



Insights 3.1 Documentation



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What is Insights for ArcGIS?

Insights is an app that allows you to perform iterative and exploratory data analysis. You can answer questions with data from ArcGIS, Excel spreadsheets, and business databases by simply dragging the data to perform analysis.

Key features

In Insights, you organize your work in [workbooks](#), which can contain multiple pages. An Insights workbook is a new item type in your organization.

With an Insights workbook, you can do the following:

- Integrate data based on geography or [common attributes](#).
- Analyze [data from multiple sources](#), such as ArcGIS, Excel, and databases.
- [Apply spatial analysis](#) tools as a seamless part of your question-and-answer workflow.
- Create great-looking [maps](#), [charts](#), and [tables](#) using smart visualization defaults.
- [Enable locations for your data](#) with geocoding services, boundary layers from your organization, or custom locations such as sales territories.
- Recognize patterns, outliers, and dependencies in your data by [interacting directly](#) with maps, charts, and tables.
- [Automate your analysis with models](#).
- [Share your work](#), data, and results.

Use the web help to get the most up-to-date information

Use the Insights for ArcGIS web help (<https://doc.arcgis.com/en/insights/>) to get the most up-to-date help online. Esri frequently updates the web help with new topics and additions to existing topics. These changes come from your suggestions and feedback from Esri Support (<https://support.esri.com/en/>).

Resources to get you started

Use the following resources to get started with Insights:

- [Frequently asked questions](#)
- [Create your first workbook](#)
- [Supported browsers for Insights](#)

Copyright information

Acknowledgments (<https://enterprise.arcgis.com/en/server/10.6/cloud/amazon/acknowledgements.htm>)

What's new

Insights for ArcGIS 3.1 is a software quality release that improves performance throughout the software, including improved error messages and functionality of existing features.

Data tables

[Data tables](#) can be docked along the bottom of the page using the **Dock** button .

Quick lessons

The three quick lessons have been updated with new workflows. In these lessons you will follow a single scenario from start to finish. You will start by [creating your first workbook](#), then [solve a spatial problem](#), and finally [share your analysis](#). Each of the lessons can also be done on its own without the context of the other lessons.

Frequently asked questions

Listed below are common questions about Insights for ArcGIS.

Is Insights available in ArcGIS Online?

Yes, as of December, 2017, Insights is available through both ArcGIS Online and ArcGIS Enterprise.

How is Insights licensed?

Insights is a premium app and it requires separate licenses from Portal for ArcGIS. Talk to your account manager about licenses for Insights.

What is required to install Insights?

To use Insights, you must have a base ArcGIS Enterprise deployment of version 10.5 or later. A base deployment consists of the following:

- ArcGIS Server
- Portal for ArcGIS
- ArcGIS Data Store
- ArcGIS Web Adaptor

For more information, see [Install Insights for ArcGIS](#).

Can I customize Insights using an Application Programming Interface (API)?

No, Insights does not currently support customization using an API.

Can I use my Insights analysis in other ArcGIS applications?

Insights creates several different types of outputs, both automatically when performing analysis and through sharing. Most item types created in Insights can only be opened or used within Insights. Feature layers created from sharing data can be used in other applications, such as Map Viewer or ArcGIS Pro. Publicly shared pages can be embedded in web sites and Esri Story Maps.

For more information, see [Share your work](#).

Are shared pages live?

Shared pages include a snapshot of the data at the time the shared page was created. Therefore, you must update the shared page in order to view updates to your datasets or analysis. The exception is data that is stored in the spatiotemporal data store, which will be live in a shared page.

Can I share individual cards?

No, individual map, chart, and table cards cannot be shared. However, you can [share the model](#) used to create a card or [share a page](#) with a single card and display the page using an `<iframe>`. When a page is embedded with an `<iframe>` only the cards are displayed.

Who can see my shared pages?

The visibility of your shared pages depends on the settings used when sharing as well as other factors in your setup, such as firewalls and disconnected environments.

For more information, see [Share a page](#).

Which types of data can be used in Insights?

The following types of data can be used in Insights:

- Hosted or registered feature layers from your content or shared with you in your organization
- Microsoft Excel workbooks (.xlsx)
- Comma-separated value files (.csv)
- Datasets from databases to which you have connected
- ArcGIS Living Atlas of the World feature layers
- Boundaries
- Map image layers

For more information, see [Add data to your page](#).

Which databases can I connect to from Insights?

You can connect directly to Microsoft SQL Server, Oracle, and SAP HANA databases from Insights. For more information, see [Supported databases](#).

Can I connect directly to a geodatabase from Insights?

Yes. Starting at Insights for ArcGIS 2.1, you can connect to a supported Microsoft SQL Server or Oracle database containing an enterprise geodatabase. Geodatabase support enables you to browse and add geodatabase user tables to your Insights workbook.

For more information, see [Supported databases](#).

Can I use custom symbology?

The only way to add custom symbology in Insights is to add data that has already been saved with custom symbology. One way to do that is to apply your custom symbology in ArcGIS Pro, and [publish the data](#) to your portal as a feature service.

If you have map or chart cards that are styled by unique symbols, you can change the colors of the individual symbols from the **Layer options** pane. For more information, see [Create a map](#) or [Create a chart](#).

Can I use a custom color ramp?

Insights does not currently support loading custom symbology, including color ramps.

Glossary

Aggregation

Aggregation allows you to step back from your data to see a larger picture. Datasets may have detailed information about specific locations, products, and revenue, but aggregation helps you understand general patterns by allowing you to slice data along any specified context and see a statistical summary. Aggregation automatically applies a [statistic type](#) that can be shown on a map using [Spatial Aggregation](#), or a chart such as a [bar chart](#).

ArcGIS

ArcGIS is a comprehensive system for collecting, editing, mapping, storing, and sharing many kinds of geographic information. It has many components that allow users to work in desktop, web, and mobile environments. Insights for ArcGIS is an app that easily connects to data from many sources; brings multidimensional data to life as interactive maps, charts, and tables; and allows you to achieve spatial insights from your data effortlessly.

Basemap

A basemap provides a geographical context, or background, for the content you want to display on a map. With Insights for ArcGIS, you can choose from several Esri basemaps hosted on ArcGIS. These basemaps include many options that combine road, aerial, and topographic data with a variety of symbology.

Binned map

Binned maps summarize point data by aggregating features into bins using a statistic, such as count, sum, or average. Binned maps are most useful for data that has a large number of points or densely located points.

Buffer

A buffer is a zone around a map feature measured in units of distance or time. Buffers help you answer questions about what's nearby, such as: How many crimes occurred within one kilometer of a police station? Buffers can be applied to points, lines, or areas. Once calculated, a buffer layer is stored as a [result dataset](#), allowing you to reuse the results on other [cards](#) and other [pages](#). Buffers appear as a new layer on your map.

Card

Cards are the primary focus of your work in Insights for ArcGIS. You can add as many cards as you want to a [page](#). A card is a container for a visualization, which can be a [map](#), [chart](#), [table](#), [text](#), or [media](#). Cards generated from the same dataset are automatically linked, allowing you to make selections on a card and have related cards update automatically to reflect your selections. From a card, you can [perform analysis](#), switch to different visualization types, change styling, or select different data to view.

Coordinates

A set of values represented by the letters x and y that define a position within a spatial reference. Coordinates are used to represent locations in space relative to other locations. Coordinates are often shown in latitude-longitude pairs, where x coordinates range from -180 to 180 and y coordinates range from -90 to 90, or as values with 6, 7, or 8 digits to the left of the decimal point. When using Insights for ArcGIS, these value pairs are often composed of the values from two columns in your data.

Cross filter

A [cross filter](#) is a method of applying a filter on one or more cards using a selection on another card.

Dataset

When you [add data](#) to your page, you are associating tables of data to your workbook page. Data you add appears as one or more datasets in the data pane. A single dataset can be one of the following:

- Feature layer
- Microsoft Excel table from a single spreadsheet

 **Note:** One Excel spreadsheet can contain more than one Excel table.

- Table from a database connection
- Map image layer

Each column in a table is listed as a single field in the dataset. Insights for ArcGIS assigns [a role to each field](#) based on the type of data it contains.

Data source

A data source is exactly what it sounds like: the source of the data. Insights for ArcGIS allows you to use a variety of data sources to find answers to your questions. Each of the following is a data source: Portal for ArcGIS (feature layers you own or that have been shared with you), [Excel and CSV files](#), and a [database connection](#). Portal for ArcGIS includes access to ArcGIS Living Atlas of the World layers, provided they have been configured for your organization.

Drop zone

A drop zone is a floating user interface (UI) element that appears when you drag selected fields onto your [page](#). Drop zones give you control over whether you create a map, chart, or table. If your dataset has [location enabled](#), three drop zones appear when you drag one or two fields onto the page—**Create Map**, **Create Chart**, and **Show Table**. If you haven't yet enabled location, only the **Create Chart**, and **Show Table** drop zones appear. If you prefer not to use drop zones, you can use the **Map**, **Chart**, and **Table** buttons above the data pane.

Equal interval classification method

Equal interval classification divides the range of attribute values into subranges of equal size. With this classification method, you specify the number of intervals (or subranges), and Map Viewer automatically determines how to divide the data. For example, if you specify three classes for an attribute field whose values range from 0 to 300, the map viewer creates three classes with ranges of 0–100, 101–200, and 201–300.

Equal interval is best applied to familiar data ranges, such as percentages and temperature. This method emphasizes the amount of an attribute value relative to other values. For example, it could show that a store is part of the group of stores that make up the top one-third of all sales.

Feature

Geographic features are representations of things located on or near the surface of the earth. Geographic features can occur naturally (such as rivers and vegetation), can be constructions (such as roads, pipelines, wells, and buildings), and can be subdivisions of land (such as counties, political divisions, and land parcels). Geographic features are most commonly

represented as points, lines, or polygons. In Insights for ArcGIS, data you have added is often referred to as features on the map.

Feature service

A feature service is a collection of geographic features. Each feature in the collection has a location, set of properties, map symbology, and pop-up. In Insights for ArcGIS, you can search for feature services in ArcGIS and add them to your map. When you add a feature service to your map, it becomes one or more [layers](#) in the map.

Field roles

Insights for ArcGIS identifies field roles using icons that indicate the default behavior of each field from your [dataset](#) in visualizations. The field role also determines the default [statistic type](#) applied to each field in a visualization.

For more information, see [Field roles](#).

Geocode

Geocoding is the process of transforming a description of a location—such as a pair of coordinates, an address, or a name of a place—to a location on the earth's surface. You can geocode by entering one location description at a time or by providing many of them at once in a table. The resulting locations are output as geographic features with attributes, which can be used for mapping or spatial analysis.

Heat map

When you have too many points on your map to interpret patterns or make sense of the information, consider using a heat map. A heat map represents point features as density using colors. Areas that look the hottest, where colors are the most intense, indicate the highest point density.

Layer

A layer is the way in which Insights for ArcGIS visually represents geographic datasets. A layer is rendered as a map, and each layer has a legend. A map can contain multiple layers. On a road map, for example, roads, national parks, political boundaries, and rivers might be considered different layers. When you add business data to a map, Insights for ArcGIS creates a layer and displays it on a [card](#).

Lines

Lines represent the linear nature of a feature. For example, the length of a road is the primary interest while the width of the road might be of secondary interest, so the map displays the road as linear, but the width can be added as an attribute.

Map

A map displays geographic data and allows you to explore and interact with that data. In Insights for ArcGIS, you can add data directly to the map and combine it with additional content from Portal for ArcGIS.

Model

A model records your analysis steps on your workbook [page](#), including adding and joining datasets, spatial analysis (such as spatial filtering), data analysis (such as attribute aggregation), and styling. You can edit, use, and share the model to [automate common analytical tasks](#).

Natural breaks classification method

Natural breaks (also known as Jenks Optimal) classes are based on natural groupings inherent in the data. Class breaks that best group similar values and that maximize the differences between classes—for example, tree height in a national forest—are identified. The features are divided into classes whose boundaries are set where there are relatively big differences in the data values.

Because natural breaks classification places clustered values in the same class, this method is good for mapping data values that are not evenly distributed.

Normalization

In GIS terms, normalizing data means converting your data from totals (or counts) to a rate, ratio, or other proportion related to a common denominator such as area or population. Normalization allows you to directly compare places that might have very large differences in size or population. For example, comparing the number of births in 2011 in China (more than 16 million) to the number of births in the United States (almost 4 million) is misleading. Over 12 million more babies were born in a year in China than in the United States, but China's overall population is much larger. A more accurate approach is to compare the birth rate from each country. The per capita birth rate is calculated by dividing the total number of births by the population. At 1.66 births per capita, China's birth rate is lower than the US rate of 1.90.

If your dataset already contains a field that has been normalized, but Insights for ArcGIS mistakenly identifies it as a number, you can [change the field role](#) to a rate/ratio directly in the data pane. If your dataset does not contain normalized data, you can do one of the following:

- Go to **View Data Table** in **Dataset options** ... to [calculate the field](#).
- Access the **Divide By** field in the **Options** tab of the [Layer options pane](#) for your [choropleth](#) or [proportional symbol map](#).
- Use [Calculate Ratio](#) in **Find Answers**.

In database management terms, normalization is the process of organizing, analyzing, and cleaning data to increase efficiency for data use and sharing. Normalization usually includes data structuring and refinement, and redundancy and error elimination.

Page

A page in a [workbook](#) contains related content. You add data to a page, and ask questions by visualizing data fields. Visualizations appear as linked [cards](#) on a page. A workbook can contain many pages. A page can contain many cards. When you [share your results as a page item](#) in Portal for ArcGIS, users with the Viewer role can interact with cards on the page in a separate, read-only Insights viewer.

Pan (the map display)

Shift a map image relative to the display window without changing the viewing scale. Panning a map can also be thought of as moving the map image in the display window so you can see different parts of the map.

