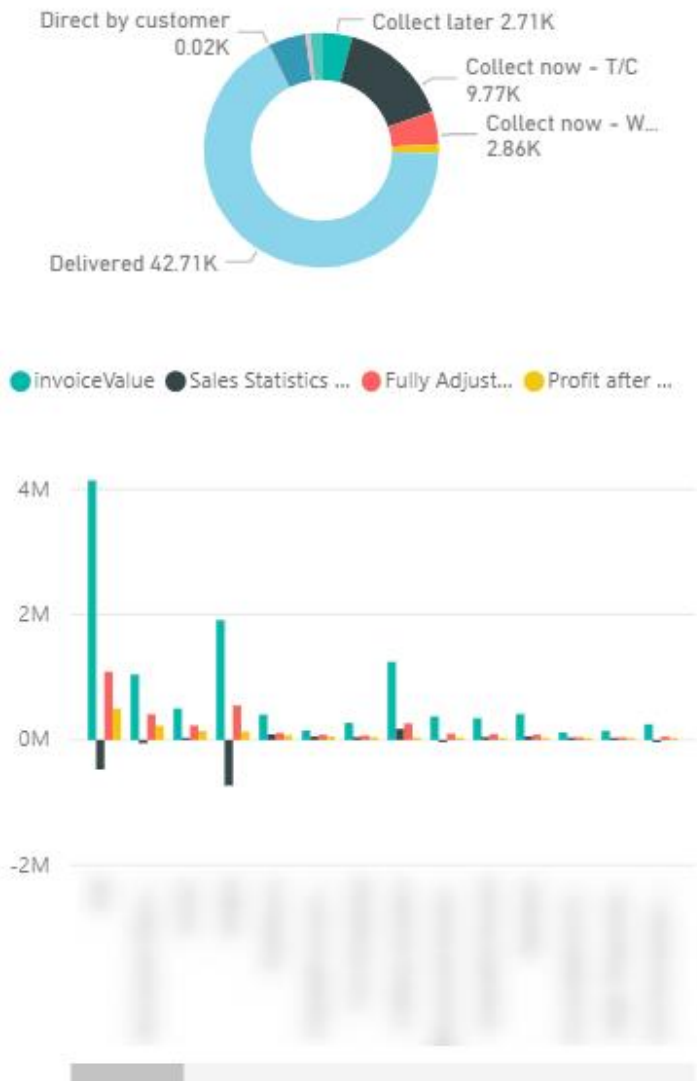
Blurring the lines between GIS and BI

Pete Edmonds – November 2019
Marine Data Management and GIS Workshop

KPMG



What am I going to talk about?

What is BI?

What is GIS?

Is GIS a dying art?

Technology, capabilities and skills

What next?

The Marine Data Exchange
www.marinedataexchange.co.uk

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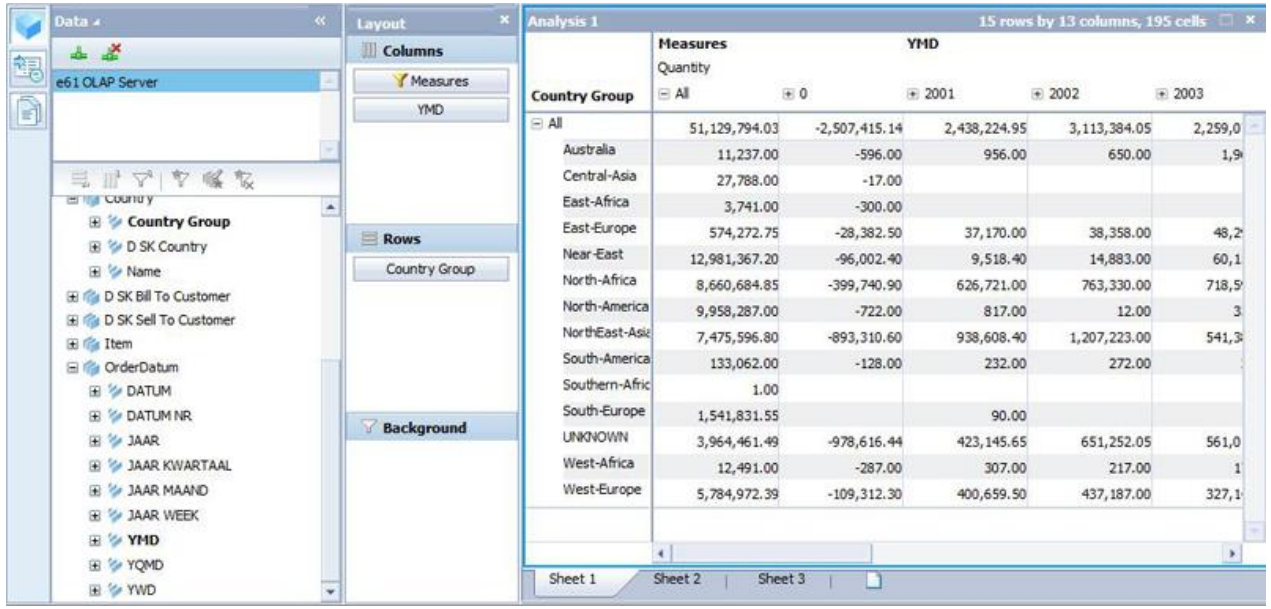

