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What's new in ArcGIS Business Analyst Web App – October 2025 release

The October 2025 update to Business Analyst Web App includes a new nearby analysis workflow, the ability to set custom benchmark values, in-app credit estimation, featured Living Atlas content, improved histograms, new infographics, and refreshed standard and advanced demographics, POI, and traffic data.

New features summary

Press Ctrl + click on a topic to jump to that section. Or, use the document's internal table of contents by clicking View > Navigation.

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- [Improved histograms](#)
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Data updates

Global data updates

For this release, the global data updates include:

- Standard demographic data updates for 2025 from Michael Bauer Research. This includes updates for 26 North American countries and 46 African countries.
- Advanced demographic data updates for Canada Environics Analytics, Statistics Canada, and Esri France.



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General points of interest (POI) data updates

For this release, there is updated global points of interest (POI) data, updated India POI, and updated U.S., Canada, and Puerto Rico business locations.

Data Axle has an additional attribute: chain name.

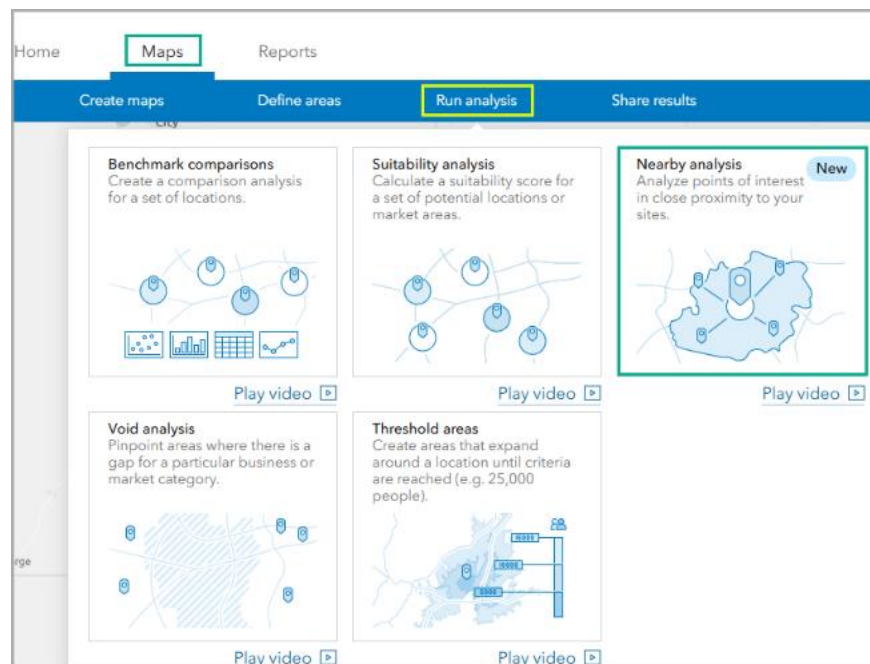
Other data updates

Additionally, there are updates for U.S. historical traffic data from Kalibrate.

New nearby analysis workflow

The October 2025 release includes a brand new workflow: nearby analysis. With nearby analysis, you can map your sites and points of interest. Compare the distance, total count, and density of points or view point details.

To start the workflow, click **Run analysis** and select **Nearby analysis**.



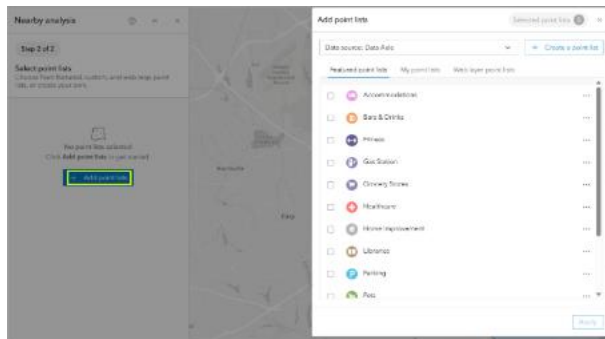
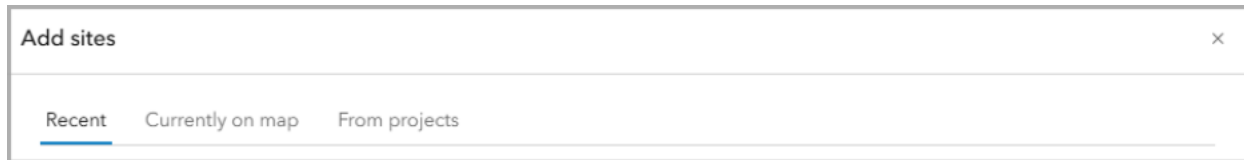
First, you'll need to add point-based sites to your analysis. You can select from recently used sites, sites on the map, or browse sites from your projects.



