



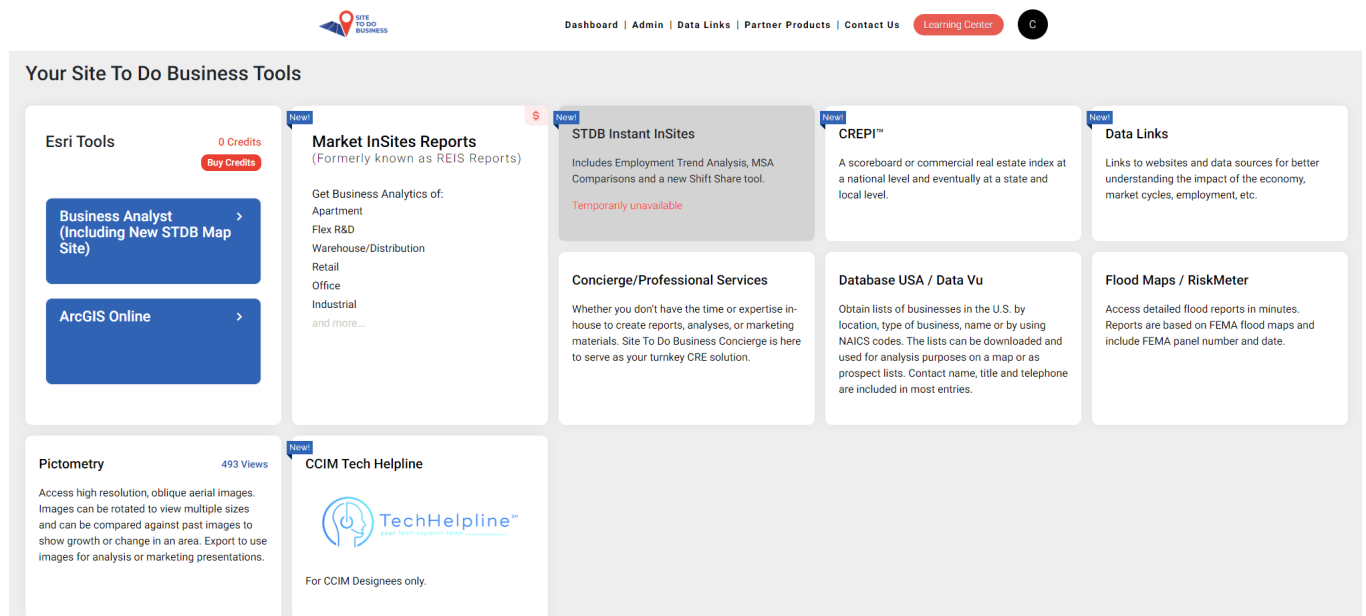
Market Analysis with GIS for Commercial Real Estate

2022 Class – Wilmington, NC – September 15, 2022

A Student Handbook

Where to Begin

Website: www.stdb.com



STDB Learning Center – www.stdb.com/learning-center/

News - Webinars - How Do I Videos - Resources - Contact Us

Resources Page for Class - <https://www.stdb.com/learning-center/class-room-resources>

Get Help

support@stdb.com

What is STDB?

STDB is a collection of tools designed to help you make better commercial real estate decisions.

The Tools

Database USA/Data VU

How many businesses in the Greensboro-High Point metro area are in the major industry group of “Manufacturing” and the subgroup of “Furniture and Fixtures”?

How many grocery stores (NAICS code 4451) are in North Carolina? _____

Pictometry

Get an image from 2151 Hawkins Street, Charlotte, NC. When was the most recent image taken? _____

Using the previous dates dropdown, can you determine what was on this land in 2020? _____

Flood Maps

Is the Lowes Home Improvement located at 3909 Ramsey St, Fayetteville, NC 28311 in a flood zone? _____

If the building is not in a flood zone, how far away is the closest flood risk?

Business Analyst

Two different things you can do with Esri’s Business Analyst –

1.) Get information from it to tell a story.

2.) Bring in your own/public/private information to use with Esri’s information to tell a story.

Exercise 1. – Basic

Define an area by location and run reports.