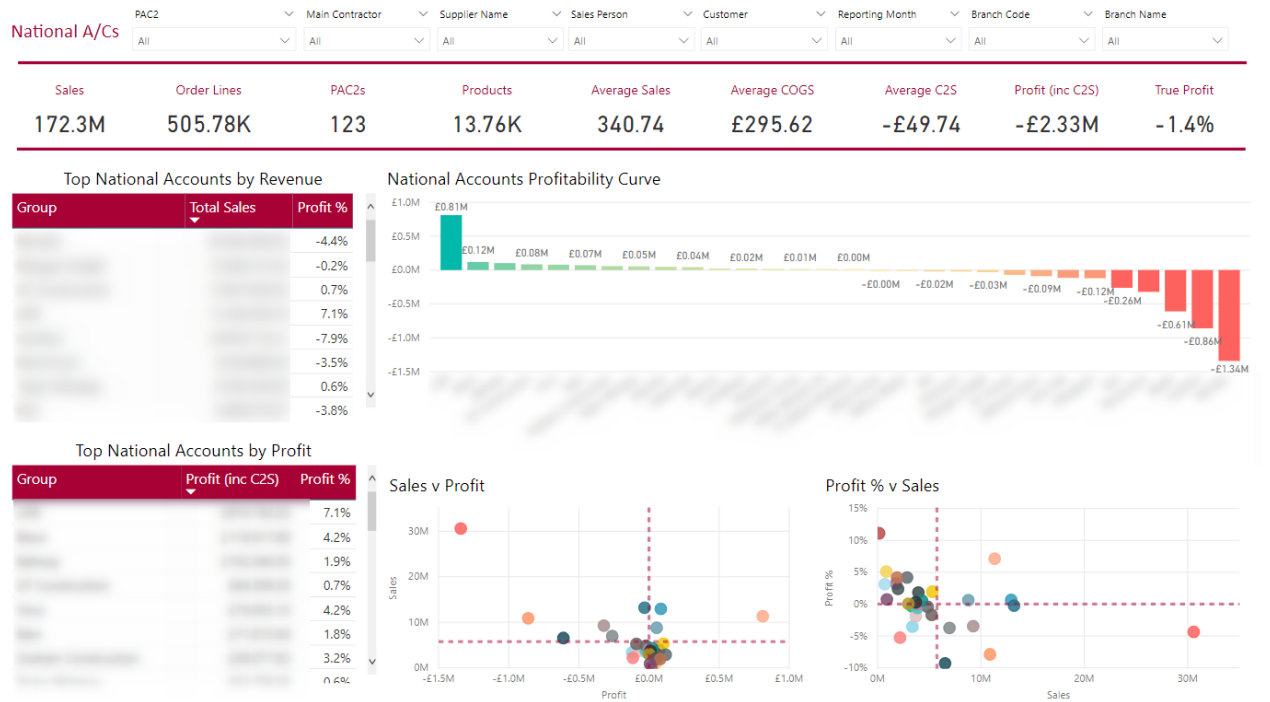

What is BI?

Business Intelligence provides historical, current and predictive views of business operations.

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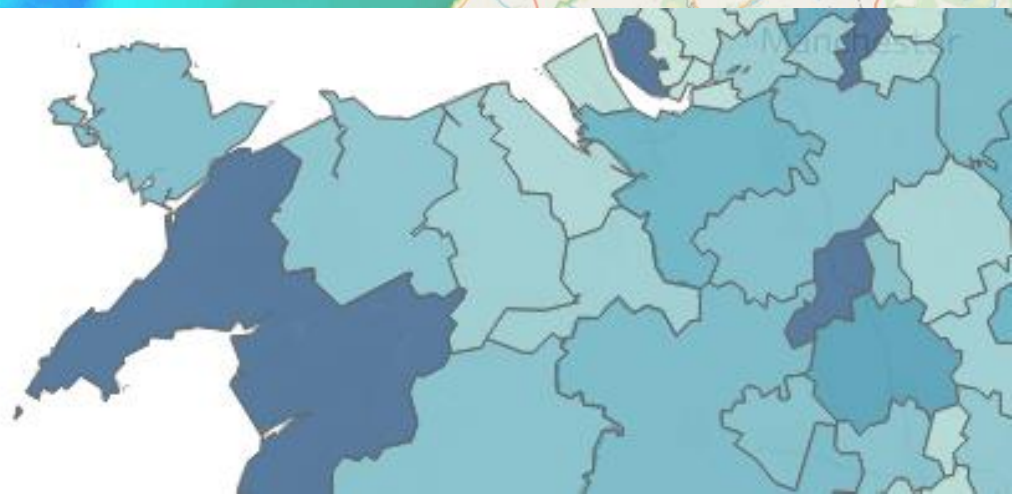
What is GIS?