Points

Points represent discrete locations of geographic features too small to be depicted as lines or areas, such as well locations, telephone poles, and stream gauges. Points can also represent address locations, Global Positioning System (GPS) coordinates, or mountain peaks.

Polygons or Areas

Polygons are enclosed areas (many-sided figures) that represent the shape and location of homogeneous features such as states, counties, parcels, and land-use zones. Polygons are often called areas.

Quantile classification method

With quantile classification, each class contains an equal number of features; for example, 10 per class or 20 per class. There are no empty classes or classes with too few or too many values. Quantile classification is well suited to linearly (evenly) distributed data. If you need to have the same number of features or values in each class, use quantile classification.

Because features are grouped in equal numbers in each class, the resulting map can often be misleading. Similar features can be placed in adjacent classes, or features with widely different values can be put in the same class. You can minimize this distortion by increasing the number of classes.

Spatial aggregation

[Spatial aggregation](#) is a spatial analysis capability that creates a statistical summary of features or numeric data within the boundaries of areas on a map. Spatial aggregation can provide the same statistic types as attribute aggregation.

Spatial analysis

Spatial analysis is the process of examining the locations, attributes, and relationships of features in data through spatial operators, such as [buffer](#), and analytical techniques, such as hotspot analysis, to answer a question or gain useful knowledge. Spatial analysis creates a reusable dataset of your results. Because it is stored as a feature layer, analytical results can be reused on other cards or pages. For example, create a 10-kilometer buffer around store locations and reuse it with other datasets, or on other cards to make spatial selections or apply spatial filters.

Standard deviation classification method

Standard deviation classification shows you how much a feature's attribute value varies from the mean. By emphasizing values above the mean and below the mean, standard deviation classification helps show which features are above or below an average value. Use this classification method when it is important to know how values relate to the mean, such as when looking at population density in a given area, or comparing foreclosure rates across the country. For greater detail in your map, you can change the class size from 1 standard deviation to .5 standard deviation.

Statistic types

Statistic types provide a statistical summary (known as an [aggregation](#)) for a specified context, such as the following:

- Revenue by ProductType
- Income by Country

In these examples, ProductType and Country provide the grouping role in the aggregation, while Revenue and Income are the fields that are aggregated to provide a subtotal for each value in the ProductType and Country fields (bikes, skis, and skates, or Canada, United States, and Norway). Sum applies by default when a numeric field is calculated, but you can apply any statistic type to a numeric field. Nonnumeric fields (strings) can be calculated as well, but only using count.

The table below provides more information about each statistic type:

Statistic type	Description
----------------	-------------

Average	<p>Also known as the mean. The result of dividing the sum of all the numeric values (records) in a field, and then dividing by how many (the count of) numbers there are.</p> <p>Example: $(122 + 333 + 67) / 3 = 70$</p>
Count	<p>The number of values in a field.</p> <p>Example:</p> <ul style="list-style-type: none"> • Field name = TreeSpecies • Field values = alder, spruce, maple, spruce, red pine, white pine, alder <p>Count = 7</p>
Sum	<p>The result of adding two or more numeric values (records) in a field.</p> <p>Example: $122 + 333 + 67 = 522$</p>
Maximum	<p>The highest numeric value in a set.</p> <p>Example:</p> <ul style="list-style-type: none"> • Field name = StudentAttendance • Field values = 31, 27, 33, 29, 22 <p>Maximum = 33</p>
Minimum	<p>The lowest value in a field.</p> <p>Example:</p> <ul style="list-style-type: none"> • Field name = StudentAttendance • Field values = 31, 27, 33, 29, 22 <p>Minimum = 22</p>

For more information about the default statistic types applied to fields in visualizations, see [Field roles](#).

Unclassed maps

Instead of using groups (or classes) of numbers to determine symbol size and color, unclassed maps determine size and color proportional to where each value falls between the upper and lower bounds of your data. Unlike classed maps ([natural breaks](#), [equal interval](#), [quantile](#), and [standard deviation](#)) that have a fixed number of colors or sizes (for example, five), unclassed maps smoothly vary the size or colors of the symbols proportionally according to each value at a specific location. This applies less generalization than classed maps, which group observations data into only a few sizes or colors. Smart mapping adjustments called bounded continuous color and bounded continuous size adjust the upper and lower limits (bounds) of your data to one standard variation around the mean. The dark vertical line on the histogram indicates the mean. Bounded unclassed maps show a nice variation across the data, while not being influenced by extreme values (outliers).

Workbook

A workbook is the location where you organize data and do analysis in Insights for ArcGIS. A workbook will contain any results and workflows used.

A workbook collects or associates all your data and analytical activity for a project in a single place, capturing and maintaining relationships such as data locations, results layers, models, [pages](#), and [cards](#). As an author or coauthor of a workbook, you can see all of these items within the workbook provided that you have access to the items that may reside outside the workbook, such as enterprise databases, or layers in your web GIS. A workbook can have many pages. You add data to each page, and ask questions by selecting data to visualize. If you find your page becoming cluttered, add a new page, or perhaps tackle one question per page. Answers are provided in the form of visualization cards that you can further refine by performing spatial analysis, filtering, styling, and switching to other types of visualizations. [Cards](#) are the result of analytical activity as well as inputs for other forms of analysis, such as [spatial aggregation](#).

Get started

Basics

Get started

Insights for ArcGIS is an ArcGIS Enterprise app that allows you to perform iterative and exploratory data analysis. You can answer questions with data from ArcGIS, Excel spreadsheets, business databases, and more by simply dragging the data to perform analysis.

Get started as an Insights user

If you have an account in your ArcGIS Enterprise organization and have been granted an Insights license by your administrator, you are ready to start using Insights. As an Insights user, you can access data, perform analysis, and share results.

Start with the basics

Use the following guides to learn the basics of using Insights:

- [Get started with workbooks](#)
- [Get started with drag and drop features](#)
- [Get started with analysis](#)
- [Get started with sharing](#)

Scenario-based exercises

Use the following scenario-based exercises to learn more about how to use Insights:

- [Create your first workbook](#)
- [Solve a spatial problem](#)
- [Share your analysis](#)

Get started as an administrator

As an administrator for ArcGIS Enterprise, you may be responsible for installing Insights, setting up licenses, and creating database connections. The following workflow can be used as a guide to getting Insights set up in your organization.

ArcGIS Enterprise deployment

Before you can install Insights for ArcGIS, you must have a base ArcGIS Enterprise deployment (<https://enterprise.arcgis.com/en/get-started/10.6/windows/base-arcgis-enterprise-deployment.htm>) of [version 10.5 or later](#). A base ArcGIS Enterprise deployment includes the following components:

- ArcGIS Server
- Portal for ArcGIS
- ArcGIS Data Store
- ArcGIS Web Adaptor

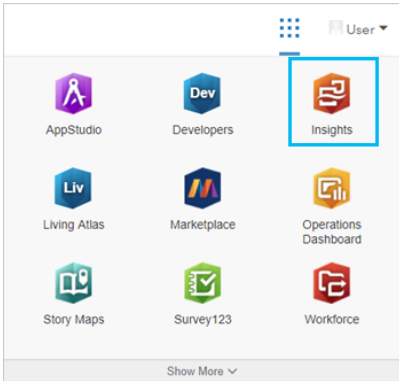
The ArcGIS Enterprise deployment must also be configured to support Insights for ArcGIS. For more information, see [Configure the portal to support Insights](#).

Install Insights

After ArcGIS Enterprise is configured, Insights can be [installed](#) and [configured](#).

Open Insights and add data

Once Insights is installed, the administrator of your organization can apply licenses to named users (<https://enterprise.arcgis.com/en/get-started/10.6/windows/base-arcgis-enterprise-deployment.htm>). Once an Insights license is applied to your account, you can [access Insights](#) from the **Apps** menu in your ArcGIS Enterprise portal.



The following [data types](#) are supported in Insights:

- Feature services from your Portal for ArcGIS content or shared from your organization or groups
- Datasets from ArcGIS Living Atlas of the World
- Standard boundaries configured in Portal for ArcGIS
- Excel (.xlsx) and comma-separated value files (.csv)
- Datasets from database connections
- Map image layers

Create database connections

You can [create database connections](#) to the following types of databases:

- Microsoft SQL Server
- Oracle
- SAP HANA

Before adding a database connection, review the [supported data types](#) and [required database privileges](#).

Additional resources

For more information about Insights for ArcGIS, see the following:

- [What's new](#)
- [Frequently asked questions](#)

Get started with workbooks

The following sections give an overview of what you can do with workbooks in Insights.

1. Create a new workbook

When you use Insights, you work in a workbook. A workbook stores connections to your datasets, cards with spatial or nonspatial data, and analysis workflows. Workbooks can be edited, refreshed, and shared with others.

[Learn more about workbooks](#)

2. Add your data

Adding data is the starting point of any new workbook. Your data can be spatial datasets, nonspatial tables, or a mixture of both. You can add data from your contents or organization, ArcGIS Living Atlas of the World, Excel or comma-separated value files, and database connections. Using a combination of spatial and nonspatial data from multiple sources can help you gain a more complete understanding of your data and tell a more interesting story.

[Learn more about adding data](#)

3. Create map cards

Spatial data can be displayed as maps in Insights. You can create maps that display multiple datasets, or create multiple maps and do side-by-side comparisons. Using multiple maps and linking the extents is a great way to gain a deeper understanding of your data.

[Learn more about creating maps](#)

4. Create chart cards

Charts are a great way to display your data and analyze it nonspatially. Charts are especially helpful when they are paired with a map displaying the same dataset. Both spatial and nonspatial data can be displayed as charts.

[Learn more about creating charts](#)

5. Create summary tables

Tables can be used to summarize your categorical data and view statistics such as sum and average. Tables can also be used to group categories, helping you learn even more about your data.

[Learn more about creating tables.](#)

6. Save the workbook

Once you've created your workbook, you can change the title and save the workbook. The workbook will be available to open at a later date and can also be [shared](#) with other members of your organization.

Next steps

To learn more about workbooks, see [Quick exercise: Create your first workbook](#).

Now that you've gathered and implemented the basic components of your workbook, you are ready to [perform analysis](#).

Get started with drag-and-drop features

Get started with the basic drag-and-drop features in Insights.

1. Create new cards

Creating cards is one of the first steps when working in Insights. Have you ever found yourself with a new dataset that you wanted to explore but you didn't know where to start? Try looking for fields that stand out to you and drag them to create a new map, chart, or table. The style of the map or type of chart created will depend on the type of fields you choose, meaning that you always get the optimal display for the data you have.

2. Update cards

Performing quick data visualizations is one of the benefits of Insights. You can drag fields to change the style or add new layers to a map, to add new fields to a chart or table, or to update fields in a chart or table.

3. Perform analysis

Insights makes it easy to perform analysis as it occurs to you. Map cards in Insights include two analysis drop zones for the most popular analysis capabilities: [Spatial Aggregation](#) and [Spatial Filter](#). Performing analysis is as easy as dragging a dataset and clicking **Run**.

4. Use selected features

You can create new datasets by dragging selected or filtered data to create a new map. A new result dataset will be created and can be used to make more maps, charts, and tables, or to perform analysis.

Next steps

Use the following resources to learn more:

- [Create maps](#)
- [Create charts](#)
- [Summary tables](#)
- [Spatial aggregation](#)
- [Spatial filter](#)
- [Make selections](#)

Meet Drag-N Drop



Drag-N Drop is an expert when it comes to drag-and-drop features in Insights, and she wants to share her knowledge with you! Look for Drag-N Drop throughout the documentation to find tips and tricks on how you can access all of the drag-and-drop features Insights has to offer.

Get started with analysis

Analysis helps you solve spatial problems and make decisions. Use the following workflow to perform analysis in Insights for ArcGIS.

1. Ask and explore

Solving a spatial problem begins with a well-framed question based on your understanding of the problem. Getting the question right is key to deriving meaningful results. Questions that can be answered using spatial analysis include the following:

- How is it distributed?
- How is it related?
- What's nearby?
- How has it changed?

Don't know what questions you want to ask? Not a problem. Insights makes it easy to explore your data so that you can understand patterns and gain insights into your data that will help you ask the questions that matter.

2. Model and compute

Insights for ArcGIS offers a suite of [analysis tools](#) that can be used to manipulate and quantify your data to help you answer your spatial questions. As you perform analysis, your steps are recorded behind the scenes in the Analysis view, making it easy for you to save your model.

3. Examine and interpret

Computers don't perform analysis; people do. Once you have run your analysis tools and created results, you must examine those results to answer your questions. Have you answered all of your questions? Are there any other questions that you need to ask? As you examine your results, you can interpret what they mean and find your answers.

4. Make decisions

After interpreting the results of the analysis, document your interpretation and decide how to respond. In some cases, you can take action based on your interpretation of the analysis results. You might implement a solution, correct a situation, create an opportunity, or mitigate a circumstance. In other cases, no action is required because your goal was to build knowledge and gain a deeper understanding. Often new questions arise that need to be addressed. These can lead to further analysis.

5. Share results

Once you have answered your question and are satisfied with the analysis, identify the audience that will benefit from your findings and determine who you want to influence. You may want to share your results with other members of your organization or the public. You can communicate your results by sharing pages or creating apps, such as story maps.

Next steps

Try this scenario-based exercise to learn more about performing analysis:

- [Quick exercise: Solve a spatial problem](#)

Now that you have performed your analysis, you are ready to [share your work](#).

Get started with sharing

Get started with sharing content inside and outside your organization.

1. Share your data

Whenever you share content from Insights for ArcGIS, you should always start by [sharing your data](#). Sharing your data is a way to give other users access to your results and set up your other content, such as pages and workbooks, to be shared as well. When you share your result datasets from Insights, you create a new feature service that is available to use in Insights or Portal for ArcGIS.

