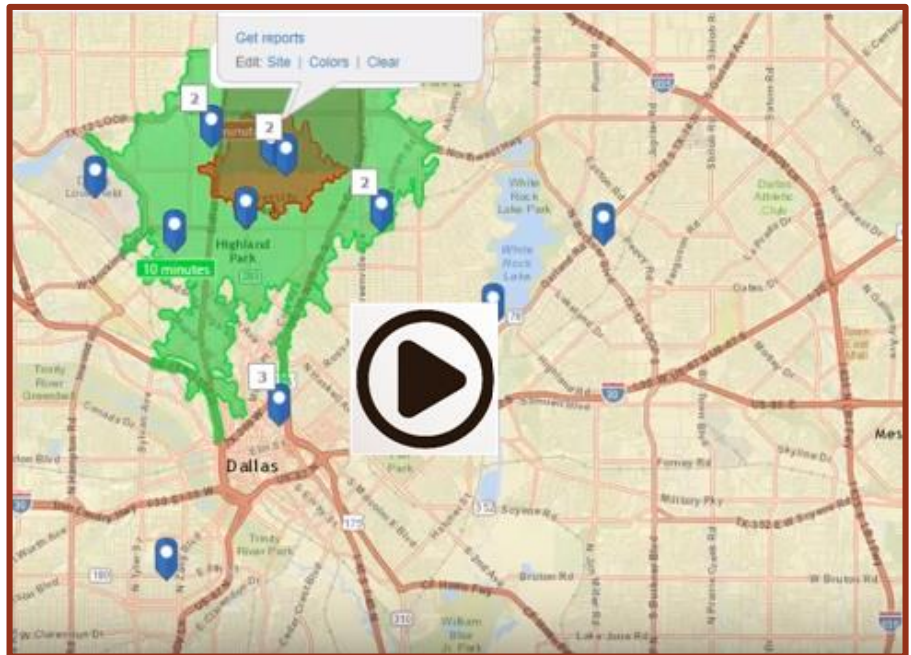
February, 2016

STDB TOOLS TO USE

- Business Analyst
- Define Areas

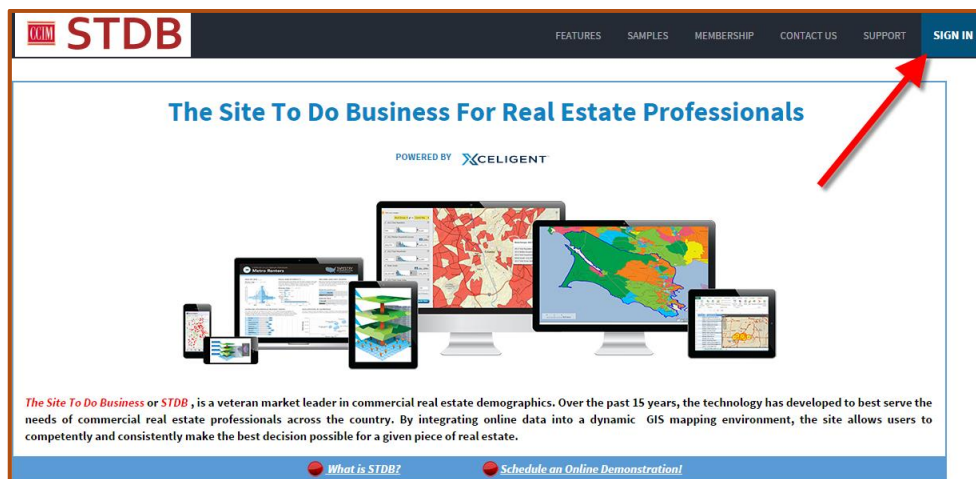
Click on image to the right to begin video tutorial. Written tutorial with screen shots is below:

STDB®
Site to do Business



Get Started Creating an Appropriate Market Area for Analysis:

1. Log into www.stdb.com



2. Navigate to Esri Business Analyst

Demographic, Mapping and Prospecting Tools

choose from STDB Applications Below:

- esri BAO**
Business Analyst Online (BAO) is the replacement to the Site Analysis product. Use BAO to generate demographic reports using rings, drive-times, or bands, generate color-coded maps by choosing from thousands of variables, and much more
- ArcGIS Online**
ArcGIS Online gives you the ability to create interactive web maps using your own data combined with information available in the marketplace.
- DatabaseUSA**
Database USA is a prospecting tool to identify certain types of business.
- Pictometry**
Ability to download high resolution oblique aerial photography based on point or address location
- RiskMeter Online**
NEW FLOOD MAPS from RiskMeter offer digital representations of the FEMA Flood Maps which can be overlaid on a street map or hybrid aerial map.



3. Select “Get Started”


Esri Business Analyst

Home Maps Reports

How Walk-Friendly is Your Site

Bring pedestrian analysis to your market planning. Now you can create walk-time areas and understand how many customers can walk to your property.

GET STARTED NOW



4. Click on “Define Areas for Reports” and Find Location.


Esri Business Analyst

Home Maps Reports

My Content Create Maps from Data Define Areas for Reports

Find Location


Enter an address or lat/long, then add rings, drive time, or walk time around it.



WATCH VIDEO

Select Geography


Select a country, ZIP Code or any of the available geographies for your analysis.