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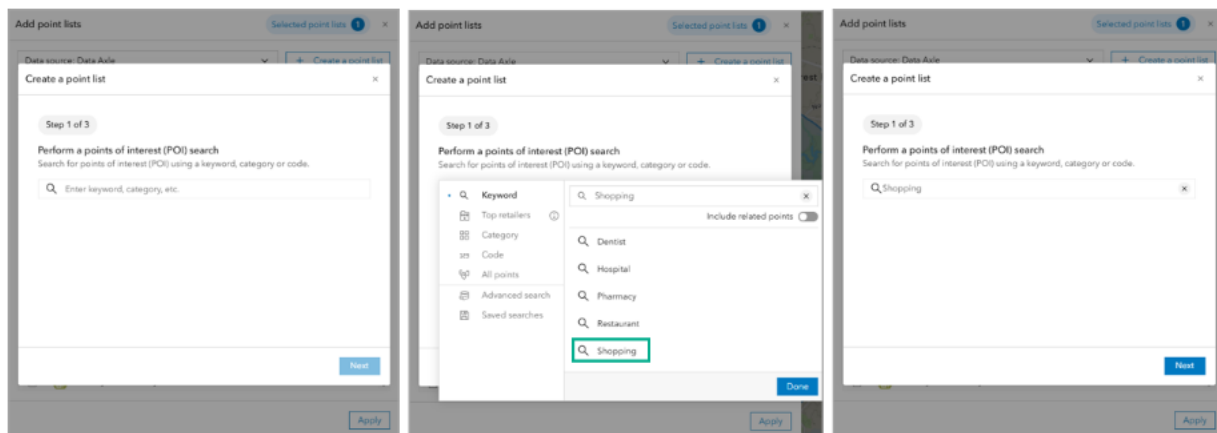
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Once you've selected at least one site, you can proceed to the next step: add point lists. Point lists are curated collections of points of interest. You can select from featured point lists, point lists you created, point lists from web maps and layers, or create a new point list.

If you choose to create a new point list, you're essentially performing a point of interest search. Search for points by keyword, category, or code, and optionally add advanced search conditions.



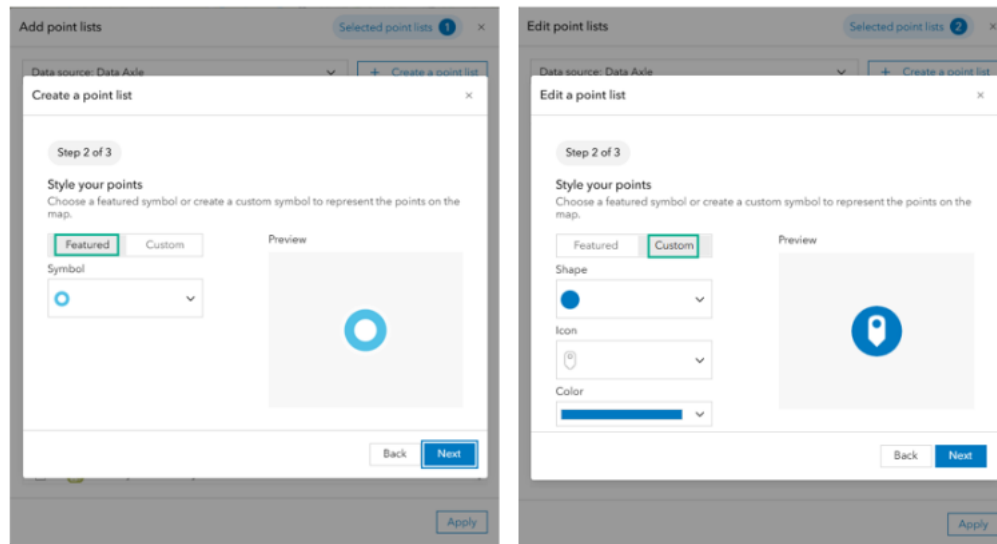
Then you can select a symbol for the points using either a featured symbol or creating your own symbol.



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Add a name to save your list. Your saved point lists appear under the **My point lists** tab.

Once you've added your point lists, you can perform your analysis. The results appear on the map and in the **Results** pane.

While you're exploring your results, you can modify your selections.



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Nearby analysis

Sites

Sites: 2

Site areas

Each site will use its default area.

Area type

Default

Point lists

P

Parking

Featured point list

O

My new point list

My point list

Edit point lists

Style

Points

1 or more point lists

Show style options

Legend

Back

Save

- In the **Sites** section, add or remove sites.
- In the **Sites areas** section, set the area type. If you use the **Default** option, then your area type settings from your original site are used. If you are using sites with different



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area types, such as some with rings and some with drive times, you can apply one consistent area type using the **Custom** option.

