## USING THE COMPARISON INFOGRAPHICS TOOL IN BUSINESS ANALYST

From the maps tab of Business Analyst, add the sites or geographies you are interested in viewing. You can do this by typing an address in the search bar in the top right corner of the map, dropping a pin, or by using the define areas tab to draw a polygon or select a geography. If you have a shapefile for a specific location, or have a web map or web layer from ArcGIS Online, you can add them to the map from the "Add Data" tab.
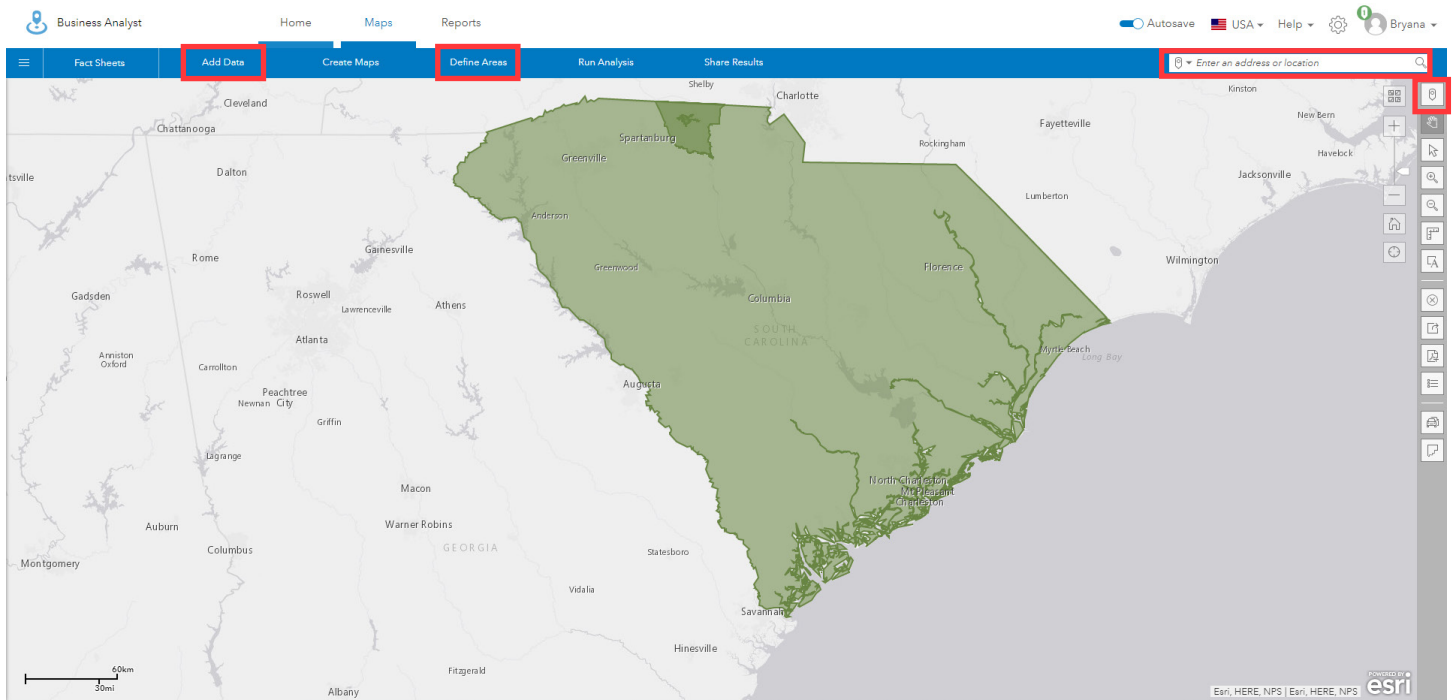

Once the geographies you are interested in are placed on the map, click the "Reports" tab at the top of the screen. Then click "Run Infographics". This will bring you to a landing page with a list of infographics templates on the left side of the screen.