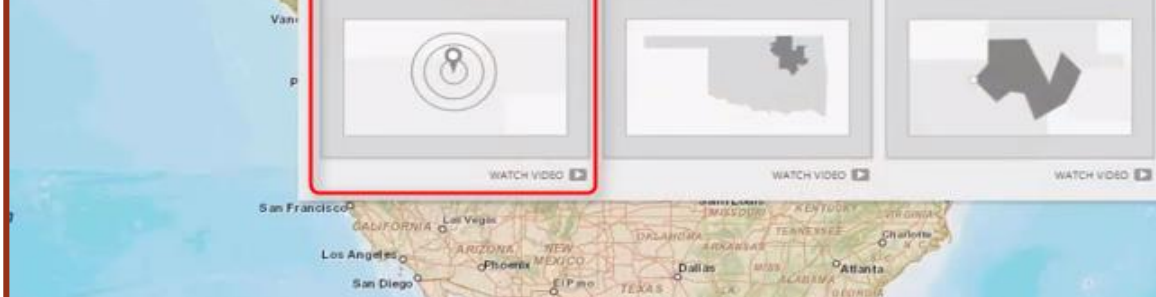
WATCH VIDEO

Draw Polygon

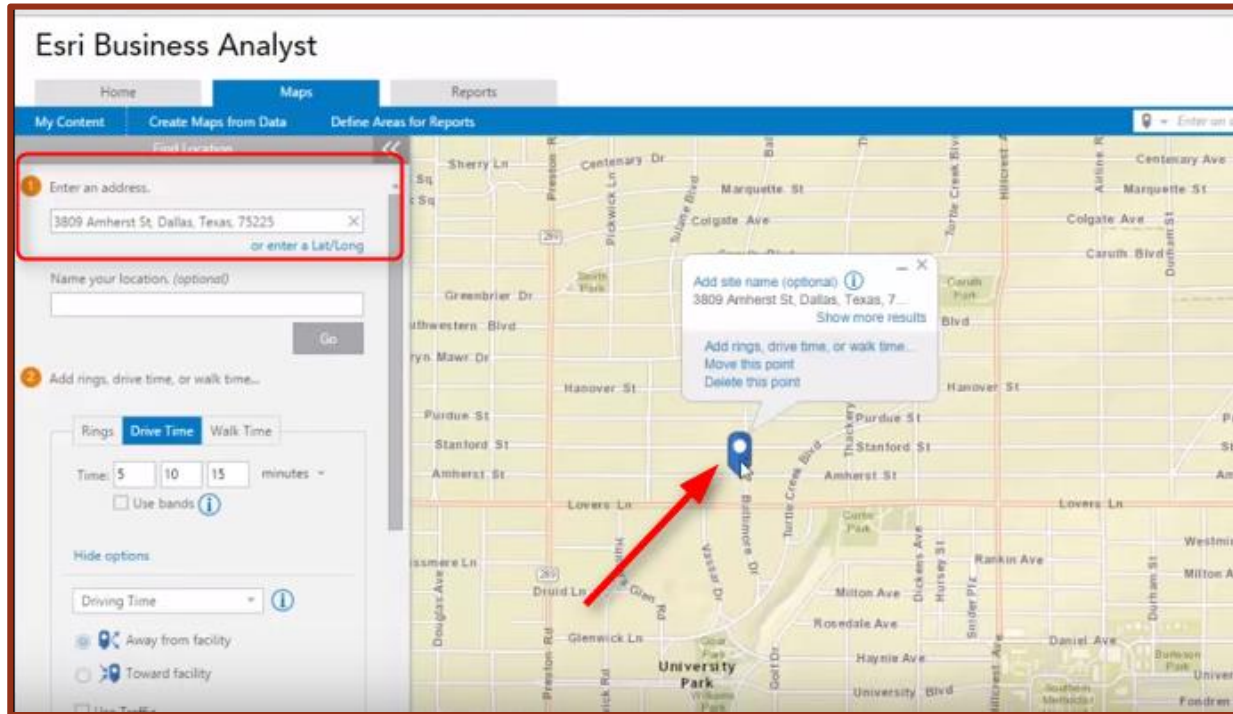
Draw a custom polygon around an area of your interest.



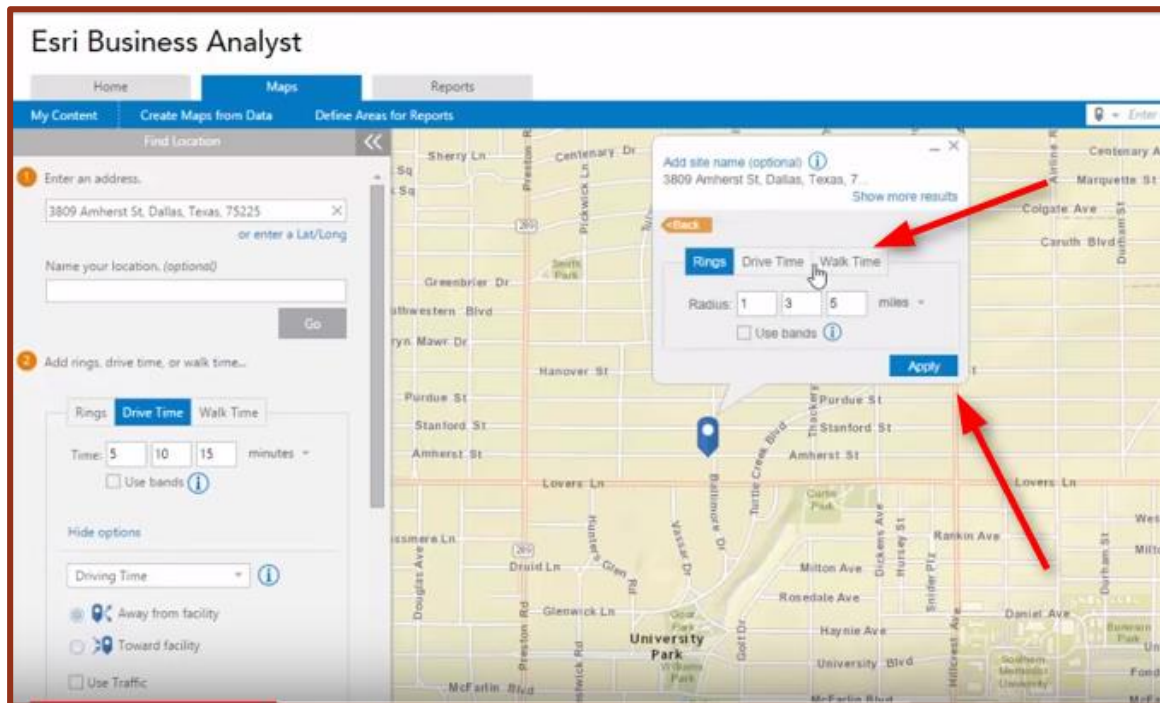
WATCH VIDEO



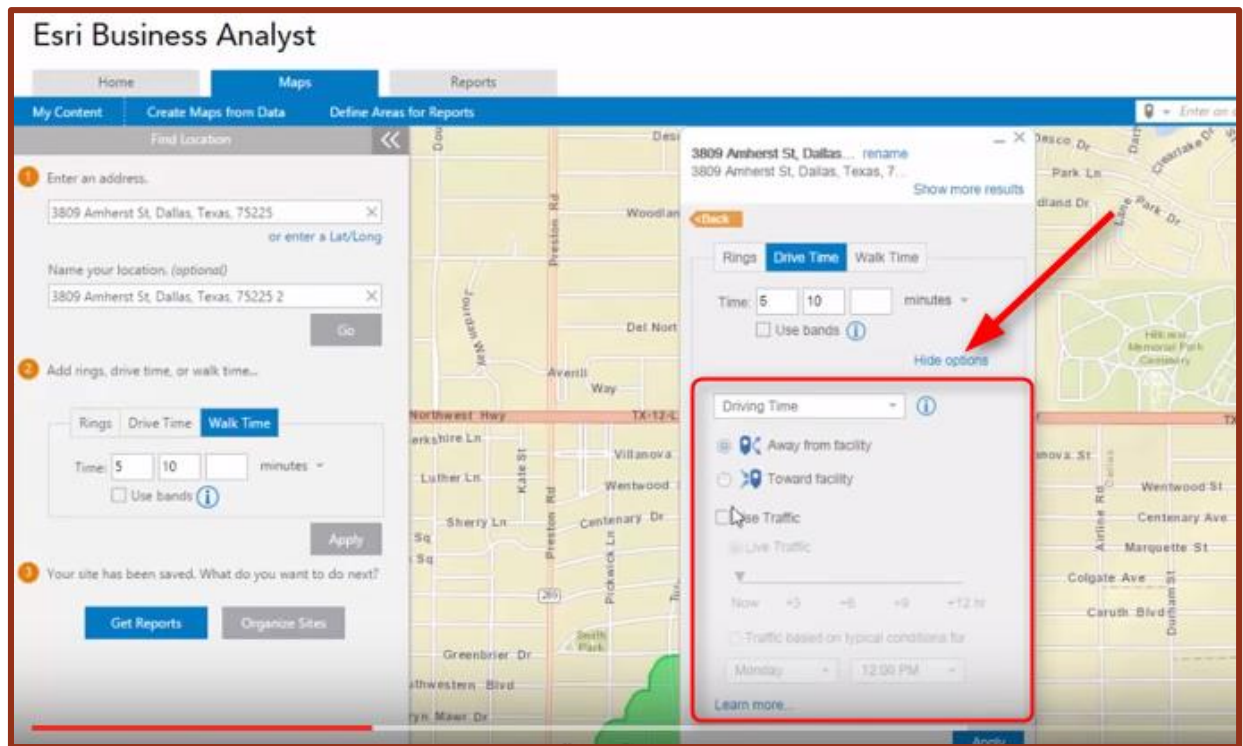
5. Type in your address and click Enter to plot your area on the map.



