

Business Analyst Online  
Scott Dobler, GISP  
Kentucky Geographic Alliance  
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Login To [Business Analyst Online](#) (Geostatistical Analyst)

- Use your ArcGIS online login that you received yesterday via email
  
- Click the “Get Started Now” icon
  - When you are on your own, this will take you through a series of guided tours. For now, we will have a specific lesson.

## **Where can we locate a new Auto Manufacturing plant?**

Smart Map Search

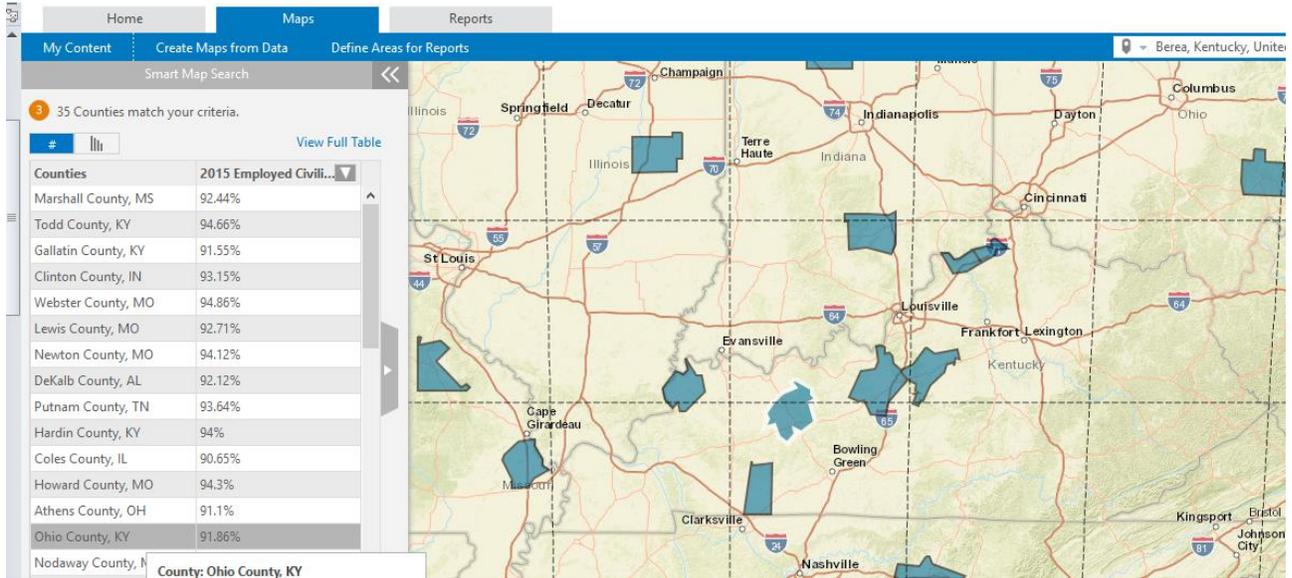
In the maps tab, you can:

- Select unique variables and map them
- Choose multiple variables and analyze the areas that match
- Business and facilities search
- Add web maps from ArcGIS Online

