September 2024



ArcGIS Business Analyst Report DIY https://arcg.is/1jKyn01

Dat Nguyen & Steve Oliver

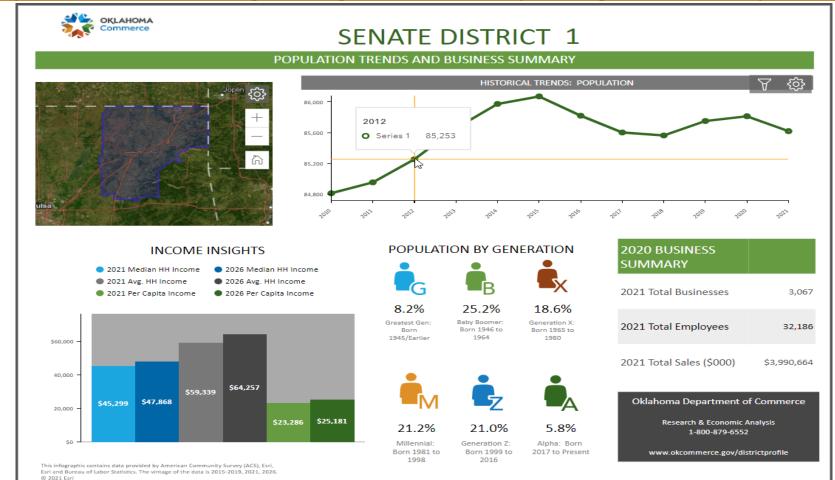




Legislative District Profiles

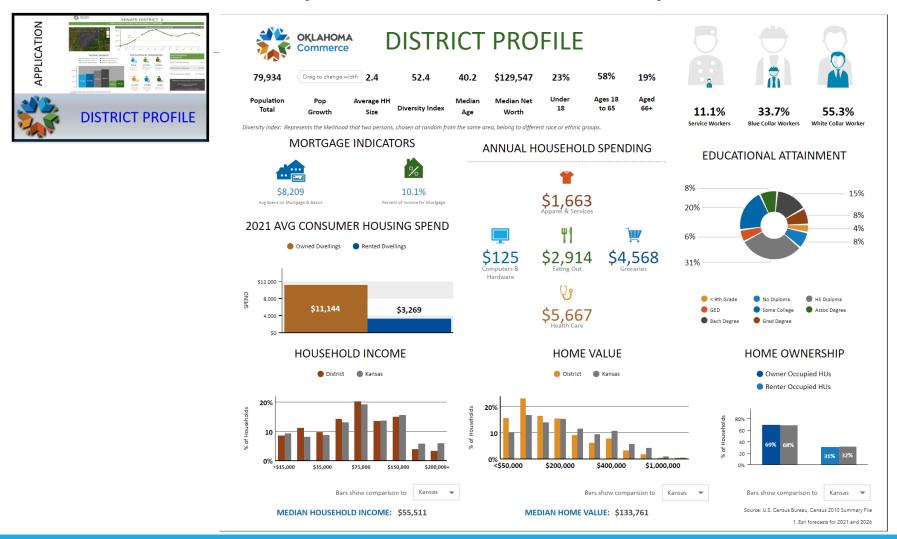
https://www.okcommerce.gov/doing-business/data-reports/legislative-district-profiles/

Commerce





Business Analyst DIY - Mission Impossible?





ArcGIS Online Business Analyst Cost -1

https://www.esri.com/en-us/arcgis/products/arcgis-businessanalyst/buy?srsltid=AfmBOoqKIfNFBOsOO3Jso6FS1kJ5b34aN-iFPueaDIUYZ-etXSuogU0n

ArcGIS Business A	Analyst	Overview	Data and Infographics	Applications 👻	Resources	Downloads	Free Trial	Sign In	Pricing
٩	ArcGIS Business Analy	/st Standard E	undle		Qty	- 1 +	\$	51,100/yr	
	 Market intelligence in the Create beautiful maps and A streamlined experience 	d professional rep					Add	to cart	
	View description 🗸 Com	npare 🥥							



Creator user type

analysis.

6,000 credits-These credits allow you to create stunning reports and

Note: This bundle does not include downloadable data

beautiful infographics, access and use Esri Data, and run demographic

Esri Demographics alongside their own data and interpret the results in a spatial context, run market analysis, and generate beautiful maps. Then, users present their findings with custom reports, stunning infographics, and mapbased stories that showcase their analysis.