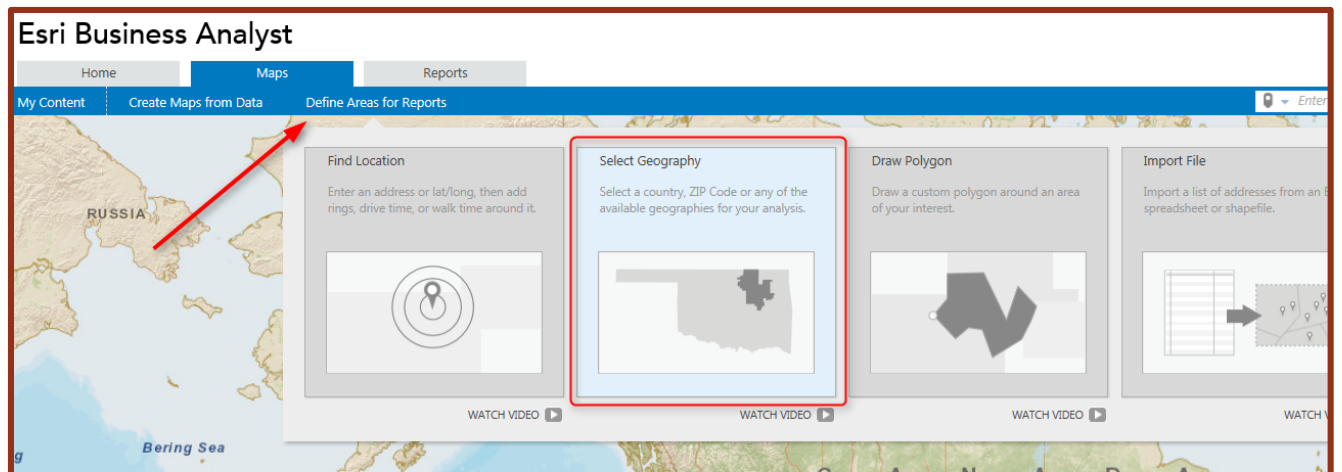
6. You can then add rings, drive times, or walk time and click apply.



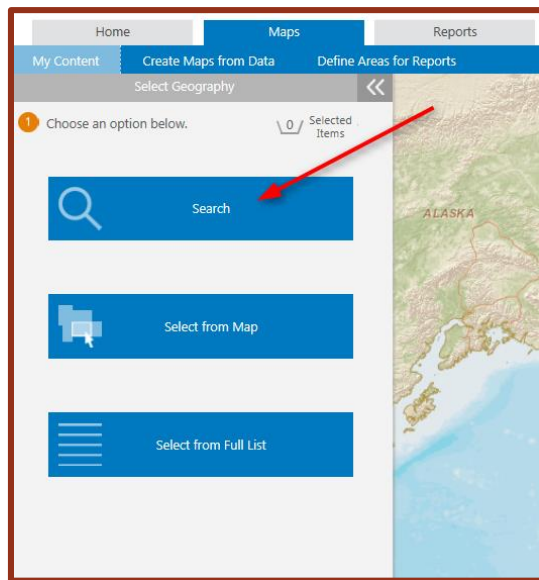
7. You can also add more options including live traffic.



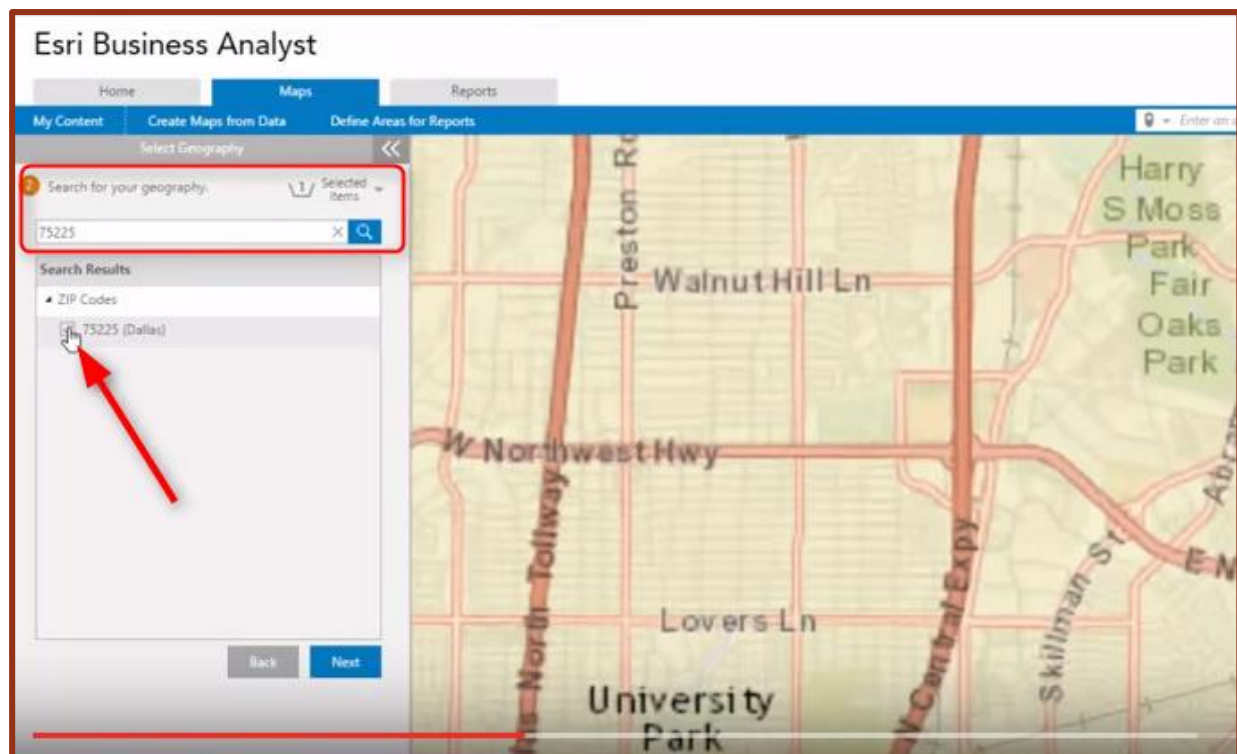
8. Another way to create a Market Area is to use a pre-defined Geography.



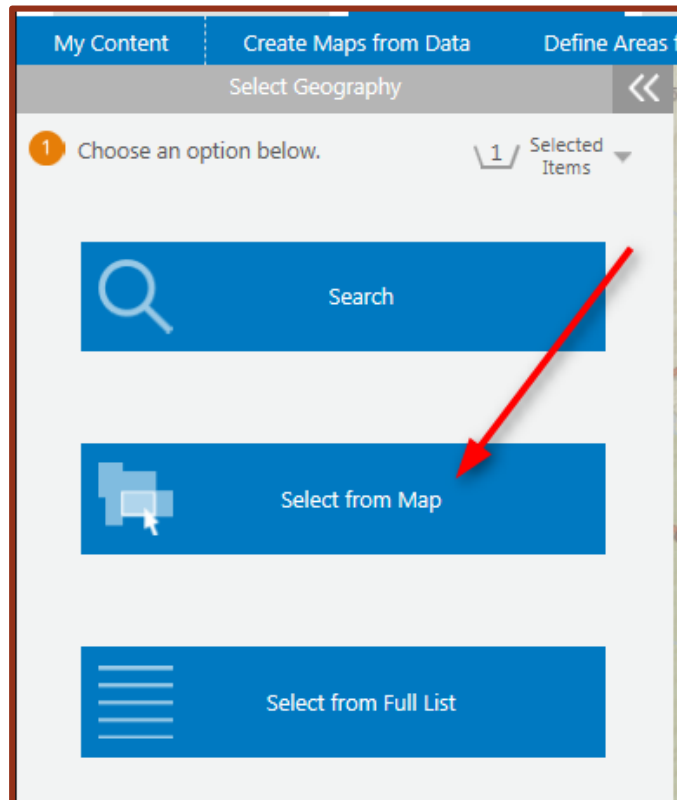
9. Click on “Search” to type in an actual market area.



