

GEOG 4230: Location Intelligence

Welcome back!

If you have any questions or concerns coming out of our extended shut-down and transition to an online format, please let me know.

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Plan for Today

1. Brief discussion on project storyboard proposals
2. Overview of modified plans going forward

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Storyboard Proposals: General Observations

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Proposal Storyboard Grades

- ▶ Number of Proposals Submitted: 7
- ▶ Mean: 75.8 (77.5% last semester)
- ▶ Highest Score (2 reports): 90.0%
- ▶ Lowest Score (1 report): 56.0%

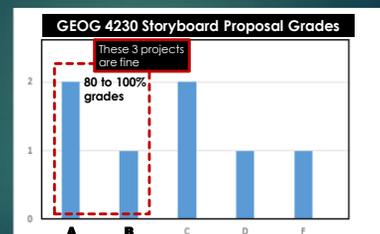
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Proposal Storyboard Grades



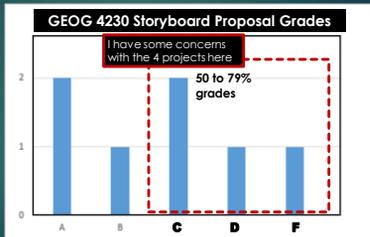
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Proposal Storyboard Grades



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Proposal Storyboard Grades



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Overall Observations

- ▶ **Good things with most proposals**
 - ▶ **Good level of understanding** of the overall project
 - ▶ **Good GIS skills discussed** (Maptitude, Business Analyst Web, ArcGIS, etc.)
 - ▶ **Good understanding of the databases available through UNT** (data sourced from the US Census via Maptitude, and from Esri via Business Analyst Web)

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Overall Observations

- ▶ **Areas for continued improvement**
 - ▶ **Some reports assumed much understanding from the reader:** reports like this have a diverse audience
 - ▶ Make sure you explain the **key terms and ideas**, at least briefly

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Overall Observations

- ▶ **Areas for continued improvement**
 - ▶ Another general comment: **integrate into your plans** the resources provided to you early in the semester
 - ▶ **Key resource:** KFC and Walmart data files provided and discussed by Josh Bova in his visit to class

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Ask yourself: did your storyboard proposal refer to the Walmart and KFC databases?

These data are available to you in our CSAM folders (and given our current situation I can email copies to you now on request).

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Overall Observations

- ▶ **Another key resource:** model storyboard proposal documents

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Ask yourself: did your storyboard proposal document have some similarity in

- structure and
- level of detail

to the model storyboard documents provided to you in our CSAM folders?



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Ask yourself: did your storyboard proposal document have some similarity in

- structure and
- level of detail

to the model storyboard documents provided to you in our CSAM folders?

Your proposal grade has been determined.

But you can still go back and:

- Give some thought to the content topics the model proposals included, and
- Ensure your final report reflects some attention to the themes that should have been covered in your proposal.

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Overall Observations

- ▶ **Areas for continued improvement**
 - ▶ Final comment: this is an opportunity to work on your **report-writing skills**
 - ▶ Some paragraphs would be best **converted to a table or chart**
 - ▶ Some paragraphs are **simply too long**; no busy manager will read it
 - ▶ There is much you could say, but **not everything is important**
 - ▶ What are the **most important** things you could include
 - ▶ Are there some **less important** things you could exclude
 - ▶ Consider how to make your report **as efficient as possible** (maximum number of key facts and ideas/page)

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I am happy to consult with you if you wish input on your grade or how to best go forward

Everyone still has a chance to do well on phase 2 of the project: the KFC final report

I am looking forward to seeing your phase 2 results

Speaking of phase 2, we need to discuss what's coming up...

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Schedule Reminders

The end of the semester is coming soon. After this week, the original schedule had only **four more items due**.

 <p>DUE THURSDAY, APRIL 9</p>	 <p>DUE THURSDAY, APRIL 16</p>	 <p>DUE TUESDAY, APRIL 21</p>	 <p>DUE TUESDAY, APRIL 21</p>
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Schedule Reminders

But now, much has changed since we last met in early March.