Your geographies may have been added automatically, but if not, click the add sites button at the top left of the screen. A pop up box will open allowing you to check the sites you need.
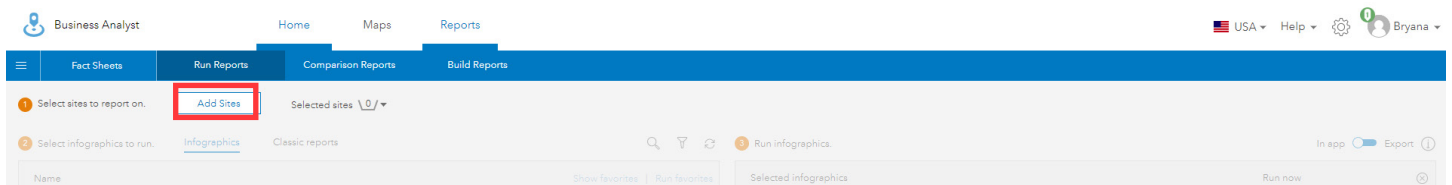
You can select geographies from four different menus, Recent, Currently on map, From projects, or Neighboring geographies. Use the check box next to the geography name to add it. Then click "Apply".
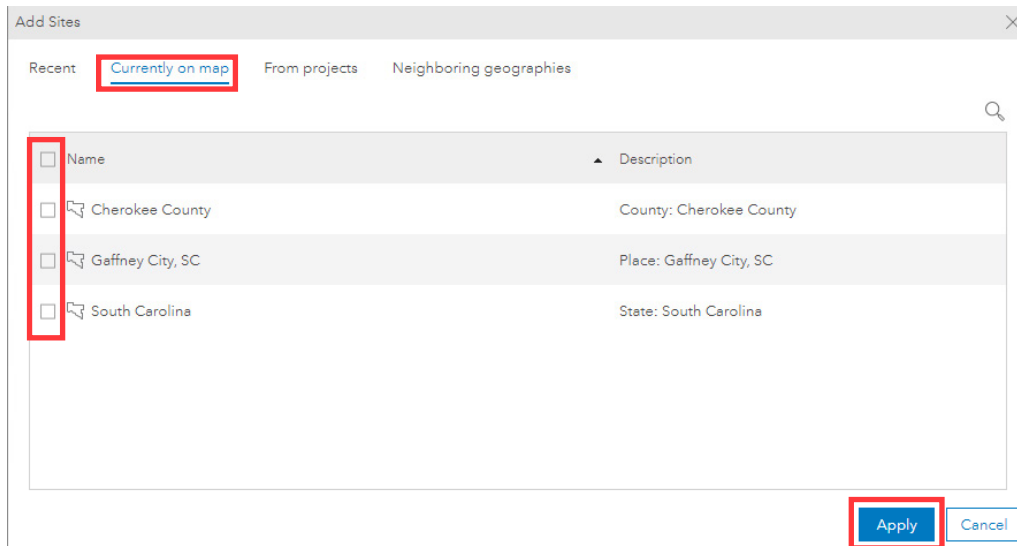
Once geographies are selected, the left side of the screen will appear, allowing you to select the infographic template you want to use. There are three types of templates to choose from:

- My infographics: These are infographics you have created or customized
- Shared infographics: These are infographics that have been shared with you by members of your organization
- Standard infographics: These are ESRI's standard infographic templates. These are usually generic but can be customized in the Build Infographics Tool

