GEOBUIZ Summit
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Business Analytics

- What are the new directions in geospatial activities?

- What are the opportunities?

- What are the drivers for process improvement?

- What is the path forward?

Sources for a Path Forward

- Are the right questions asked?
- What are the data points that inform and guide the path to success?
  - Source information
  - Are there data holes?

Predictive Modeling vs. Empirical Research

- Predictive modeling
  - Quantitative approach (a deductive method)
    - Numbers and values provide results
  - Empirical research (an inductive method)
    - Observational
    - Interpretive

Business Analytics Drivers

- What are you trying to measure?

- What objective are you seeking to achieve?

- Do you have a baseline with which to compare results?

A Case Study – New or Deleted Housing

- What is the likelihood of new housing being built?

- What is the likelihood that existing housing is demolished?

- Where are these activities occurring within a census block?

Background

- Why determine if there is new or demolished housing?

  - Reduce in-field address canvassing in the 2020 Census

- Why is it important to know where new or demolished addresses occur?

What factors to consider to determine likelihood of a new house

- To help determine if canvassing may be required

- How many housing units were added or deleted in the last census?

- Using those results, what is the likelihood of new adds or deletes today?