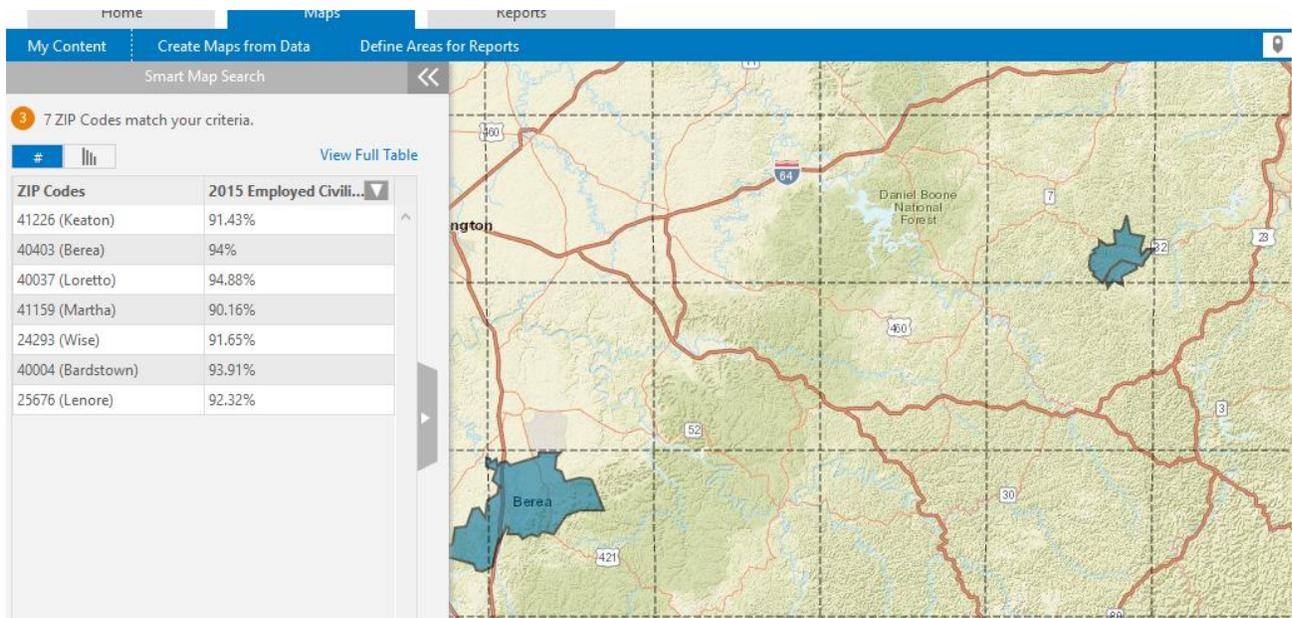
Smart Map Search: Five Variables

- Select up to five variables
  1. Jobs: 2015 employed civilian population age 16+ (#)
    - Observe the histogram
    - Set between 90 95% employed
  2. Age: 2015 Median age (below 40 years of age)
  3. Education 25% and 42% has HS degree
  4. Key Facts
    - 2015 Household income
    - 35,000 to 50,000
  5. Crime Index (I do not know how they calculate it, but the higher, the worse)
    - Range 5-70
- Also, pay attention to the roads (for transportation)
- Zoom in and out to see counties change to different geographic entities (counties, census tracks...)
- You can review the whole report on screen, or you can export it to excel
- View Results table: At the county level in Kentucky: (see transportation comment)
  1. Todd
  2. Gallatin
  3. Hardin

- 4. Ohio
- 5. Union



- If you zoom in on East Kentucky, there are some opportunities: (Additional government incentives?)
  1. Berea
  2. Martha/Keaton (Johnson, Lawrence County border)
    - 15 miles east of US 25 –no rail

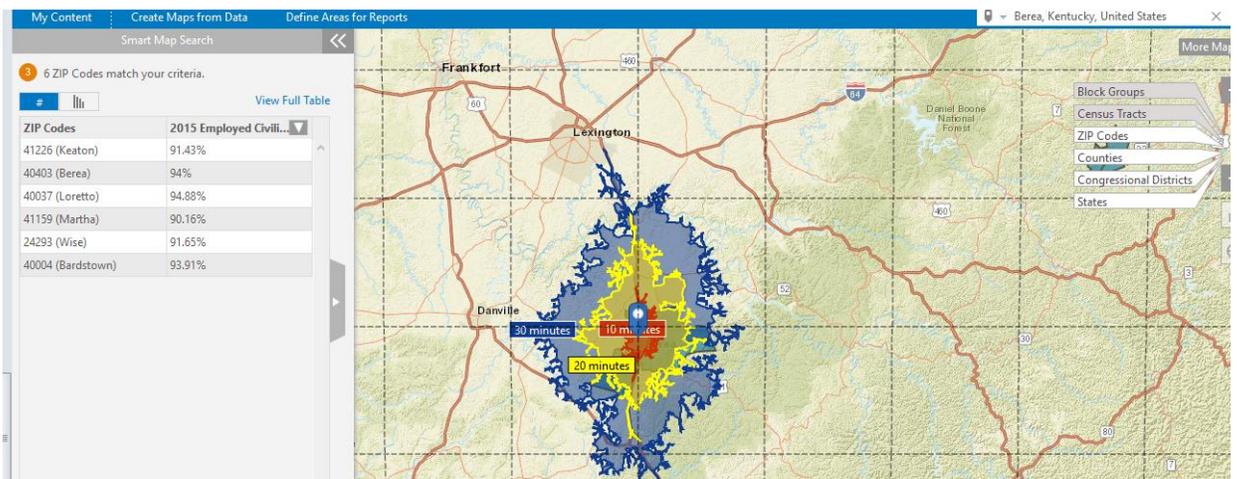


- **Results:** Build a report for Gallatin and Berea for analysis

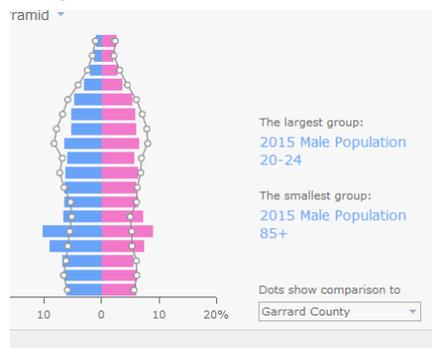
## Identify your area

- Click the maps tab
  - (turn off the guided tour)
- In the upper right corner type in “Berea, KY”
  - Select “add rings”
  - Enter radius 10, 15, 20
  - Select drive time
  - Select Apply
  
