

# GIS for Strategic Business Decision Making

Esri products, such as [Business Analyst](#) and [Tapestry](#), allow organizations to make strategic decisions using location based – data.

The following images represent work completed while taking the Location Advantage MOOC offered by Esri.

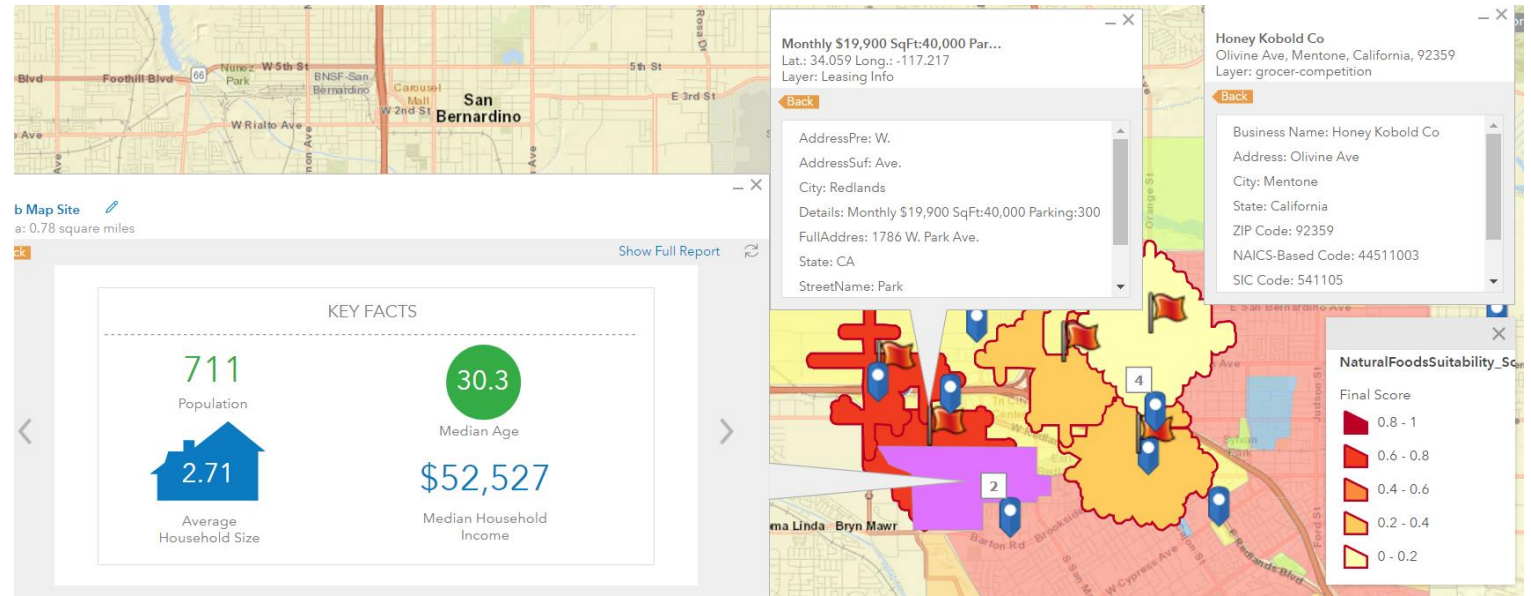


Properties at Risk of Flooding during Storm Surge

# Demographic Data for Site Selection

GIS allows organizations to identify and select locations for business opportunities based on a variety of demographic characteristics.