- In the **Points lists** section, modify your point list selections.
- In the **Style** section, depending on the POI data source you are using and the number of sites you have, you can change the map style.
 - **Points** map style—Map your points.
 - **Points with area color** map style—Map your points and site areas with color-coding based on attributes.
 - **Points with relationship** map style—Map your points and two attributes using a single grid color ramp to show the quantitative relationship between two variables.
 - **Counts and amounts (color)** map style—Map an attribute using counts and amount by color stylization to highlight data variances.
 - **Relationship** map style—Map two attributes using a single grid color ramp to show the quantitative relationship between two variables.

Explore the results in the **Results** pane. You may be familiar with this pane from other mapping and analysis workflows. It includes three views:

- Use the **Summary** to explore the total count of points nearby to your sites, the distance to the nearest point from your sites, and the points per 1,000 households.



- Use the **Point details table** to view a table with each location near to your site along with its attribute details, such as square foot minimum and employee count.



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Results > Point details table

	Location	Site	Distance (in miles) (straight line distance)	Point list	Square Foot Minimum	Employee Count
1	Four Seasons Detailing 1944 W Galbraith Rd, Cincinnati, O...	6703-6713 Simpson Ave	0.25	My new point list	1,500	
2	Personalized Gift 1809 W Galbraith Rd, Cincinnati, O...	6703-6713 Simpson Ave	0.38	My new point list	2,500	
3	United Dairy Farmers 6813 Hamilton Ave, Cincinnati, OH ...	6703-6713 Simpson Ave	0.56	My new point list	2,500	

1 - 365 of 365 rows

Rows per page: All (365)

- Use the **Site summary table** to view a table with your location and nearby analysis calculations, including the distance to the nearest point, the total count of points, and point density.

Results > Site summary table

	Location	Parking			My new point list	
		Distance to nearest point (straight line distance)	Count of points	Point density (points per 1k HHs)	Distance to nearest point (straight line distance)	Count of points
1	6703-6713 Simpson Ave 6703-6713 Simpson Ave, Cincinnati,...	4.56	3	0.04	0.25	
2	7900 Woodview Ct 7900 Woodview Ct, Maineville, Ohio...	Unavailable data			0.6	

1 - 2 of 2 rows

Rows per page: All (2)

You will be able to save your nearby analysis layer and set preferences for symbol style.

"Top retailer" search option

In the points of interest (POI) search workflow, you can now search by top retailers in addition to keyword, category, and code.

- Top retailers are the largest companies, by sales volume, listed by parent company.
- These top retailers match the top retailers identified by the National Retail Federation (NRF).
- This option is only available using a United States data source (Data Axle, SafeGraph).

Start a POI search and click the **Top retailers** tab. Either enter your search terms in the **Enter a company/business name** field, select from a list of top retailers, or click **All top retailers** to search for all the top retailers in your area.



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Points of interest (POI) search

Geography
Current map extent

Search
Data source: Data Axle

Keyword

Enter a company/business name

Top retailers

Category

Code

All points

Advanced search

Saved searches

☐ All top retailers

☐ Walmart

☐ Amazon.com

☐ Costco Wholesale

☐ The Kroger Co.

☐ The Home Depot

☐ CVS Health Corporation

☐ Walgreens Boots Alliance

☐ Target

Save search Search

Set custom benchmark values

In the benchmark comparisons workflow, there is a new option to set a custom value as the benchmark. Previously, users could use mean, median, or a site as the benchmark value. Now, users can customize the benchmark values to tailor the analysis to their needs.

Run your benchmark comparisons. Set the comparison method to **Above and below benchmark**. Now you can either edit the values for the benchmark in the table or in the workflow pane.

To edit the benchmark values in the table, click **Edit** and enter the new values.

Results > Table									
Export to Excel Customize table									
		Location	2025 Total Population	2025-2030 Growth Rate: P...	2025 Total Daytime Popul...	2025 Median Household I...			
-	📍	Benchmark Mean	5000	0.23%	86,693	\$71,209			
1	📍	Androscoggin County, ME County	↑ 26.15K 114K	↓ -0.13% 0.1%	↑ 24.64K 111K	↓ -\$3.66K \$67.6K			
2	📍	Aroostook County, ME County	↓ -21.21K 66.5K	↓ -0.43% -0.2%	↓ -20.60K 66.1K	↓ -\$11.29K \$59.9K			



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To edit the benchmark values in the workflow pane, click **Customize benchmark values** and modify the values.

