

The Geography of your Business Intelligence

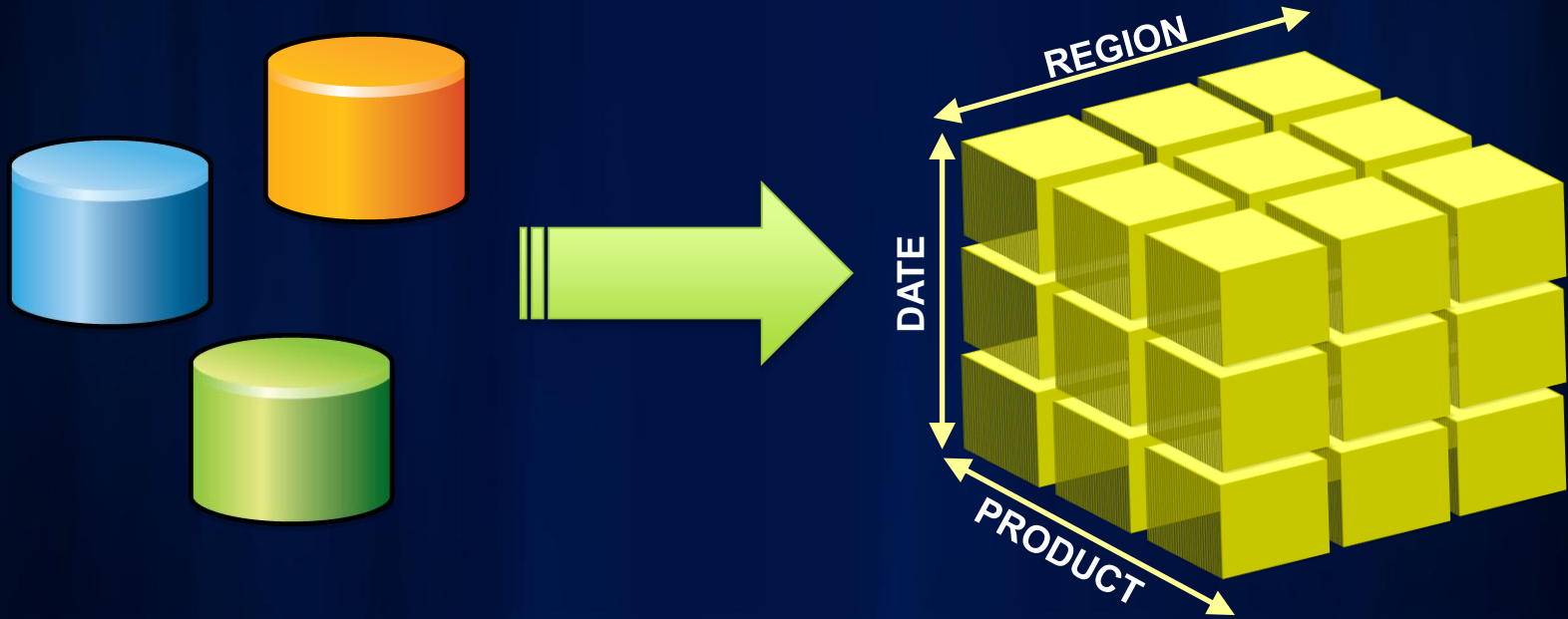
Gary Johnson

DATA

Tools for Working with Big Data

- Enterprise Data Warehouse
- Business Intelligence Reporting Tools
- GIS

Enterprise Data Warehouse



Business Intelligence Reporting Tools

Region	Sales	Performance
North	\$475k	84%
East	\$599k	72%
South	\$381k	114%
West	\$862k	102%



Adding the Location Intelligence

- Provides an environment for 'exploring'
- Visualisation through a map
- Aggregation to different geographic levels
- Used in combination with BI reports

