



# What's New in the Business Analyst web and mobile apps

Version 5.2

March 2016

# Custom Reports

# Build Custom Reports

The screenshot displays the Esri Business Analyst web application interface. At the top, the title "Esri Business Analyst" is visible. Below the title is a navigation bar with tabs for "Home", "Maps", and "Reports". The "Reports" tab is currently selected. Underneath the "Reports" tab, there are four sub-tabs: "My Content", "Run Reports", "Comparison Reports", and "Build Report". The "Build Report" sub-tab is highlighted with a blue background. Below the navigation bar, there are three main content cards. The first card is titled "Run Reports" and contains the text "Get detailed analyses of your sites by running any of our reports." and an icon of a document with horizontal lines. The second card is titled "Comparison Reports" and contains the text "Create site comparison reports with tables and graphs." and an icon of a bar chart. The third card is titled "Build Report" and contains the text "Create your custom report templates for analysis of your sites." and an icon of a document with horizontal lines. This third card is highlighted with a green border.

...and show the data you want, in the way that you want.

# Build Custom Reports

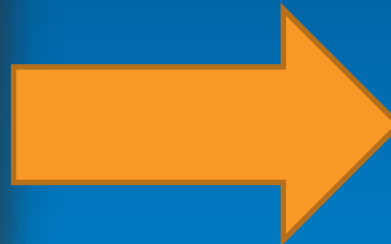
- Pages and pages of reports can now be replaced with a custom report that includes just what you need...

**esri Market Profile**

Proposed Location: 100 W Wacker Dr, Chicago, Illinois, 60606  
Rings: 1, 3, 5 mile radii

Sample Report: Latitude: 41.88053, Longitude: -87.63703

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	27,664	299,496	809,619
2010 Total Population	32,748	329,240	799,465
2015 Total Population	37,033	346,518	823,969
2015 Group Quarters	3,394	12,256	12,289
2020 Total Population	61,297	360,204	846,531
2015-2020 Annual Rate	1.49%	0.70%	0.59%
<b>Household Summary</b>			
2000 Households	15,811	141,307	332,563
2000 Average Household Size	1.74	2.04	2.34
2010 Households	29,394	169,524	356,443
2010 Average Household Size	1.58	1.87	2.14
2015 Households	32,801	179,919	373,340
2015 Average Household Size	1.57	1.86	2.12
2020 Households	37,719	188,120	386,809
2020 Average Household Size	1.57	1.85	2.11
2015-2020 Annual Rate	1.79%	0.90%	0.71%
2010 Families	8,089	61,644	150,859
2010 Average Family Size	2.36	2.82	3.14
2015 Families	8,891	64,423	155,935
2015 Average Family Size	2.36	2.81	3.12
2020 Families	9,271	66,743	160,246
2020 Average Family Size	2.36	2.81	3.11
2015-2020 Annual Rate	1.49%	0.71%	0.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	18,006	159,060	372,041
Owner Occupied Housing Units	40.0%	31.7%	29.6%
Renter Occupied Housing Units	47.4%	57.1%	59.8%
Vacant Housing Units	12.6%	11.2%	10.6%
2010 Housing Units	36,883	196,014	412,605
Owner Occupied Housing Units	36.0%	35.2%	32.7%
Renter Occupied Housing Units	42.9%	50.4%	53.7%
Vacant Housing Units	20.3%	14.4%	13.6%
2015 Housing Units	39,556	205,570	425,539
Owner Occupied Housing Units	36.7%	33.2%	30.8%
Renter Occupied Housing Units	46.7%	57.0%	57.0%
Vacant Housing Units	17.1%	12.2%	12.3%
2020 Housing Units	43,625	213,263	435,389
Owner Occupied Housing Units	37.0%	33.9%	30.9%
Renter Occupied Housing Units	48.8%	55.2%	55.0%
Vacant Housing Units	14.2%	11.0%	11.2%
<b>Median Household Income</b>			
2015	\$93,852	\$65,793	\$53,612
2020	\$104,122	\$78,005	\$62,929
<b>Median Home Value</b>			
2015	\$114,717	\$41,026	\$316,193
2020	\$180,432	\$45,789	\$395,293
<b>Per Capita Income</b>			
2015	\$70,916	\$51,969	\$39,272
2020	\$80,484	\$59,645	\$45,032
<b>Median Age</b>			
2015	30.9	32.6	31.5
2020	32.0	33.7	32.6
2020	32.3	34.2	33.3



**esri My Custom Report**

My Site Name: 371 New York Street, Redlands, CA 92373  
20 minute drive time

Prepared by Esri  
Latitude: 44.97972  
Longitude: -93.27696

Total Businesses:	20,456	5,006	2,013
Total Employees:	10,125	5,006	2,013
Total Residential Population:	36,813	2,013	1,150
Employee/Residential Population Ratio:			

2000 Total Population	20,456	20,456	10,135
2010 Total Population	10,135	10,135	5,006
2015 Total Population	5,006	5,006	10,135
2015 Group Quarters	5,006	20,456	2,013
2020 Total Population	2,013	20,456	10,135
2015-2020 Annual Rate	36,813.71%	20,456.03%	5,006.17%