Find Location – 301 Fayetteville St, Raleigh, NC, 27601

Name Location 2022 STDB Training

- a. Add Drive time – 10 minutes

Reports, Classic Reports

1. Select Area
Choose your 10-minute drive time – 2022 STDB Training
2. Go to Reports
 - a. Select Run Reports
 - b. Classic Reports
3. Add Reports
 - a. Choose the following reports by checking the box to the left of the report
 - Business Summary
 - Civilian Labor Force Profile
 - Market Profile
 - Tapestry Segmentation
4. Run Reports
 - a. Create an all-in-one PDF report
5. View Reports – Open your reports individually or in your All-in-One PDF.
Using the data from the reports, answer the questions below:

From the reports created, answer the following:

- a. From the NAICs code page, what type of office using business makes up the largest percentage of total businesses? (Business Summary)

- b. Is this area projected to grow between now and 2027, and if so, at what rate? (Market Profile)

- c. What is the daytime population? How many workers? How many daytime residents? (Market Profile)

- d. What percentage occupations are white collar? (Civilian Labor Force Profile) How does that compare to the US?

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- e. What is the top Tapestry Segment in this market? (Tapestry Segmentation Area Profile)
 - f. Name a couple of interesting things about the people in this Tapestry Segment.
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- 6. With the drivetime still active, add Starbucks to the map to determine how many are located within the drivetime. Add a Starbucks logo to the map.

Exercise 1. – Intermediate

Define multiple areas by location and run comparative infographics

1. Define Areas – Select Geography
 - a. Wake, Nash and Franklin Counties (**keep them separate**)
2. Go to Reports
 - a. Infographics
3. Add Reports
 - a. Choose “Shared Infographics” – STDB Class Infographic
 - b. Add all three counties
 - c. Add Side by Side Comparisons
4. View Reports

From the report created, answer the following:

- a. Which county has the highest median household income? _____
- b. How does Nash County compare to the United States in the percentage of Grad/Professional Degrees? _____
- c. What is the number one segment for Franklin County and name a couple of interesting facts about that segment? _____
- d. Do households falling into this same tapestry segment typically rent or own their homes? To answer this you need to view the full segment profile. _____

Exercise 2. – Basic

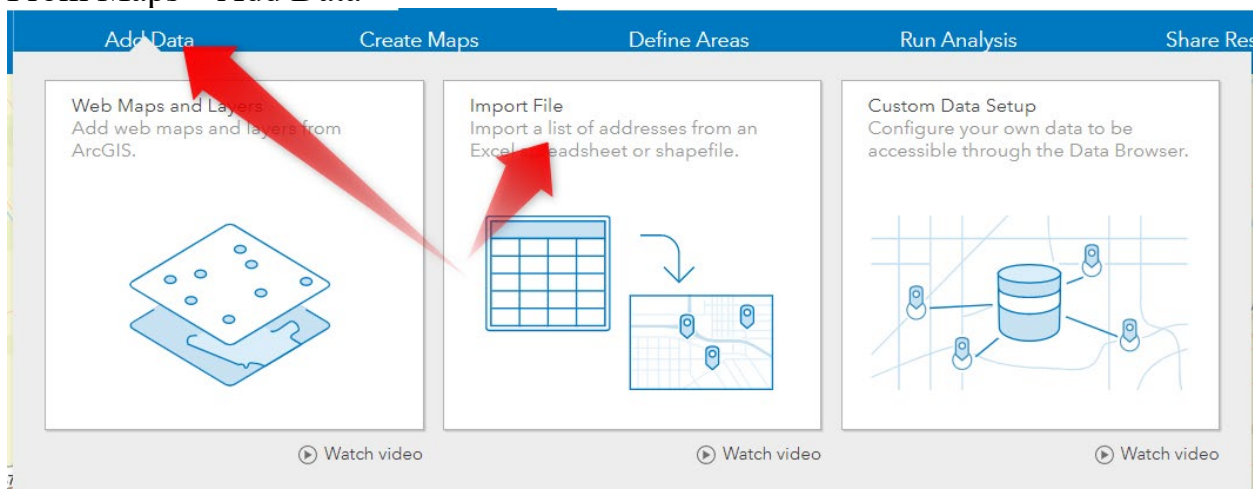
Import a list of points, create analysis areas, rank sites using suitability analysis.

