Welcome to the New Spatial Analytics…

Insights for ArcGIS
“Data is important… However, not as important as the answers it provides or the stories it tells.”
Insights for ArcGIS: Explore a new world in your data

- Discover the power of exploratory analysis
  - Visual and intuitive
- Combine Analysis and Visualization on cards
  - Linked and responsive
- Drive impactful decisions
  - Learn, record, share and collaborate

*Quickly Increase Decision Confidence with Insights for ArcGIS*
Analytic Projects – Workbook, Pages, and Cards
Massive volumes of data

Visualization & Analysis

Data - Spatial and Tabular

Insights page in ArcGIS
What data does Insights work with?

- Feature Layers (Web GIS)
- Spreadsheets
- Geodatabase
- Business Databases
- Large data
  - Transactional
  - Historic
  - Real-time
Standard Geographies

- **Standard Administrative boundaries**
  - Available to download / install with 10.5
  - 120+ countries
Connecting to and working with Business Databases
Adding Data to Insights

- When adding data to a workbook, each layer, table, or view is added as a separate dataset by default.
Working with Data – Intelligent defaults

Fields, or attributes are defined to a role

- **Insights works directly against the fields**
- **Dimensional model created behind the scenes**
  - Geo-Dimension
  - Temporal-Dimension
  - Categorical (Strings)
  - Quantitative (Numbers)

...roles help define actions that can be taken in Insights for ArcGIS
Relationships
Analysis: Interactivity
Analysis: Interactivity or Action button
Analysis: starts with questions
Results of Analytic Operations are expressed in Cards

Visualizations
Sharing

- Workbooks, Pages, Cards, Workflow Templates
  - Insights Viewer
  - Portal Items
- Result Datasets as Feature Layers
- Insights Pages can be embedded in Story Maps
Demo
Who is it for and how do I get it?
Putting Insights to Work

If you can think it, you can do it.
Put the most powerful spatial analytics to work for your organization, no matter your industry.

Retail
Analyze patterns in sales performance based on proximity to store and area demographics.

Banking
Conduct deposit, branch performance, and investment analysis by location.

Law Enforcement
Identify crime patterns and manage operational accountability processes.

Petroleum
Perform acreage analysis and manage the portfolio to improve exploration and production.

Health and Human Services
Analyze access to care, model what-if scenarios, and meet community health needs.

Local Government
Look at budget and human resource allocation to identify issues and find efficiencies across different regions.

Electric and Gas
Monitor system and asset performance and mine data from real-time sensors.

Insurance
Perform portfolio and claims analysis and understand spatial patterns over time.
Insights is for Everyone

Everyone has a question to be answered...

- Who?
- What?
- Why?
- Where?
- When?

Data/BI Analyst

GIS Professional

Senior Executive