2. Share your page

It's easy to share your results with others using [shared pages](#). You can change your map style; create linked maps, charts, and tables; add descriptions; and then share your pages to be viewed by other members of your organization. A shared page can be viewed by all members of your organization, even if they do not have an Insights license. You can also embed the page in a web page or story map, where it can be viewed by members of the public.

3. Share your analysis

As you work in Insights, all of the steps in your analysis are recorded in a model. The [model can be shared](#), making it easy to rerun your analysis or give other users access to your workflow. You can add a model to a page and update the datasets being referenced to either rerun the exact analysis, or rerun the tools with different datasets.

4. Share your workbook

If you want to share your data, pages, and analysis all together, the best way to do it is by [sharing your workbook](#). A shared workbook can be opened in a view-only mode or copied and opened with full editing privileges.

Next steps

Try this quick resource to learn more about sharing content:


- [Quick exercise: Share your analysis](#)

Quick exercises

Create your first workbook

In this exercise you are a business analyst for a consortium of colleges that wants to run a marketing campaign in states with high-value colleges. You've found data from the United States Department of Education that you think you can use for your campaign. You will use Insights for ArcGIS to explore and start asking questions about your data. In 30 minutes or less, you will do the following:

- Add data to your portal so it can be used in Insights.
- Launch Insights and sign in to your account.
- Create a new workbook and add data from your content.
- Learn about some of the important buttons in your workbook.
- Create maps, charts, and tables to help you understand your data.
- Interact with cards, including zooming and panning and making selections.

 **Note:** To complete this exercise, your account must have the following specifications:


- Level 2 user account
- Publisher or Administrator role, or equivalent custom role
- Insights license

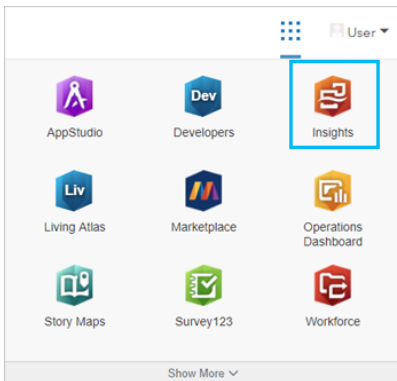
For more information, see [Administer Insights](#).

Add data to your organization

The data for this analysis has been provided publicly on the ArcGIS website, where it can be downloaded to your machine. If you are not able to access the Internet from the same machine as your ArcGIS Enterprise portal, you can download the data on a different machine and then transfer it to your portal machine. Follow these steps to access and load the data to your portal:

1. Follow the link to the CollegeScorecard item (<https://www.arcgis.com/home/item.html?id=867f342f9add46b4b6b1370841b6d08c>).
2. Click the **Download** button to download the item to your machine.
3. Unzip the folder and save the Microsoft Excel file on your computer in a location that you can find easily.
4. Sign in to your ArcGIS Online account.
5. Open Insights and sign in to your account if necessary.

 **Tip:** You can access Insights through the gallery of apps on your Portal for ArcGIS site or by appending `/apps/insights` to your portal URL (for example, `http://myserver.mycompany.com/portal/apps/insights`).



After you sign in, the **Workbooks** page appears. If this is your first time signing in to your Insights account, the welcome window will be displayed. You can navigate through the carousel or skip to go directly to the **Workbooks** page.

Create a new workbook

In Insights, your analysis is done in a workbook. A workbook stores all of the pages, data, and processes from your analysis. Follow these steps to create a new workbook.

1. On the **Workbooks** page, click **New workbook**.

The **Add To Page** pane opens on the **Data** tab. The **Data** tab includes **Content**, **Groups**, **Organization**, **Living Atlas**, **Boundaries**, **Excel or CSV**, and **Database**.








2. Click **Excel or CSV**.
3. Click **Browse my computer** and open the Excel file or drag the file onto the **Add To Page** window. Click **Add**.

The workbook opens with the CollegeScorecard.Table1 dataset in the data pane.

4. Click **Untitled Workbook** and replace it with a unique and useful title, such as `US Colleges - Your Name`. Including your name in the title will make your workbook easier to find if you share your work. Click **Save**.

Explore your workbook


Using a new software product for the first time can be intimidating. This section walks you through some of the key aspects of the user interface so that you are more comfortable with it when you start to explore your data. If you are already familiar with buttons and controls in Insights, you can skip this section.

1. Take a look at the workbook and notice some of the key features:
 - The **Undo**  and **Redo**  buttons in the upper left can be used to undo and redo processes such as performing analysis or creating a new card.
 - **Add** can be used to add a new dataset to your page.
 - The **Map**, **Chart**, and **Table** buttons can be used to create cards without dragging fields or datasets. The three buttons are dimmed because no data has been selected.
 - The **Widget** button can be used to add other card types, such as text and media cards, or predefined filters.
 - The **Create Relationships** button can be used to join datasets using common fields.
 - The **Analysis view** button  can be used to view a model of your analysis. The model is created automatically as you work in your workbook.
 - The **Basemaps** button  can be used to change the basemap for your map cards.
 - The **Page Settings** button  can be used to change settings, such as the background color, for the entire page.
2. Hover over the dataset in the data pane and notice the two buttons beside the dataset name:
 - The **Rename dataset** button  is used to edit the name of the dataset.
 - The **Dataset options** button  is used to open a menu containing more actions available for the dataset.
3. Click the **Dataset options** button for the dataset. The menu opens to show the following options: **Enable Location**, **View Data Table**, **Advanced Filter**, **Remove Dataset**, **Refresh Dataset**, **Hide Selected Fields**, **Show Hidden Fields**, and **Share Data**.
4. Expand the dataset in the data pane. The fields in the dataset are displayed, along with symbols indicating the **field role**. You can select fields and drag them to the page to create maps, charts, or tables. You can also use the buttons above the data pane to create maps, charts, and tables.

Now that you are familiar with some of the basic controls in Insights, it's time to start exploring your data.

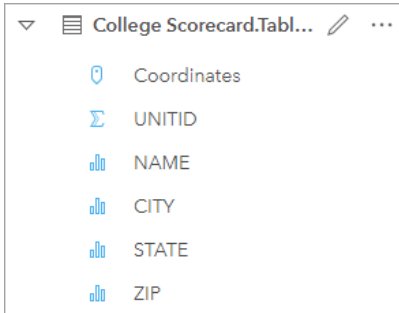
Explore your map

This section will walk you through some of the basic interactions you can make with map cards, but first you will have to enable location on your Excel file.

1. Click **Dataset options**  for the Excel file and choose **Enable Location** from the menu.

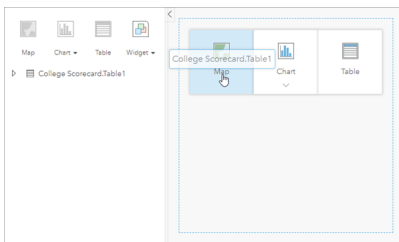
The default method of enabling location is using coordinates. The `LONGITUDE` and `LATITUDE` fields from the Excel file are already populated by default.

2. Click **Run**.
3. Expand the dataset in the data pane.





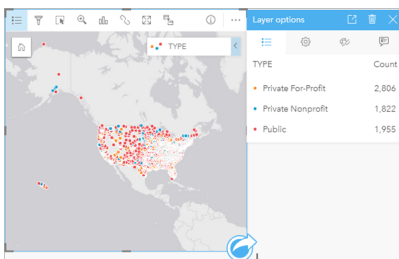
A new location field called `Coordinates` has been added to the dataset.

4. Drag the dataset onto your page and drop it on the **Map** drop zone to create a map of United States colleges.



Tip: If you prefer to use buttons, you can select a field from the dataset and click the **Map** button above the data pane.

5. Drag the corners of the map to make it larger. You can also drag the card to a different position on the page.
6. Press Shift and draw a rectangle around the continental United States with your mouse to zoom in. You can also use the **Zoom tools** button  from the card toolbar to zoom in and out.
7. Select the `TYPE` field in the data pane and drag it to your map.
The map updates to show the colleges styled by unique color based on the type of school.
8. Open the **Layer options** pane using the expand button  next to the **TYPE** layer on the map.



The **Layer options** pane displays the three college types, Private For-Profit, Private Nonprofit, and Public, and the number of features of each type. This information is useful, so it would be good to display it permanently.

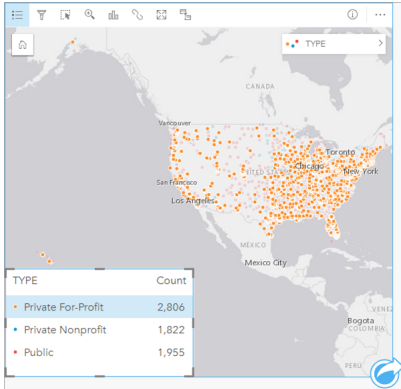
- Click the **Pop out legend** button .

The legend is displayed as a separate card under your map. Depending on the size of your map, you may need to scroll down on the page to see the legend.


- Resize the legend and move it to the bottom left corner of your map.



In Insights, the legend is interactive and can be used to understand the patterns in your data.

- Click **Private For-Profit** on the legend. The for-profit schools are selected on the map and the other schools fade into the background.



Using the legend to make selections on the map can be useful for looking at patterns.

- Zoom and pan around your map to look for patterns in for-profit schools. Zooming can be done using the zoom tools outlined in step 6, or using the scroll wheel on your mouse. Panning is done by clicking and dragging the map. If you get lost, use the **Default extent** button  to zoom to the full extent of the data.

 **Note:** If necessary, you may want to change your basemap so that city labels and map symbols are easy to see. The **Light Gray Canvas** is a good option. You can change the basemap using the **Basemaps** button .

The for-profit schools tend to be clustered around urban areas, and are mostly in the eastern half of the continental United States.

- Click **Private Nonprofit** in the legend to change the selection on the map. Zoom and pan around the map again looking for patterns in the nonprofit schools.

There are fewer nonprofit colleges than for-profit colleges and they are less concentrated in large urban areas. There are more private nonprofit colleges in Alaska and Hawaii than there are private for-profit colleges. The colleges are still concentrated in the eastern half of the United States.

- Click **Public** in the legend to change the selection on the map. Zoom and pan again to look for patterns in the public schools.

Public schools have a slightly more uniform distribution across the country, including more colleges in Alaska and Hawaii and across the Midwest.

- Click **Public** again to clear the selection.

- Save your workbook.

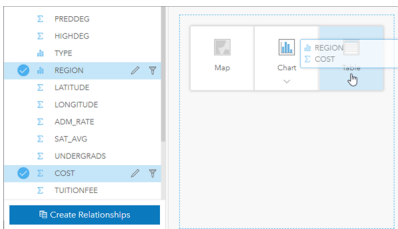
Create charts and tables

Finding spatial patterns in your data is important, but you may also want to learn more about the nonspatial aspects of your data. You can do that using tables and charts.

1. If necessary, expand the **CollegeScorecard.Table1** dataset.

Fields from the dataset are listed. Each field has an icon that indicates the **field's role**, which is based on the type of data the field contains.

2. Hover over the `REGION` field in your dataset and click the circle that appears. Do the same for the `COST` field. Blue circles around the check marks indicate selected fields.
3. Drag your selections to the **Table** drop zone.



Note: If you prefer buttons to dragging fields, click **Table** above the data pane after you select your fields.

A **summary table** appears as a card on your page. Each region is listed with the sum of costs for the colleges in the region.



4. Instead of a sum of costs, average costs would be more helpful to know. Change the `COST` statistic from sum to average. Use the arrows beside the `COST` statistic to sort the costs in descending order.

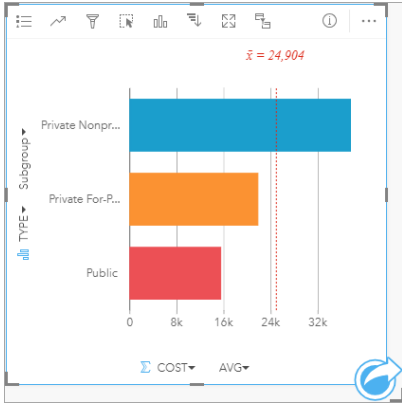
REGION	COST AVG
New England	30,697.1331
Mid East	27,029.8898
Far West	23,907.4832
Great Lakes	23,425.0365
Plains	22,809.243
Southeast	21,992.7651
Rocky Mountains	20,568.8205
Southwest	20,070.7188
Avg 23,596.3581	

The table now shows the regions in order, with the most expensive region (New England) listed first and the least expensive (Southwest) listed last. The table is useful for seeing the exact values of the average cost, but it doesn't offer a quick view of the differences in average cost. Changing the table to a **chart** will give you a more visual representation of the costs.

5. Click the **Visualization type** button on the card and choose **Bar Chart**. The table updates to show a bar chart.

Now that you've looked at the average cost by region, it would be good to also look at average cost by college type.

- Click **REGION** on the y-axis of the bar chart to expand a menu of fields. The **REGION** field is a string field, so all of the fields listed in the menu also contain strings.
- Click **TYPE** to change the value on the axis. The bar chart now shows the type of college and the average cost. Private nonprofit colleges have the highest average cost, and public colleges have the lowest average cost. You can also change the style of the bar chart so that it matches the style of the map.
- Click the **Legend** button  and click on the **Options** tab  if necessary.
- Change the **Symbol type** to **Unique symbols**. Close the **Layer options** pane.

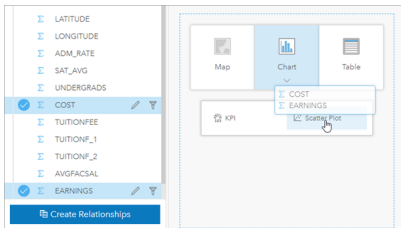


- Save your workbook.



Analyse your data with statistics

You now know which types of colleges have the highest costs. It would be good to know how much of an effect the costs have on earnings after graduation.