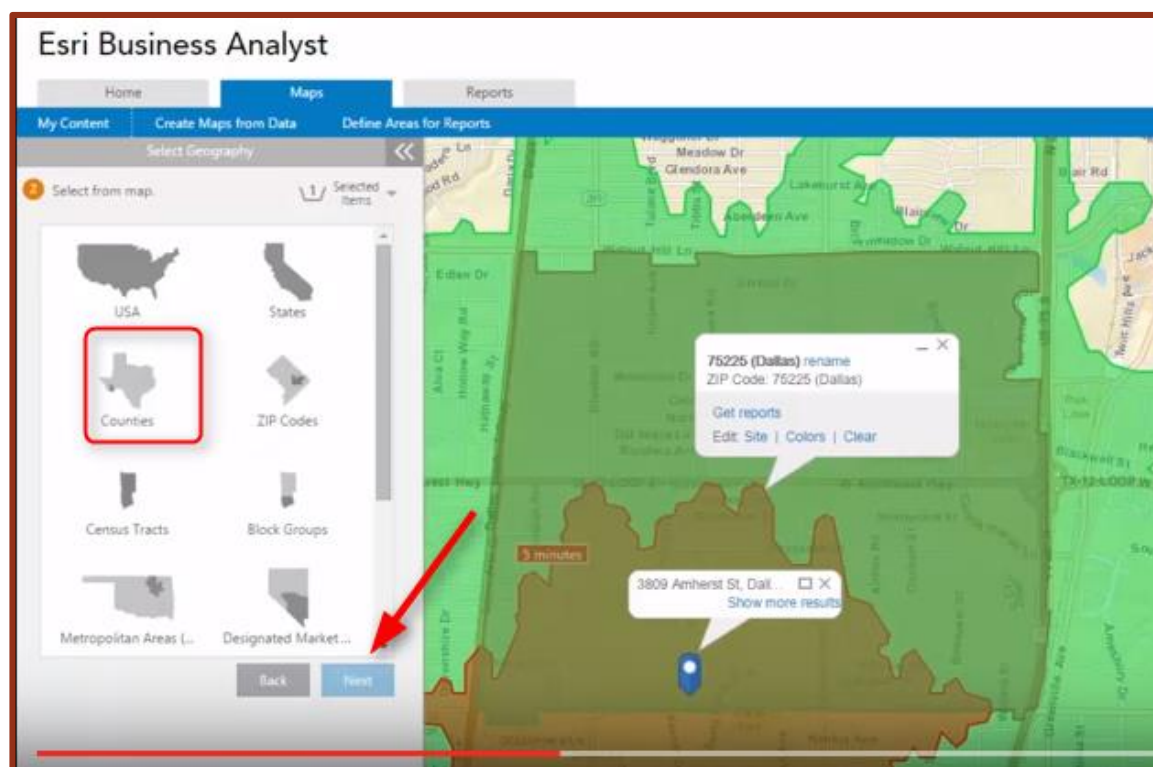
10. Type in your area and click Enter. Choose your area from the Search Results to define your area on the map.



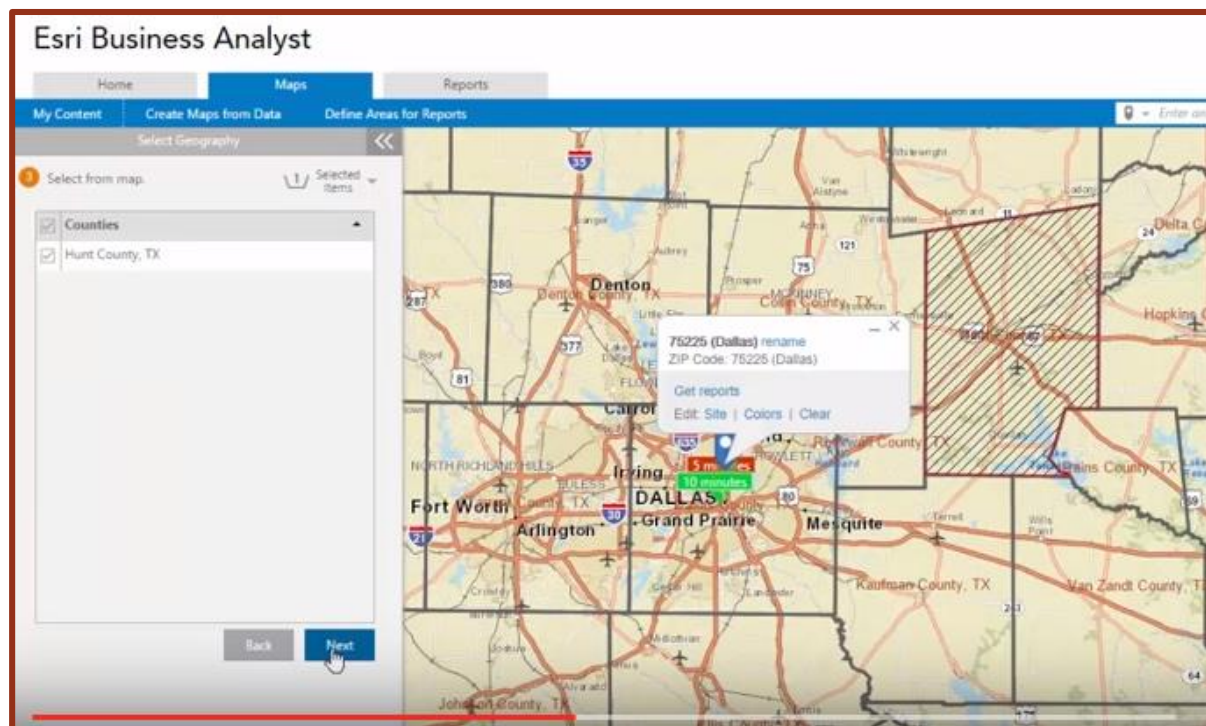
11. Click Back to “Select from Map” to choose a market area from the map.