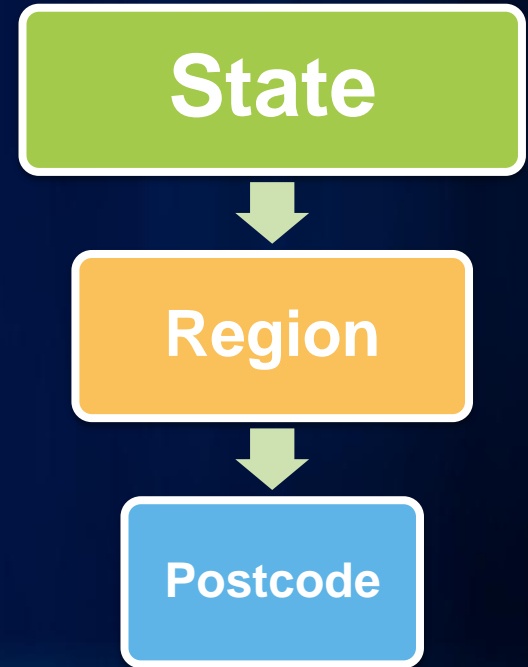
Retail Sales Campaign

Benefits of Mapping with BI

- **Creates a real-world connection to data**
- **Reveals geographic patterns and relationships**
- **Interactive environment allows for exploration**
- **Pictures promote creative thinking**

The Spatial Resolution Challenge

- Use constructs that have meaning
- Beware of using averages
- Consider mapping the data variability
- Normalise the data

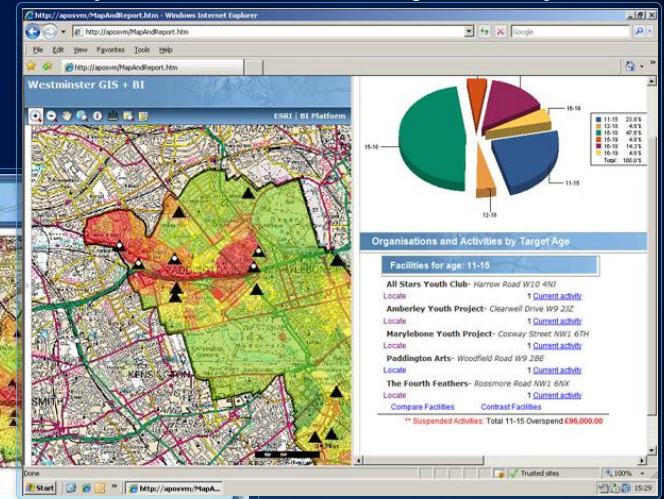
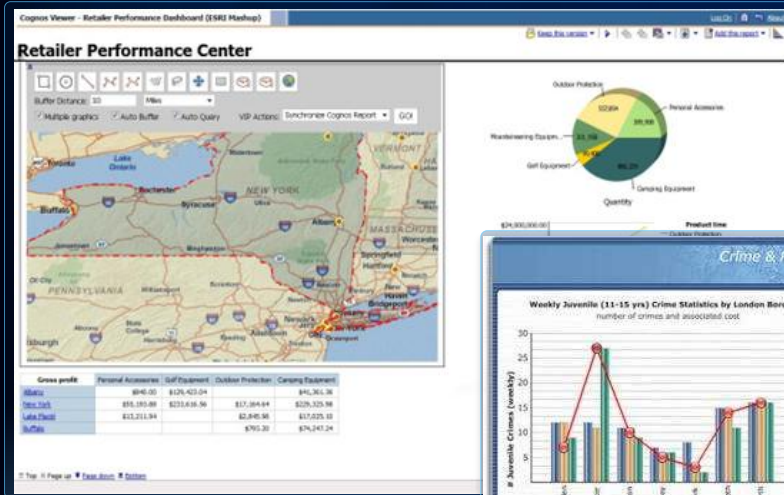