Geographic Information Systems provide a way of capturing, storing, manipulating, analysing, managing, and presenting all types of geographical data



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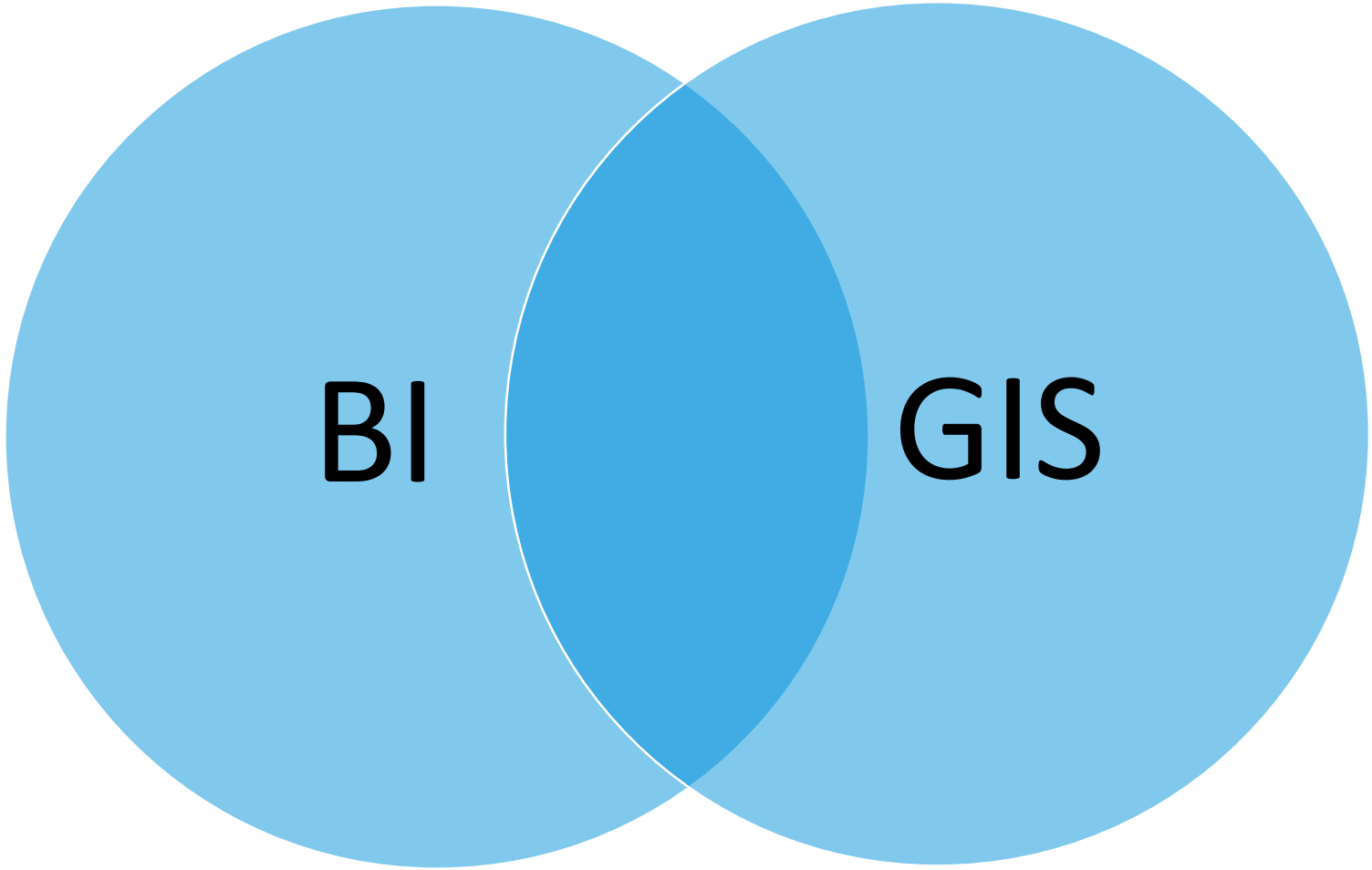

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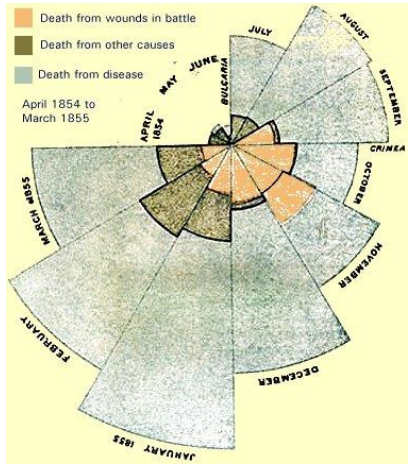