**2015-2020 Annual Growth Rate**

**2015 Population by Race**

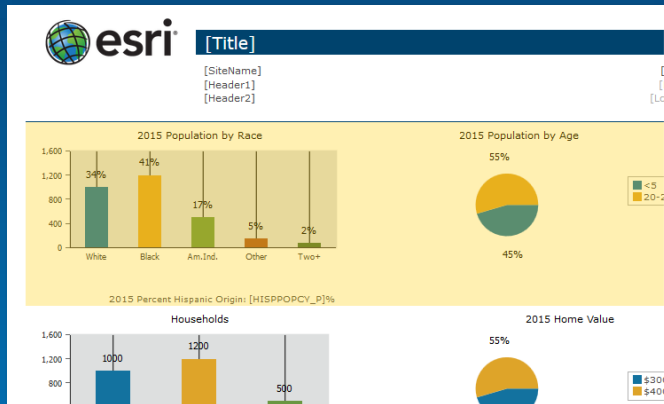
**2015 Population by Age**

Esri  
© 2015 Esri  
Product URL: 7-000-000-000  
Product label: Trial text URL  
December 25, 2015  
Page 1 of 1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householders by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.  
Source: U.S. Census Bureau, Census 2010 Summary File 1. Not available for 2015 and 2020. Not covered Census 2000 data into 2010 geography.

# Build Custom Reports

- Grab a section from one or more reports...



Summary	Census 2010	2015
Population	[TOTPOP10]	[TOTPOP_CY]
Households	[TOTHH10]	[TOTHH_CY]
Families	[FAMHH10]	[FAMHH_CY]
Average Household Size	[AVGHHSZ10]	[AVGHHSZ_CY]
Owner Occupied Housing Units	[OWNER10]	[OWNER_CY]
Renter Occupied Housing Units	[RENTER10]	[RENTER_CY]
Median Age	[MEDAGE10]	[MEDAGE_CY]

Trends: 2015 - 2020 Annual Rate	Area	State	N
Population	[SCRIPT_ANU]		[TR_POP]
Households	[SCRIPT_A_1]		[TR_HH]
Families	[SCRIPT_A_2]		[TR_FAM]
Owner HHS	[SCRIPT_AN1]		[TR_OW]
Median Household Income	[SCRIPT_ANO]		[TR_MHI]

Households by Income	2015	
	Number	Percent
\$15,000 - \$24,999	[HINC0_CY]	[HINC0_PY]
\$25,000 - \$34,999	[HINC15_CY]	[HINC15_PY]
\$35,000 - \$49,999	[HINC25_CY]	[HINC25_PY]

**Esri Report**

My Site Name  
371 New York Street, Redlands, CA 92373  
20 minute drive time

Prepared by Esri  
Latitude: 44.97972  
Longitude: -93.27696

*Drag and drop report sections or variables from the lists on the left to create your new report section*

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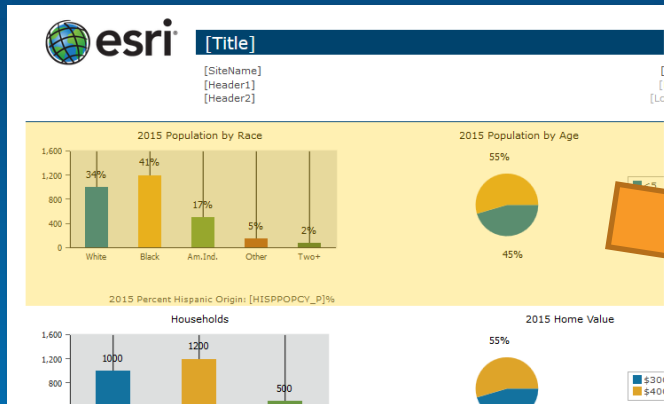
Esri

December 25, 2015

@2015 Esri      Product URL      Product label      7-000-000-000      Trial text URL      Page 1 of 1