- Edit:
  - Range
    - Bowling Green is service area for surrounding communities
  - Color
    - Color blind friendly
      - Print the map in Black/White: if you can read it so can they.
  - Symbols
    - Size, color shape, import your own symbol

Use zoom button on right to see various Census scales



## Get Infographics for Age Pyramid



## Get Reports: Business Locator (Run Report)

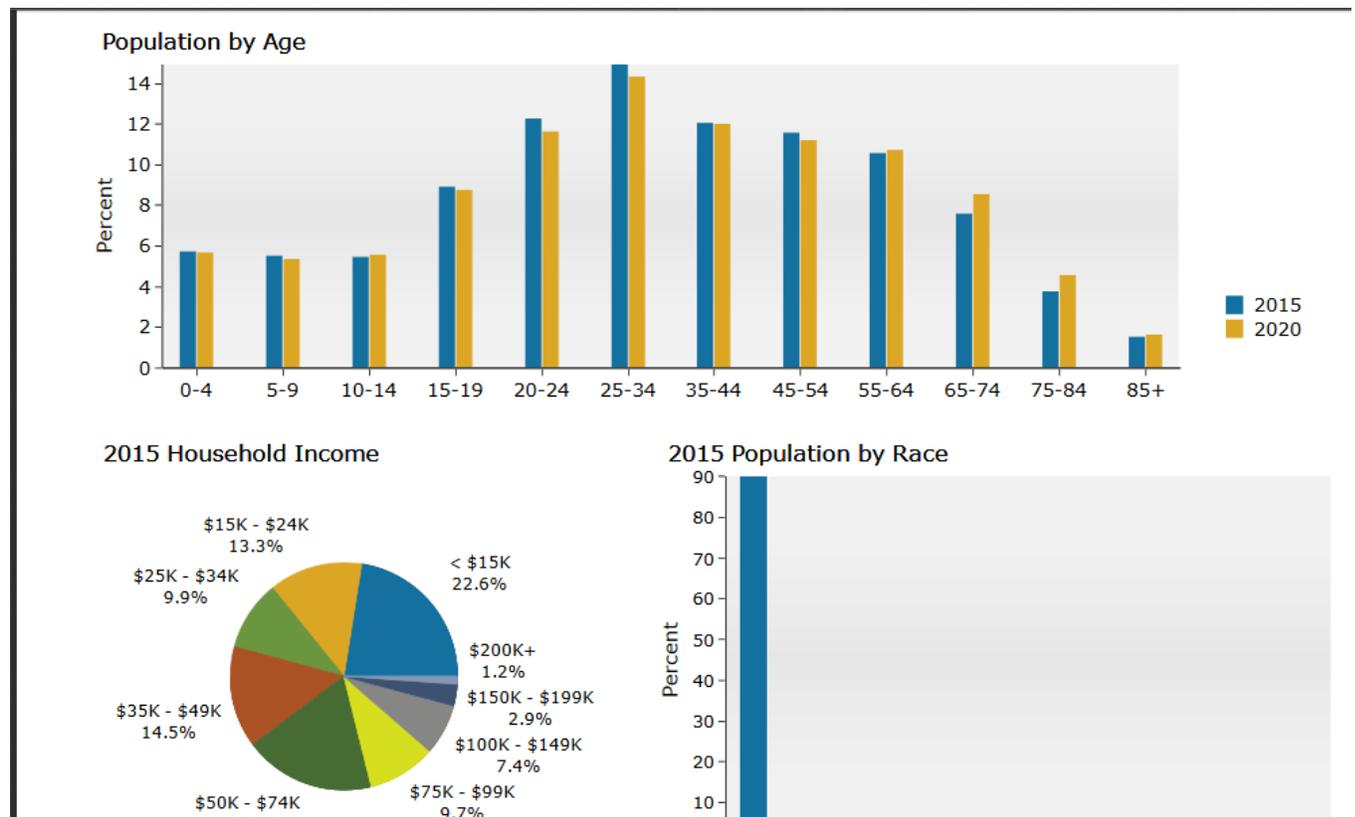
Look through: Two results for auto industry:

- Stemco Motor Wheel: 130 employees (seals, bearings, hubcaps for trucking industry)
- Novelis: Aluminum Rolling (automotive) 121 employees
- Hitachi Automotive systems 1,000 people and growing

738999	BEREA, KY 40403 R J CORMAN SWITCHING CO MAYDE RD BEREA, KY 40403	0.27 NE	4	\$440
335598	NOVELIS MAYDE RD BEREA, KY 40403	0.27 NE	121	\$85,628
371401	HITACHI AUTOMOTIVE SYSTEMS MAYDE RD BEREA, KY 40403	0.27 NE	1,000	\$508,600
581208	SMOKEHOUSE GRILL LLC	0.31 NW	20	\$832

## Run Report:

Demographic and Income Comparison Profile.



**Next step:** Identify all areas of interest, click on Reports tab, and generate all the reports that you want for each site. Create a .pdf of you final analysis (on next page)