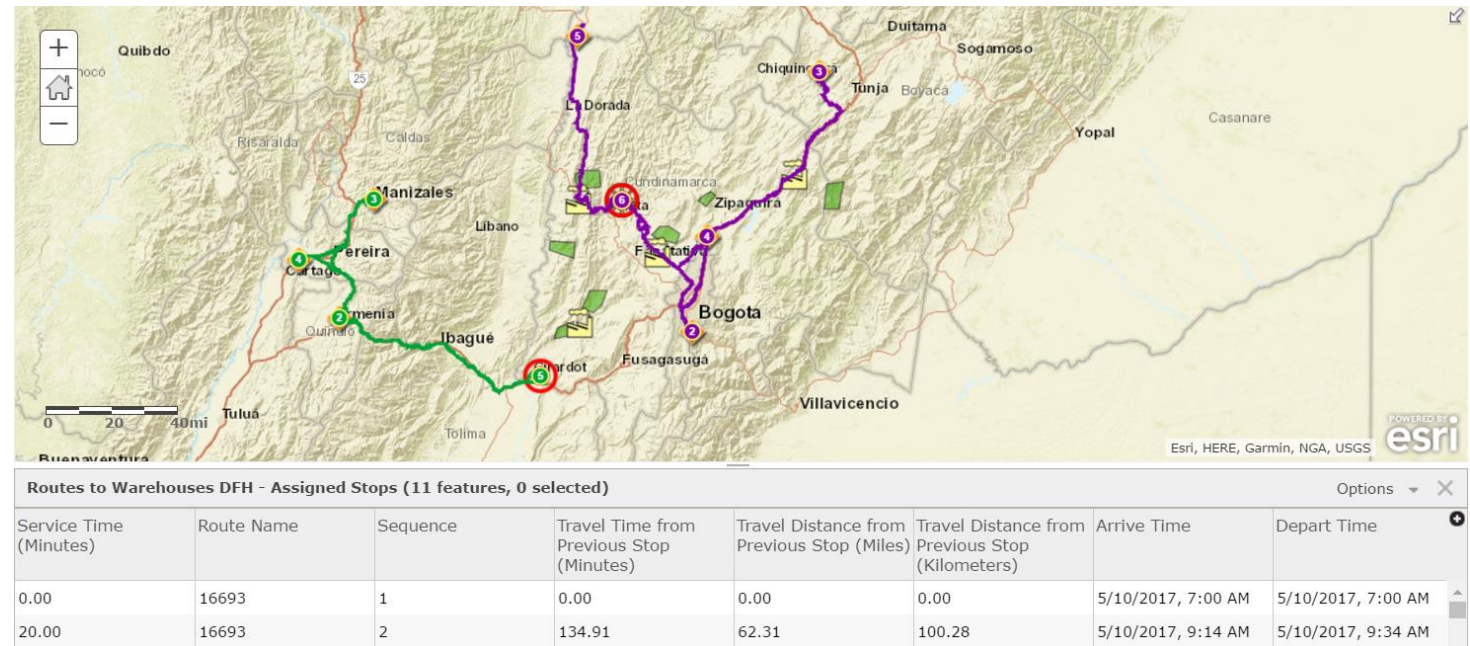
In this image the goal was to rank locations for a new natural grocery based on location of the competition, cost of retail space, and local neighborhood and family socioeconomic demographics.



# Supply Chain Management

Business Analyst allows users to build understanding and plan around changes or disruption to supply chains.

This image shows the locations of farms, processing plants, and delivery routes for a fictitious company in Columbia tasked with producing potato chips and getting them from field to market.



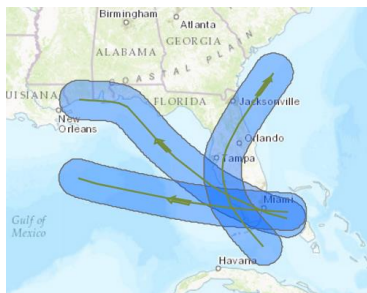
This series of images shows how GIS combines individual data (left) about properties, flooding, and hurricane paths to identify specific properties at risk during peak storm conditions (right).



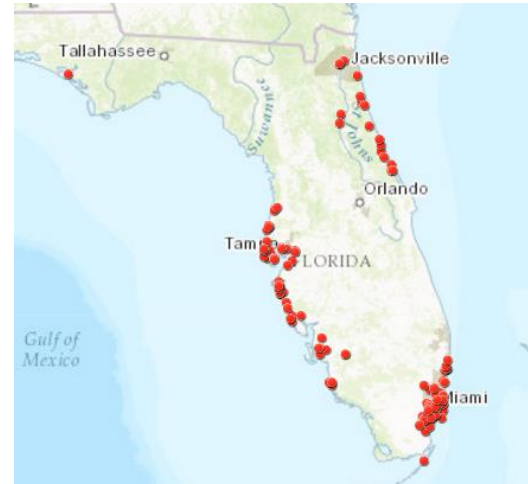
Properties



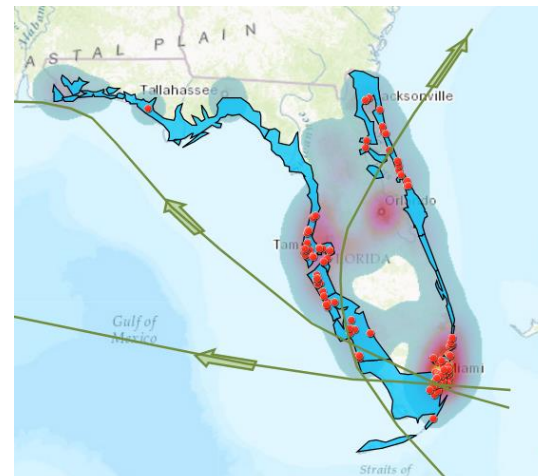
Degree of Flooding



Major Hurricane Paths with 90km buffer



Properties at Highest Risk for Wind and Flood Damage



Properties at Highest Risk for Wind and Flood Damage with details