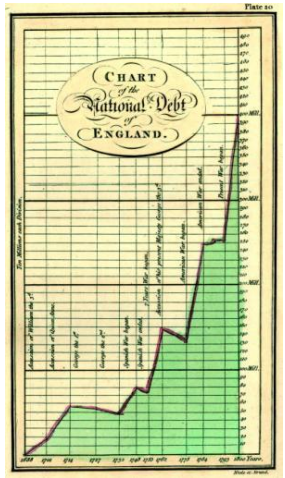

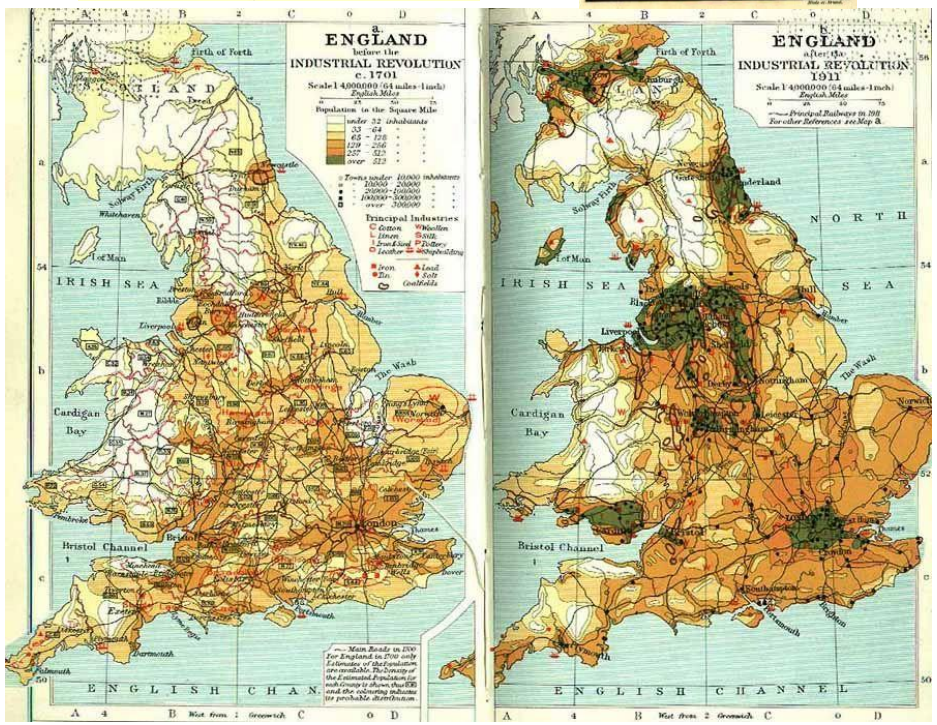

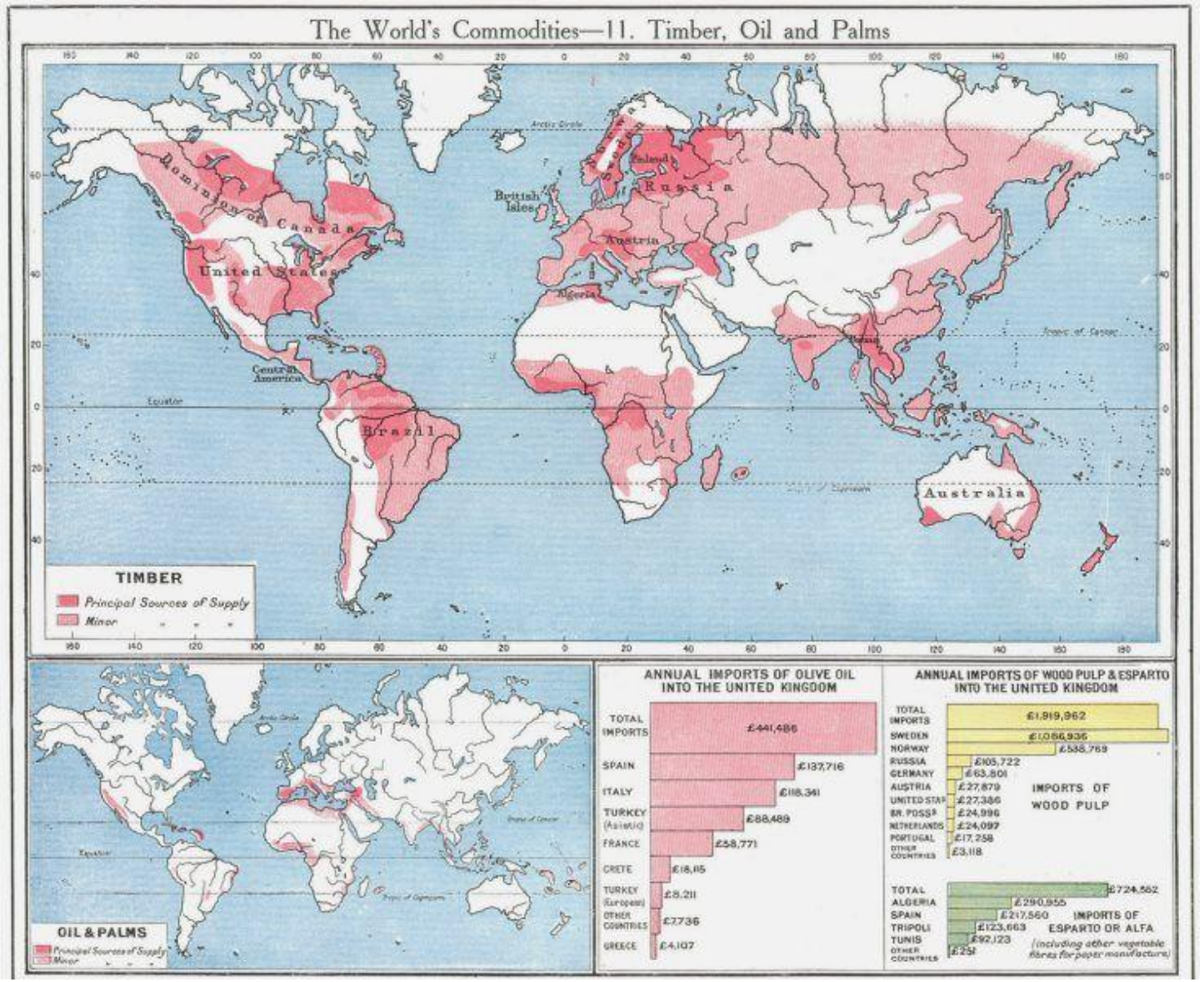

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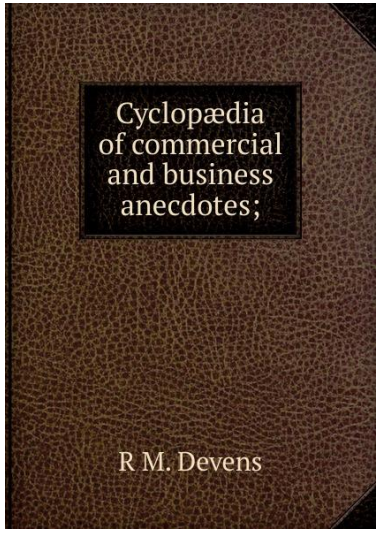

Google Analytics

esri

Power BI

1865 1958 1960 1963 1970 1975 1979 1982 1986 1993 1994 1996 2001 2002 2003 2005 2010 2012 2016

ORACLE

Qlik

ArcGIS Online

- BI
- GIS
- Both

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What is BI?