To preview any of the infographics, hover over the magnifying glass icon to the right of the title.
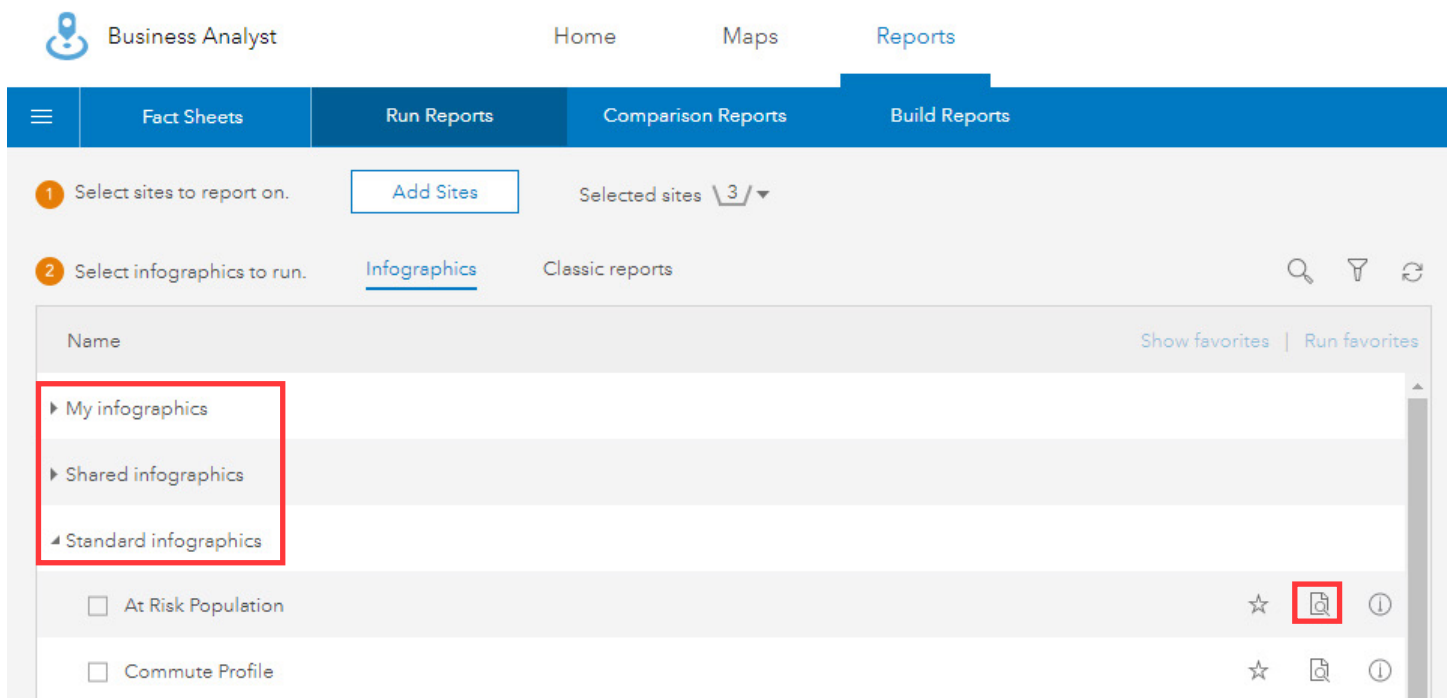
With a report selected, the right side of the screen is no longer grayed out. The bar chart icon next to each geography you have selected indicates you are running infographics in this pane.

Be sure that the blue slider in the top tight of the screen is pushed to the left to select "In app" and you will see an option for "Run side-by-side for all". Click the link to view the infographics for all of your geographies, side-by-side in one view.
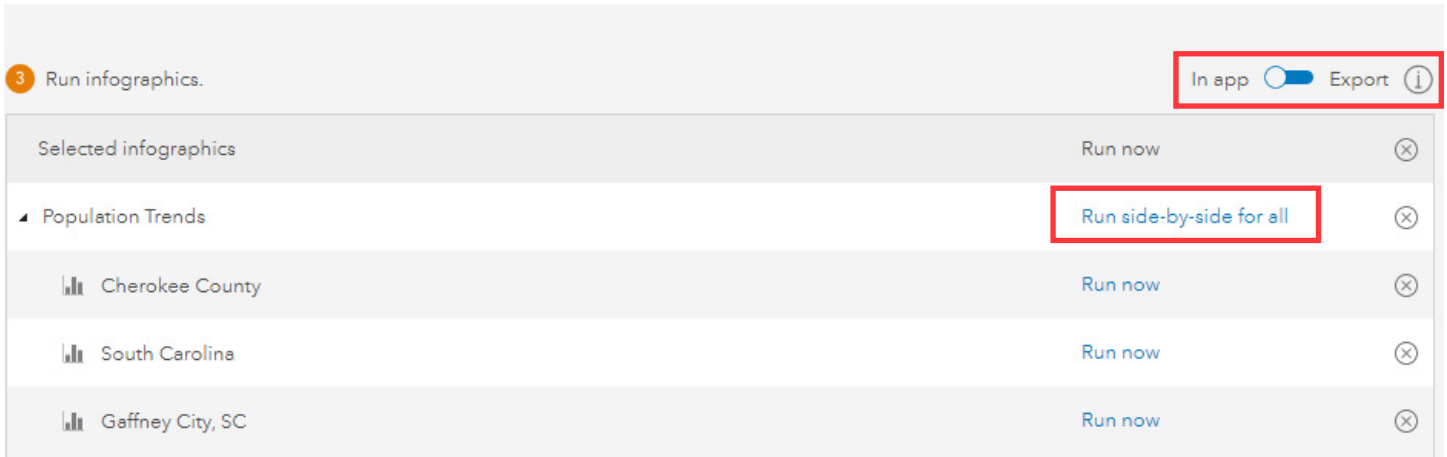