Deletions

<p>Still on</p>  <p>DUE THURSDAY, APRIL 9</p>	<p>Cancelled</p>  <p>DUE THURSDAY, APRIL 16</p>	<p>Still on</p>  <p>DUE TUESDAY, APRIL 21</p>	<p>Cancelled</p>  <p>DUE TUESDAY, APRIL 21</p>
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Deletions

Schedule Reminders

But now, much has changed since we last met in early March

Still on

GIS Lab 3: Real Estate/Location Allocation



DUE THURSDAY, APRIL 9

Cancelled

GIS Lab 4: Real Estate/Insurance



DUE THURSDAY, APRIL 16

Course change: I am deleting the Alteryx lab because we cannot access our CSAM lab room and the Alteryx software.

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Deletions

Schedule Reminders

But now, much has changed since we last met in early March

Still on

GIS Lab 3: Real Estate/Location Allocation



DUE THURSDAY, APRIL 9

Cancelled

GIS Lab 4: Real Estate/Insurance



DUE THURSDAY, APRIL 16

However: the remaining Maptitude-based lab can stay in our schedule – more on this in a couple of minutes.

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Deletions

Schedule Reminders

Additionally, because of the compressed schedule we now face to finish the class, I am also making a change with the **KFC project**.

Course change: I am also eliminating the presentation component of the project. There is now no presentation requirement whatsoever, just a final project report.

KFC Project: Final Presentation File



DUE TUESDAY, APRIL 21

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Schedule Reminders

Also, related to the one GIS Lab that is still on our schedule...

Still on

GIS Lab 3: Real Estate/Location Allocation



DUE THURSDAY, APRIL 9

(1) Don't forget: your final course grade will use the top three GIS Lab grades from the semester. When I have your first three GIS labs graded, you may not need to complete the remaining GIS Lab for credit.

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Schedule Reminders

Also, related to the one GIS lab that is still on our schedule...

This will also give you the software resource you need to finish the KFC project and not need to access UNT computer lab resources.

But there is a question for you: do you have a reasonably current PC for running Maptitude?

(2) We still have an issue with software access for this remaining lab: but the good news is that the publisher of Maptitude is willing to send one-year licenses to you so you can **install Maptitude on a computer of your own**

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Instructions to get Maptitude

To get your free copy of Maptitude you need to:

1. Complete the software request form <https://www.caliper.com/maptitude-free-mapping-software.html> -- be sure to paste this text under Comments: "Re: (Case CC276457) immediate need for Maptitude licenses for business GIS student use" – this will fast-track your request
2. Watch for an email with download instructions from Caliper.
3. Note the license code they send and follow the link from Caliper to download the software
4. Be aware: this is a BIG download. Depending on your internet speed, it could be an hour or two.
5. Contact Armando Scatise (armando@caliper.com) if you have trouble with any of this.

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1. Complete the software request form <https://www.caliper.com/mapitude-free-mapping-software-trial/> -- be sure to paste this text under Comments: "Re: (Case CC276457) immediate need for Maptitude licenses for business GIS student use" -- this will fast-track your request
2. Watch for a confirmation email from Caliper
3. Note the license activation instructions and the software
4. Be aware: it may take up to 2 weeks to receive your license or two.
5. Contact Armando Scallise (armando@caliper.com) if you have trouble with any of this.

Does this work for you? If not, can you partner with someone from class who can do this?

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If we are good with this revision, here are the next few weeks with all adjustments in place

Week 9 (this week): Real Estate class discussion

100 WEEKS
 Week 9 (Mar 24, 20)
The Real Estate Domain: Location and the Identification of Business Opportunity
 (Chorus and Murray 2009) Chapter 7: Location Analysis (Chorus and Murray 2009) Chapter 4: "Place and Strategic Analysis". See all week 9 resources on the syllabus and handout page.
Final 1. Classmate Question Set Due This Week (Thursday)
 • Map and locate market analysis "What is your market analysis?"
 Remote Contact Class Discussion Via Zoom