The ArcGIS Business Analyst Advanced Bundle includes everything in the Standard Bundle plus additional spatial analysis tools, including drive time.



ArcGIS Online Business Analyst Cost -2

https://doc.arcgis.com/en/business-analyst/web/about.htm#ESRI_SECTION1_E79EF4AB549E4E9E9A27B03BF1FE65DB

Create drive times or walk times	In Find location, Import file, Web maps and layers, Setup layer workflows.	0.5 credits per drive time or walk time. For example, to create a 5-minute and 10-minute drive time around 10 points, the result is $(0.5*2)*10 = 10$ credits used.
Comparison reports	Export to Excel.	10 credits per 1,000 attributes (data variables multiplied by total feature records-that is, 10 variables * 10 sites * 3 study areas = 300 attributes).
	Run comparison reports.	10 credits per 1,000 GeoEnrichment requests.
	Export to Excel or save as layer.	10 credits per 1,000 attributes (data variables multiplied by total feature records-that is, 10 variables * 10 sites * 3 study areas = 300 attributes).
Suitability analysis	Point layer options: Walk time and drive time calculation for the distance to the nearest point.	0.5 credits per 1,000 input origin and destination pairs.
	View, pan, and zoom using standard geographies or hexagons.	10 credits per 1,000 map requests (view, pan, and zoom) using standard geographies or hexagons.
	Export to PDF.	10 credits.



(hi

ArcGIS Online Business Analyst Cost - 3

https://doc.arcgis.com/en/business-analyst/web/about.htm#ESRI_SECTION1_E79EF4AB549E4E9E9A27B03BF1FE65DB

								2024 BUSINESS SUMMARY					
								Senate District		Senator Name	2024 Total Businesses	2024 Total Employees	2024 Total Sales
								1	1	Eddy Dempsey	3,396	37,721	4,812,303,285
A	В		С				D	1	2	Jim Olsen	2,419	25,532	4,559,582,686
1 ZipSite	2024TotalEmployees	2024	TotalBus	ines	ses		2024TotalSales	3	3	Rick West	3,773	34,439	4,232,281,156
2 73660	83				15		\$5,405,432	4	4	Bob Ed Culver	3,154	28,981	3,071,827,357
3 74352	1,167				172		\$116,569,052	-	5	Josh West	3,094	31,323	5,005,272,279
4 74534	8				1		\$111,043	- (6	Rusty Cornwell	3,192	33,252	4,327,077,455
5 74820	17,954				1,550		\$2,705,219,188						
6 74878	216				37		\$9,649,592	-		Ok	lahoma Department of Com	imerce	
7 74106 8 74540	5,258				438		\$614,944,771	-			Research & Economic Analy 1-800-879-6552	rsis	
8 74540 9 74942	G	Н	1	J	К		1			https:/	/www.okcommerce.gov/dist	rictprofile	
10 73762				1	N.		-						
11 73746	Zip Code												
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16 73032									-				
17 74563													
18 73071	20,205				909		\$1,741,008,276						
19 73132	11,273				1,006		\$1,689,344,795						



ArcGIS Online Business Analyst Cost - 4

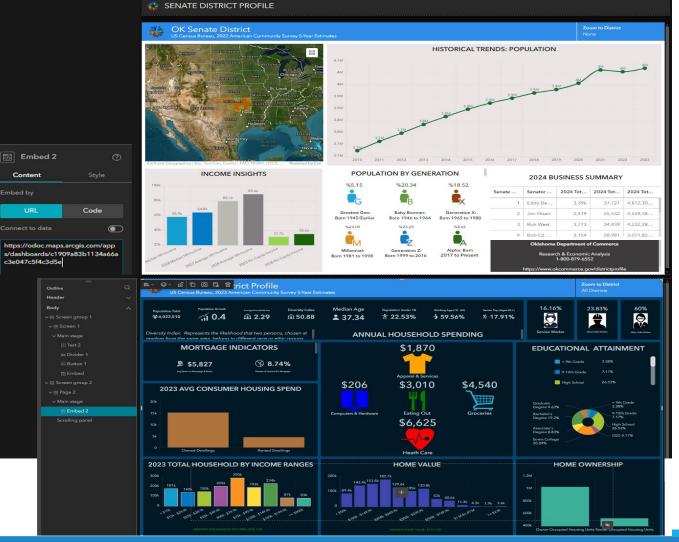
https://www.esri.com/en-us/arcgis/products/credits/usage#accordion-1-7





Demographic Profile: Experience Builder + Dashboard (3 are done)





Demographic Profile: Database is the key! (1) https://openai.com/chatgpt/



1. Online Business Directories

Websites like Yelp, Google Maps, and Yellow Pages can be used to search for businesses by ZIP code. You can:

- Search in Bulk: Some directories allow you to search for businesses in bulk by entering a ZIP code and then reviewing the number of results.
- Use Advanced Search: Some platforms offer advanced search features where you can filter results by ZIP code.