- Select **COST** and **EARNINGS** in the data pane.
- Drag the fields to the **Charts** drop zone and drop them on **Scatter Plot**.




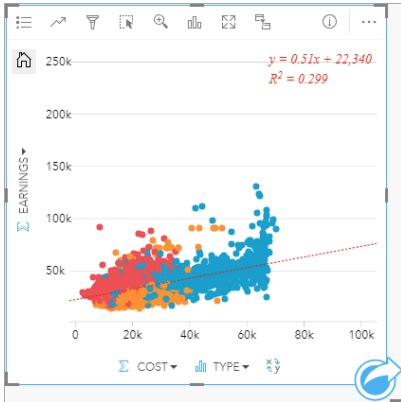
A **scatter plot** is created with the cost on the x-axis (horizontal) and the mean earnings on the y-axis (vertical).

 **Note:** If your scatter plot is displaying the fields on the wrong axes, you can change them using the **Switch axes** button .


- Click **Color by** on the x-axis and choose **TYPE**.

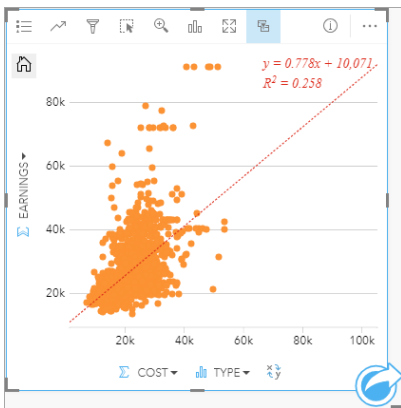
The scatter plot shows that there is a slight positive relationship between the cost of colleges and the earnings after graduation. Some chart statistics would help you quantify the relationship more accurately.

- Click the **Chart statistics** button  in the card toolbar and choose **Linear**. Close the **Chart statistics** pane.



A linear best fit line is added to the scatter plot, along with the line equation ($y=0.51x+22,340$) and R^2 value (0.299). The R^2 value, also called the Coefficient of Determination, is a goodness of fit measure that indicates the strength of the relationship between the variables on the scatter plot. The R^2 value is between 0 and 1, with values closer to 1 having a stronger relationship. In this case, the R^2 value is closer to 0, meaning that the cost of colleges does not have a strong effect on the earnings after graduation. It would be interesting to see if this is true for each type of college individually.


- Click the **Enable cross filters** button  on the scatter plot. A **cross filter** allows you to quickly filter data on a card by making a selection on a different card.
- Click **Private For-Profit** on the map legend. The for-profit colleges are selected on the map and bar chart, and the scatter plot is filtered to show only for-profit schools.



The statistics are recalculated for the for-profit colleges. The new line of best fit is still positive, but the R^2 value has dropped to 0.258, meaning that the cost of a for-profit college has very little influence on the earnings of graduates. You can see from the scatter plot that a lot of colleges have higher than expected earnings after graduation based on the cost.

- Select **Private Nonprofit**, then **Public** on the map legend and take note of the R^2 values of each college type.

Private nonprofit and public colleges each have an R^2 value of 0.396. These values are better than the full dataset and private for-profit schools, which implies that there is a stronger relationship between cost and earnings after graduation in nonprofit and public colleges than in for-profit colleges.

8. Save your workbook. If you want to continue to the [Solve a spatial problem](#) lesson, then leave the workbook open. Otherwise, return to the **Workbooks** page using the **My Workbooks** button  or exit Insights.

Next steps


Now that you have learned how to use your workbook, you can start using your own data and expertise to create workbooks that matter to you.

You can also continue this scenario in [Solve a spatial problem](#) and [Share your analysis](#).

Solve a spatial problem

In this exercise, you are a business analyst for a consortium of colleges that wants to run a marketing campaign in states with high-value colleges. It's up to you to find states with colleges that have a good return on investment (ROI) for students. You'll use Insights for ArcGIS to analyze United States Department of Education College Scorecard data in the form of a feature layer to find relationships between the cost of college and earnings by graduates. In 45 minutes or less, you will do the following:

- Create interactive maps, charts, and tables.
- Apply an advanced filter to your data.
- Use spatial and nonspatial analysis techniques to solve a problem.

 **Note:** To complete this exercise, your account must have the following specifications:

- Level 2 user account
- Publisher or Administrator role, or equivalent custom role
- Insights license

For more information, see [Administer Insights](#).

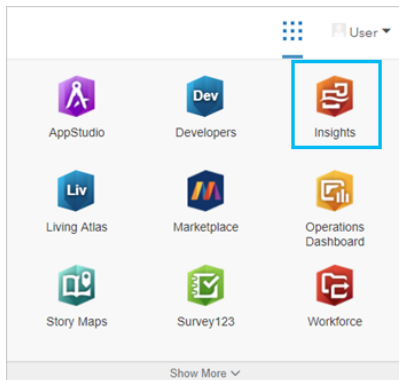
Add data to your organization

The data for this analysis has been provided publicly on the ArcGIS website, where it can be downloaded to your machine. If you are not able to access the Internet from the same machine as your ArcGIS Enterprise portal, you can download the data on a different machine and then transfer it to your portal machine. Follow these steps to access and load the data to your portal:

Note: If you completed the [Create your first workbook](#) lesson, you can skip to the [next section](#). Reopen your workbook, and drag the CollegeScorecard.Table1 dataset to the **New page** tab + then create a map on the new page.

1. Follow the link to the CollegeScorecard item (<https://www.arcgis.com/home/item.html?id=867f342f9add46b4b6b1370841b6d08c>).
2. Click the **Download** button to download the item to your machine.
3. Unzip the folder and save the Microsoft Excel file on your computer in a location that you can find easily.
4. Sign in to your ArcGIS Online account.
5. Open Insights and sign in to your account if necessary.

Tip: You can access Insights through the gallery of apps on your Portal for ArcGIS site or by appending `/apps/insights` to your portal URL (for example, `http://myserver.mycompany.com/portal/apps/insights`).



6. On the **Workbooks** page, click **New workbook**.
7. In the **Add To Page** window, click **Excel or CSV**.
8. Click **Browse my computer** and open the Excel file or drag the file onto the **Add To Page** window. Click **Add**.

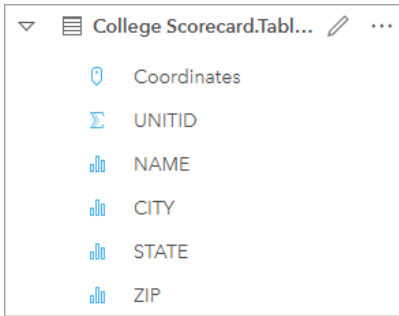
The workbook opens with the CollegeScorecard.Table1 dataset in the data pane.

9. Click **Dataset options** ⋮ for the Excel file and choose **Enable Location** from the menu.

The default method of enabling location is using coordinates. The `LONGITUDE` and `LATITUDE` fields from the Excel file are already populated.

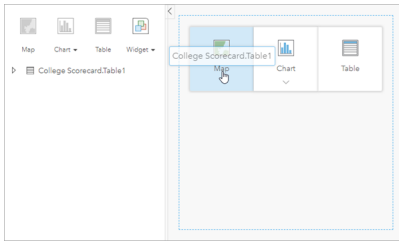
10. Click **Run**.

- Expand the dataset in the data pane.



A new location field called `Coordinates` has been added to the dataset.

- Drag the dataset onto your page and drop it on the **Map** drop zone to create a map of United States colleges.




Tip: If you prefer to use buttons, you can select a field from the dataset and click the **Map** button above the data pane.

- Click **Untitled Workbook** and replace it with a unique and useful title, such as `US Colleges - Your Name`. Including your name in the title will make your workbook easier to find if you share your work. Click **Save**.

Calculate return on investment

The return on investment (ROI) for colleges is calculated using cost and earnings after graduation. In this section, you will begin your analysis by calculating ROI for all United States colleges.

- Click the **Action** button  on the map to open the **Analytics** pane.
- Click on the **Find Answers** tab and **How is it related?** to display spatial and nonspatial analysis capabilities.
- Open **Calculate Ratio**. For the numerator, choose **EARNINGS**, and for the denominator, choose **COST**. Name the field **ROI** and click **Run**.


A data table appears, providing a view of your raw data. The `ROI` field is the last column in the table.

- Close the data table.
- Save your workbook.

Find states with above average ROI

Now that your dataset has a field for return on investment, you can start to find more information about which areas have a high ROI. In this section you will filter your data and determine which states have the highest ROI.


1. On the map card, click the **Card filter** button . The **New Filter** pane opens.


 **Tip:** Using a card filter instead of a dataset filter will allow you to work with both the filtered and unfiltered data throughout your analysis.

2. Click **Advanced** to open the **Expression Filter** pane.

An **advanced filter** is an expression-based filter that allows you to create complicated queries or incorporate calculations into your filter.

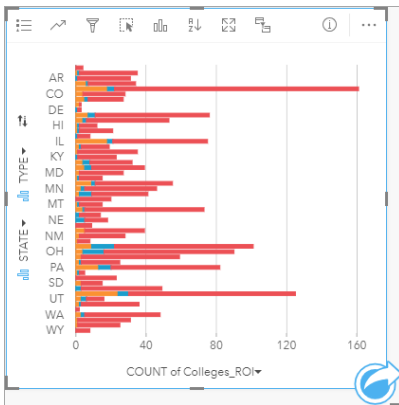
3. Enter the expression `ROI>AVG(ROI)` to query only the colleges with a greater than average return on investment. Click **Apply**.
4. Close the **Card Filters** pane.

A result dataset  is added to the data pane with the same name as your original dataset. You can rename the result to distinguish it from the original.



5. Hover over the result dataset and click the **Rename dataset** button .
6. Rename the dataset `Colleges_ROI` and hit Enter on the keyboard to set the changes.

There are several ways to analyze ROI within states. In this case you will use a stacked bar chart so that you can incorporate the state and type of college.


7. Expand `Colleges_ROI` to display the fields. Select **STATE** and **TYPE**, drag them to the **Chart** drop zone, and drop them on **Stacked Bar Chart**.



A stacked bar chart is created showing the count of colleges with an above average ROI for each state and college type.

8. Drag the bottom edge of the chart card down to make it easier to see all of the states.
9. Click the **Sort** button  on the card toolbar and choose **Sort Descending** .

The chart now shows the state with the highest count of colleges with above average ROI at the top, and the rest of the states in descending order. Now you can change the axis labels to make the chart easier to understand.


- Click **More ...** and **Edit Labels** , then click the axis to rename it. Name the x-axis (horizontal) `Count of colleges with above average ROI` and rename the y-axis (vertical) `State and college type`.

You now have a bar chart that shows the count of high ROI colleges for each state and college type. In the next section you will analyze the colleges spatially.


Analyze the ROI spatially

In the previous section you used a chart to calculate the count of colleges with above average ROI. Another way to calculate the count is through a [spatial aggregation](#). Doing a spatial aggregation will allow you to display the counts on a map and incorporate spatial patterns into your analysis. In order to do a spatial aggregation, you will need a spatial dataset with the appropriate boundaries.

- Click **Add** to open the **Add To Page** pane.
- Click **Boundaries** to display the available boundary layers.
- Select the most recent **USA_Boundaries** dataset available to you and unselect all of the layers except `USA_State`. Click **Add**.

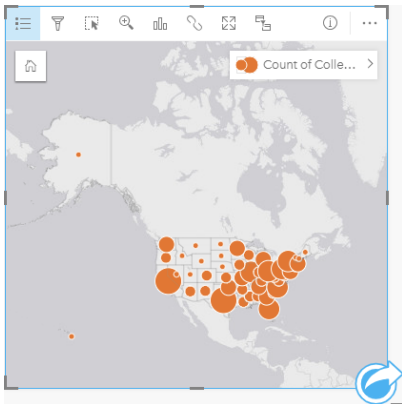
 **Note:** If you do not have **USA_Boundaries** available, you can ask your administrator to install and configure (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-boundary-layers.htm>) the boundaries, or use a generalized state boundary layer from Living Atlas instead.

A map of US states is added to your page. You do not need to keep this map on the page in order to use it in your analysis.

- On the map of US states, click **More ...** then **Delete** .
- Drag the state dataset from the data pane onto the map of `Colleges_ROI` and drop it on **Spatial aggregation**.

The **Spatial Aggregation** pane opens. By default, the aggregation will calculate the count of colleges in each state.


- Click **Run**.



The `Colleges_ROI` result dataset is replaced with a new `Spatial Aggregation 1` dataset. The map is updated to show the counts of high-ROI colleges for each state with proportional symbols. The map shows the same information as the chart, but without incorporating college type. Rather than using two methods of displaying the same information, you can create a

map that shows the percent of colleges with a high ROI. In order to do that you will need a count of all colleges in each state.

7. Drag the original `College_Scorecard.Table1` dataset to the map and drop it in the **Spatial aggregation** drop zone. Click **Run** to calculate the count of colleges within each state.

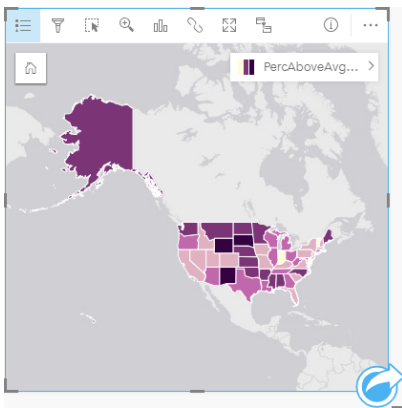
 **Tip:** The count is calculated by default.

A second Spatial Aggregation dataset is added to the data pane and the map updates to show the new `Count of CollegeScorecard.Table1` field.

8. Expand the **Spatial Aggregation 2** dataset. There are two count fields: `Count of Colleges_ROI`, which includes the count of colleges with above average ROI in each state, and `Count of CollegeScorecard.Table1`, which includes the total count of colleges in each state.
9. Click **Rename dataset** next to **Spatial Aggregation 2** and name the dataset **College counts**.
10. Open the **Dataset options** menu \dots and click **View Data Table**.