Starting at the top left of the screen in the blue toolbar, you can see the name of the infographic template you selected. By clicking the drop down arrow you can change the template to any of the ones that were on the previous screen.

In the center of the toolbar, you can click the pencil icon to change the view to a single geography infographic.

Next to that it says Side-by-side comparison. The drop down menu here will allow you to add, remove, or rearrange the geographies in the view, as well as turn the side-by-side comparison off. You can add up to ten sites to view side-by-side.

In the top right corner there are options to change the scale, edit, export, or print the infographic. These will be shown in a later step.
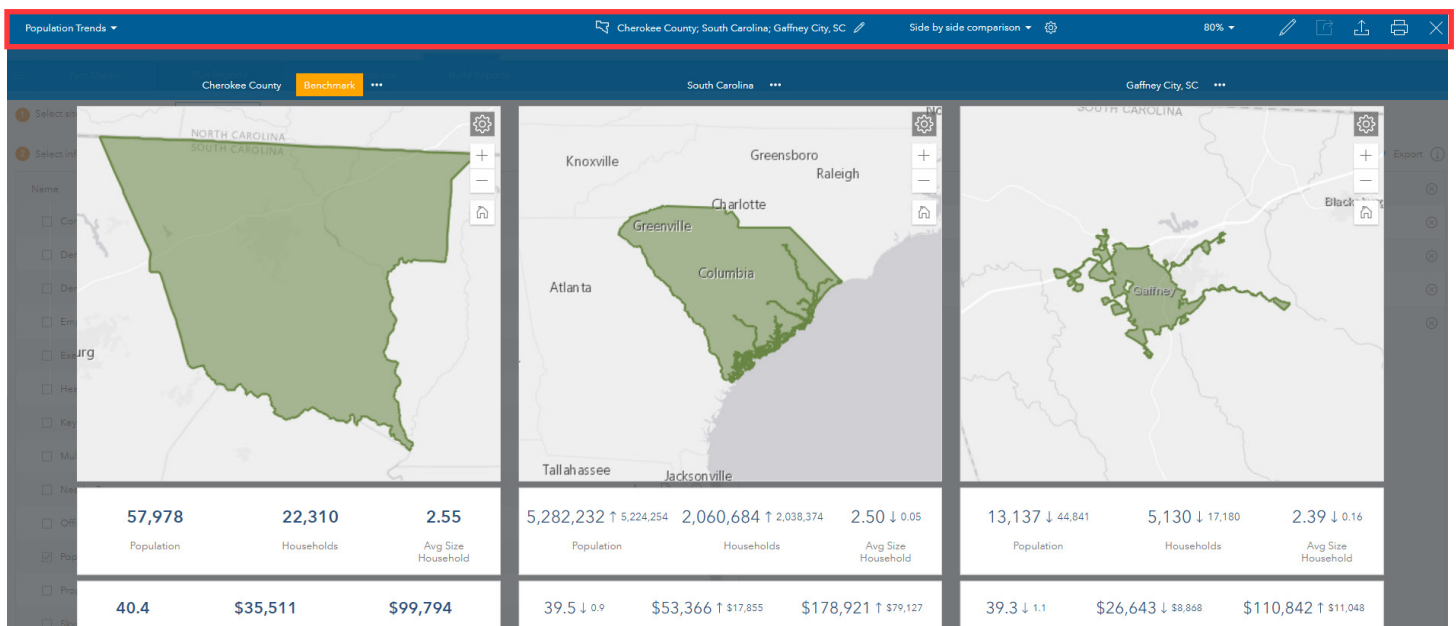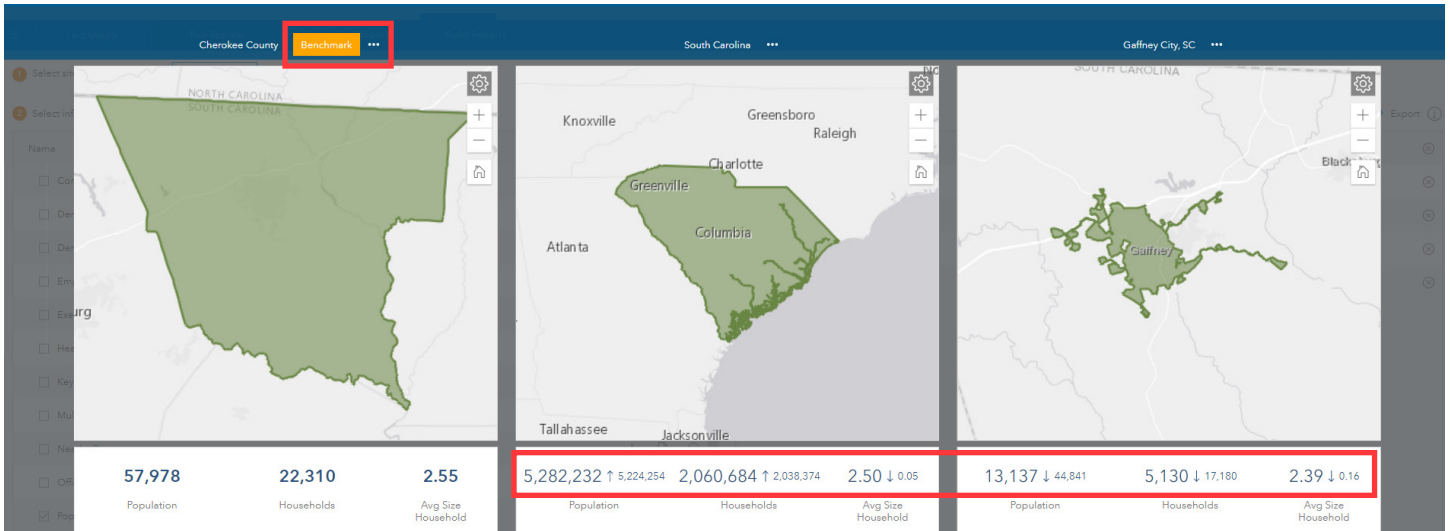
Below the toolbar are labels for each geography. Next to Cherokee County in the image above, there is a yellow Benchmark button and a "more" button. You can click the "more button next to any geography name to change it to the Benchmark geography and it will move to the left side of the screen. When using the Benchmark tool, it will compare the other geographies to the data of the Benchmark. To remove a benchmark, click the "more button".