Download and save list of Raleigh Healthy Chicken Restaurants from the Learning Center, Classroom Resource page:

<https://www.stdb.com/learning-center/class-room-resources>

1. Import File using the following steps

From Maps – Add Data

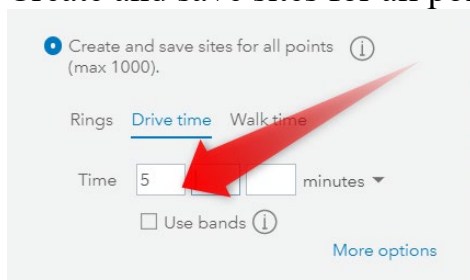


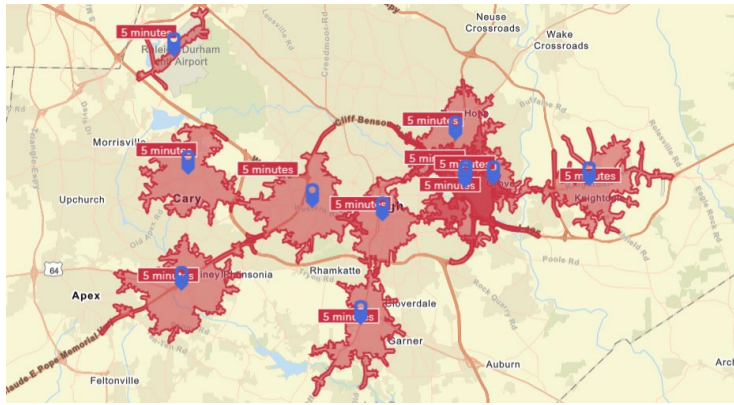
Browse and Import Raleigh Healthy Chicken Restaurants