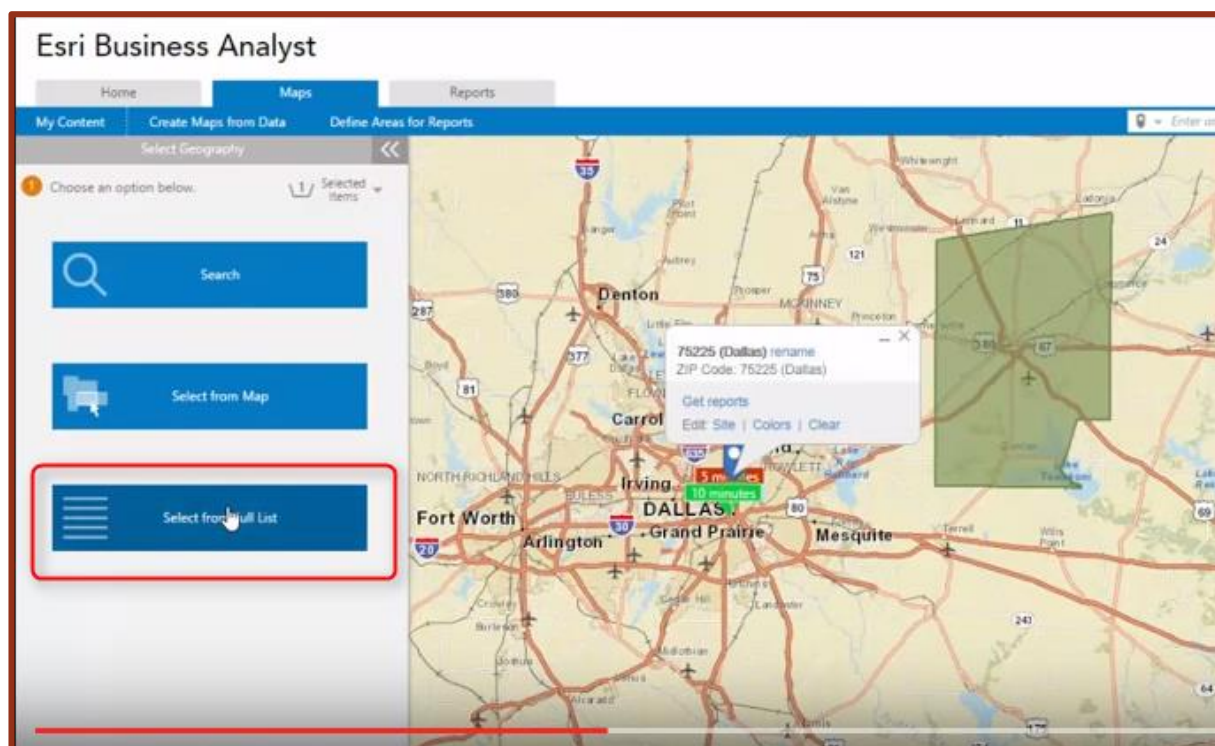
12. Click on any of the geography boxes to outline the area on the map.



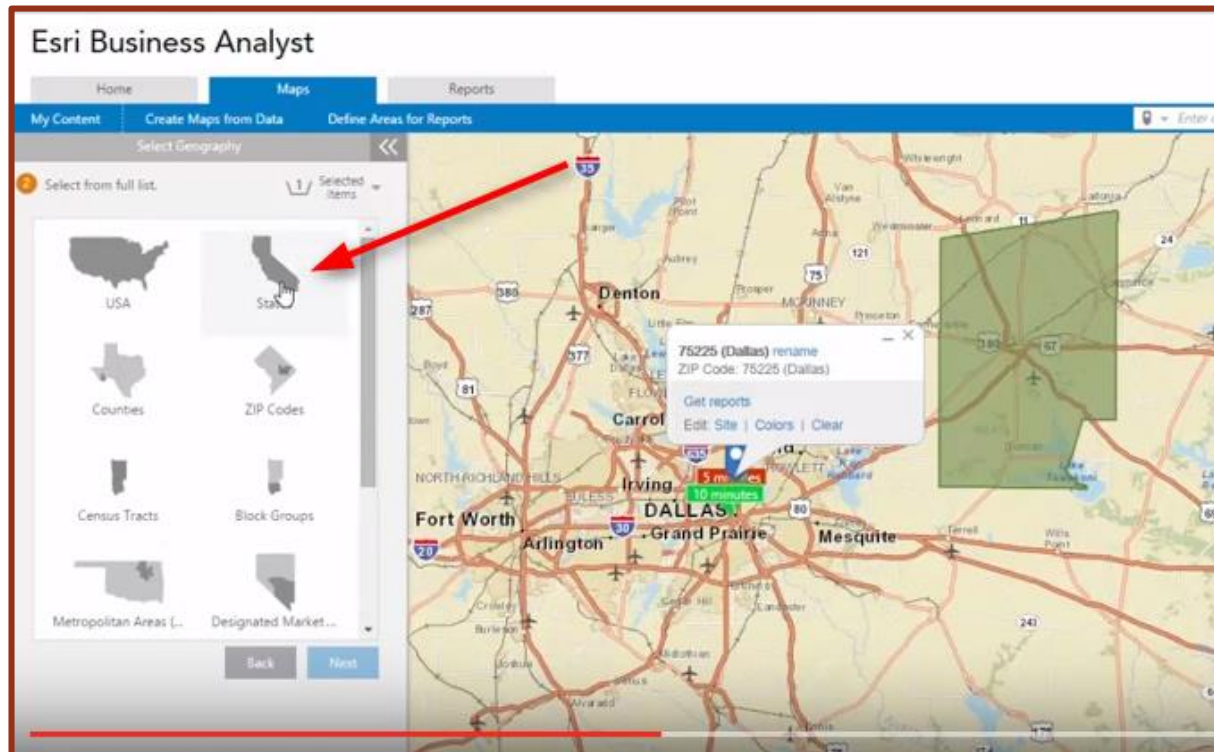
13. Start clicking on the map to choose your areas of interest. Click Next to define your area.



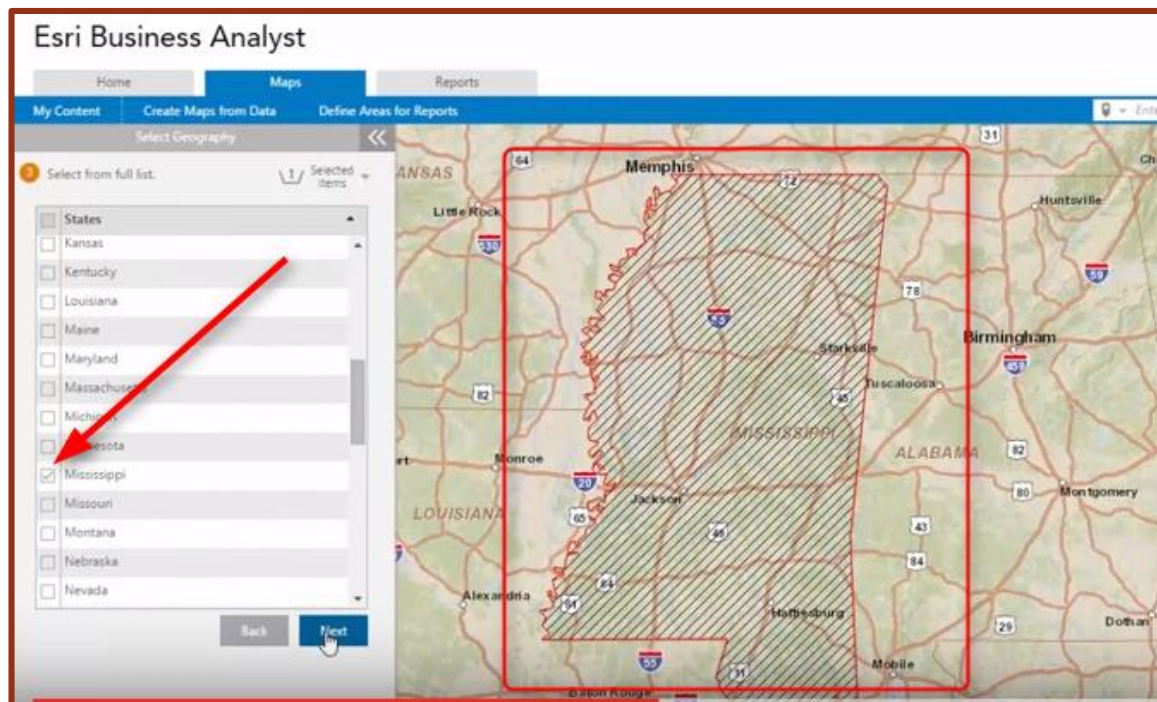
14. The last option is to define your area from a full list.