The data table opens, displaying the raw data for the dataset. The data table can be used to calculate the percent of colleges that have an above average ROI.

11. Click the **+ Field** button to add a new field to the data table.
12. Click **New Field** and update the field name to `PercAboveAvgROI` (Percent above average ROI).
13. Click the **Enter calculate function** box and enter the equation $(\text{Count of Colleges_ROI} / \text{Count of CollegeScorecard.Table1}) * 100$. Click **Run** and close the data table.
14. Click the number field icon Σ next to the `PercAboveAvgROI` field and choose **Rate/Ratio** to change the field role. The new field will now be treated as a proportional value, rather than a quantity.
15. Drag `PercAboveAvgROI` to the map to update the style.




A choropleth map (a map styled with graduated colors) is created.

16. Resize the map so that it fits onto your page and all of the states are visible.
17. Save your workbook.

Change the classification on your map

Now that you have your map, you can start making conclusions about return on investment in different states. However, it's important to remember that your conclusions are going to be affected by the classification on the map. Therefore, you should check what classification is being used before you finish your analysis.

1. Open the **Layer options** pane by expanding the layer name on the map.
2. Click the **Options** tab .

The default classification is natural breaks with 5 classes. Natural breaks is a useful classification for seeing natural groupings inherent in the data, but it may not be the best classification for this scenario.

3. Click **Natural Breaks** to expand the **Classification type** menu.

There are 6 classification options available: **Natural Breaks**, **Equal Interval**, **Quantile**, **Standard Deviation**, **Unclassed**, and **Manual**. An unclassified classification gives the map a continuous color ramp, rather than discrete classes. In this case it is probably best to have discrete classes so that the states can be analyzed in groups. An equal interval classification is useful for data with a known range, like percentages, because it allows you to group your data into set ranges (for example, a dataset with percentages could be divided into 5 intervals with ranges of 20 percent). A quantile classification divides the data into groups with an equal number of features, which makes it good for data that you want to display by rank. In this case, a ranked classification could be useful. A standard deviation classification is useful when you want to focus on the distance from the mean. While knowing the average could be useful in this scenario, it doesn't need to be the focus of your analysis. Finally, a manual classification can be used to create a custom classification scheme. Manually changing the classification can be useful for data with specific values that need to be taken into account or for standardizing the classification between multiple maps.

On the surface, quantile and equal interval seem like the best options. However, this dataset has 51 features (50 states plus the District of Columbia), which makes it difficult to divide the data equally into a quantile classification. It may be best to try equal interval.

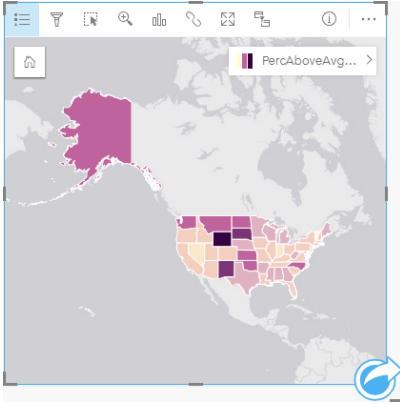
4. In the **Classification type** menu, click **Equal Interval**.

The classification updates. You can click the dividers to see the ranges of the intervals. The divisions are at 21, 34, 47, and 60. It makes sense to have an equal interval, but these values are not intuitive. It would make more sense to apply an equal interval to a full percentage range from 0 to 100. You will use intervals of 10.



5. Change the number of classes to 8.
6. Click the first slider and change the value from 16 to 10. Hit Enter on your keyboard.

The divider moves to 10 and the **Classification type** updates to **Manual**.

7. Change the other dividers to 20, 30, 40, 50, 60, and 70.



8. Click on the legend tab to see the values. Click on values in the legend to select the features in each class.

 **Tip:** Change the **Display field**  for the Location field to STATE so that the state names will be displayed when you hover over them.

9. Save your workbook.

The highest percentage of above average ROI colleges is in Wyoming. The next highest percentages are in South Dakota and New Mexico. These states are all in the central part of the continental United States. As discussed in [Create your first workbook](#), the central states, Hawaii, and Alaska had relatively few private for-profit and nonprofit schools, and a relatively large proportion of public colleges. You also see in the bar chart that the vast majority of high ROI colleges are public. It makes sense that states with a high proportion of public colleges would have a large percent of colleges with a high ROI.

Next steps


Now that you have finished your analysis, it is time to share your results with your colleagues. Use the quick exercise [Share your analysis](#) to continue the college scorecard scenario and share the results as a model and an interactive page.

Share your analysis

In this exercise, you are a business analyst for a consortium of colleges that wants to run a marketing campaign in states with high-value colleges. You have already performed analysis on the return on investment at colleges in the United States. You will use the results from the [Solve a spatial problem](#) exercise to set up and share your results with others on your marketing team.

In less than 10 minutes you will do the following:

- Reorganize and resize your cards for display.
- Give your cards titles and descriptions.
- Share your analysis workflow so that it can be rerun.
- Share your page so it can be viewed or embedded in a web page.

 **Note:** This exercise picks up at the end of the [Solve a spatial problem](#) exercise. If you did not complete the first exercise, you can still follow these steps with your own data and analysis results.


To complete this exercise, your account must have the following specifications:

- Level 2 user account
- Publisher or Administrator role, or equivalent custom role
- Insights license

For more information, see [Administer Insights](#).

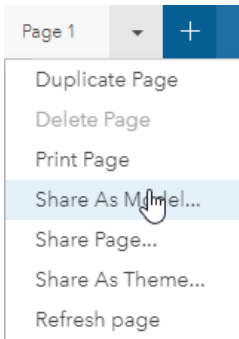
Share your workflow


You want to save the steps to your analysis so that you can repeat the workflow the next time the data updates. While you work, Insights captures each step of your analysis. To share the model from your analysis, do the following:

1. Open your US Colleges workbook, if necessary, and go to the page where you analyzed return on investment.
2. Switch to Analysis view by clicking the **Analysis view** button  on your page toolbar.

Your model appears. This model can be shared with your team to [automate the analysis](#). For example, they could instantly reproduce the analysis by updating the shared model with more recent data.

3. Open the **Page options** drop-down menu and click **Share As Model**.



4. Give your model a title, description, and tags. You can also choose to share your model with your organization, groups within your organization, or the public. Click **Share**.
5. Click the **Page view** button  to return to your cards.



If you want to view your new model item, click **Add Data** or start a new page. In the **Add To Page** window, change from the **Data** tab to the **Model** tab. Your shared models from **Content**, **Groups**, and **Organization** are available. Close the **Add To Page** window.

Resize and document the cards

Now that you have completed your analysis, it's time to share your results as a read-only page view with stakeholders. Your cards can be resized to display the map and chart more efficiently and so that they will fit correctly on the platform where they will be displayed, such as a website or story map.

1. Click a card to activate it. Drag the corners and sides to resize the cards to the desired size and shape. Zoom and pan the map to center it within the card.



Now that the cards have been resized, you can start documenting them with titles and descriptions.

2. Click the **Info** button  for the map to show the back of the card. Enter the title `Percent of colleges with above average ROI`. Enter a brief description, such as `The percentage of colleges with above average return on investment. Return on investment was calculated as (earnings after graduation)/(cost).`
3. Turn the card over again using the back button .

4. Repeat the step for the chart, entering a title such as **ROI by State and Type** and a description such as **A count of colleges with above average return on investment by state and grouped by type.**
5. Flip the card back to the front.
6. Save your workbook.


Add a legend

It would be useful for users to be able to see the classification that was used when you create your map. To do that, you will add a legend to your map.

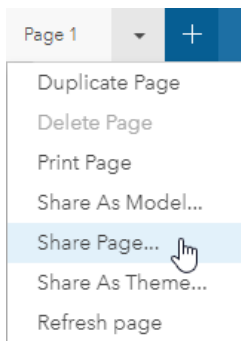
1. Expand the **Layer options** pane using the arrow > next to the layer on your map.
2. Click the **Pop out legend** button  to display your legend on the page. Close the **Layer options** pane.
The legend is added below your map. If your map fills your page then you will have to scroll down to see the legend.
3. Resize the legend and move it to the bottom left corner of your map.
4. Click the **Card Settings** button  on the legend. The **Card Style** pane opens.
5. Expand the **Background Color** palette and change the transparency to 30 percent.

Share the page

Insights pages can be either shared as Page items in your portal or printed. When a page is shared, the Page item is saved in the **Content** tab, where it can be opened and viewed. You are also given an `<iframe>` when the page is shared that can be used to embed the page in a website.

 **Note:** Feature layers must be shared in order to be visible on a shared page. All other layers, including results, will be visible without being shared first. In this case, sharing your data is not required.

1. Open the **Page options** menu ▾ and choose **Share Page**.




2. In the **Share Page** window, enter a title, description, and tags for your page. Check **Everyone (public)** under **Share with** and click **Share**.

You can view your shared page, access the item you just created in your portal, or use the embed code to embed your page results into a web page.

3. Under **View your shared page**, click **Go**.

You see the cards that you created. This read-only view allows users to view your Page item and interact with your results. Shared pages cannot be edited in the Page Viewer.

4. Close the tab for the viewer and return to your workbook.
5. The `<iframe>` code under **Embed** is what you will use to embed your page in a website.

 **Note:** You will not be creating a website or story map in this exercise. If you want to view your shared page, you can copy and paste the `<iframe>` code into an HTML editor.

6. Close the window and save your workbook.


Next steps

You can start to explore Insights on your own. You may want to create a workbook to share with members of your organization or rerun your analysis using different datasets. You can also try creating a story map (<http://links.esri.com/insights-story-maps>) with an embedded `<iframe>`, or view this example (<https://www.arcgis.com/apps/MapJournal/index.html?appid=c2bfb0197c7b435f807edf4bff2be190>).

More

Access Insights

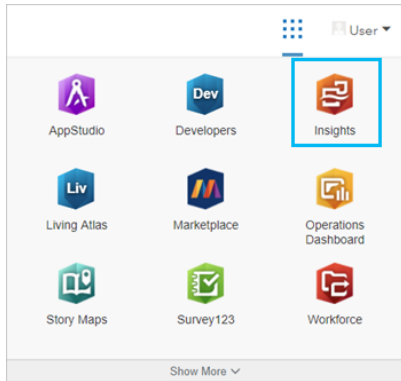
There are several ways you can access Insights for ArcGIS, including from the **Apps** menu, through a URL, or from an Insights item.

 **Note:** Insights must be installed and licences granted to access it. For more information on setting up Insights, see the [Administer tab](#).

Access options

You can access Insights by doing one of the following:

- Access the **Apps** menu on your Portal for ArcGIS site and select Insights.



- Append `/apps/insights` to your Web GIS. For example, `http://myserver.mycompany.com/portal/apps/insights`. If you don't know the URL, contact your ArcGIS administrator.
- Open one of the following Insights items from **Content** in Portal for ArcGIS:
 - A workbook that you created
 - A model that you created or that was shared with you

Provide your ArcGIS Enterprise account user name and password to sign in when prompted.


Additional resources

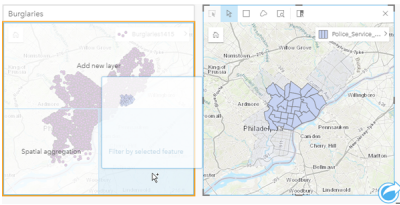
- [Create your first workbook](#)
- [Frequently asked questions](#)

Insightful tips


Using filters

There are several ways to filter your data in Insights, including both attribute and spatial filters. Attribute filters can be found in the data pane and on each map or chart card.

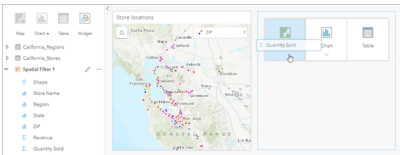
The Spatial Filter tool can be used to filter your data using a spatial relationship with another dataset. The Spatial Filter tool can be accessed using the **Action** button  or by dragging a dataset onto a map and dropping it in the **Filter by selected feature** drop zone. You can also filter by a subset of your data by selecting one or more features and dragging the selection to the **Filter by selected feature** drop zone or using a [cross filter](#).



Using result datasets

Result datasets are created when analysis is performed in Insights. Results are temporary datasets signified in the data pane using the **Results** symbol .

You can use result datasets in many of the same ways that you use your original data. Result datasets can be used to create maps, charts, and summary tables as well as being used in analysis tools.

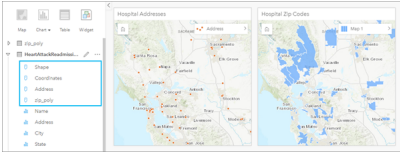


Boundaries

Boundaries are datasets provided by Esri and configured by your portal administrator (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-boundary-layers.htm>). Boundaries such as world countries, ZIP Codes, and block groups are included. Boundaries are especially useful to use as layers in the Spatial Aggregation and Spatial Filter tools or for geocoding using **Enable Location**. You can access these layers using the **Boundaries** tab in the **Add To Page** window.


Enabling multiple locations on a dataset

Enable Location can be used to geocode datasets using coordinates, addresses, or boundaries. Enabling locations is important in files that do not have a pre-existing location field, but can also be done on datasets that already have a location. For example, a dataset with store locations may also include a field with ZIP Codes. **Enable Location** can be used to add a **Geography** location field by matching the ZIP Code field to the ZIP Code boundary layer. The dataset will then have two separate location fields: one will create a map of points, and one will create a map of areas.






Do side-by-side map comparisons

Map cards with several layers can be difficult to work with. Instead, you can create additional maps for side-by-side comparison. This is a departure from traditional GIS that has a single map that holds all of your content.