Benchmark comparisons

Geography

Area of interest

Maine x

Level of detail

Geographies Hexagons

Counties

Comparison method

Method

Above and below benchmark

Benchmark

Mean

Customize benchmark values

Custom: 0 of 4

Difference type

Raw values Percentage

Style

Color ramp

Reverse order

Back Save layer

Customize benchmark values

Benchmark comparisons

Benchmarks are set to the mean for each variable. You can customize individual values.

Reset customized values

2025 Total Population

87,692

2025-2030 Growth Rate: Population

0.23 %

2025 Total Daytime Population

86,693

2025 Median Household Income

71,209 \$

Done

Click **Settings** for a variable to view advanced options, including a summary of the statistics that you can reference while modifying the benchmark value.



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Customize benchmark values

Benchmark comparisons

1

Benchmarks are set to the mean for each variable. You can customize individual values.

Reset customized values

2025 Total Population

87,692

↑

↓

⚙

2025-2030 Growth Rate: Population

0.23

%

↑

↓

⚙

2025 Total Daytime Population

86,693

↑

↓

⚙

2025 Median Household Income

71,209

\$

↑

↓

⚙

Done

Advanced edit

2025 Total Population

87,692

↑

↓

Mean: 87.69K

Median: 53.95K

Standard deviation: 81.85K

Reset

Done

1		Androscoggin County, ME
2		Aroostook County, ME
3		Cumberland County, ME

< 1 > 1 - 17 of 17 rows

In-app credit estimation

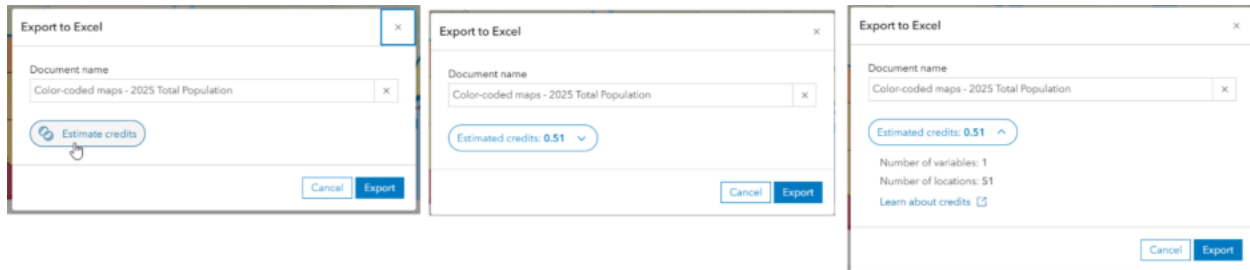
Don't let credit costs take you by surprise! Calculate credit usage before exporting analysis results, infographics, or reports. Click **Estimate credits** to perform in-app credit estimation.



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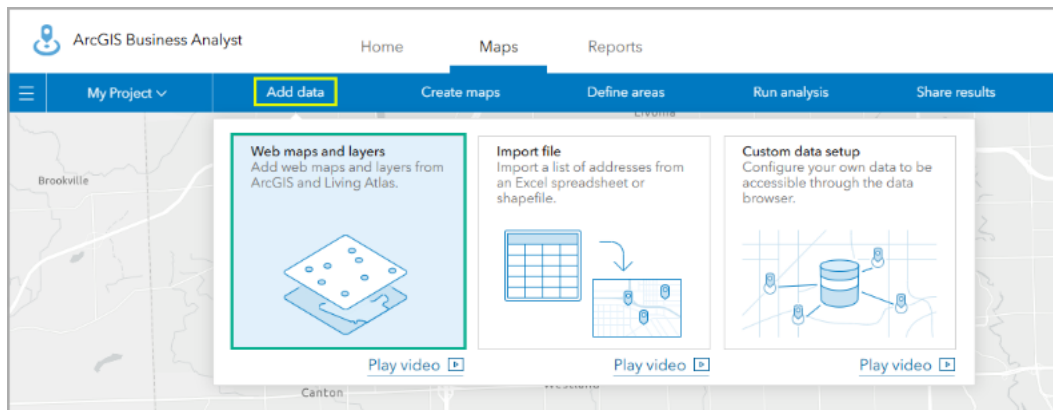
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Featured Living Atlas content

There is now featured content when you browse ArcGIS Living Atlas of the World layers in Business Analyst Web App.

Click **Add data** and select **Web maps and layers**.