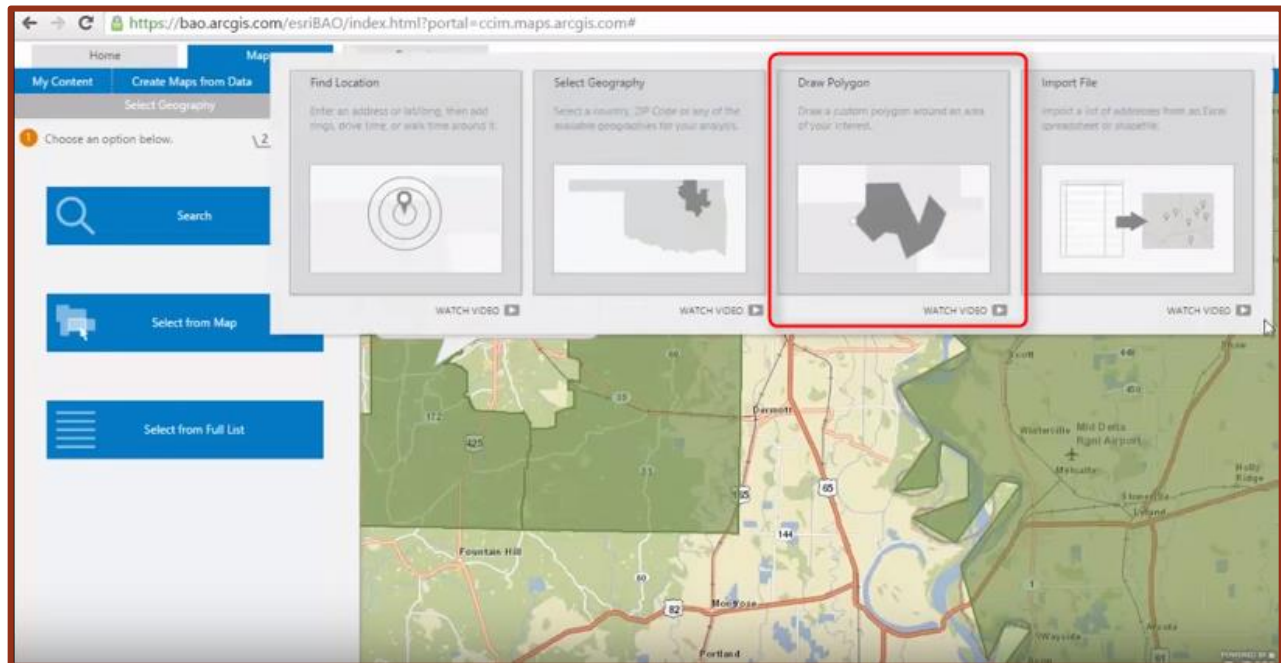
15. Click on any of the icons in the full list to get an itemized list.



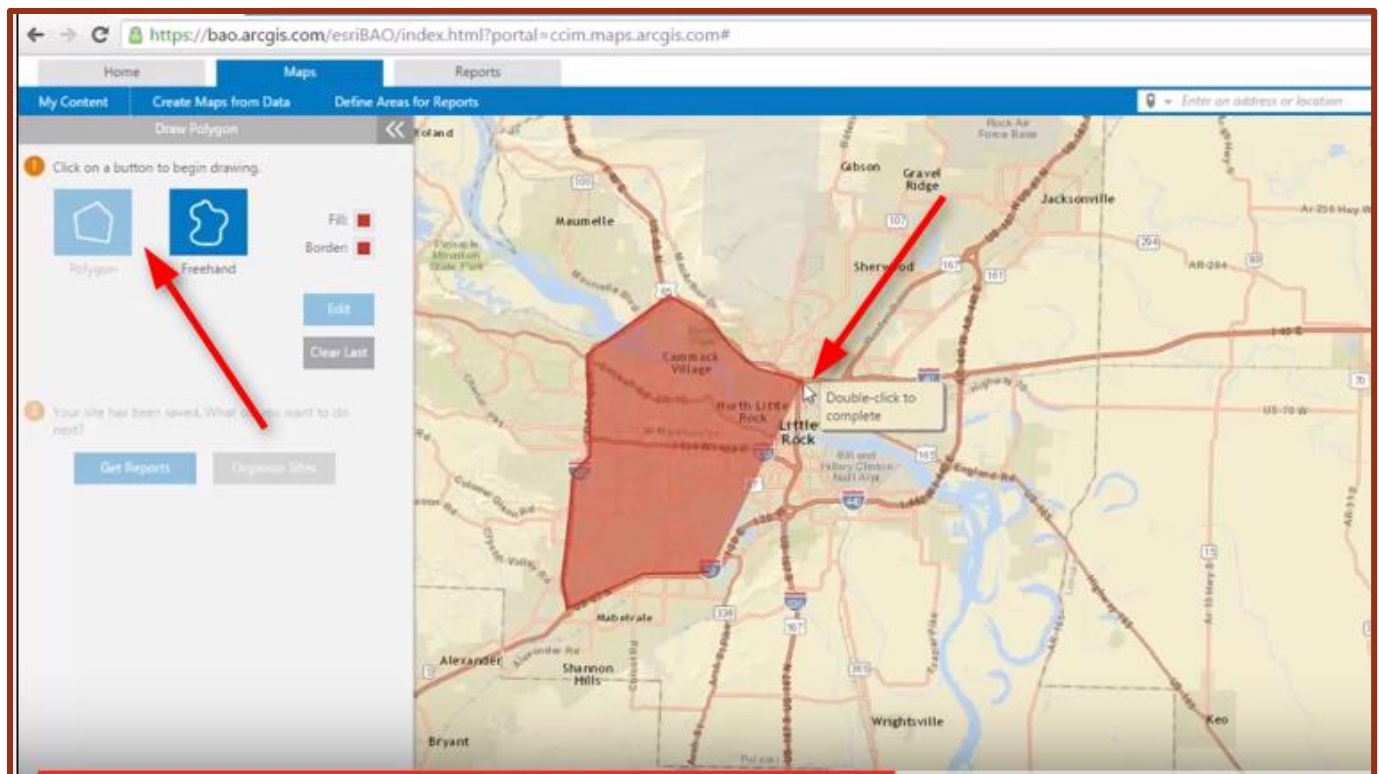
16. Once you choose your geography from the list, it will highlight it on the map.