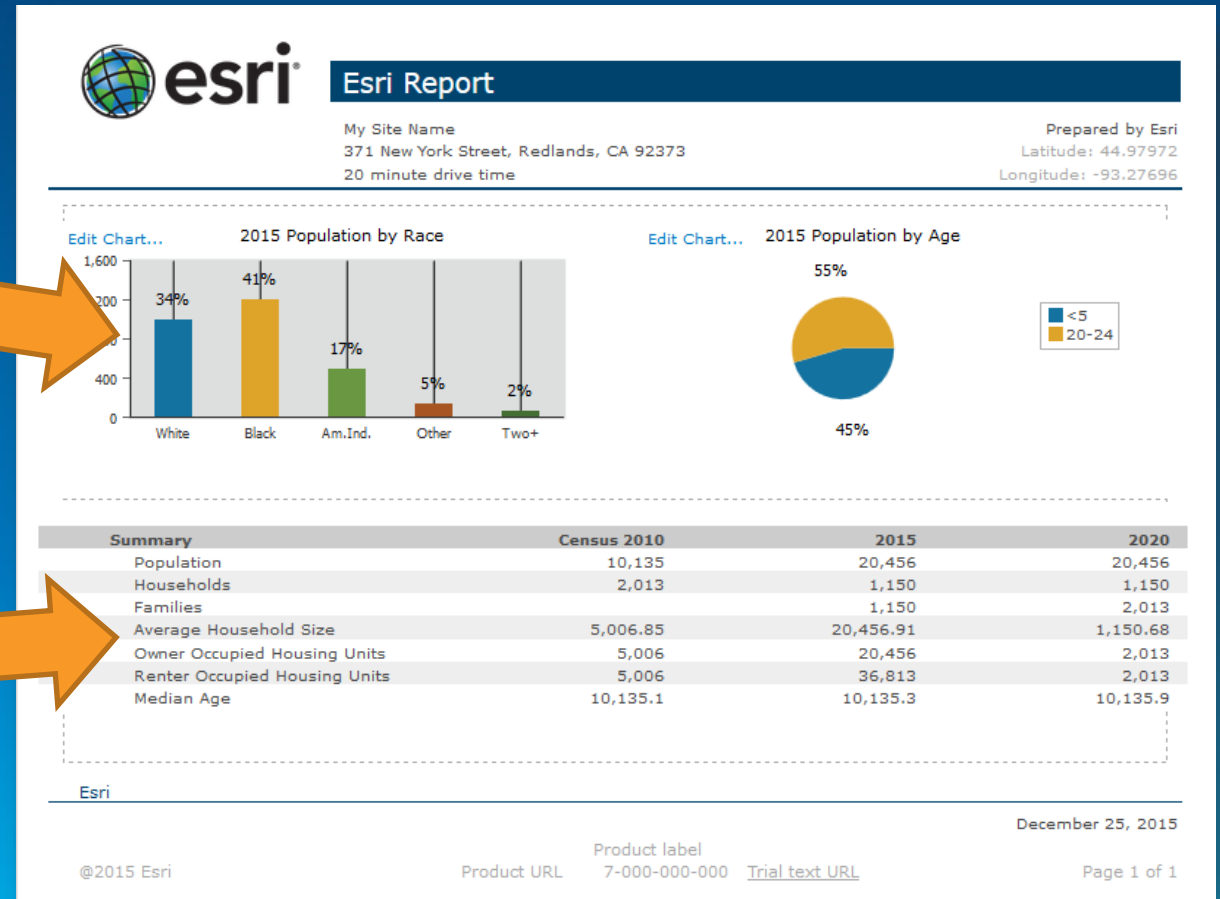
# Build Custom Reports

- Grab a section from one or more reports... and combine into your own report.



This thumbnail shows a report with the Esri logo and a title field. It contains a summary table with columns for Census 2010 and 2015 data. The table includes rows for Population, Households, Families, Average Household Size, Owner Occupied Housing Units, Renter Occupied Housing Units, and Median Age. Below the table are sections for 'Trends: 2015 - 2020 Annual Rate' and 'Households by Income'.

Summary	Census 2010	2015
Population	[TOTPOP10]	[TOTPOP_CY]
Households	[TOTHH10]	[TOTHH_CY]
Families	[FAMHH_CY]	[FAMHH_CY]
Average Household Size	[AVGHHSZ10]	[AVGHHSZ_CY]
Owner Occupied Housing Units	[OWNER10]	[OWNER_CY]
Renter Occupied Housing Units	[RENTER10]	[RENTER_CY]
Median Age	[MEDAGE10]	[MEDAGE_CY]



# Build Custom Reports

- Simply select variables and turn them into charts, percents, or sum them up.

Select Reports | Select Variables | Customize

Browse variables and drag them to the template on the right.

Categories: Education

**Educational Attainment**

Refine Results

By Keyword (22)

Year (22)  
 2015 (8)  
 2009-2013 (14)

Source (22)  
 Esri (8)  
 American Community... (14)

Variables (22)

- 2015 Educational Attainment (Esri)
  - 2015 Population Age 25+: Less than 9th Grade (Esri)
  - 2015 Population Age 25+: 9-12th Grade/No Diploma (Esri)
  - 2015 Population Age 25+: High School Diploma (Esri)
  - 2015 Population Age 25+: GED/Alternative Credential (Esri)
  - 2015 Population Age 25+: Some College/No Degree (Esri)
  - 2015 Population Age 25+: Associate's Degree (Esri)
  - 2015 Population Age 25+: Bachelor's Degree (Esri)
  - 2015 Population Age 25+: Graduate/Professional Degree (Esri)

Report Preview

Create New... | Preview | Preview Values | Edit | Add Eleme... | Search / Replace

esri [Title]

[SiteName] [Header1] [Header2] [Subtitle] [Latitude] [Longitude]

**2015 Educational Attainment (Esri)**

2015 Population Age 25+: 9-12th Grade/No	[SOMEHS_CY]	[SOMEHS_CY (%) ]%
2015 Population Age 25+: High School	[HSGRAD_CY]	[HSGRAD_CY (%) ]%
2015 Population Age 25+: GED/Alternative	[GED_CY]	[GED_CY (%) ]%
2015 Population Age 25+: Some College/No	[SMCOLL_CY]	[SMCOLL_CY (%) ]%
2015 Population Age 25+: Associate's	[ASSCDEG_CY]	[ASSCDEG_CY (%) ]%
2015 Population Age 25+: Bachelor's Degree	[BACHDEG_CY]	[BACHDEG_CY (%) ]%
	[Script]	[Script_2]

Edit Chart...

