

# Geoanalytics: From data to answers

The role of geospatial data and technology is growing through all areas of government, energy, mining, healthcare, natural resources management and transport – just to name a few. Geospatial technology helps businesses track and manage physical assets, plan and respond to natural disasters, and select sites/corridors for their next infrastructure investment.

Analyse, visualise and share spatial data through geoanalytics to stay ahead of the game. Make your organisation more transparent, better at decision-making, and quicker at recognising industry trends.



## Our Capabilities

As a leader in geoanalytics, GIS People has vast experience in applying cutting-edge geoanalytical tools to help commercial and public organisations optimise their operational workflows and make smarter business decisions quickly.



### Cartography

**A picture tells a thousand words.** Having large amounts of geographic data in your company is great, but is of limited value if not communicated effectively to others.

That's where cartographic skill comes in – and we have an abundance of it. We produce high-quality digital or printed maps for you that speak volumes. They are **the best way to explain your solutions and decisions to key stakeholders, clients or the public.**



### Site selection

**Geoanalytical site selection is a great way to help you make your decision.** Need to decide where to position a new retirement village, wind farm or bank branch?

GIS People will work with you to identify key decision-making factors, and apply those to the data used in analysis. The results are ranked and colour-coded into a single map output layer that pinpoints the best site locations.



## Predictive Analytics

**It's a fact: companies that use geospatial predictive analytics have a competitive advantage over those who don't.**

Analysing spatial trends in your data combined with demographics, infrastructure, environment and other areas allow us to develop predictive models tailored directly to your business. These models will help you decide where to target your business and how to stay ahead of your competitors.



## Extract / Transform / Load (ETL)

**Is your data locked up in too many places?** You are not alone. Businesses often have data in a huge variety of different formats, and converting this data for all your internal databases can be a difficult and time-consuming task. Add in spatial data and the need for Quality Assurance into the mix and things can get even more complicated.

ETL makes the dream of integrating all your data into a "single point of truth" database a reality.

# What types of spatial data are used in geoanalytics?

Points, lines and polygons are used to define real-world features such as bus stops, train lines, roads, property boundaries and so on. This type of data is referred to as "vector data", and is often maintained by the government. The 'map view' in Google Maps is an example of vector data.

In addition, high-resolution geo-referenced imagery ("raster data") represents another key ingredient now widely used in geoanalytics. The imagery itself can be used to detect change over time, or perform automated extraction of features such as roof outlines or swimming pools. The satellite images available in Google Maps are a good example of raster data.



Vector Data



Raster Data

## ? Why GIS People?

**We are geoanalytics experts** – our dedicated team of professionals bring specialised skill sets and deep industry knowledge to all your projects, large or small.

With an immaculate record in helping clients improve their geospatial capabilities, our personalised level of service, combined with strong technical skills, effective communication and proven project management methodologies, enables us to provide an unmatched service to our clients.

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## Looking to learn more from your data?

Find out how GIS People's Geoanalytics expertise can benefit you.