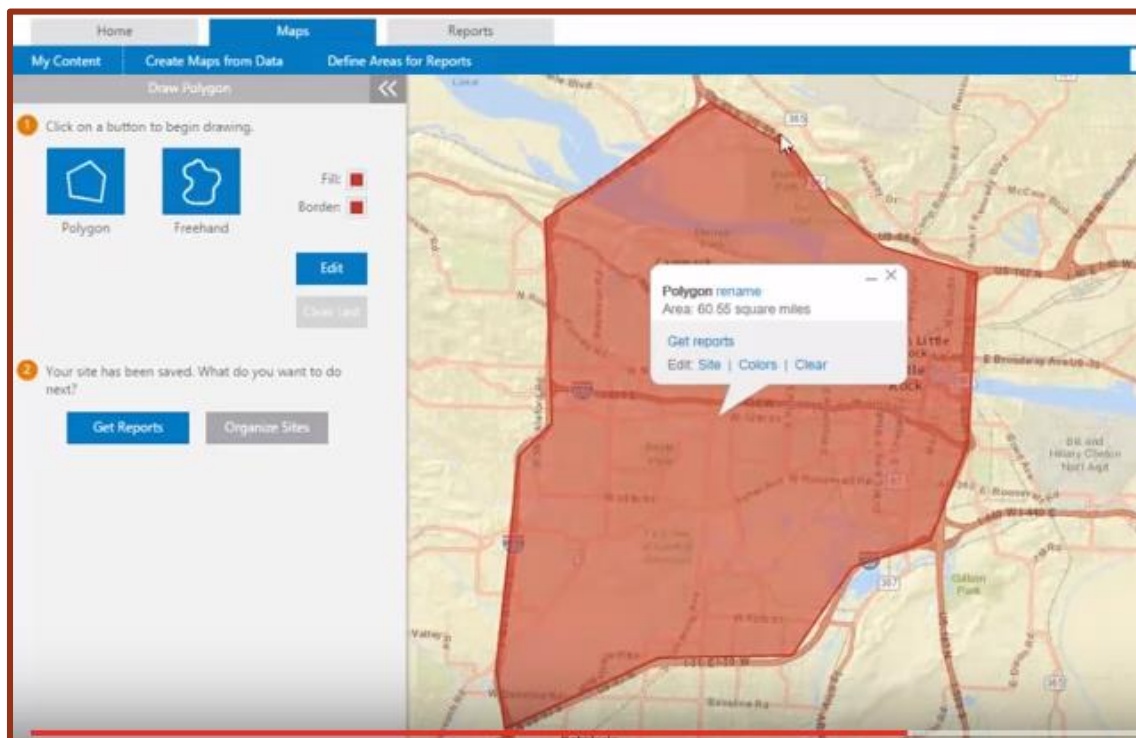
17. The third option to define an area is to Draw a Polygon.



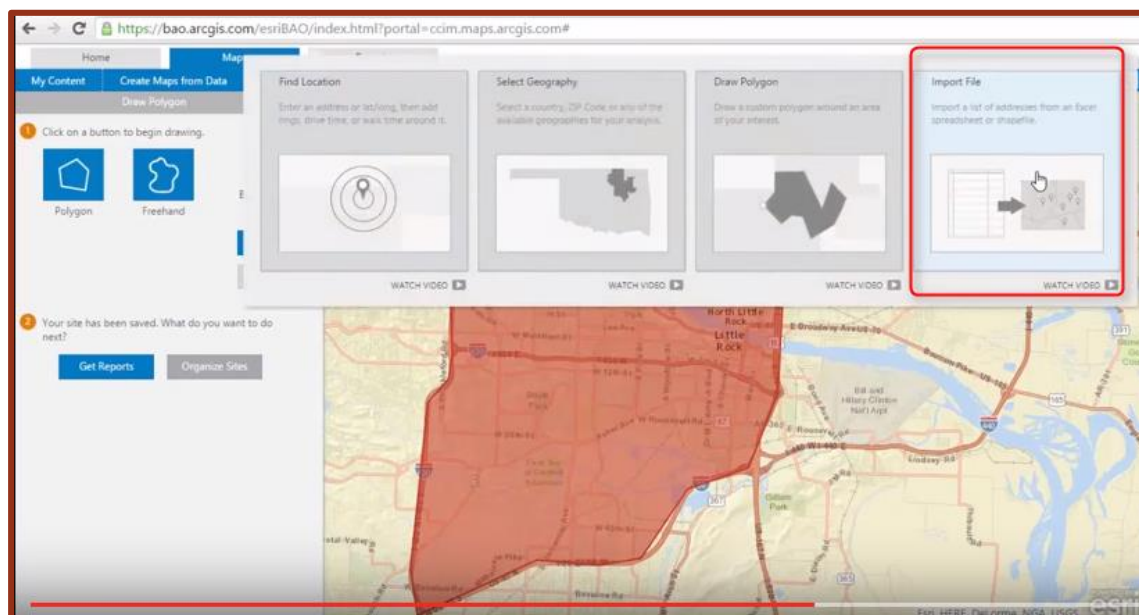
18. Click on Polygon, and then use your mouse to left click to draw your polygon.