Legend:

- Some ...
- HS Dipl...
- GED
- Some ...
- Associa...
- Bachel...

# Build Custom Reports

- Even add your saved variable lists and custom variables to a report template.
  - Browse to My Data to access them...

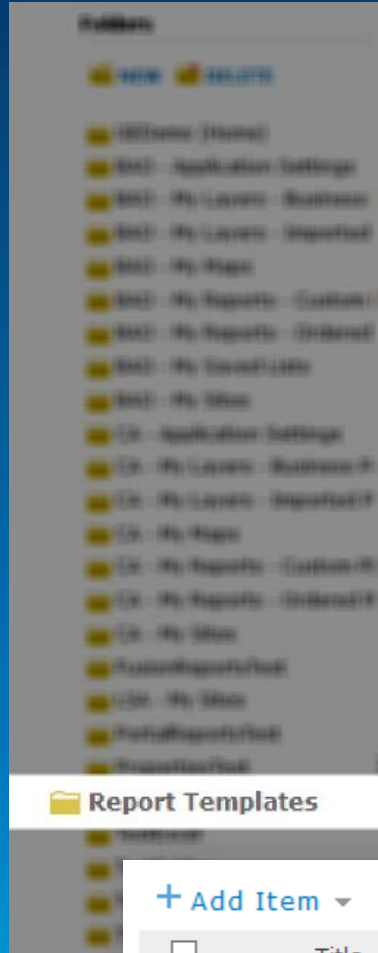
The screenshot shows the 'Select Variables' tab of a reporting tool. It features a 'Refine Results' sidebar on the left with a search box and several filter categories: 'Saved Lists (72)', 'My Data (3)', and 'Year (74 of 75)'. The 'My Data' category is selected, showing sub-items like 'Smart Map Search (3)' and 'Comparison Reports (71)'. The main area displays a list of 75 variables, including '2015 Total Population (Esri)', '2020 Total Population (Esri)', and '2015-2020 Population: Annual ...'. Each variable has an information icon and some have a '# Index' button.

The screenshot shows a report preview window with an 'esri' logo and a title bar. Below the header, there is a table titled '15 Educational Attainment (Esri)'. The table lists various educational attainment levels and their corresponding percentages. Below the table, there is a pie chart with a legend. The legend includes categories like 'Some ...', 'HS Dipl...', 'GED', 'Some ...', 'Associa...', and 'Bachel...'. The pie chart shows the distribution of these categories.


Category	[Script]	[Script_2]
Population Age 25+: 9-12th Grade/No	[SOMEHS_CY]	[SOMEHS_CY (%) ]%
Population Age 25+: High School	[HSGRAD_CY]	[HSGRAD_CY (%) ]%
Population Age 25+: GED/Alternative	[GED_CY]	[GED_CY (%) ]%
Population Age 25+: Some College/No	[SMCOLL_CY]	[SMCOLL_CY (%) ]%
Population Age 25+: Associate's	[ASSCDEG_CY]	[ASSCDEG_CY (%) ]%
Population Age 25+: Bachelor's Degree	[BACHDEG_CY]	[BACHDEG_CY (%) ]%