If you want all of the maps on your page to display the same spatial extent when you zoom and pan, use the **Sync extents** button . It's helpful to have all the maps on your page update to reflect the location and zoom level for your area of interest.

Undo and redo actions

You can improvise your analytics while secure in the knowledge that any action you take in Insights for ArcGIS does not change the underlying data and can be undone or redone with the **Undo**  and **Redo**  buttons at the top of your page.


 **Note:** If your last action was performed on a previous page and you undo it, the action is undone while your point of focus remains on the current page.

View statistics



Summary statistics are another way to see patterns emerge about the people or objects you measure. For example, if you are viewing pine tree sample data in a map or chart, you may want to see a summary of the numeric values from that field on your map or chart to get a quick view of average height or median age of the trees. The steps vary slightly depending on whether you want to view statistics on a map or chart.

View statistics on a map

A list of statistics is provided on the back of the map card.

1. Click the map to select it.
2. Do one of the following:
 - Click the **Info** button  to flip the card over and see summary statistics on the back.
 - Click a symbol on the map to view summary information in a pop-up window about a specific feature.

View chart statistics

1. Click the chart that you want to see summary statistics for.
2. Do one of the following:
 - Click the **Chart statistics** button . From **Chart Statistics**, check the statistics you want to see on your chart. The chart updates to show the statistics you selected.
 - Click the **Info** button  to flip the card over and see summary statistics on the back.

Add more data

At any point in your workflow, you can add more datasets to your page with the **Add data** button above the data pane.

To use data from one page to another, click the dataset from the data pane, and drag the dataset onto the tab of the page you want to use it on. If you haven't created an additional page, you can drag your selected dataset onto the plus-sign (+), and a new page is created and populated with the selected dataset.

Reduce data pane clutter

If you find datasets on your page to be unhelpful to your analysis, remove them from the data pane using the following steps:

1. Click the **Dataset options** button \dots next to the dataset you want to remove.
2. Click **Remove Dataset**.

If there are cards on your page that contain data from the dataset you are about to remove, the following message appears: **Are you sure? You are about to remove <dataset-name> from the page. <#> card(s) will be affected.** If you choose **Yes, Remove**, the dataset and all cards containing data from the dataset are removed.

If your maps or charts are too cluttered with information, target your analysis with [filtering](#). Filtering, along with [aggregation](#), are great ways to step back from your data and see a bigger picture.

Access Esri demographic data

Get access to the latest and most in-depth demographic information for over 100 countries with the [Enrich Data](#) spatial tool.

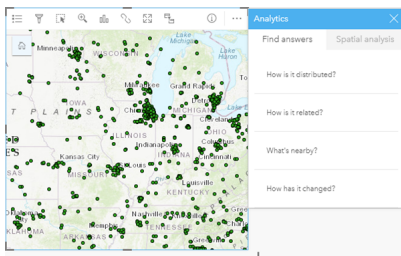
Rename fields or datasets

Sometimes field names or dataset names don't seem to make sense. For example, a field named `m_sl` contains median sales data. Others who have access to your workbook or presentation may not understand the field name and how it relates to the maps and charts in which it's included.

You can rename the field or dataset with a new alias from the data pane. Renaming a field or dataset does not change the name in the underlying data, only how that field name appears in Insights for ArcGIS. See [Change the alias for a field or dataset](#).

Using the Find Answers tab

The **Find Answers** tab is a great resource if you are trying to answer a question but do not know which tools to use. Similar tools are grouped based on which type of question they can answer, making it easy to find the right tool for your analysis. The **Find Answers** tab includes both spatial and non-spatial analytics tools and can be found using the **Action** button.



Create

Add data


Add data to your page

Your data is the basis of everything you do in Insights. You can add data to your workbook page from various data sources, making it easy for you to find the data you need for your analysis.


What data can you access?

The following list shows what layers you can access in Insights. When you save your workbook, the datasets that were added are saved with it.

- Available hosted or registered feature layers from your content, groups, or organization
- Feature layers from ArcGIS Living Atlas of the World
- Excel files (.xlsx)
- Comma-separated value files (.csv)
- Map image layers
- Connections to Microsoft SQL Server, SAP HANA, and Oracle databases
- Connections to enterprise geodatabases (SQL Server and Oracle only)

 **Note:** Map image layers require the **Feature Access** capability to be enabled in order to support statistics. If statistics are not supported, then you will not be able to use many Insights features, including creating charts. See [Troubleshoot a map image layer](#) for tips on how to make sure statistics are supported when you publish a map image layer. For more information, see [Set map service properties \(https://enterprise.arcgis.com/en/server/10.6/publish-services/windows/setting-map-service-properties.htm\)](https://enterprise.arcgis.com/en/server/10.6/publish-services/windows/setting-map-service-properties.htm) and [Editor permissions for feature services \(https://enterprise.arcgis.com/en/server/10.6/publish-services/windows/editor-permissions-for-feature-services.htm\)](https://enterprise.arcgis.com/en/server/10.6/publish-services/windows/editor-permissions-for-feature-services.htm).

Map image layers must also have standardized query enabled. In order for standardized query to be enabled, the layer must be shared as a dynamic service, rather than a tile layer.


 **Note:** Insights does not support the following:

- Multipoint geometries
- Adding data from a secured service (https://enterprise.arcgis.com/en/portal/10.6/use/arcgis-server-services.htm#ESRI_SECTION1_FEB0DF92DA064B6A970DFB59A18AA4C2) if the credentials (user name and password) were not stored when the item was registered

In addition to data, you can also [add a model to your page](#) if you created a model or a model has been shared with you.

Add data from your portal


Feature layers in your portal are categorized to make them easier for you to find. Depending on who created the layers, and how they are shared, you can find data on the **Content**, **Groups**, **Organization**, **Living Atlas**, and **Boundaries** tabs.

 **Note:** Data from a spatiotemporal big data store can be added from your portal as a feature layer. You can create a feature layer from data in the spatiotemporal big data store using the Copy to Data Store tool from the GeoAnalytics Tools in Portal for ArcGIS or ArcGIS Pro. GeoAnalytics Tools and the spatiotemporal big data store are only available if your ArcGIS Enterprise deployment includes GeoAnalytics Server.

Boundaries are Esri-provided layers that are helpful when your data doesn't contain any [location fields](#), such as postal codes or census areas. Boundaries are configured in your portal (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-boundary-layers.htm>) and can be used to [enable location](#) for any dataset, [create maps](#), and [apply spatial analytics](#).

Follow these steps to add data from your portal:

1. In the **Add to Page** window, choose one of the following tabs:

Content	Add feature layers you created in Portal for ArcGIS.
Groups	Add feature layers that were shared with groups (https://enterprise.arcgis.com/en/portal/10.6/use/groups.htm) to which you belong.
Organization	Add feature layers that have been shared with you in your organization.
Living Atlas	Add feature layers from curated global content from ArcGIS Online.  Note: Living Atlas layers must be configured in your portal for you to see content listed for this tab.
Boundaries	Add standard boundary feature layers that have been configured for your organization.


2. Find the data you want to add. The following options may make it easier to find your data:
 - Choose a group or country to add your data from if you are using **Groups** or **Boundaries**.
 - Search for layers using keywords.
 - Sort the datasets by relevance, by date added, or alphabetically.
 - Display information, such as the dataset's owner, the date modified, and a description of the dataset, using **View details**.
3. Select one or more datasets. When you have selected a dataset, the layers load in the **Selected Data** pane. You can uncheck any layers that are not required before adding the data to your workbook.
4. Click **Add** to add the dataset to your page.

Depending on the number of datasets you selected, one or more map cards is displayed on your page.

Add data from Excel or CSV files

When you click **Excel or CSV**, a file drop zone and the **Browse my computer** button are displayed in the middle pane of the **Add to Page** window. You can drag an Excel or CSV file to the window or browse to your files using the **Browse my computer** button. Multiple Excel or CSV files can be added at one time using Shift+click or Ctrl+click.

The number of tables displayed in the **Selected Data** pane depends on the number of sheets and tables in your Excel file.

 **Note:** CSV files only support one table per sheet. If your CSV file contains multiple tables per sheet, you should convert it to an Excel workbook or move the extra tables to their own sheets.


Excel and CSV files are added as nonspatial tables. To use your Excel and CSV files as spatial data, you must [enable location](#).

Follow these steps to add Excel or CSV data:

1. In the **Add to Page** window, choose **Excel or CSV**.
2. Browse to add a file using the **Browse my computer** button or drag a file into the window.
3. Click **Add** to add the dataset to your page.

No cards are created when you add Excel or CSV files. You can create charts and tables with Excel and CSV tables or enable location in your dataset to create a map.

Add data from a database


Connections can be made to SQL Server, Oracle, and SAP HANA databases so that you can access database tables from directly within Insights. Database tables can be spatial or nonspatial. Spatial tables load with the location field symbol .

If you have database connections available, you can use the search bar or sort your content to make the right connection easier to find. You can display information, such as the database's owner, the date modified, and a description of the database, using **View details**.

When you select a database, the tables load in the middle pane, where you can select the ones you want to add to your workbook. You can uncheck any layers that are not required before adding the data to your workbook.


Follow these steps to add data from a database:

1. In the **Add to Page** window, choose **Database**.
2. If the desired database connection does not exist, create a new connection by clicking **New Connection** and entering the information. If your database connection does exist, proceed to the next step.

 **Note:** If you see the message **Something went wrong with this database connection. Check to see if the connection properties need to be updated**, it means that a connection property, such as the database user name or password, has changed since the database connection was created. You can [update the connection](#) if you created it. Otherwise, contact your ArcGIS Server administrator.

3. Choose a database. You can search for databases using keywords or sort the list of databases to make it easier to find the correct one.
4. Find the data you want to add. You can search for tables using keywords or sort the list of tables to make it easier to find the correct ones.
5. Select one or more tables.
6. Depending on the tables you select, the following options may be available:
 - a. Choose a shape field to be used as the location field in Insights. This option will be available to datasets that have more than one shape field. For tables with only one shape field, the location field can be viewed but not changed.
 - b. Choose one or more ID fields. This option will be available to all datasets with one or more shape fields. If the table has a primary key set, that field will be the default ID. An ID field is required to add a database table as a spatial table. Tables that do not have IDs set will be added as nonspatial tables.
7. Click **Add** to add the dataset to your page.

No cards are created when you add datasets from a database connection. You can create charts and tables with any database tables, or create maps if the table has a location field. You can also [enable location](#) in a table without a location field.

 **Note:** To ensure the accurate and consistent analysis of spatial data from database connections, Insights requires that spatial tables have either a primary key or a unique index. An exclamation mark next to the location icon indicates that neither a primary key nor a unique index is detected. You can choose which fields will be used as the location or the ID fields by clicking the location field icon and choosing from the list of spatial and nonspatial fields.

If an ID field is not specified either automatically or manually, the table will be added to Insights as a nonspatial dataset. Only one spatial field is supported for each spatial table from a database connection, where features must meet the following requirements:

- Features must have a valid geometry or geography (null or invalid features are not supported).
- Features must have a spatial reference identifier (SRID).
- All features in the field must have the same SRID.
- All features in the field must have the same geometry type.

Resources


The following resources may be helpful for adding data in Insights:





- [Prepare your Excel and CSV data](#)
- [Create a database connection](#)
- Configure Living Atlas content (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-living-atlas-content.htm>)


Field roles

Field roles are assigned to every field in a dataset in Insights for ArcGIS based on the type of data in the field. Insights identifies field roles using icons that indicate the default behavior of each field from your dataset in visualizations. The field role also determines the default statistic type applied to each field in a visualization.

While the table below lists the default visualization for each field role, you can change to a different visualization type depending on the data selected in the [card](#).

 **Tip:** There are times when you may want to specify a different role for a field. You can [change a field role](#) in the data pane.

Role	Behavior	Default visualization	Default statistic type (for aggregations)
 Location	Allows you to plot data on a map as points, lines, and areas, and perform spatial analysis . Can be used as unique categories in charts and tables.	<ul style="list-style-type: none"> • 1 location: Location map • 2 locations: Link map 	Count
 String	Groups data as bars, slices, or lines in charts. Groups data as a category column in summary tables. Appears as unique symbols on maps. Can be calculated as a count along the statistics axis of charts, or statistics columns in summary tables.	Default chart: Bar chart *Default map: Unique values map	Count
 Number	Determines the height, length, or size of bars, columns, slices, and bubbles in charts. Determines the size of the graduated circles in proportional symbol maps.	Default chart: <ul style="list-style-type: none"> • 1 number: Histogram • 2 numbers: Scatter plot *Default map: Proportional symbol map	Sum
 Rate/Ratio	Determines the height, length, or size of bars, columns, slices, and bubbles in charts. Grouped ranges of rate/ratios determine the level of shading for features shown in maps.	Default chart: <ul style="list-style-type: none"> • 1 rate/ratio: Histogram • 2 rate/ratios: Scatter plot *Default map: Choropleth map	Sum in charts None in choropleth maps

<p> Date/Time</p>	<p>Displays a series of data points graphed in time order.</p> <p>Insights automatically divides date/time fields into parts that can be used as string fields in other visualizations.</p> <p>Date parts are the following:</p> <ul style="list-style-type: none"> • Year • Quarter • Month • Day of month • Day of week • Hour • Minute 	<p>Default chart: Time series graph</p> <p>Default map: Not applicable</p>	<p>Count</p>
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*To create a map using a string, number, or rate/ratio, your dataset must contain one location field. See [Enable location for your dataset](#).

Location field

Location fields are a part of all spatial datasets, including points, lines, and areas. A dataset must have a location field to [create a map](#). A location field can be added to a nonspatial dataset using [Enable location](#).

String field

String fields are assigned to fields that include text values. Data in string fields is often referred to as categorical values and is qualitative or descriptive in nature. In some circumstances numbers can be assigned a string field and treated as categorical values. Examples where numbers can be treated as strings include age or ZIP Code. To change a number to a string field, click the number field button next to the field and choose **String** from the menu.