Make certain Point locations is selected

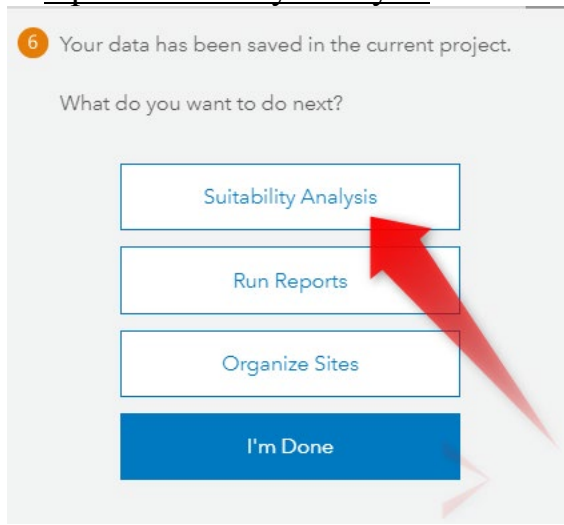


Create and save sites for all points – 5 Minute Drivetime

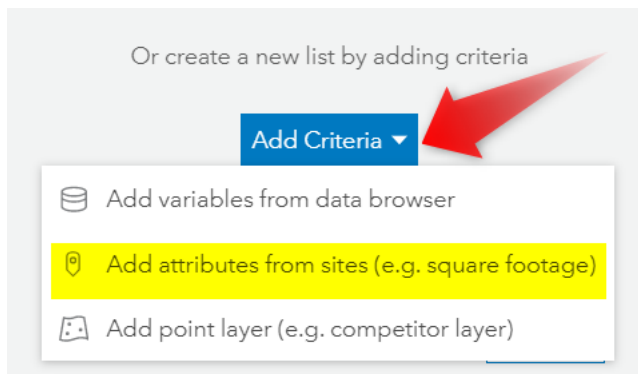




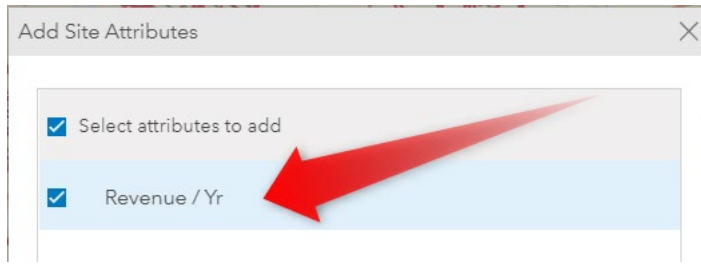
2. Open Suitability Analysis



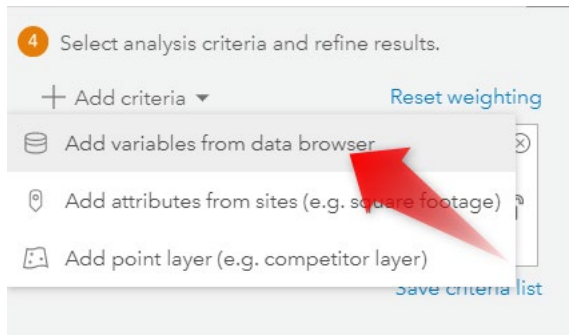
Add Criteria – Add attributes from sites



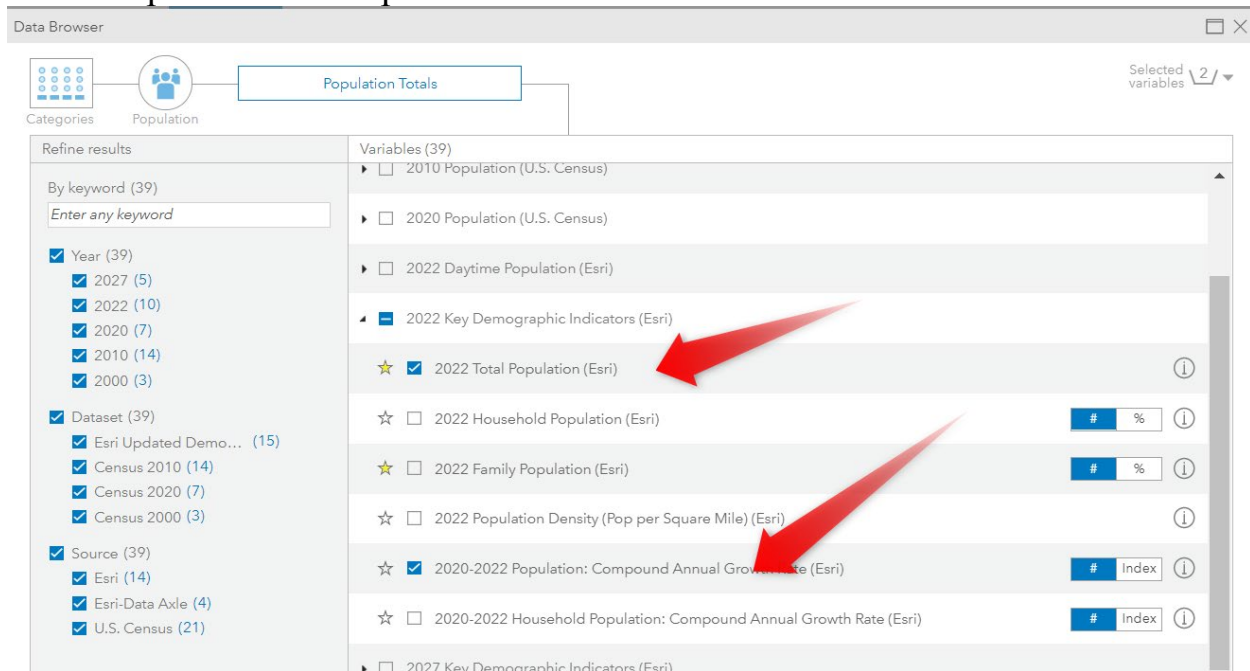
Select Revenue



Add Variables from Browser



Select Population and Population Growth



Manipulate the variables as you wish to determine which site you think is the most desirable.

Business Analyst Mapping Tools

Create Maps - Color-Coded Maps

Use the color-coded mapping tool from the “Create Maps” tab to determine the zip code in the Charlotte area with the highest 2022 median household income.

Create Maps - Smart Maps

Find the zip code in the Charlotte area that has all of the following characteristics –

- 2022 Total Population (40,000+)
- 2022-2027 Population: Compound Annual Growth Rate (1.0%)
- 2022: Graduate Degrees (5,000+)
- 2022: Employees – Finance/Insurance (1,500+)

Which 2 zip codes meets all 4 of the criteria? _____

Practical Exercises and Case Studies

Create a 10-minute walk time from your home address. Run a Tapestry Segmentation Area Profile report to determine the population makeup of your neighborhood.
