

# Business Analyst Online as Android App

Retail and commercial real-estate professionals using Android smartphones can now access demographic data anywhere with the Esri Business Analyst Online (BAO) application. The application is designed for anyone who needs access to population and consumer marketing data on the go.

The BAO application enables users to access up-to-date facts on demographics, lifestyle and consumer spending for any region in the United States. Users can compare any address with another or with the county, state, or United States and analyse an area within one mile of a prospective location. Unlike traditional market research, users can quickly compare and contrast regional information with the regional average and show that data to clients in the field. Reports created in the mobile BAO application can also be e-mailed to share with a broader audience. More extensive data, capabilities and reports are available through the application with a subscription to the BAO web application.

The BAO application is free and can be downloaded directly from Android Marketplace.

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<https://www.gim-international.com/content/news/business-analyst-online-as-android-app>

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