Week 10: last GIS lab of 4 total (take top 3)

GIS LAB (3) WORK: REAL ESTATE LOCATION ANALYSIS
 Week 10 (Mar 31, Apr 2)
GIS Lab 3: Real Estate Location Analysis
 Following the week:
 • Beginning of class: Mapping Up Week 9 Discussion
 • Handout and practice: remote market analysis in San Francisco, California
 • Software Project: color mapstyle
 • Spatial Data: Facility Location Functions in a Real Estate Context
 Remote Lab Work Using Free Maptitude Download
 Remote Contact Class Discussion Via Zoom

As of March 24, our COVID lab is closed. The publisher of Maptitude is providing free licenses for students in the class to finish Lab 4 and the APJ project for their final GIS classmate.

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If we are good with this revision, here are the next few weeks with all adjustments in place

Week 11: Catch-Up Work Week (Lab, Project)

100 WEEKS
 Week 11 (Apr 7, 8)
Lab, Project, and Class Discussion Catch-Up Week
 No meeting for this week.
GIS Lab 4: Real Estate Location Analysis (Due This Week, Thursday)
 • Lab, Project, and Consultation Time
 Remote Lab 4 Project Work Using Free Maptitude Download
 Remote Contact Class Discussion Via Zoom

Week 12: Half Healthcare Discussion, Half Project Focus

100 WEEKS
 Week 12 (Apr 14, 16)
The Healthcare Domain: Spatial Analysis of Health Needs and Real Estate Services
 (Lynch and Howard 2017) Chapter 9: "Public Health"
 Lynch et al. (2005) Chapter 66: "Health and Health Care Applications"
 • Spatial epidemiology and the incidence of disease
 • Health care system planning in a spatial context
 • How some health-related projects work may not be possible this week, due to be provided in class in March
 Remote Contact Class Discussion Via Zoom

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If we are good with this revision, here are the next few weeks with all adjustments in place

Week 13: Last Class Discussion (Business Location Analytics)

PART 4 – COURSE WRAP-UP: FINAL CONCEPTS AND PROJECT PRESENTATIONS
 Week 13 (Apr 21, 23)
GIS and Business Location Analytics
 Lynch et al. (2007) Chapter 51: "GIS in Business and Decision Making". See all week 13 resources on the syllabus and handout page.
 • Overall discussion of class with GIS applications in business location, delivery in commercial sale, (Chorus) GIS work
 • Remote project work discussion time
Final Report Due This Week
 • GIS Practice this week, project grade to you
 • An optional section of your final report (optional) where you can present your final project presentation. **presentation due for your final report submission**
 Remote Contact Class Discussion Via Zoom

Week 14: Course Summary, Final Report Grades, and Project Awards

PART 5 – COURSE SUMMARY
 Week 14 (Apr 28, 30)
Summary and Synthesis
 No meeting for week.
Location Intelligence: Business GIS
 • Summary and Synthesis of this course concepts and objectives
 • Overview of projects and presentations of final project awards
 Remote Contact Class Discussion Via Zoom

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If we are good with this revision, here are the next few weeks with all adjustments in place

So if there are no big objections to this overall plan, I will publish this to our Canvas page and our course website

Revised Version – FINAL Adjustment to our Schedule Due to UNT Campus Shutdown
GEOG 4230 LOCATION INTELLIGENCE: BUSINESS GIS
 Why should you take this course?
 This course is designed to provide students with a comprehensive understanding of the spatial aspects of business operations. It covers topics such as site selection, market analysis, and the impact of geographic information systems (GIS) on business decision-making. The course is highly practical, with a focus on applying GIS tools and techniques to real-world business scenarios. Students will gain valuable insights into how location intelligence can be used to optimize business performance and drive growth.
 Prerequisites: GEOS 3300, GEOS 3301, and GEOS 3302.
 Contact: Armando Scallise, Instructor
 Office Hours: Thu, 11:00 AM - 1:00 PM
 Email: armando@caliper.com
 Website: www.caliper.com

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Our next step is to get started with our next feature discussion topic

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