Graphs with Tables

What is GIS?

Maps with Tables

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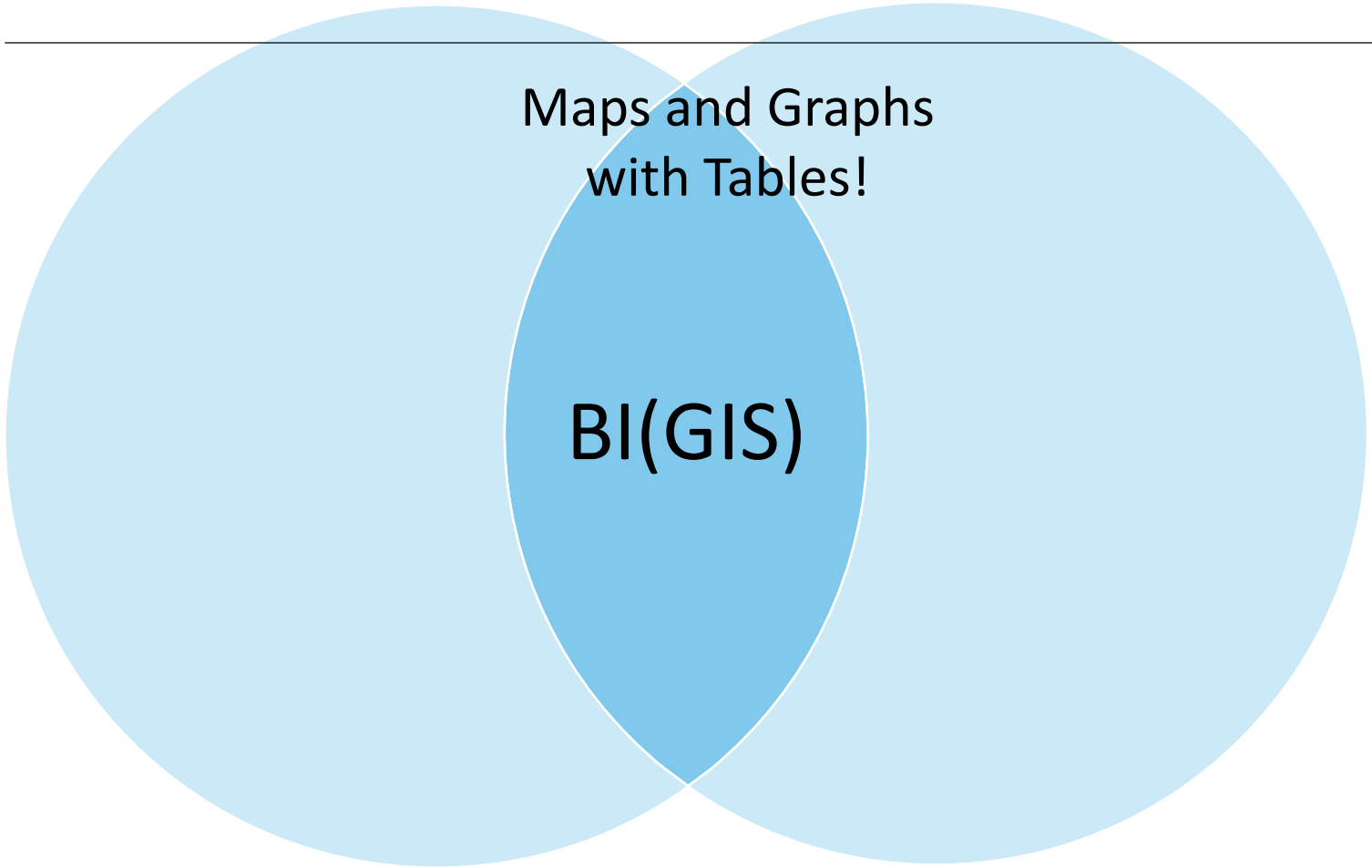
Business Intelligence (with GIS)



