GIS Day at CSU

Title: Commercial Location Decisions and GIS

David Bryson
Solutions Engineer
ESRI
Denver, CO

Abstract:

Location decisions are crucial to the survival of businesses as markets become more saturated and competition increases. Methods for performing location analysis have a long history and are well documented, ranging from simple regression to complex spatial interaction models. The goal of modeling is to provide a foundation from which location decisions can be made, and to understand the environments in which people do business. Because of the financial importance of these decisions, businesses have long regarded GIS technology for aiding in location decisions with skepticism. The result has been a continuing reliance on the "gut-feeling" approach to location decision making. Consequently, most location decisions, past and present, are made by experts who have experience in real estate or a specific market area, and base their decisions on empirical judgments. In this presentation, I will explore the various statistical methods for performing location analysis, and demonstrate how using ESRI Business Analyst software has the potential to increase the efficiency and accuracy of location decisions.