



# Geospatial Analytics

## The three-minute guide





# Why it matters now

## **The human brain doesn't work in rows and columns**

Our brains often organize information based on time and place. But for many organizations, information is still confined to rows and columns. This makes reporting fast and easy—but not necessarily more insightful.

Today, it is possible for organizations to add the context of timing and location to traditional data, creating maps that show changes over time and exactly where those changes are taking place. Maps make it easier for the eye to recognize patterns that were previously buried in spreadsheets, such as distance, proximity, contiguity, and affiliation.

# Why geospatial analytics?

## **Harness the power of place**

Today's technologies—mobile devices, location sensors, social media, and more—allow organizations to collect time and place (“geo-referenced”) data about practically any event. But what are they doing with all that information?

Geospatial analysis uses this data to build maps, graphs, statistics, and cartograms, making complex relationships understandable. Representations like these can reveal historical shifts, as well as those underway today. They can even point to those that are likely to occur in the future.

# The benefits

## **Make analytics insights more engaging**

When events and trends are seen within the context of recognizable maps, they're easier to understand—and act upon.

## **Move from hindsight to foresight**

Geospatial analytics can help organizations anticipate and prepare for possible changes due to changing spatial conditions or location-based events.

## **Develop targeted solutions**

Location-based analysis can help decision-makers understand why solutions that work in one place often fail in another. It can also help them understand the locational aspects that influence broader trends and may have future consequences.

# What to do now

## **Ask value-driven questions**

Connect geospatial investments to specific organizational goals, using analytics to measure and forecast results. Look for ways to use place-based information to grow revenue, lower costs, or improve products and services.

## **Find your baseline**

Many organizations have no idea what location-based data sources they have available. Find out what you have now—and what's needed to drive better decisions.

## **Do spring cleaning**

Historical data and systems may need prep work to be useful. Consider cleansing and standardizing addresses, geocoding your data, or adding GPS sensors to physical assets.

# Time's up



## Find what you've been missing

If you have access to locational data but aren't using it to inform your decision-making, it's worth taking a closer look at geospatial analytics.

To learn more, please contact:

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