19. You will double click to finish your polygon and create your site.

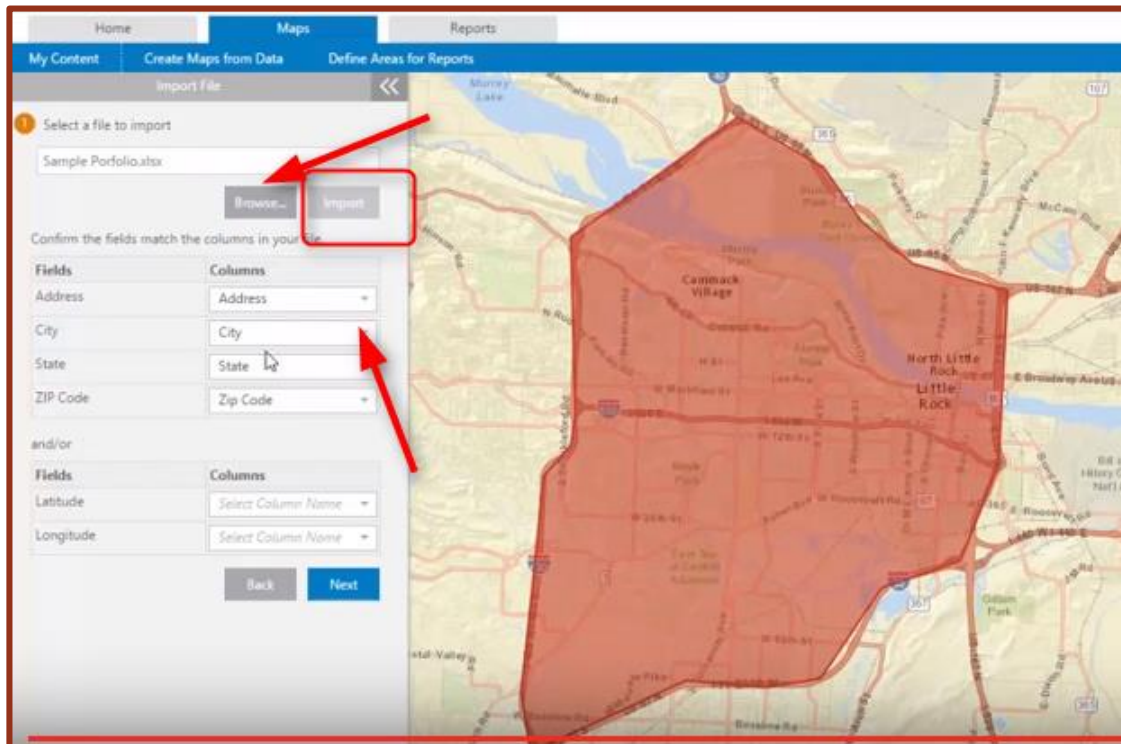


20. The final option to define your area is to import a file.

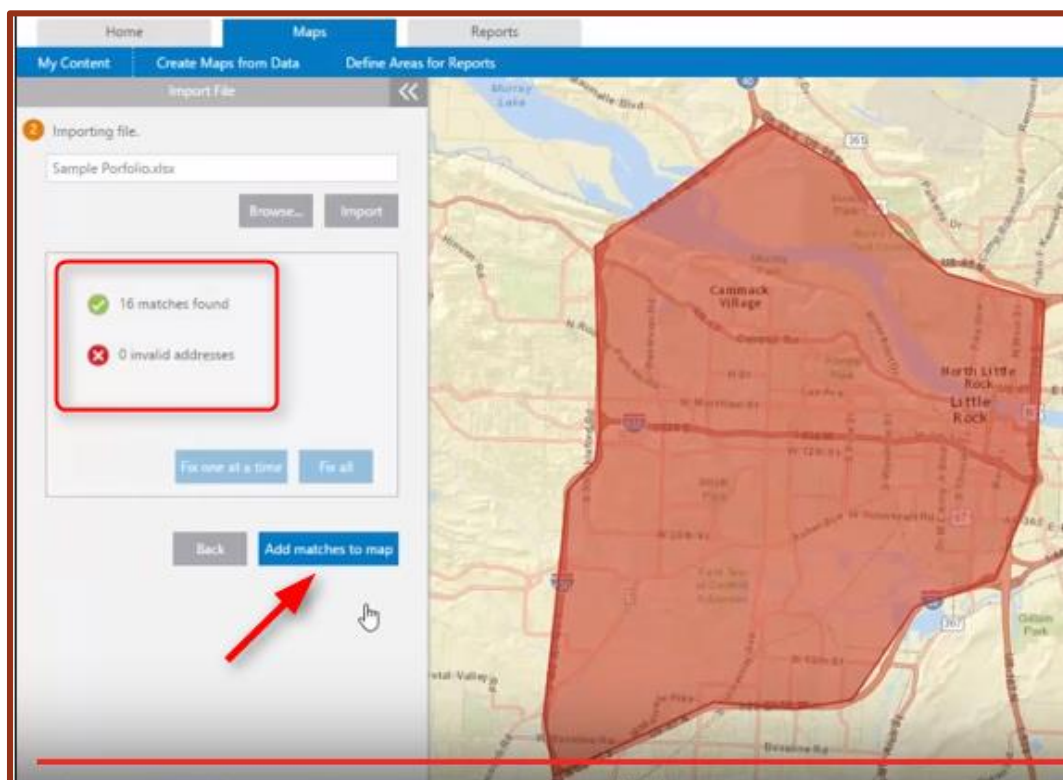


21. You are able to import an excel file that includes an address or latitude and longitude. Click browse and then import.

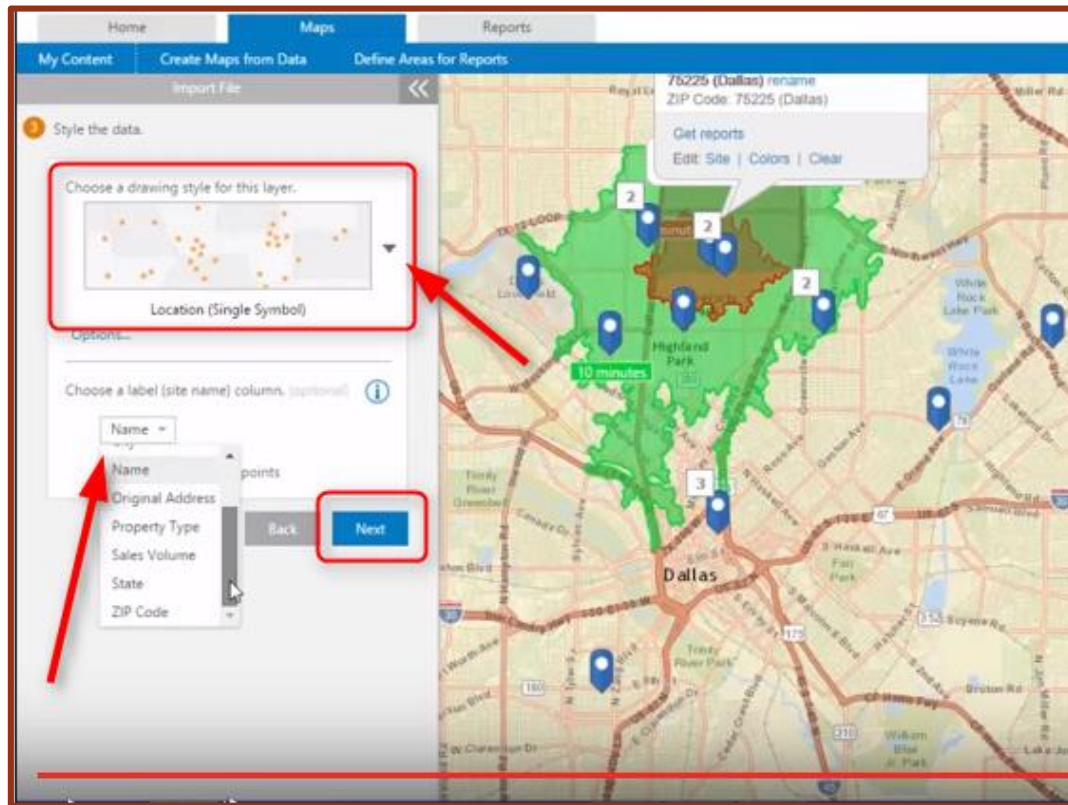
22. You will then be prompted to fill in the columns to match the fields.



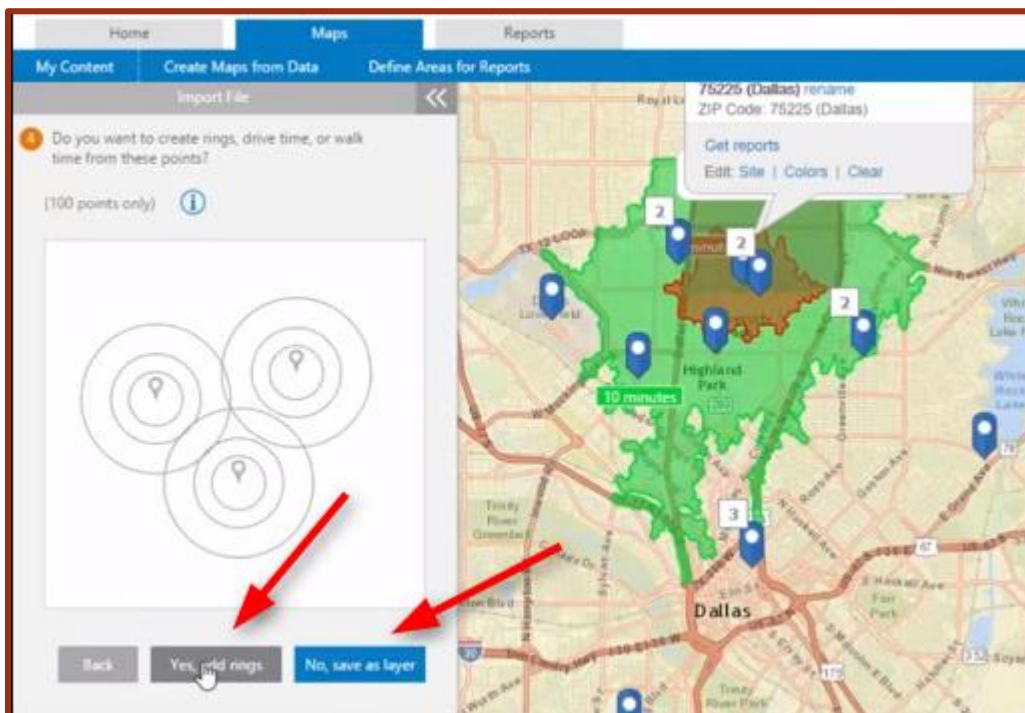
23. Click next to make sure the matches were found on the map and then click Add matches to Map.



24. You can then select the style for this layer and choose a site name.



25. Once you click “Next” you will be able to add rings, drive times, or walk times and/or save this as a layer.



26. All sites created will be filed in the “My Sites” folder of “My Content”.