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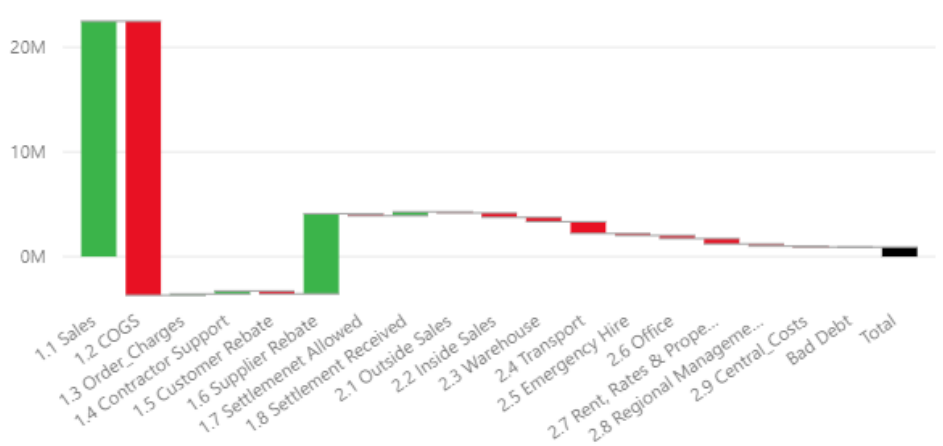
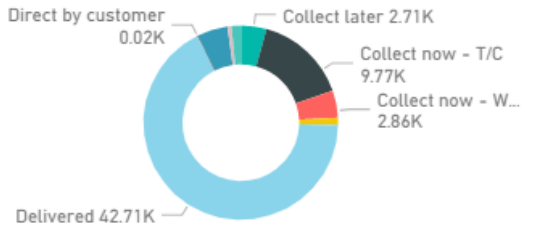
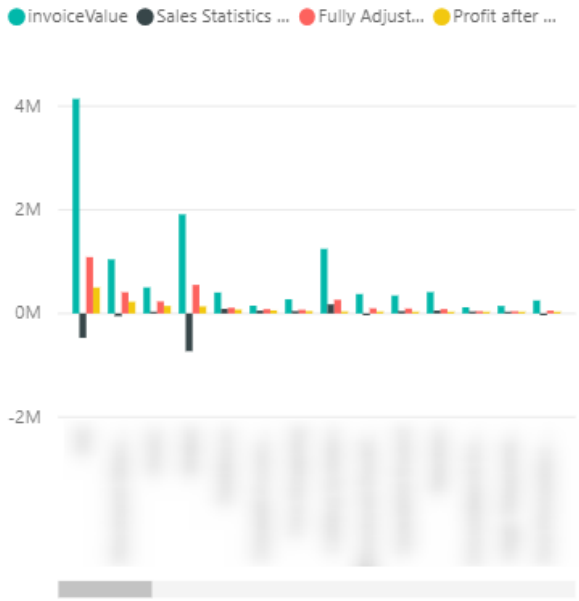
Summary

PAC2	Main Contractor	Supplier Name	Sales Person	Customer	month	Branch Code	Branch Name
All	All	All	All	All	All	All	Heathrow

Sales	COGS	Sales Statistics GP	GP Before Discount	Profit (incl C2S)	Supplier Rebate	Fully Adj. GP	Cost to Serve	True Profit
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4.0%







branch_code	Customer Nm	invoiceValue	Profit %
7061	[illegible]	1,013,431.65	1.4%
7061	[illegible]	960,523.93	-10.1%
7061	[illegible]	829,217.89	1.4%
7061	[illegible]	732,674.47	19.9%
7061	[illegible]	631,704.11	1.4%
7061	[illegible]	593,159.75	1.2%
7061	[illegible]	576,008.17	-4.8%
7061	[illegible]	563,405.28	-4.2%
7061	[illegible]	488,199.80	-8.0%
7061	[illegible]	483,544.68	1.1%
7061	[illegible]	475,168.04	3.1%
7061	[illegible]	424,902.87	-5.9%
Total		17,565,349.70	2.6%