As you scroll down the page you will see all of the same graphics you would see in the one-geography version of the infographic, but they are stacked on top of each other.

Another thing to note is that these infographics are interactive. If you hover over any of the items on the infographic, it will say "Explore for More". If you click, a pop up box will appear with a more in-depth view of the data point(s). If you hover over the chart, the corresponding data will appear in a small popup.

You can filter the data in the pop up and have the option to export/print the charts.
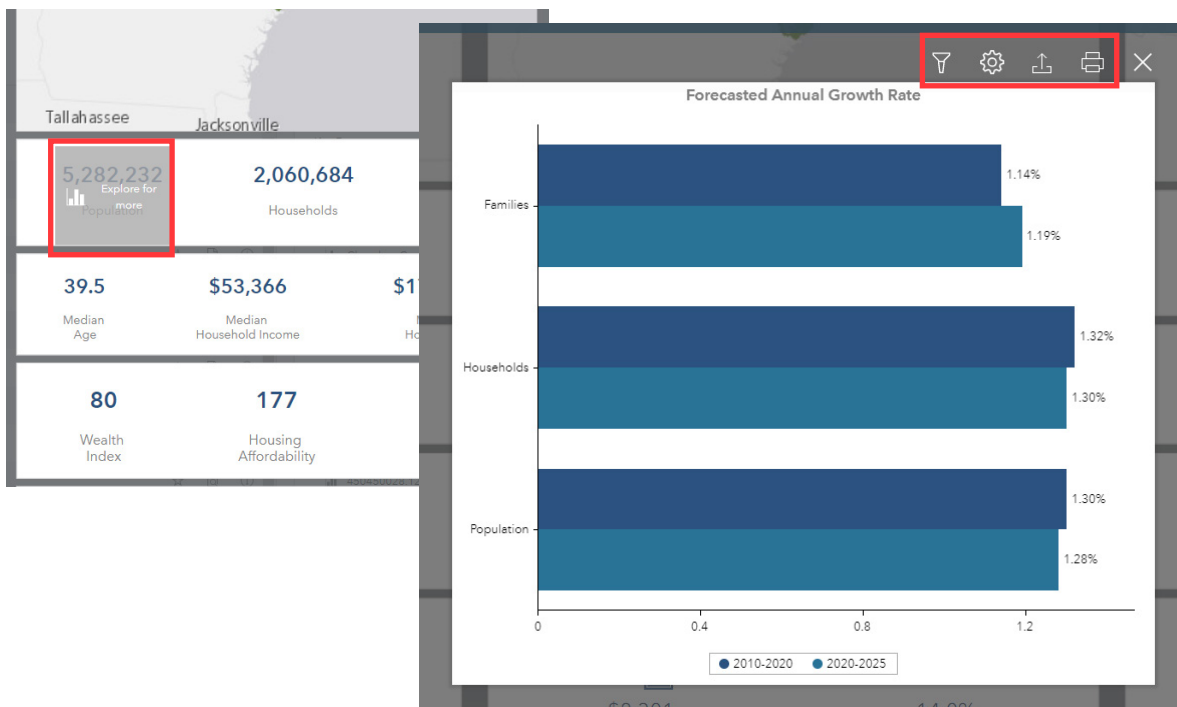
If you click on the export button on the chart popup, or in the top right corner of the blue toolbar across the top of the infographic, another pop up (shown below) will appear.

The "Export as" drop down box allows you to export the infographic as a PDF, Image, or Dynamic HTML. You can also add a header, data source, or footer, as well as changing the scaling and orientation of the final product.

With all of the settings you want selected, click the "Create" button at the bottom right of the popup.

Exporting using the Dynamic HTML option will allow you to embed the infographic in your website. If you need help doing this, please reach out to Beth or Bryana. There is a link at the bottom of the tutorial to show you how these infographics look when embedded in a website.

TIP: Choosing Image will not use any credits. Choosing PDF or Dynamic HTML will use 10 Credits.
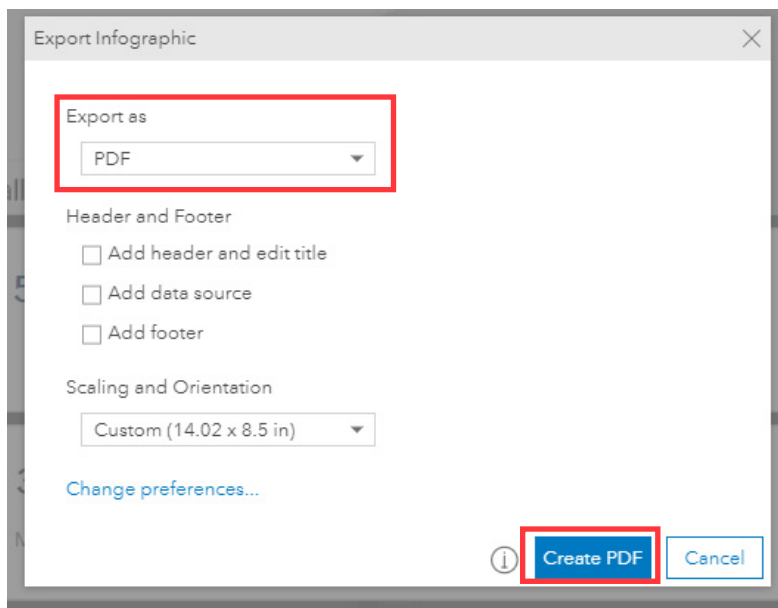
For more information on this tool, please visit the links below:

View an embedded Dynamic HTML page on the SCACOG website
Top Ten Business Analyst Infographic Features
Building Your own Infographics Template