String fields can be used to make [unique values maps](#), [tables](#), and several charts, such as [bar charts](#), [treemaps](#), and [box plots](#). String fields can also be used as a **Color by** or **Subgroup** parameter in other charts, such as [scatter plots](#) and stacked bar charts.

Number field

Number fields are assigned to fields that include numerical values. Data in number fields will often show measurements and is quantitative in nature.


Number fields can be used to make [proportional symbol](#) and [choropleth maps](#), [tables](#), and charts such as [scatter plots](#) and [histograms](#).

Rate/Ratio field

Rate/Ratio fields are assigned when a field is created using [Calculate Ratio](#) or [Calculate % Change](#). If a dataset with a potential rate/ratio field is added to Insights, it will likely be added as a number field. You can change a number field to a rate/ratio field by clicking the number field button next to the field and choosing **Rate/Ratio** from the menu.


Date/Time field

A date/time field is assigned to datasets with date fields. Date/Time fields can also be calculated using the [date functions](#) in the data table.

 **Note:** Date fields are only available in Insights if standardized SQL queries are enabled on the ArcGIS Server.

Date/Time fields are not available for datasets stored outside of the hosted data store, such as ArcGIS Living Atlas of the World datasets and map image layers.

Date/Time fields in Insights are given subfields, such as `Year` and `Month`. The subfields are all added as string fields, so they can be used to create maps (if there is a location field in the dataset), charts, and tables.

 **Note:** Subfields are not created for date/time fields in database datasets, map services, or Living Atlas datasets.

Date/Time fields can be used to create [time series graphs](#) and [tables](#), but they cannot be used to style a map.


Excel and CSV files

When a Microsoft Excel or CSV table with a date field is loaded into Insights, the field should automatically be assigned as a date/time field. If the date field is added with a different role, try some of these troubleshooting techniques:

- If using a CSV file, try saving the file as an Excel workbook. Excel workbooks have more formatting options than CSV files.
- Check that the field is formatted as a date in Excel.
- If using an Excel workbook, check that the data is in a [table format](#).

Publish data from ArcGIS Pro

When you add data to your [workbook](#), feature layers from your ArcGIS Enterprise portal are available to you from the **Content**, **Groups**, and **Organization** tabs in the [Add To Page](#) window.

 **Tip:** If you are having trouble finding your data from ArcGIS Pro, it's possible you haven't yet published your data to your portal as hosted feature layers. When you publish a hosted feature layer to your portal, feature data is copied from your source to the relational data store registered with your portal's hosting server.


By default, editing is not enabled on hosted feature layers, but you can enable editing from ArcGIS Pro when you initially publish or overwrite an existing feature layer. Alternatively, you can edit the feature layer properties in the portal website to allow editing.

1. Start ArcGIS Pro and open the project that contains the data you want to publish.
2. Be sure your portal connection is active in the project and that you are signed in to the portal using an account that has privileges (<https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm>) to create content and publish hosted feature layers.
3. To publish a hosted feature layer, do one of the following:
 - Select the layers in the **Contents** pane. Right-click the selection set and click **Share As Web Layer**.
 - To publish all the layers in the map, click **Web Layer** in the **Share As** group of the **Share** tab and click **Publish Web Layer**.




Tip: If the **Share As Web Layer** menu option is not active, it could be due to one of the following:

- The account you signed in with does not have privileges to publish hosted feature layers.
 - Your portal is not configured with a hosting server, which is required to host web layers.
 - You're trying to publish a multipatch layer, which is not supported.
4. Type a name for the feature layer. The layer is saved to **My Content** by default. You can save to a subfolder in **My Content** by either typing the folder name or browsing to an existing folder.
 5. Choose to **Copy all data**.
 6. For **Layer Type**, check **Feature**.
This automatically unchecks other **Layer Type** options, as only one can be checked at a time when copying data.
 7. Provide a summary and tags for the feature layer.
 8. Specify who can access the hosted feature layer. By default, all layers you publish are shared only to your personal workspace in your organization (**My Content**). Your content is inaccessible to others until you share it with one or more of the following:
 - Your organization—Selecting the organization allows all authenticated users in the organization to access the layer.
 - **Everyone**—Selecting this option makes the layer available to anyone who can access your portal.
 - **Groups**—You can share the layer with members of groups to which you belong.
 9. Click the **Content** tab to confirm your feature layer includes the data layers you intended.
 10. Click **Analyze** to check for any errors or issues.
If any issues are discovered, they are listed on the **Messages** tab. Right-click each message to get more information, read help for the error or warning, and access suggested fixes. You must fix the errors before you can publish. You have the option to fix the warnings to further improve the performance and appearance of your hosted feature layer.

 **Tip:** If you open the **Share Web Layer** dialog box from the **Share** ribbon, you receive a warning that the layer's data source is not supported. This usually refers to the basemap layer, which cannot be published.

11. Once you've fixed the errors and, optionally, any warnings, click **Publish**.

 **Note:** Your data is copied to the hosting server's relational data store at this point. The size of the data and your network speed and bandwidth affect the time it takes to publish.

When publishing completes, you can click **Manage the web layer** to open the portal website.

Beginning with ArcGIS Pro 2.2, metadata that you defined on the feature classes in the map is included in the layers in the hosted feature layer. For each layer that has metadata, you can view the metadata from the portal, and the metadata is displayed in the metadata style configured for the portal.

Next steps


Now that you have published data from ArcGIS Pro, you are ready to [access your data in Insights](#). Here are some resources to help you get started with Insights:

- [Get started with workbooks](#)
- [Get started with analysis](#)
- [Get started with sharing](#)

Prepare your Excel and CSV data

Insights for ArcGIS allows you to add data from a Microsoft Excel spreadsheet or comma-separated value (CSV) file whether your data is captured in Excel tables, named ranges, or a flat format.

A single Excel file can add multiple datasets to work with or a single dataset, depending on the format of your data in Excel. When adding data to your workbook page, each occurrence of an [Excel table](#), or a named range is added as a single dataset. If there are multiple Excel tables or multiple named ranges on a single Excel sheet, then you will see multiple datasets for each sheet in Insights. On the other hand, if your data is in a flat format, such as a CSV, then each sheet containing data is captured as a single dataset.

 **Note:** CSV files only support one table per sheet. If your CSV file contains multiple tables per sheet, you should convert it to an Excel workbook or move the extra tables to their own sheets.

Supported Excel versions and file formats


- Microsoft Excel 2007 and later
- `.xlsx` or `.csv` files only
- Pivot tables are not supported

Insert a table

A table can be used in an Excel workbook to ensure your data is loaded into Insights correctly.

Before you create a table, make sure your data fits the following guidelines:

- Each column has a heading.
- There are no empty cells between the headings and the first row of data.
- The table does not contain calculated columns or rows. Any calculated fields must be removed before the data is added to Insights. New fields can be [calculated](#) after the data is added to Insights.
- The data does not include any merged rows or columns.

 **Note:** Excel tables cannot be inserted into CSV files.

You can create more than one table on each page of an Excel workbook. Each table will be added to Insights as a separate dataset.

Excel and CSV formatting best practices


Whether your data is in an Excel table, a named range, or a flat format (for example, a CSV), keep the following in mind:

- Remove rows that provide an aggregated total (for example, GrandTotal). Otherwise, the aggregated total is imported as a data record that will lead to inaccurate analysis results.

 **Note:** #VALUE! errors in calculated fields are assigned null values when added to Insights.

- Remove unnecessary text and empty rows above your headers.
- Avoid merged cells in your headers, and limit headers to a single row.

- If your Excel or CSV file has more than one sheet, provide a unique name for each sheet. If your Excel sheet has more than one table, name each table. Sheet and table names help you recognize your data more easily in Insights. If you don't name your sheets and tables, datasets are provided with a default name indicating the sheet number and table number. For example, Sheet1.Table1.

 **Note:** CSV files only support one table per sheet. If your CSV file contains multiple tables per sheet, you should convert it to an Excel workbook or move the extra tables to their own sheets.

- Make sure your columns have headers. Otherwise, default headers will be used, making it difficult to recognize fields in Insights.
- Apply the appropriate cell formatting to columns to ensure that Insights appropriately recognizes numbers, percentages, strings, and date/time fields. For example, a column formatted as a percentage in Excel is identified as a [rate/ratio field](#) in Insights.
- Make sure the records in a column are valid for the cell formatting you apply in Excel. Otherwise, Insights may assign the wrong [field role](#). For example, if you applied the Date format to a column in Excel, but the cells in the column contain invalid date format values, the field likely will be assigned the string field role.


Next steps

Now that you have prepared your Excel and CSV data, you are ready to use it in Insights. The following resources will help you to get started:

- [Add data to your page](#)
- [Enable locations](#)
- [Analysis capabilities](#)


Create a database connection

A database connection allows you to [add data](#) from a [supported database](#). Available database connections are listed in the **Add To Page** window when you click the **Database** option. For more information about using database data in Insights, see [Understanding data in relational databases](#).

 **Note:** Before data from a [supported database](#) can be added to a [workbook](#) page, your portal administrator must register the appropriate relational data store type for your organization. For more information, see [Configure the portal to support Insights](#).

Before you create a database connection, the following prerequisites must be met:


- You must have appropriate [privileges to the database](#) you want to connect to. If you do not have database privileges, contact the database administrator.
- Include your database login information (user name and password) when you create the connection.

 **Note:** For information about how Insights handles data types, see [Supported types from databases](#).


Create a new database connection

When you have the [database privileges](#) you need, complete the following steps to create a new database connection:

1. Open the **Add To Page** window by doing one of the following:
 - Click **New workbook** on the **Workbooks** page.
 - From an open workbook, click the **Add** button above the data pane.
2. In the **Add To Page** window, click **Database**.
3. Under **Select a Connection**, click the **New Connection** button.

 **Note:** If the **New connections are not configured. Please contact your administrator.** message appears, it means your administrator has not registered any relational data store types.
4. Enter the connection name in the **Name** field.
5. Select the database type. If you don't see your database type in the **Type** list, either it is not a [supported database](#) or your administrator didn't register it.
6. Provide the following required connection properties:
 - **User Name**
 - **Password**
 - **Server Name** (database host name)
 - Other connection properties, such as **Database Name**, **Port Number** and **Instance Name**, vary by database type.
7. Click **OK** to create the database connection.

Insights uses the connection properties to try to connect to the database. If connecting to the database is possible, the connection is created, and datasets from the database are listed in the middle pane. You can choose datasets from your new connection to add to your workbook page.

 **Note:** Only database authentication is supported when creating a database connection in Insights.

If Insights can't connect to the database, an error message appears. See [Troubleshoot a database connection](#) for more information about the reasons why a connection could not be established.

When you create a database connection in Insights, a relational database connection item is created in Portal for ArcGIS in **My Content**.

As the owner of this database connection, you can [share this item](#) with team members so that they can use the data from the database connection in their analysis.

Each relational database connection item has a corresponding relational catalog service that resides in the Hosted folder on your portal's hosting server. This service can be updated [manually](#) or by [writing a script](#).

Next steps

Now that you've created a database connection, you're ready to [access data from your database connections in Insights](#). Here are some resources to help you get started with Insights:


- [Get started with workbooks](#)
- [Get started with analysis](#)
- [Get started with sharing](#)

Manage data

Create and manage workbooks


A workbook is the location where you organize data and do analysis in Insights for ArcGIS. A workbook will contain any results and workflows used.


A workbook is just one item type you can create. For more information about Insights item types, see [Share your work](#). To create a workbook, you must belong to the Publisher role (<https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm>) in Portal for ArcGIS.

 **Note:** Simultaneous editing is not supported. If you open the same workbook in two different browser sessions, and changes are saved in one workbook, cards on the page—such as a bar chart or a map—will break. Close the browser session with the broken cards.

Create a workbook

To create a workbook in Insights for ArcGIS, complete the following steps:

1. Open Insights and sign in to access the **Workbooks** page. If you are already using a workbook, save your work and click the Insights logo  to return to the **Workbooks** page.
2. Click **New workbook**. The **Add To Page** window appears.
3. [Add data](#) to the current workbook page.

 **Tip:** The data you add is page specific. Each page in your workbook has its own data, allowing you to explore different themes and scenarios on each page. You can drag datasets to add data to a new page.

4. Name and save your workbook.

A workbook item is created in Portal for ArcGIS. If you don't add a name and save your workbook, it will be identified as **Untitled workbook** in **Workbooks** and in Portal for ArcGIS.


5. Choose and visualize your data as [maps](#), [charts](#), and [tables](#).

You can now optionally do the following with your workbook:


- [Perform analysis](#)
- [Share your work](#)

Workbook options

Workbooks have the options to view settings, duplicate your workbook, or delete it.

1. If you have a workbook open and want to keep your work, save your changes.
2. Click the Insights logo  in the banner to access **Workbooks**. The page lists the workbooks you have created or are shared with you.
3. Find the workbook of interest in the list.
4. Click one of the following workbook options:


Settings	Opens the item details in Portal for ArcGIS where you can add and view information about the workbook. Item details is also where you can click the Share button to share your workbook with others in your portal.
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Duplicate	<p>Duplicate a workbook. Rename and save the workbook if necessary.</p> <div data-bbox="467 296 852 512" style="border: 1px solid black; padding: 5px;"> <p> Tip:</p> <p>If you want to edit a workbook that has been shared with you, then you must duplicate it first.</p> </div>
Delete	<p>Delete a workbook. You can only delete one workbook at a time from Workbooks. To delete multiple workbooks, go to Content in Portal for ArcGIS.</p>

Refresh data

Pages and datasets that are compatible with data updates can be refreshed in Insights.* When analysis is performed in Insights, sometimes a copy of the data is created. If the original data is edited, the analysis can be re-run to pick up the latest data by refreshing the page or the dataset. All cards and analysis steps are updated when a dataset is refreshed.