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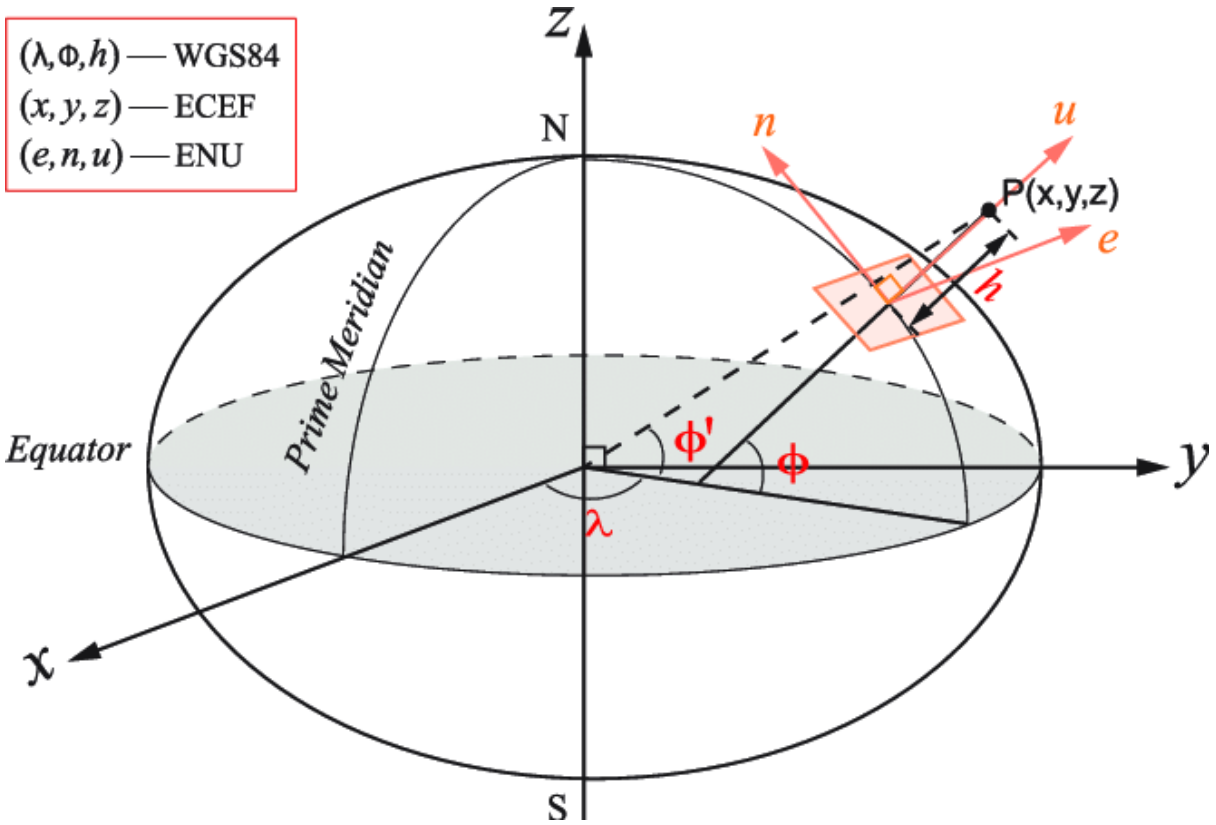
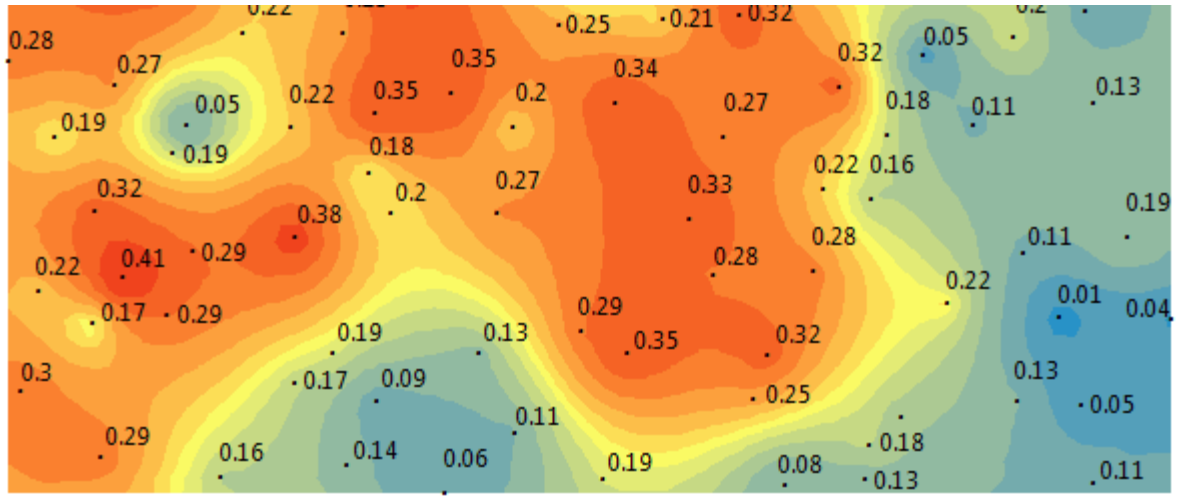
Is GIS still relevant in its own right?

Sort of…





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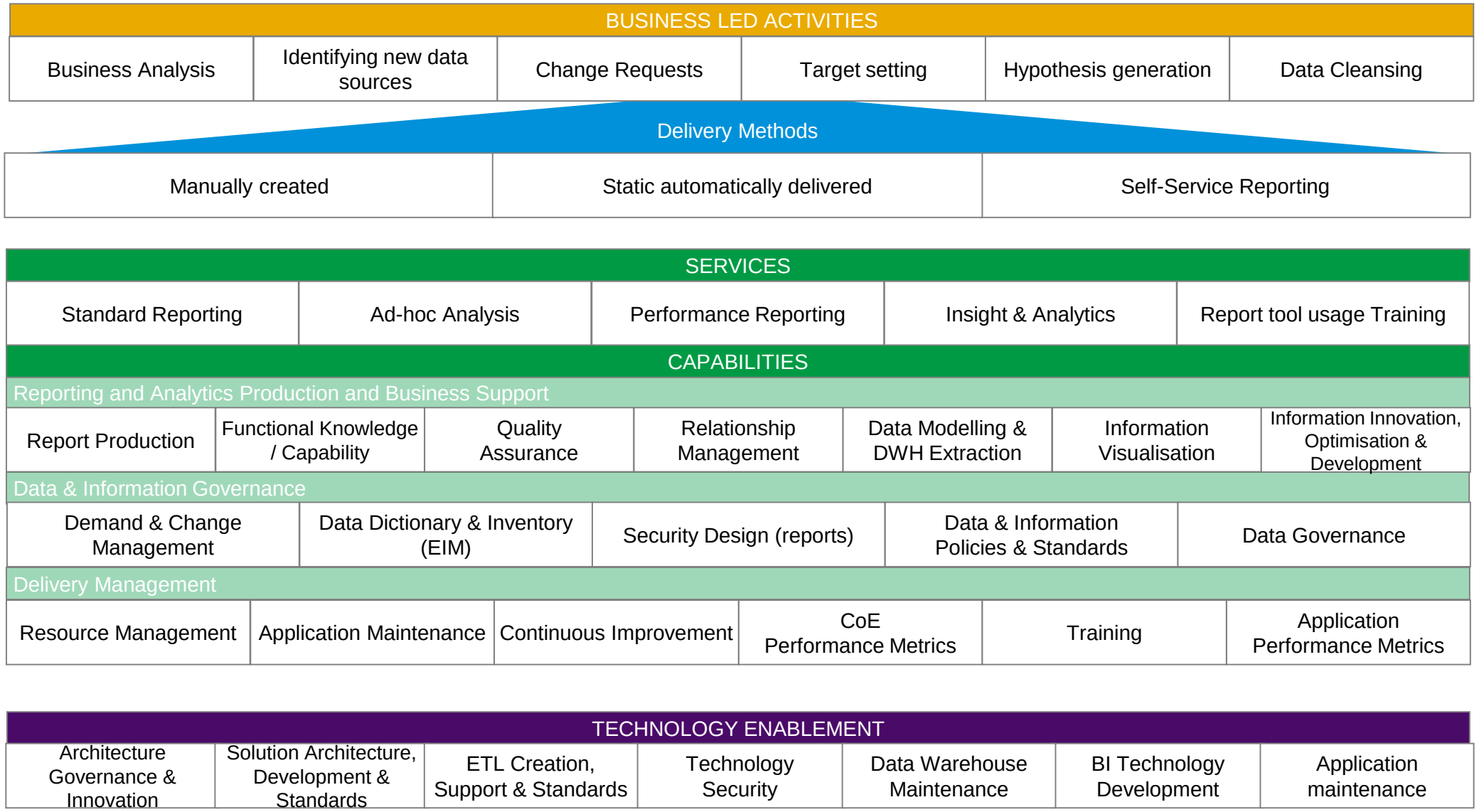