BI and LI Integration Approaches

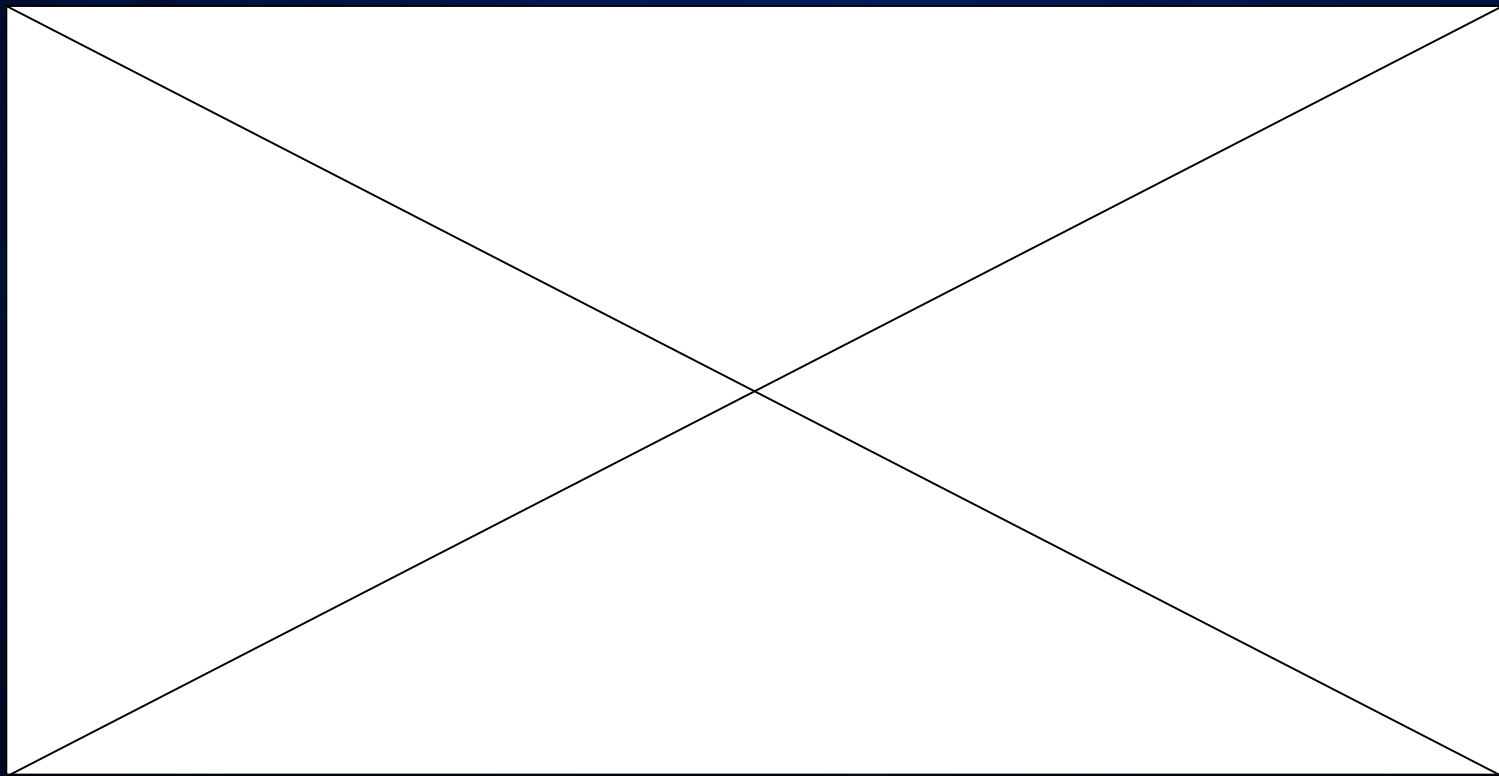
- **Geocoding vs Spatial Identifier**
- **ETL to copy data into Geodatabase**
- **Spatially-Enabled Data Warehouse**
- **BI Reporting Client Plug-ins**

BI Reporting Plug-ins for ArcGIS

APOS Location Intelligence Solution (SAP Business Objects XI)



SpotOn Vantage Maps
(IBM Cognos)