2. Government Databases

Local or national government databases can provide comprehensive business data:

- US Census Bureau: The Census Bureau provides business data through various reports, such as the Economic Census.
- Small Business Administration (SBA): The SBA sometimes provides data and resources about businesses by region.

3. Commercial Data Providers

Companies like Dun & Bradstreet, InfoGroup, and Hoovers offer business databases and can provide detailed information by ZIP code:

- Purchase Reports: These services often sell detailed business lists by ZIP code.
- Custom Queries: Some services allow you to run custom queries to find businesses in specific ZIP codes.

4. Local Chamber of Commerce

Local chambers often maintain databases of businesses in their area:

- Contact Chambers: Reach out to the chamber of commerce in the ZIP code area for business information.
- Online Resources: Check their websites; s \downarrow s chambers have business directories available

Demographic Profile: Database is the key! (2) Census vs Lightcast

https://cbb.census.gov/cbb/#view=map&industries=00&clusterName=Custom+Industries&geoType=state&dataVariable=179&dashboardVars=15-17-33-64¢erX=-10802692¢erY=4568679&level=4&theme=default&dynHeader=Custom+Region

Census Business Builder has business database to County level only Lightcast has too many job categories for summarize

Census Business Builder Custom Industries r::: 📣 Lightcast Reports ~ Support ~ Groups ~ All Sectors Search for a location Home > Occupation > Occupation Table \odot \times STATE COUNTY CITY/TOWN ZIP CODE METRO TRACT Start Over Occupation Table All Occupations Advanced All Occupations in 751 Oklahoma ZIPs No limit. Showing all available. Limit by Occupation... 5-Digit -+ Create Group ▼ Filter ▼ Keep Jump To 👻 SOC ^ Description 751 ZIPs Advanced • Clear • Save A vian, OK (in Sequoyan county) (74962) 11-1011 Chief Executives Watson, OK (in McCurtain county) (74... 11-1021 General and Operations Managers Watts, OK (in Adair county) (74964) ✗ Westville, OK (in Adair county) (74965) 11-1031 Legislators Wister, OK (in Le Flore county) (74966)

Demographic Profile: Database is the key! (3)





How are the percentages of White Collar, Blue Collar, and Services employment categories defined and calculated?

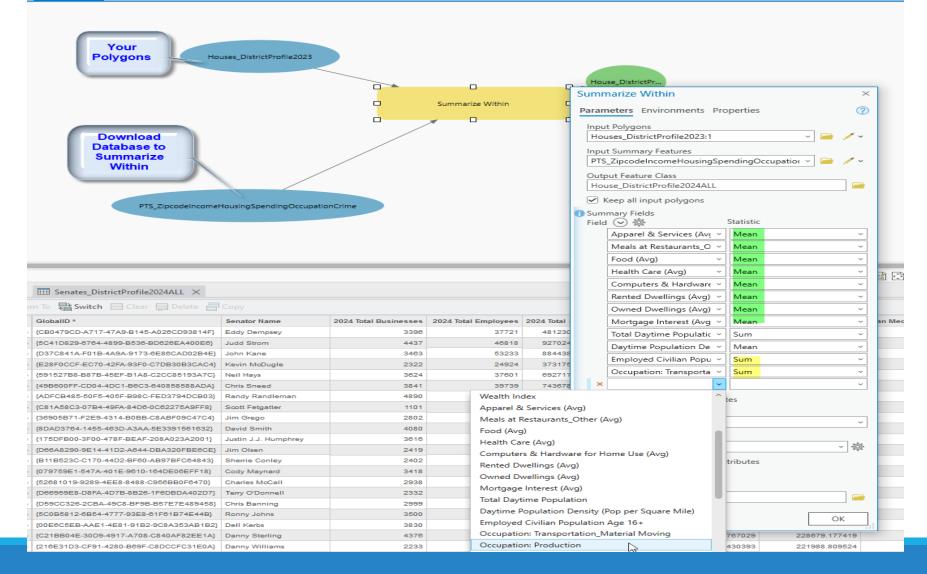
Esri current-year occupation distribution covers 22 broad occupations. The following occupations are divided into three categories: White Collar, Services, and Blue Collar. Each of the three employment classifications is expressed as a percentage of the Employed Civilian Population Age 16+.