# Build Custom Reports

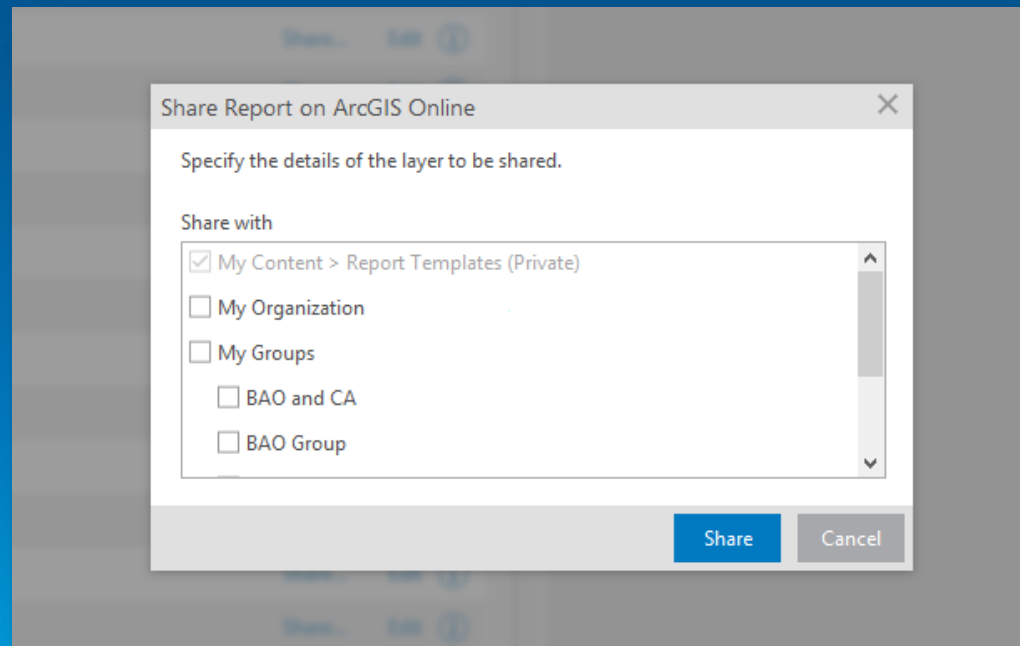


- Custom Reports are recognized as an ArcGIS Online/Portal item type.
- Custom Reports can be managed in the same way you manage other ArcGIS items.
- Custom Reports are stored in the “Report Templates” folder.

<input type="checkbox"/>	Title	Type	Modified	Shared
<input type="checkbox"/>	 My Sample Report	Report Template	Feb 17, 2016	Group

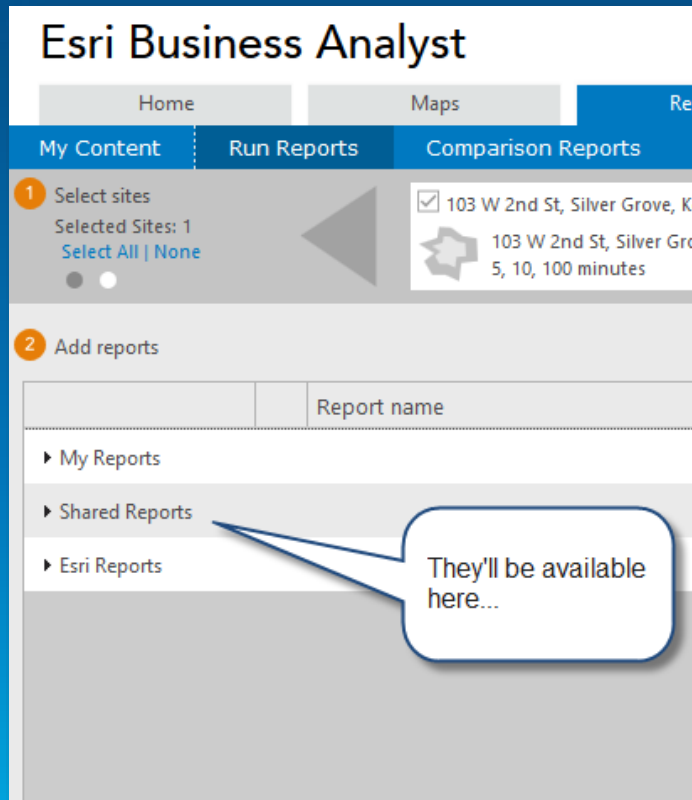
# Build Custom Reports

- Share report templates with your organization...



# Build Custom Reports

- Share report templates with your organization... with Business Analyst Web and Mobile users...



**Insert  
screenshot of  
mobile app  
shared reports.**

# Build Custom Reports

- Share report templates with your organization... with Business Analyst Web and Mobile users...
- and Desktop users...

The screenshot displays the Business Analyst Fusion Report Designer interface. The main window is titled "Business Analyst Fusion Report Designer - Untitled" and features a menu bar with "File", "Edit", "Insert", "Calculation", and "Preview". The interface is divided into three numbered steps:

- 1 Select a report:** A list of report templates is shown under the "Demographics" category, including "2010 Census Profile", "ACS Housing Summary", "ACS Population Summary", "Age 50+ Profile", and "Age by Sex by Race Profile". A search bar is located below the list.
- 2 Select report sections:** A preview of a report is shown with the Esri logo and a title "[Title]". Below the header, there are sections for "Census 2010 Summary" and "2015 Summary", each with a list of data points and their corresponding field names in brackets.
- 3 Report preview:** A final preview of the report is shown, including the Esri logo, title, subtitle, and various data points.

A "Share Report Template" dialog box is open in the foreground, allowing the user to share the report template. The dialog includes the following options:

- Template name:** A text field containing "My Online Report".
- Share your template with:** A list of sharing options with checkboxes:
  - My Content
  - Share with organization
  - Share with everyone
- Share with groups:** A list of groups with checkboxes:
  - BAO and CA
  - BAO Group
  - CA Group