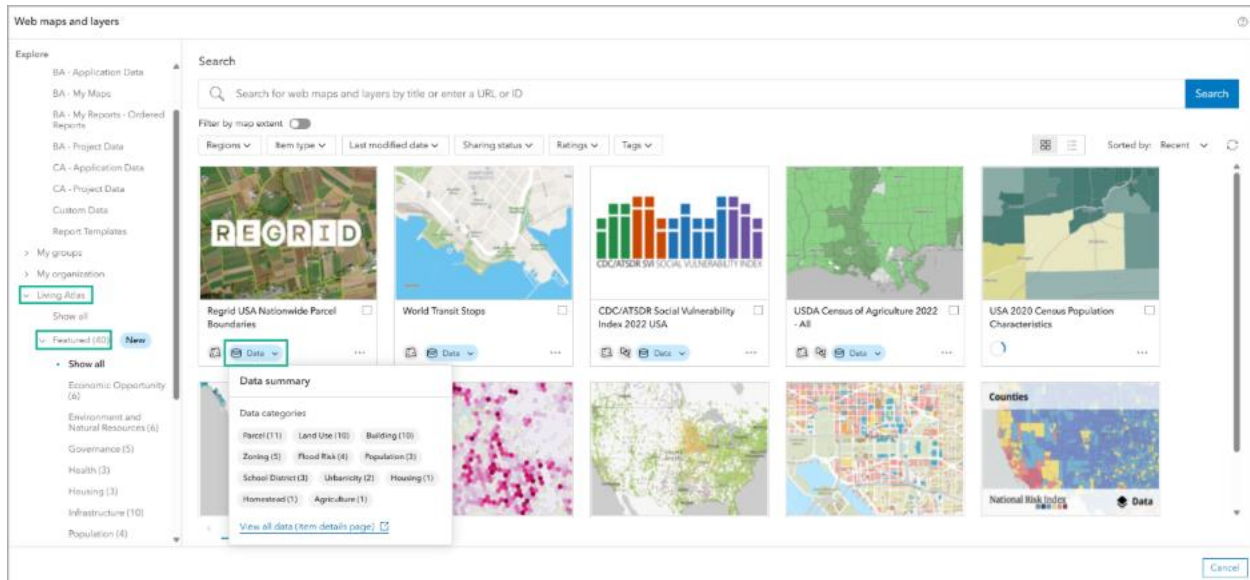
Expand the **Living Atlas** category and click **Featured**. The results are a curated collection of web maps and layers with new data summaries. Click **Data** to view a summary of the data included in that web map or layer. For more information about the included data, click **View all data (item details page)**.



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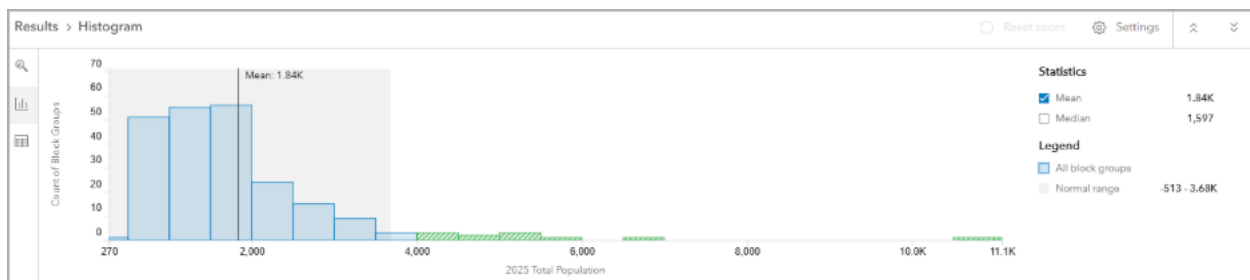
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Improved histograms

You can use the histogram in the **Results** pane to explore data visualizations in several mapping and analysis workflows. As part of the October 2025 release, the histogram has been redesigned with new options, such as making the visualization a bar chart or density chart and using IQR to calculate outliers.

For example, create a color-coded map and click the **Histogram** tab in the **Results** pane. Use the new **Statistics** section to turn on lines for the mean and median in the chart. Interpret your results using the color-coding defined in the **Legend** section.



Click the **Settings** button to modify which variable is visualized, whether you are using a bar or density chart, and select how to calculate outliers.