11	.1%	33.7%	55.3%		White Collar		
					Management/Business/Financial		
Service	e Workers	Blue Collar Workers	White Collar Worker		MANAGEMENT OCCUPATIONS, INCLUDING F	ARMERS A	ND FARM MANAGERS
					BUSINESS AND FINANCIAL OPERATIONS OCC	UPATIONS	5
					Professional		
Calcu	late Field						
Calcu	liate Fielu						
0	This tool modifie	s the Input Table					
Paran	neters Environr	nents Properties	Services			1	
				LIDD	ORT OCCUPATIONS		
	it Table	20224411		2000/10/10/00			UPATIONS
Sen	nates_DistrictProfil	le2024ALL			E OCCUPATIONS		DNS
Field	d Name (Existing o	or New)			N AND SERVING RELATED OCCUPATIONS		
Sen	vice Worker		BUILDING AND	GRC	DUNDS CLEANING AND MAINTENANCE OCCUPATIONS		
	ession Type		PERSONAL CAR	RE AN	ND SERVICE OCCUPATIONS		
Pyt			Blue Collar				
Руп	non						
Expr	ression						
Fiel	ds			T	Helpers		
		(C. A.I. 1.1. 1. C			•		IS
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		ales and Sales Related			.capitalize()		
		ersonal Care_Service			.center()		
		uilding_Grounds Cleaning_Mainte	nance		.conjugate()		
		ood Preparation_Serving Related			.count()		
	im Occupation: Pr				.decode()		
		ealthcare Support			.denominator()		
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Ins	sert Values			•	* / + - =		5
Sen	viceWorker =						
					um_Occupation <mark>Food_Preparation_Serving</mark> _Related!+!		
s	sum_Occupation	Building_Grounds_Cleaning	_Maintenance!+!sum_Occupation_	Per	rsonal_Care_Service!		5



Using Model for getting needed numbers (re-used later by next year.)

📑 Model 🗵



ArcGIS Dashboard: Nuts and Bolts -1



Fun playing with dashboard more often to learn more. Send me an email if you have any specific questions to <u>dat.nguyen@okcommerce.gov</u> Icons – Adobe Photoshop

SVG – SVG Code Editor <u>https://editsvgcode.com/</u>

Indicator						Zoom to District None
Data	< Select an icon				ORICAL TRENDS: P	454 454
Indicator	Solutions	~	2.060	14	3.9M 3.9M 3.9M	N 394 380
General	Points of interest	~				
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	Miscellaneous	~			%18.52 Senate	Senator 2024 Tot 2024 Tot 2024 Tot 1 Eddy De 3,396 37,721 4,812,30 2 Jim Olsen 2,419 25,532 4,559,58
	Custom	^	Apparel & S	ervices	548.65	A Dim Classific and the second s
	SVG code				Alpha: Born 17 to Present	Research & Economic Analysis 1-800-879-6552 https://www.okcommerce.gov/districtprofile
	<svg <br="" id="Layer_1" version="1.1">xmlns="http://www.w3.org/2000/svg"</svg>		copy/paste the svg c	ode here	ци (18-64) Senior Pop (Аден 63+ 2.56% № 17.91%	Zoom to District All Districts 16.16% 23.83% 60% Image: Construction of the second s
	Use a custom icon, logo, or image by entering an SVG her	e.			PENDING	Service Worker Burkerware Beneficial Anti- EDUCATIONAL ATTAINMENT
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ArcGIS Dashboard: Nuts and Bolts -2