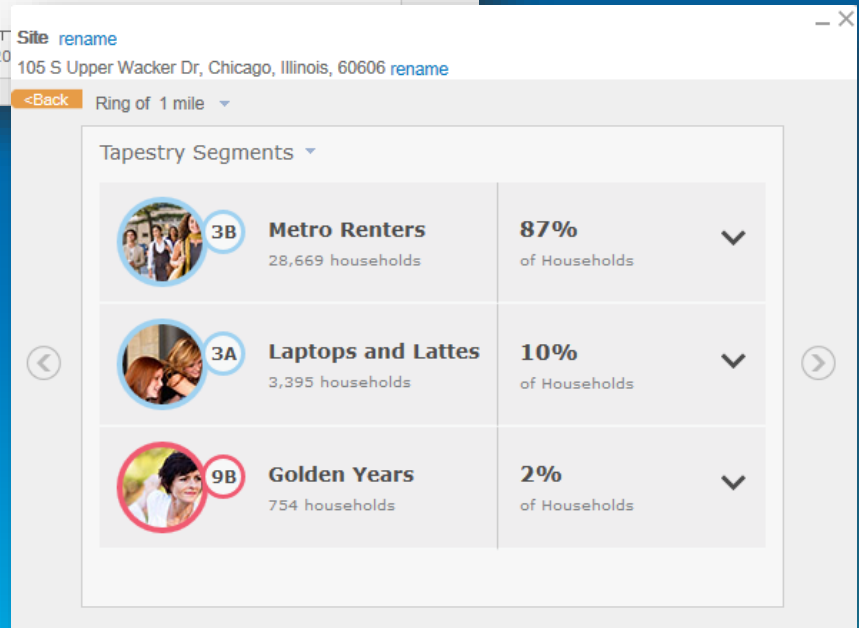
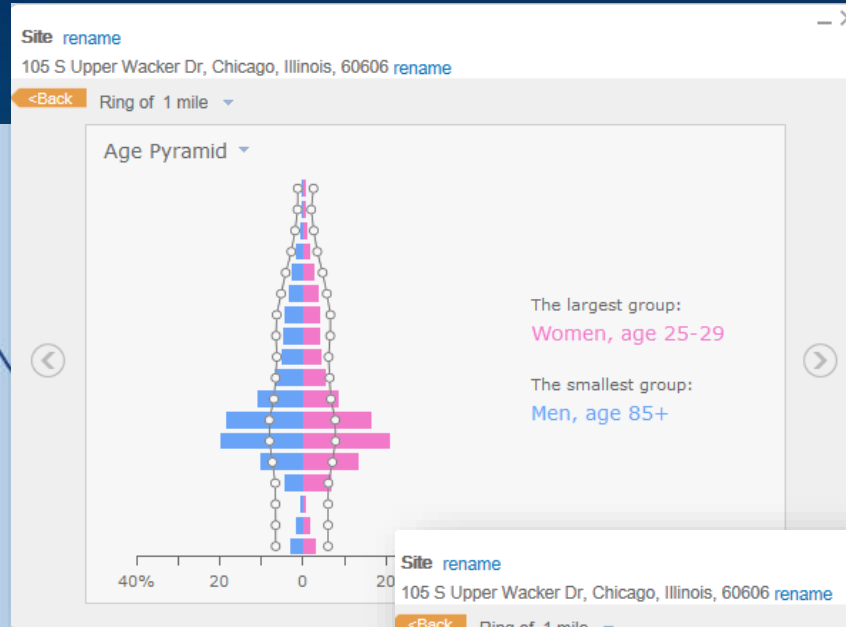
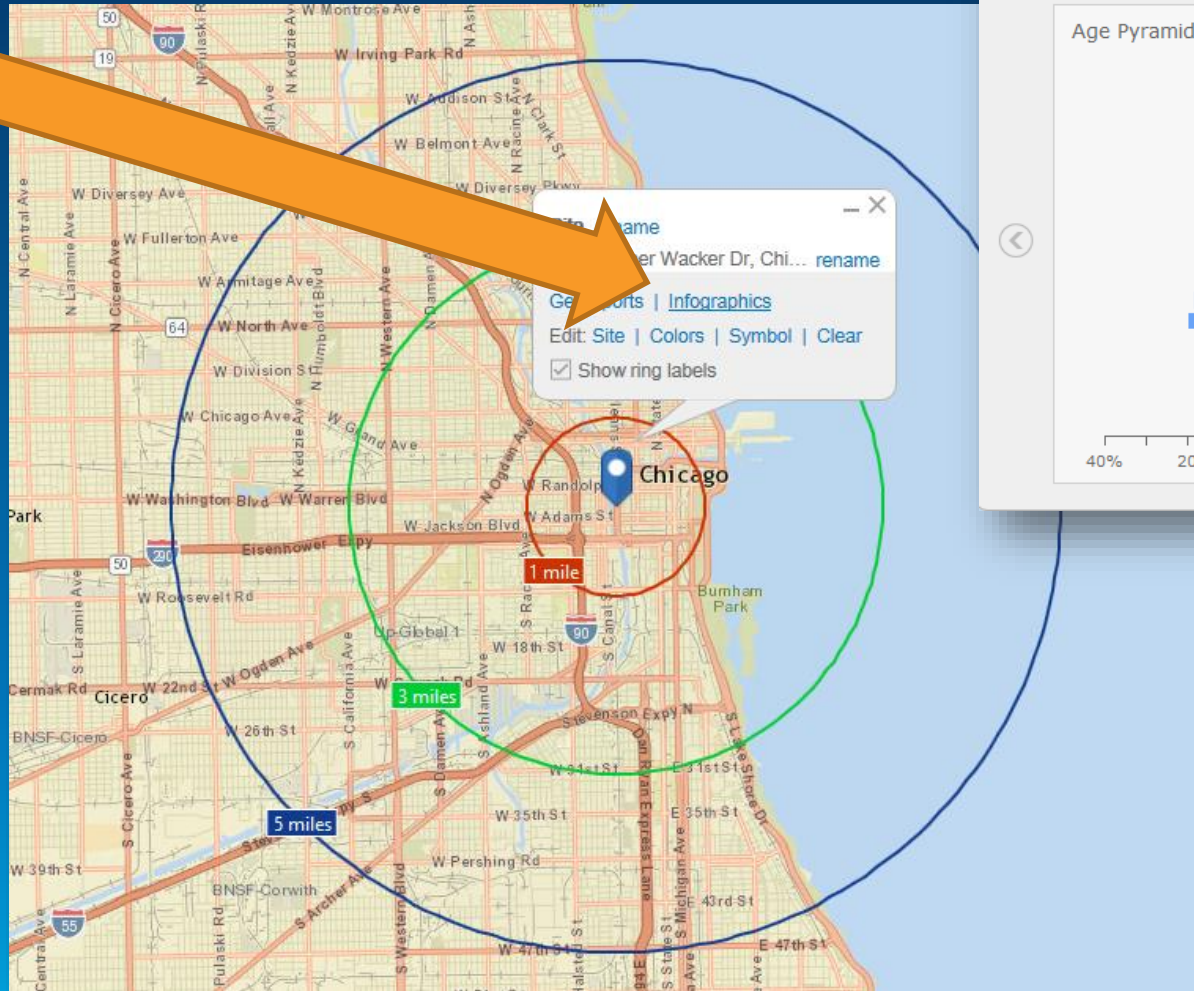
The dialog box has "OK" and "Cancel" buttons at the bottom.