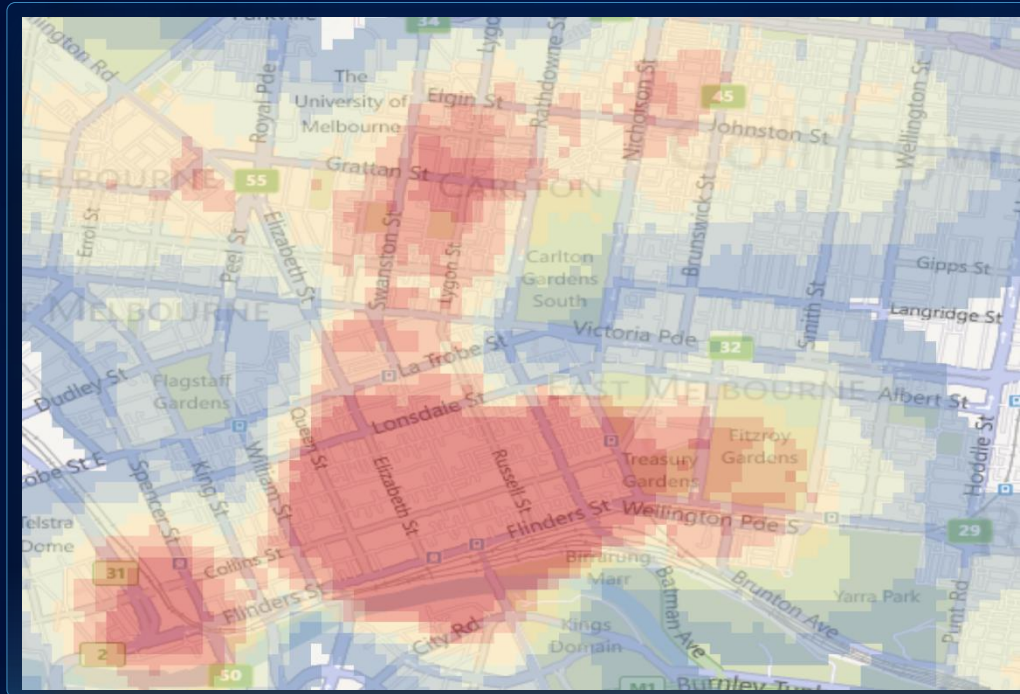
Understanding Credit Risk in Personal Lending

- Privacy Act restricts availability of scoring data
- Ban on unsolicited credit limit increases
- Cost pressure on set-up fees



- Make better use of lender's own data for scoring
- Analyse repayment history spatially

Understanding Credit Risk in Personal Lending

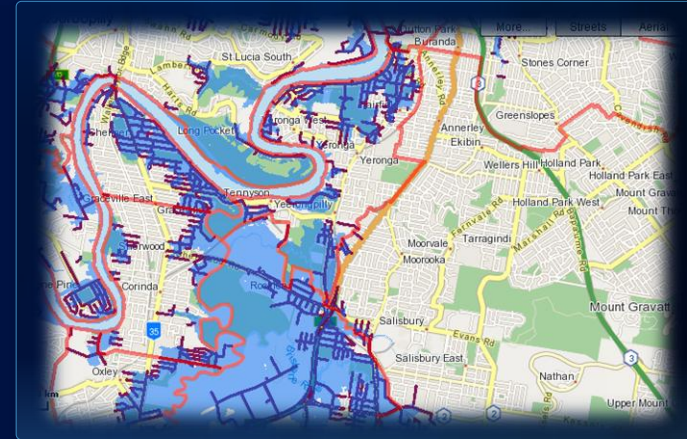


Managing Insurance Claims Assessment

- Large number of claims and assessors
- Situation is developing over-time
- Need to be able to make decisions rapidly



- Real-time Business Intelligence Dashboard
- Monitor assessment progress in real-time
- Allocate claims assessors as required



Getting Started

The Role of the GIS Professional

- **Be the Champion!**
- **Liaise with Data Analytics Team**
- **Manage Spatial Data and Services**

Summary

Maps are used by explorers

Don't need to provide the answers -
just the tools to aid exploration



esri Australia