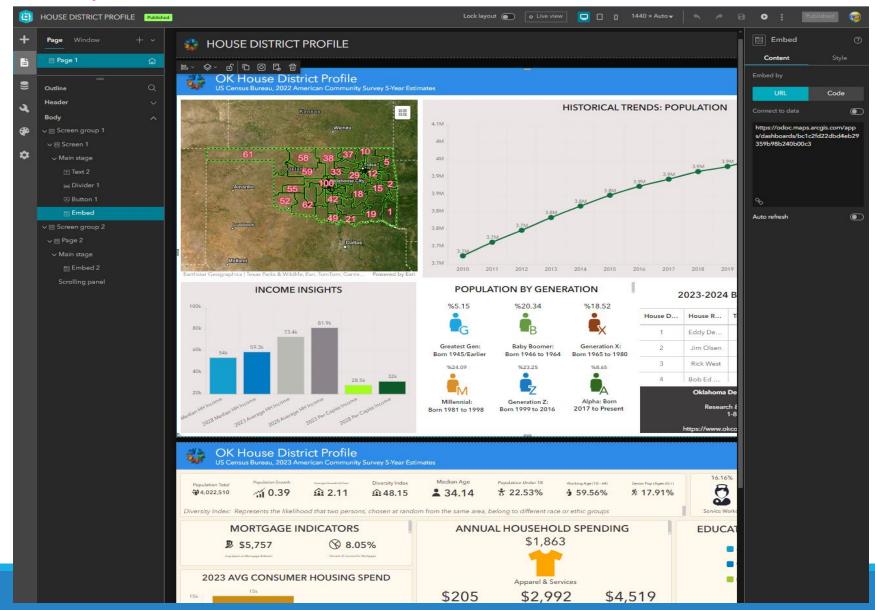


- Other application has duplicate, but COPY Dashboard new#id =
- ArcGIS Online Assistant Switching Basemap https://odoc.maps.arcgis.com/apps/mapviewer/index.html?webmap=a96104debcc748fd90488ae7988a2b93
- NotePad++ for replacing map ids

	ArcGIS Online Assistant Search My Content Q - I want to	
Oklahoma Commerce - https	//ODOC.maps.arcgis.com/	
Current User: Dat Nguyen (dat.nguyen)	tBEIP.json ⊠ 💾 NMTCpopup-v2.html 🗵 🔚 TornadoesPATH.html 🗵 🔚 CountyProfileDashboardCODE.json 🗵 💾 ADDRESS_TXT_File 🗵 🚺	DistrtricstP
Root	"sourceN Replace > "targetN ************************************	×
Apps	i i i <td></td>	
	<pre>}, { "targetId": "fe035acc-674b-443c-ae8a-e8b7c79d35a2#main", "by": "whereClause", "requiresSelection": false, "fieldMap": [{</pre>	

Business Analyst Report = Experience Builder + Dashboards





Business Analyst Report DIY – 2nd Method = Just ArcGIS Pro Layout

- 1. Copy Esri Business Analyst image
- 2. Edit to remove Texts
- 3. Insert to Layout as background image
- 4. Populated dynamic attributes texts based on your database (layers)
- 5. Don't forget to credits Esri for their design, and all database sources.





OTC has the database!



How Tax Commission collecting business database?

All data collected by the Oklahoma Tax Commission is voluntarily given and is protected by IRS Guidelines



How Tax Commission collecting business database?

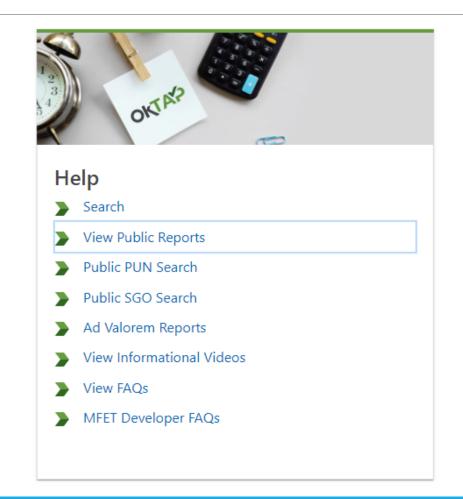
Sales Tax: City and County and Use Tax: City and County, are publicly available on the Oklahoma Tax Commission website under Reports. This is available for the previous month.

The Sales Tax: City and County and Use Tax: City and County, can be obtained from the Oklahoma Tax Commission from the following sights

https://oktap.tax.ok.gov/oktap/web/ /



How Tax Commission collecting business database?



How Tax Commission collecting business database?