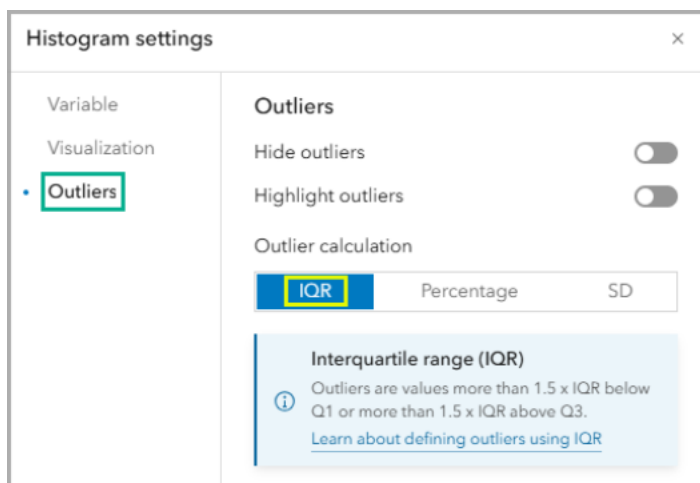
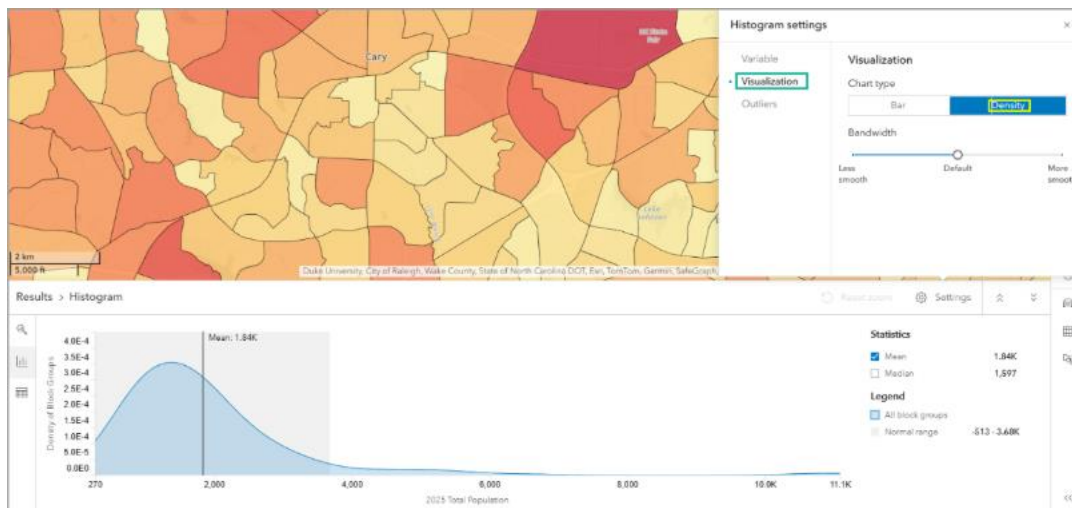


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For example, change the settings to use a density chart. Click **Settings** and **Visualization** and select the **Density** option. Now, instead of the typical bars in the histogram, the histogram uses a curved line to represent the smoothness of the data.



To calculate the outliers, you can now use IQR in addition to percentage and standard deviation. You may be familiar with IQR from the benchmark comparisons workflow. IQR (the interquartile range) measures the spread of the middle 50 percent of the data. It is the range between the 1st quartile (Q1) and 3rd quartile (Q3).

This impacts the following workflows: color-coded maps, smart map search, points of interest search, benchmark comparisons, suitability analysis, and nearby analysis.



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Updated infographics and improvements

With this release, there will be several updated Standard templates and new Gallery templates. Standard infographics are unique, presentation-ready infographic templates that you can use to share key data indicators for a variety of purposes, audiences, and industries. Gallery infographics are templates designed for specialized goals, some of which use premium data sources from global partners such as Esri Japan and Esri France. These templates are open to enhancement based on feedback.

Updated templates

The new Standard and Gallery templates for this release include:

Data source	Type	Infographics	Description
United States (Esri 2025)	Gallery infographics	Demographic Summary	This infographic template provides an overview of population facts for your site. It may be useful for gaining a broad overview of a community's demographic context.
		Housing Market Summary	This infographic template provides a comprehensive summary of the housing market. It may be useful for real estate developers analyzing market potential.
		Spending Behavior Summary	This infographic template provides a comprehensive overview of consumer spending. It may be useful for understanding a community's consumer preferences.
United States (Esri 2025)	Standard infographics	Business Key Facts	This two-page infographic template provides a comprehensive overview of business data for your site. It may be useful for economic developers performing hyper-local analysis.
Canada	Gallery infographics	Demographic Snapshot	This one-page infographic template is designed to meet the needs of the commercial real estate community.
Global	Standard infographics	Population Summary	This infographic template summarizes key data about a population. It may be useful for



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			gaining an overview of a community.
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Infographic and report improvements

There are a few infographic and report improvements included in the October 2025 release.

- Tapestry panels have been improved.
Following the launch of ArcGIS Tapestry in June, which included new infographics and the initial rollout of the Tapestry infographic panel, the upcoming release brings meaningful enhancements to this experience. A new comparison view allows users to evaluate key variables—such as population density, median household income, median home value, median age, and diversity index—across their analysis area, overlapping geographies of their choices (like states, counties, or ZIP codes), and the top Tapestry segments—all in one consolidated view. This makes it easier to understand how an area differs from or is similar to other locations and the distributions of segments within each of these geographies.
- The new report style for classic reports was introduced for the February 2025 release (2025.1). This style provides an updated design that is presentation ready and has improved readability for accessibility. It is now the default report styling when running reports from a site's pop-up menu.