**Build Custom Reports**

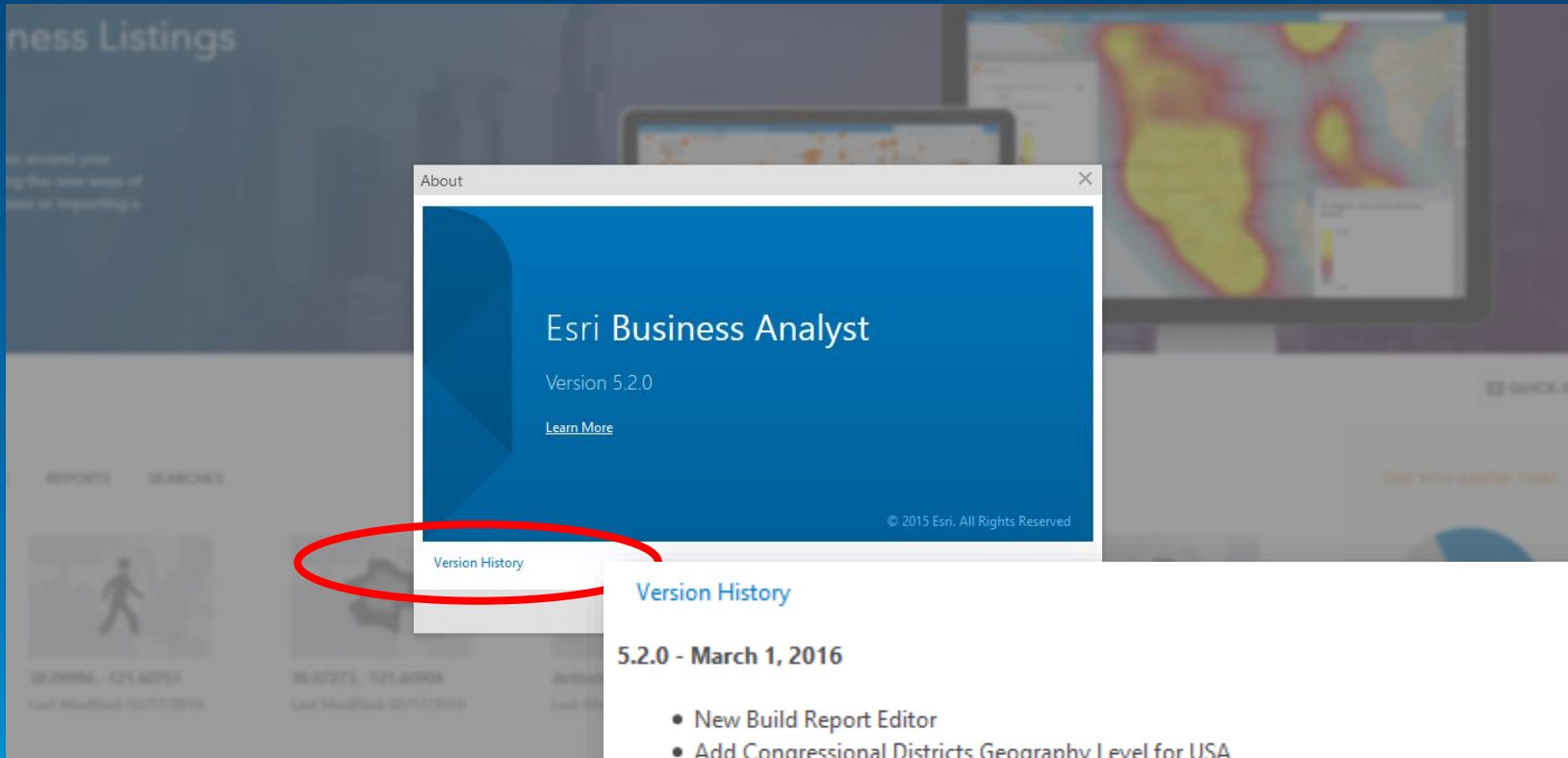
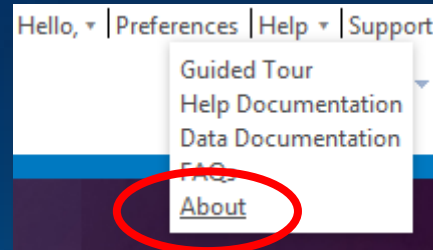
**And coming later this year...**