Reports

Reports Available to the Public

- County Taxes and Licenses
 Daily Report of Taxes Collected
- Deposit Letters
- Ledger Reports
- .
- Tax by NAICS Report
- Grant Organizations Report
- Rural Electric by Co-Op
- Quality Jobs Incentive Rebates
- Rural Electric to Schools
- PUN Filing History
- Gross Production Company Lookup
- School Apportionment By County
- School Apportionment By District 2
- School Apportionment By District
- State Entity Apportionment Letters
- Income Tax Credit Summary Report
- Taxes and Licenses County Distribution
- Year-To-Date Gas Excise
- Year-To-Date 911 Fee
- ➡ Year-To-Date Prepaid Wireless Fee
- Year-To-Date Tobacco/Cigarette Tax
- Archived Data

- County Taxes and Licenses Daily Report of Taxes Collected Deposit Letter Reports Ledger Reports Tax by NAICS Report Grant Organizations Report (EIGO/SGO/PSF/PSD) Rural Electric Apportionment to Schools by Co-Op Quality Jobs Incentive Rebates Rural Electric Apportionment to Schools by School PUN Filing History Listing of Gross Production Companies by Bond Types and Account Status School Apportionment By County With Year-To-Date School Apportionment By District 2 School Apportionment By District State Entity Apportionment Letters Income Tax Credit Summary Report County Taxes and Licenses Distributed to Counties Year-To-Date Gas Excise
- Year-To-Date 911 Fee
- Year-To-Date Prepaid Wireless Fee
- Year-To-Date Tobacco/Cigarette Tax
- View Archived Reports Reports older than 3 years



How Tax Commission collecting business database?

okta?					0
Public Reports					
	enses Apportioned to Co	unties			
 Results include 	and month, and click 'Search'. all counties. To display a single county,	enter the county COPO.			
 The past 3 year 	rs of data is available for searching, For o	data older than 3 years view Archived	Data.		
Year	2024				
Month	08. August	~			
Entity	1188 - Cherokee County	~			
				Search	
					Export =
les Tax Type		Tax ID		Tax Title	Total
erokee County					
AAT		6314		Alcoholic Beverage Tax For Cities & Towns	19,007.51
GPP		CBRIF		Gross Production Oil - CBRIF	23,881.87
MFD		1012		Diesel Fuel Excise Tax	33,671.16
MFD		CBRIF		Diesel Fuel Excise Tax - CBRIF	3,501.09
MFG		0112		Gasoline Excise Tax	96,114.26
MFG		CBRIF		Gasoline Excise Tax - CBRIF	7,025.12
MFS		0412		Special Fuel Tax	10.59
MFS		CBRIF		Special Fuel Tax - CBRIF	0.90
MVC		CRF		Motor Vehicle Collections County Road Fund	20,312.62
MVC		сост		Motor Vehicle Collections For Cities & Towns	11,704.96
MVC		cocg		Mator Vehicle Collections For County Govt	6,736.44
MVC		COR		Motor Vehicle Collections For Roads	56,781.22
MVC		CIRB		Motor Vehicle Collections For Roads - HB2892	39,787.33
MVC		CRIR		Motor Vehicle Collections For Roads CRIRF	29,092.48
					347,627.55

Data is updated each business day



How Tax Commission collecting business database?

A	В	с	D	E	F
AA	-	6314	Alcoholic Beverage Tax For Cities & Towns	19,007.51	
GF	P	CBRIF	Gross Production Oil - CBRIF	23,881.87	
MF	D	1012	Diesel Fuel Excise Tax	33,671.16	
MF	D	CBRIF	Diesel Fuel Excise Tax - CBRIF	3,501.09	
MF	G	112	Gasoline Excise Tax	96,114.26	
MF	G	CBRIF	Gasoline Excise Tax - CBRIF	7,025.12	
MF	S	412	Special Fuel Tax	10.59	
MF	S	CBRIF	Special Fuel Tax - CBRIF	0.9	
M٧	/C	CRF	Motor Vehicle Collections County Road Fund	20,312.62	
M۷	/C	COCT	Motor Vehicle Collections For Cities & Towns	11,704.96	
M۷	/C	COCG	Motor Vehicle Collections For County Govt	6,736.44	
M۷	/C	COR	Motor Vehicle Collections For Roads	56,781.22	
M۷	/C	CIRB	Motor Vehicle Collections For Roads - HB2892	39,787.33	
M٧	/C	CRIR	Motor Vehicle Collections For Roads CRIRF	29,092.48	

Thank you! Q & A

Dat Nguyen | Research Specialist

Oklahoma Department of Commerce – Research & Economic Analysis Services 900 N Stiles, Oklahoma City, OK 73104 Office: 405-815-5121, Cell: 832-692-9935, Fax: 405-815-5109





Steve Oliver

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Oklahoma Tax Commission | OKC, OK | 73194

