

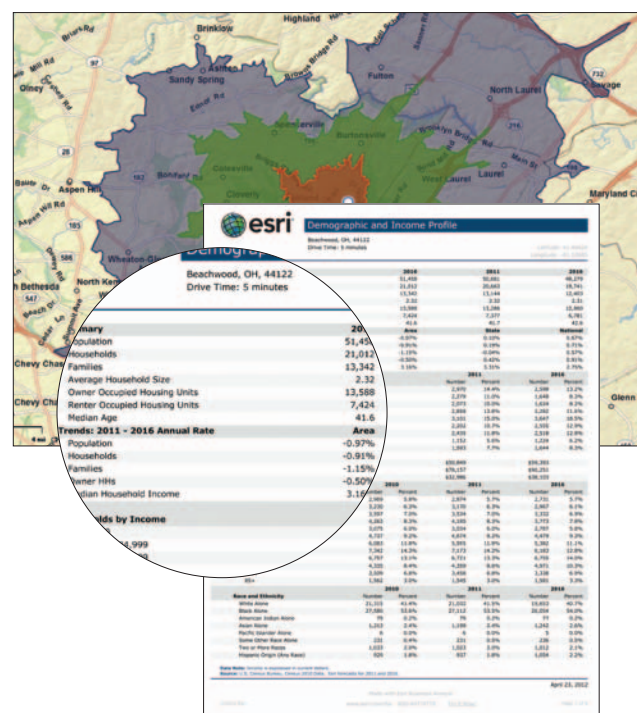
Esri® Business Analyst OnlineSM

Reports and Maps for Informed Decisions

Make Strategic Business Decisions Based on Market Analysis

Understanding the demographics and spending habits of customers is critical when making decisions about new products, changing your product mix, or deciding on a new business location. Esri® Business Analyst OnlineSM (BAOSM) provides the tools and data necessary for accurate and detailed market analyses.

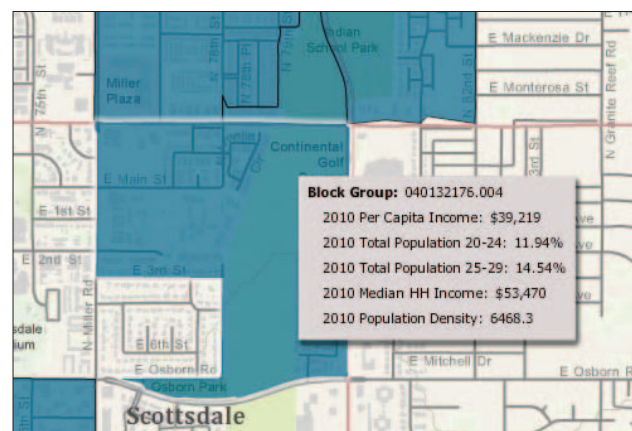
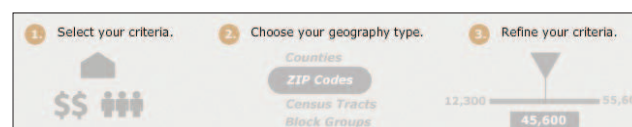
BAO uses over 5,000 variables for demographic, consumer spending, business, and traffic data. The data can be analyzed in a geographic context that's as granular as block groups, census tracts, or ZIP Codes.



View drive times on a map, then generate corresponding reports with demographic, consumer spending, or market potential data.

Interactive street, imagery, or color-coded maps serve as the backdrop for your analysis. You can quickly zoom in to your area of interest to visualize data variables that help you do the following:

- Identify locations of existing customers or sites.
- Find new customers based on the characteristics of your most profitable customers.
- Analyze market areas to see the proximity of your stores to those of your competitors and discover opportunities for new store locations or store consolidations.
- Conduct business searches by keyword or SIC or NAICS code for competitive analysis and to identify specific businesses in your trade area.



Smart map search capabilities allow you to select up to five customizable parameters and quickly identify areas that meet your criteria.

Print-Ready Reports and Maps

In addition to visualizing data variables on a map, you can also choose from over 50 preformatted reports and maps, each specific to your location, in categories such as these:

2011/2016 Updated Demographics—Projections of key demographic variables based on Census 2010 data.

2010 Census Profile—Census 2010 data in 2010 geography including US population, age, race, occupancy and composition of households.

2010/2015 Demographics—Estimates of US population, including age, household and family income, net worth, and housing choices

2010 Consumer Spending—Spending indexes, averages, and totals for various products including house and home, medical, recreation, and retail goods and services

2010 Market Potential—What, where, and how consumers are buying and using various products and services, including electronics, health and beauty items, restaurants, retail, and sports and leisure

Business and Retail Data—Details about businesses and major shopping centers in your area

Traffic Counts—Maps and detailed reports that describe traffic patterns for your area of interest

Site Map—Your research area with a street map or satellite imagery as a background

Crime Risk—Assess and map crime activity

Custom Comparison Reports

Generate comparison reports based on thousands of variables that give you side-by-side views of data.

- Compare prospective sites for a new business location.
- Benchmark sites against a successful existing location or geography.
- View comparison charts and tables of income, population, and housing variables.
- Compare multiple trade areas and the demographics for each trade area.



Access reports, display maps, and compare sites while out in the field by using the BAO app for iOS and Android devices. Get the free app at esri.com/baoapp.

Search Results for "Restaurants in Pasadena, CA" (100 entries)

Narrow Search by: All Columns results by bing

<input checked="" type="checkbox"/>	Name	Address	City	State	Distance(miles)	Website
<input checked="" type="checkbox"/>	Gale's	452 S Fair Oaks Ave	Pasadena	CA	1.178	http://gales.com
<input checked="" type="checkbox"/>	Carmine's Italian Restaurant	424 Fair Oaks Ave	South Pasadena	CA	3.035	http://help.com
<input checked="" type="checkbox"/>	561 Restaurant	561 E Green St	Pasadena	CA	0.584	http://www.561.com
<input checked="" type="checkbox"/>	Frank & Dean's Restaurant	3768 E Colorado Blvd	Pasadena	CA	6.76	http://frank.com
<input checked="" type="checkbox"/>	1810 Argentinian Restaurant	121 W Colorado Blvd	Pasadena	CA	0.812	

Save results as a layer under My Layers: Restaurants in Pasadena, CA

Pick a symbol: ☐ ☐ (Optimal Performance)



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