How to Search for Business Data in ESRI Business Analyst

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Searching for Businesses

Business Analyst is installed on the computer closest to the window (LIB-GIS-3), on the left side of the GIS lab.

1. Once you have logged in, open ArcMap.

2. Click on the Business Analyst toolbar drop down menu. If you are limiting your search to a specific area, you may want to click Study Area... or Set Analysis Extent to define your area now. You can also do this while searching for business listings.

3. Click Add Business Listings > Search..

4. Click the Classic View option to see a greater variety of search options.
5. Narrow your search based on Business Name, Location, SIC or NAICS code, Size, and Corporate Info. In this tutorial we will use Location and Type of Business. Click Select under the Location category to narrow your search to a specific area. We recommend using small areas if you will be searching for a large number of businesses (ex. searching for all gas stations in a state or region, rather than the entire United States).

6. Choose to search in the visible map area (current extent), inside a feature on your map, or within a certain state, city, or zip code. Prior to searching for businesses you can add or create a custom feature on your map to use with the option: “Search inside the features of the polygonal layer specified”. This could be a buffer around a location, a freehand design, or some other layer that denotes your area. Once you have selected your geographic area, click OK.
7. Click Select… next to Type of Business to search for specific businesses. You can search the SIC or NAICS codes (the codes differ slightly, so try searching both) by keyword or type in a specific code. Select all relevant codes from the list and then click OK.

8. Narrow down your search using any of the other options, such as a specific business name or size and then click OK.

9. A new point shapefile will be created and businesses will be added to your map as points.

10. To see data about your businesses, right click on the new point shapefile in your Table of Contents and select Open Attribute Table.
Using Census Data in Business Analyst

1. From the Business Analyst Toolbar, click the Business Analyst Window button.

![Business Analyst Toolbar](image1)

2. At the bottom of the window, click the button for the Color-coded map toolbar.

![Color-coded map toolbar](image2)

3. Select your level of geography, variables, colors, etc.

![Color-Coded Maps](image3)
4. If you want to see the data in the attribute table, click back to the Table of Contents window and open the attribute table for a specific level of geography.