**Add your own data into these  
reports!**

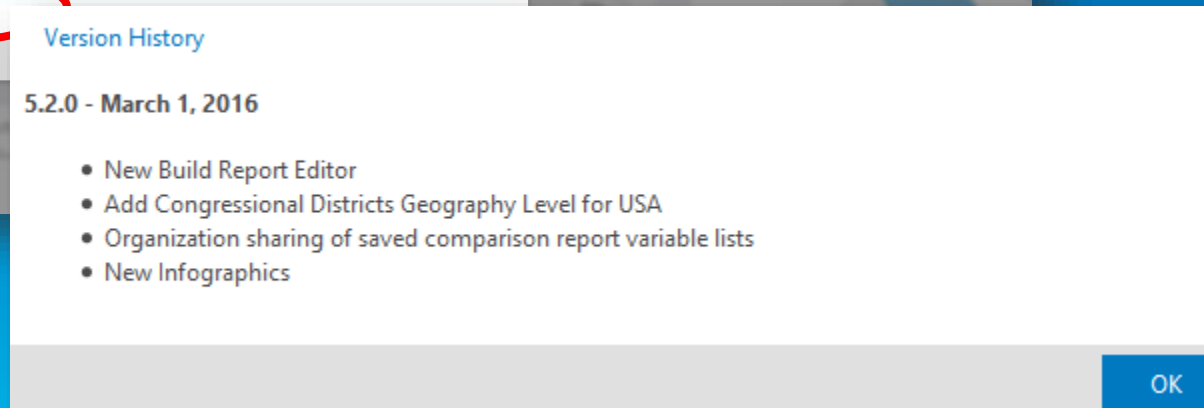
# Create Infographics



# About Business Analyst...



- Now you can see the current version number.
- Click on Version History to reveal information about the latest release.



# More Data Information

- For Market Potential variables, you can now easily determine whether data describes households or adults.

The screenshot shows the Data Browser interface with the 'By Source' view selected. The 'Refine Results' section shows 'Source (2596 of 7012)' selected. The 'Variables (2596)' list includes '2015 Participated in any public activity in last 12 mo'. A tooltip is displayed over the variable name, showing the following details:

<b>Name</b>	2015 Participated in any public activity in last 12 mo
<b>Units</b>	Adults
<b>Source</b>	Esri and GfK MRI
<b>Vintage</b>	2015

The screenshot shows the Data Browser interface with the 'By Source' view selected. The 'Refine Results' section shows 'Source (2596 of 7012)' selected, with 'Esri and GfK MRI (2596)' checked. The 'Variables (2596)' list includes '2015 HH owns/leases any vehicle'. A tooltip is displayed over the variable name, showing the following details:

<b>Name</b>	2015 HH owns/leases any vehicle
<b>Units</b>	Households
<b>Source</b>	Esri and GfK MRI
<b>Vintage</b>	2015



# Mobile App Updates

The Business Analyst mobile apps are released to the applicable stores approximately 2 weeks after the web app release.

# What's coming in Business Analyst Mobile apps (iOS and Android)

- **Additional drive time options.**
- **Improvements to how you create sites.**
  - In iOS app, “Collect Data” will be replaced with “Create Site”.
  - In Android app, “Create Site” is a new feature.
- **Updates to ArcGIS page design.**
  - In Android app, “ArcGIS” is a new feature.
- **Updates to the report page design.**
- **Access custom reports created in web app.**
- **Support for**
  - iOS 8.x and 9.x for iPhones and iPads. 7.x is no longer supported.
  - Android 4.4/5.x/6.0 for smartphones. Versions 4.0 – 4.3 are no longer supported.
- **Bug fixes.**



Understanding our world.