Businesses and organizations are moving away from “gut feel” decisions or “we’ve always done it this way” decision making. With organizations regularly collecting vast stores of information, businesses have new tools to mine this data and complement their decision making. Tools alone don’t do the job; businesses need great problem solvers. Great Business Analysts have experience in diverse fields such as math and statistics, sociology and demography, psychology and behavior, customer advocacy and research, and/or various scientific fields to support their decision making. Add in an awareness of unintended consequences, a dash of pragmatism and an ability to learn from past success and failure and you have a perfect Business Analyst.

This talk will be about how organizations use “Location Intelligence Tools” to perform analysis and make decisions. These Location Intelligence tools (and more importantly the people using the tools!) help to answer questions associated with Where – Where do I put my next store? Where are my best customers located & where can I find more like them? Where is my competition? Where can my business be more efficient? The presentation will feature a few interactive segments to give the audience a chance to think about how to conduct Location-based analysis.