Other changes

There are a few changes that are included in the October 2025 release, including support for ArcGIS Online telemetry settings, support for ArcGIS Online language preference settings, an updated flow component in mapping and analysis workflows, and updated legacy workflows.



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Support ArcGIS Online language preference setting

Business Analyst Web App now provides support for using your ArcGIS Online language preference. Click **My** preferences, expand the **General** section and click **Settings**. Use the **Use ArcGIS Online language setting** check box to turn applying your ArcGIS Online member language setting on or off.

Support ArcGIS Online telemetry setting

Business Analyst Web App is compliant with ArcGIS Online administrator settings for telemetry. If telemetry is turned off at the ArcGIS Online administrator level, telemetry is not collected for users working in Business Analyst Web App.

Updated flow component

In several mapping and analysis workflows, there is an updated flow component. Now, instead of using a window to modify style options for color-coded maps or weighting for suitability analysis, the entire workflow pane transforms into a new page.

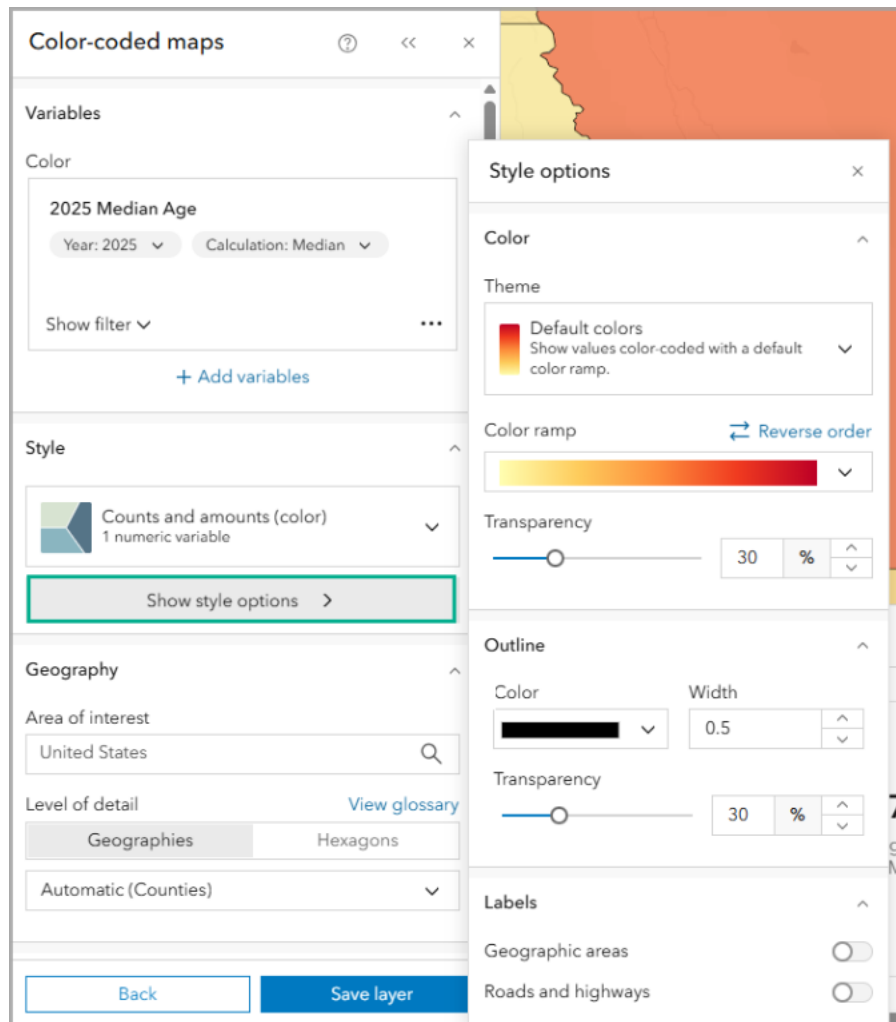
For example, make a color-coded map and click **Show style options**. Previously, the style options were in its own window:



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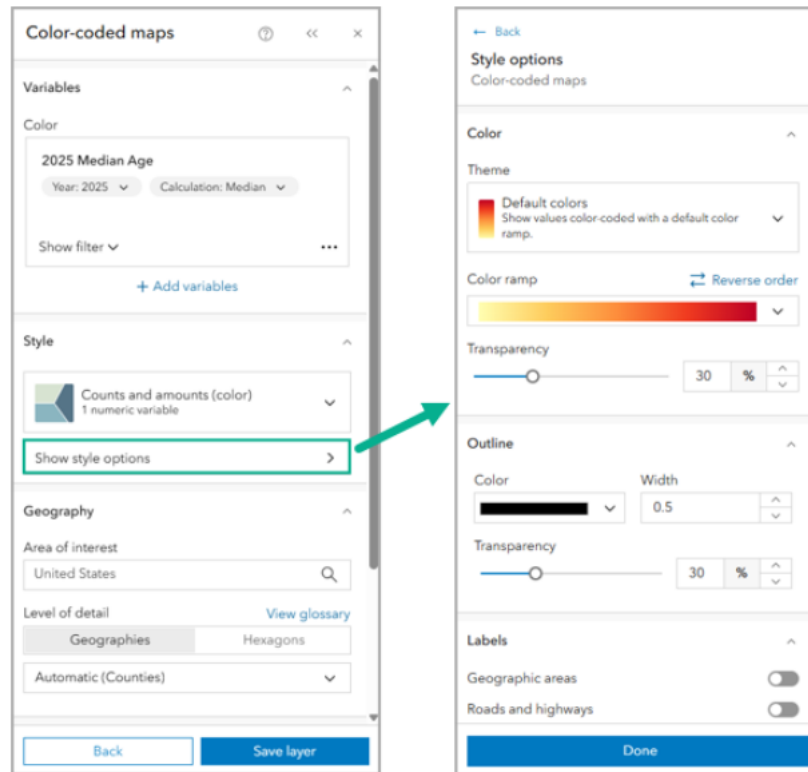
With the October 2025 release, the style options are presented in the workflow pane.



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Updated legacy workflows

Legacy workflows, like sharing to ArcGIS Dashboards or performing void analysis, have minor updates to improve the user experience. For example, these workflows no longer have “get started” pages, they include a **Close** button, the final step of the workflow has been edited for consistency, and the guided tours have been updated.

This impacts the following workflows:

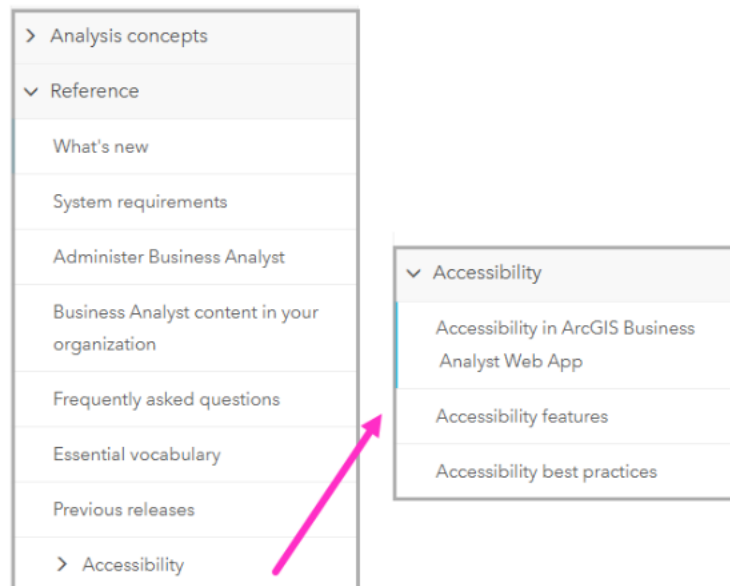
- Import file
- Custom data setup
- Find location
- Select geography
- Draw polygon
- Void analysis
- Threshold areas
- Share to ArcGIS Dashboards
- Share to ArcGIS StoryMaps

Improved accessibility

Delivering accessible software remains a top priority. The continued implementation of Calcite components leverage W3C Accessibility Standards to ensure the applications and experience is usable by a wide range of audiences.

Efforts are made to enhance the accessibility of Business Analyst with each release to better support screen readers, improved keyboard interaction, visual display, high-contrast support, and other improved accessible functionality.

For this release, there is new help documentation about accessibility, including information on built-in features and best practices for designing accessible infographics.



Updates to ArcGIS Experience Builder Business Analyst widget

The updates to ArcGIS Experience Builder Business Analyst widget include bug fixes and performance improvements.

Updates to ArcGIS Business Analyst Mobile App

The updates to ArcGIS Business Analyst Mobile App include data updates (available when using reports and infographics) as well as bug fixes and performance improvements.



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Did you know that you can use Business Analyst Mobile App in a web browser? Visit <https://mbao.arcgis.com/> and login with your ArcGIS Online or ArcGIS Enterprise credentials. This is a full implementation of the mobile app. You can use the streamlined interface for fact-finding information about your sites.

Blog article resources

- [What's coming in ArcGIS Business Analyst Web App \(October 2025\)](#)
- There are more blog articles to come on the new nearby analysis tool, the top retailers search option, and more.