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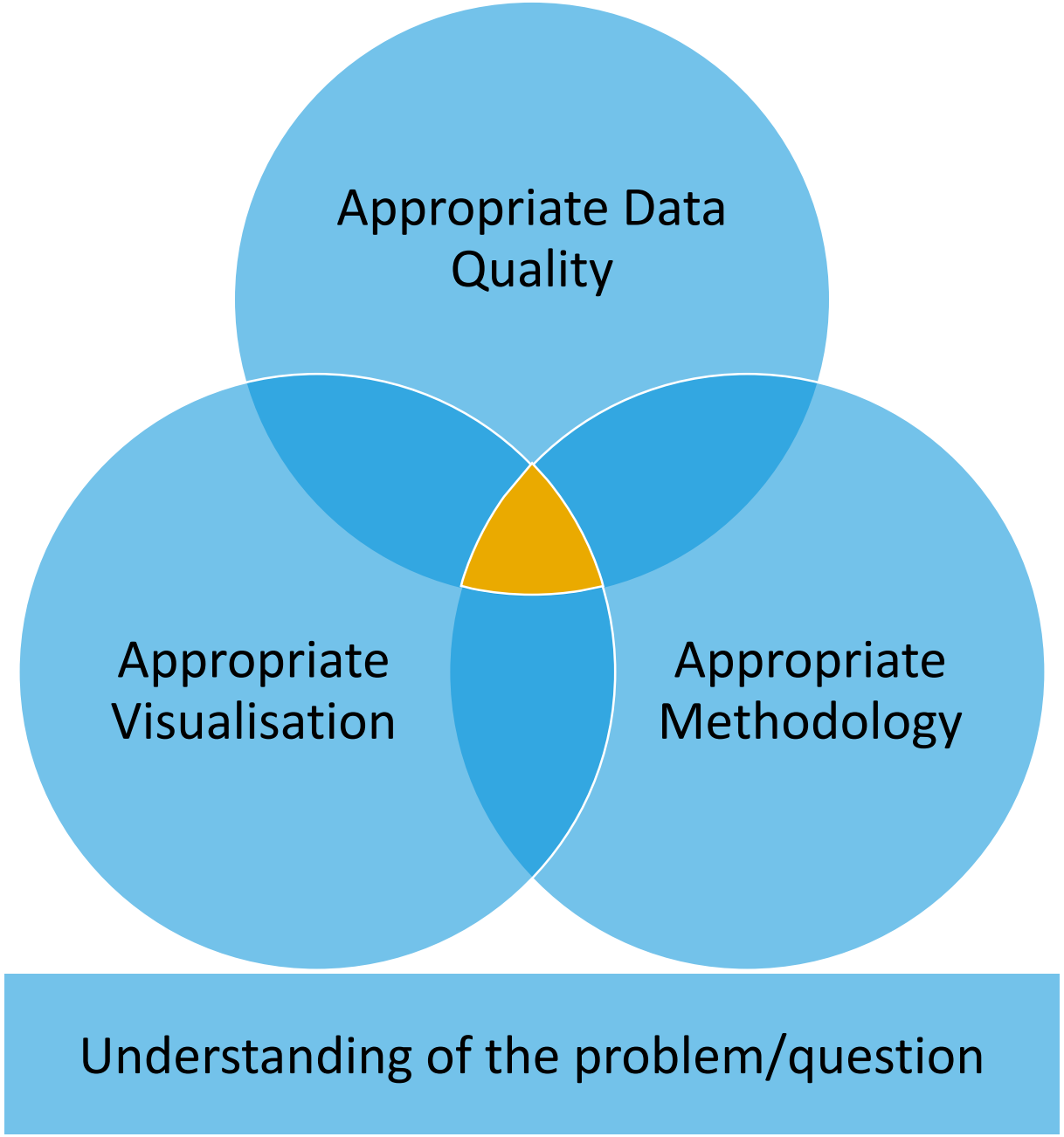

What makes **good** *good*?

The Golden Triangle of Excellence!

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So – what's next?

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