There are two refresh options available in Insights:

- Refresh a page: The option to refresh a page will only appear when there is at least one dataset on the page that can be refreshed. Refreshing a page will refresh all applicable datasets on the page.
 -  **Tip:** It is best practice to refresh your pages often if your data is subject to change.
- Refresh a dataset: A dataset can be refreshed by choosing **Refresh Dataset** in the **Dataset options** menu ... or by clicking the refresh button in the **Analysis view**. Refreshing a dataset will re-run any analysis steps that use that dataset. Updating a dataset will update associated result layers and cards in your workbook.


***Refresh Dataset** is available on datasets whose data can be updated, such as database tables and feature layers. Excel files and boundaries are examples of datasets that cannot be refreshed.

Use existing workbooks

Existing workbooks can be opened within Insights or from Portal for ArcGIS. The **Workbooks** page in Insights lists the workbooks that are available to open, including workbooks from other members of your organization that have been shared.

 **Note:** The **Workbooks** page can show up to 100 workbooks at a time. You can use the **Search** box to find workbooks that do not appear on the page.

The workbooks that you created are saved in **Content** in Portal for ArcGIS. A workbook can be opened from **Content** using the down arrow next to the workbook name and choosing **Open in Insights** or by clicking **Open in Insights** on the **Item Details** page. Shared workbooks from other members of your organization can be opened from the **Gallery** in your portal.

 **Note:** If you have Administrator privileges (<https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm>) in your organization, you can access workbooks created by other members even if they are not shared.

Shared workbooks

The **Workbooks** page lists all of the workbooks you can access. Blue thumbnails represent your own workbooks, and orange thumbnails represent workbooks created by other members of your organization.

Workbooks that have been shared include a watermark with the word **Shared**. This watermark is useful for keeping track of which workbooks you have shared, or, if you are an Administrator, keeping track of which workbooks have been shared with your organization or the public.


Workbooks that have been shared with you are available in a read-only format. You can duplicate a shared workbook to create a new, editable item. The duplicated workbook will be saved in your contents and will list your user account as the author. You must have the Publisher role in order to create a workbook.


Find the correct workbook

By default, the **Workbooks** page is organized with your workbooks listed first, from newest to oldest, and the other workbooks accessible to you listed below. You can display only your own workbooks by changing the **All workbooks** option to **My workbooks**. You can also sort the workbooks on your page using the sort options **Date: Newest**, **Date: Oldest**, **Title: A - Z**, or **Title: Z - A**. A **Search** box can also be used to find workbooks based on keywords. You can also use keywords to search for workbooks that are not listed.

Calculate a field


You can add new fields to your dataset using the **View Data Table** window. **View Data Table** allows you to add new fields, such as growth rates, percent loss, and change over time, by choosing fields from your dataset and applying [operators](#) and [functions](#).

-  **Note:**
 - The data table provides a representative view of your data, and has a display limit of 2,000 rows. Sorting your table in ascending and descending order allows you to view the top 2,000 rows, and the bottom 2,000 rows. All calculations will be performed on the full dataset.
 - The new calculated field only appears in your workbook, not in the original dataset. For example, after adding a calculated field of `percentchange` to a `CommodityPrices` dataset added from Microsoft Excel, the `percentchange` field is available in your workbook but is not added to the original Excel file. If you want to preserve the calculated field outside of the workbook, you can create a new feature layer by [sharing the dataset](#).
 - You can also calculate fields using **Calculate % Change**, **Calculate Ratio**, and **Calculate Z-Score** in [Find answers](#).


 **Tip:** Use **View Data Table** to add [normalized data](#) to your dataset for maps, charts, and tables. After the data is calculated and added your dataset, [change the field role](#) to identify it as a rate/ratio field $\frac{R}{G}$.

Add a field to your dataset

1. From the data pane, click the **Dataset options** button \dots next to the dataset where you want to add a calculated field.
2. Click **View Data Table**.
3. Click **+ Field**.
A column called **New Field** is appended to the table.

 **Note:** You can resize and reorder the columns, but these changes are not saved.

4. Click the heading of the new column and provide a more descriptive name.
5. Click **fx** or **Enter calculate function** to display a menu with [functions](#), field names, and [operators](#) to build your formula. Equivalent keyboard commands can also be used to replace any of the buttons from the **fx** menu.
6. Use the functions, fields, and operators to complete your calculation as required.
7. Click **Run**. If the **Run** button is not enabled, then there is an error in the syntax of your calculation.


The new calculated field appears at the bottom of your dataset. You can remove a calculated field by selecting it and clicking the **Delete calculated field** button .

Operators

Calculating a field can require both mathematical and logical operators. The following operators are available for calculating fields:

Operators	Use
+	Addition
-	Subtraction
×	Multiplication. The equivalent keyboard command is *.
÷	Division. The equivalent keyboard command is /.
xy	Power function. The equivalent keyboard command is ^.
<	Less than
>	Greater than
=	Equal to
<=	Less than or equal to
>=	Greater than or equal to
<>	Not equal to
,	Comma, used as a separator between syntax components in functions.
(Left bracket
)	Right bracket
AND	Logical operator where all conditions must be met.
OR	Logical operator where one of the conditions must be met.

The AND and OR operators can be used to join conditions with different syntax than their corresponding logical functions. The following examples show equivalent calculations using the functions and operators:

 **Note:** When calculating fields, AND and OR must be used within the `IF()` function.

Function	Operator
<code>IF (AND (MeanAge>=18, MeanAge<=33), "Millennial", "Other")</code>	<code>IF (MeanAge>=18 AND MeanAge<=33, "Millennial", "Other")</code>

<pre>IF(OR(Crime="Theft", Crime="Theft from vehicle", Crime="Shoplifting"), "Larceny", "Other")</pre>	<pre>IF(Crime="Theft" OR Crime="Theft from vehicle" OR Crime="Shoplifting", "Larceny", "Other")</pre>
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Functions

Functions can be accessed using the **fx** button or the **Enter calculate function** field in the Data Table. There are four types of functions: string, numeric, date, and logical.

When you add a function to your calculation, a pop-up will be displayed with the function syntax. You can remove the pop-up using the close dialog button **×**, or redisplay the pop-up by clicking on the function in the **Enter calculate function** field.

String functions

Most string functions use string inputs to produce string outputs. The two exceptions are the `VALUE()` function and the `FIND()` function, which both use string inputs to produce numeric outputs.


Input text in string functions can be either literal (text surrounded by quotation marks) or category field values. The following table uses category fields for its examples, along with example values that could be found in those fields. Quotation marks are used in the field values to demonstrate that the fields have categorical data.

Syntax	Description	Example
<pre>CONCATENATE(text1, [text2], ...)</pre>	<p>Concatenates two or more string values.</p>	<p>A dataset of schools in California contains fields for street address, city, and ZIP Code. A single field of mailing addresses can be created using the <code>CONCATENATE()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <pre>CONCATENATE(Address, ", ", City, " , CA, ", ZIP)</pre> • Example field values: <ul style="list-style-type: none"> ▪ Address = "380 New York St" ▪ City = "Redlands" ▪ ZIP = "92373" • Result text: "380 New York St, Redlands, CA, 92373"

<p><code>FIND(find_text, within_text, [start_num])</code></p>	<p>Gives the position of the specified text (character or characters) within a string or text field. The <code>FIND()</code> function may be most useful when used in conjunction with other functions, such as <code>MID()</code>, <code>LEFT()</code>, or <code>RIGHT()</code>.</p>	<p>A dataset contains a field with street addresses (including number and street name). In order to classify the data by street, the street name has to be removed from the rest of the address using the <code>MID()</code> function. However, each number is a different length, so the <code>start_num</code> will be different for each row. The <code>start_num</code> can be found using the <code>FIND()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>FIND(" ", Address)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>Address = "380 New York St"</code> • Result number: 4
<p><code>LEFT(text, num_chars)</code></p>	<p>Returns part of a text field.</p> <ul style="list-style-type: none"> • <code>num_chars</code>: specifies how many characters of the expression will be returned and should be an integer. The number of characters will be counted from left to right, starting in the first position. 	<p>A dataset of traffic accidents includes a category field with the day of the accident, including the day of the week, date, and year. In order to study the accidents by the day of the week, a new field can be calculated to show the first three characters of the field (starting with day of the week) using the <code>LEFT()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>LEFT(Accident_Date, 3)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>Accident_Date = "Monday, November 14, 2016"</code> • Result text: "Mon"

<p><code>LOWER(text)</code></p>	<p>Returns a character expression with all data converted to lowercase.</p>	<p>A public works department is compiling a list of street signs that need to be replaced. As new entries are added to the list, the format of the <code>Status</code> field has become unstandardized, making it difficult to display the signs with unique values. The <code>Status</code> field can be standardized to have all lowercase letters using the <code>LOWER()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>LOWER(Status)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>Status = "Installed"</code> • Result text: "installed"
<p><code>MID(text, start_num, num_chars)</code></p>	<p>Returns part of a text field.</p> <ul style="list-style-type: none"> • <code>start_num</code>: specifies the position of the first character (starting at 1). The <code>start_num</code> must be an integer. • <code>num_chars</code>: specifies how many characters of the expression will be returned and should be an integer. No empty characters are returned if the <code>num_chars</code> value is greater than the length of the string. 	<p>A dataset of schools in California contains fields for street address, city, and ZIP Code. The street name can be isolated from the street address using the <code>MID()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>MID(Address, 5, 20)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>Address = "380 New York St"</code> • Result text: "New York St"
<p><code>RIGHT(text, num_chars)</code></p>	<p>Returns part of a text field.</p> <ul style="list-style-type: none"> • <code>num_chars</code>: specifies how many characters of the expression will be returned and should be an integer. The number of characters will be counted from right to left, starting in the last position. 	<p>A dataset of national parks includes a field with the name of the park and the two digit state code. To symbolize the parks by state, a new field can be added and calculated using the <code>RIGHT()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>RIGHT(Park, 2)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>Park = "Hawai'i Volcanoes National Park, HI"</code> • Result text: "HI"

<p><code>SUBSTITUTE(source_text, old_text, new_text)</code></p>	<p>Replaces the old text in a string with the specified new text.</p> <ul style="list-style-type: none"> • <code>source_text</code>: The original text or field with text. • <code>old_text</code>: The text within the <code>source_text</code> that you want to replace. • <code>new_text</code>: The text to replace the <code>old_text</code>. 	<p>A dataset of pothole locations contains a field with street names. The dataset needs to be updated when Main Street is renamed 5th Street. The <code>street_name</code> field can be updated using the <code>SUBSTITUTE()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>SUBSTITUTE(street_name, "Main", "5th")</code> <div data-bbox="857 543 1192 871" style="border: 1px solid black; padding: 5px;"> <p>Note: The <code>SUBSTITUTE()</code> function will replace all occurrences of <code>old_text</code> with <code>new_text</code>. For example, in the function <code>SUBSTITUTE("aba", "a", "c")</code> the result text would be "cbc".</p> </div>
<p><code>TRIM(text)</code></p>	<p>Returns the string with extra spaces removed from the ends.</p>	<p>A feature service contains text fields with extra spaces at the beginning and end of their values. The extra spaces can be removed using the <code>TRIM()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>TRIM(City)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>City = " Redlands "</code> • Result text: "Redlands"
<p><code>UPPER(text)</code></p>	<p>Returns a character expression with all data converted to uppercase.</p>	<p>A dataset with locations of NGO headquarters contains a field with the organizations' full names and their acronyms when applicable. The acronyms can be standardized to have all capital letters using the <code>UPPER()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>UPPER(Org)</code> • Example field values: <ul style="list-style-type: none"> ▪ <code>Org = "Spew"</code> • Result text: "SPEW"

<p><code>VALUE (text, [format])</code></p>	<p>Converts text to a number.</p> <ul style="list-style-type: none"> <code>format</code>: specifies the character used as a decimal separator in the number. The <code>format</code> may be either a comma (",") or dot ("."). If a <code>format</code> is not provided, the default separator will be a dot. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p> Note: Nested functions within the <code>VALUE ()</code> function may output unexpected results if a <code>format</code> is not provided. Therefore, it is recommended that you specify a <code>format</code> when using the <code>VALUE ()</code> function. The <code>VALUE ()</code> function does not currently support converting text to negative numbers.</p> </div>	<p>A dataset of retail stores has a category field with the revenue amounts. The <code>Revenue</code> field can be converted to numerical values using the <code>VALUE ()</code> function.</p> <ul style="list-style-type: none"> Function syntax: <code>VALUE (Revenue, ".")</code> Example field values: <ul style="list-style-type: none"> Revenue = "1,000.00" Result number: 1000.00
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Numeric functions

Numeric functions use number inputs to produce number outputs. Number functions are most likely to be used in conjunction with other functions or as a method of transforming data.

Input numbers can be either literal numbers or number fields. Some of the examples below use numbers as input rather than fields to better display the usage of each function.

Syntax	Description	Example
<p><code>ABS (number)</code></p>	<p>Returns the absolute value.</p>	<ul style="list-style-type: none"> Function syntax: <code>ABS (-350)</code> Result number: 350
<p><code>AVG (number)</code></p>	<p>Returns the mean value.</p>	<ul style="list-style-type: none"> Function syntax: <code>AVG (field)</code> Example number values for <code>field</code>: 4, 5, 11, 6.5 Result: 6.63

<p>CEILING (number)</p>	<p>Rounds a number up to the nearest multiple of 1.</p>	<ul style="list-style-type: none"> • Function syntax: CEILING (7.8) • Result number: 8
<p>COS (number)</p>	<p>The trigonometric cosine of the specified angle, in radians.</p> <p>The following formula can be used to convert degrees to radians:</p> <pre style="background-color: #f0f0f0; padding: 5px;">radians = θπ/180 where: θ = the angle in degrees π ≈ 3.14</pre>	<ul style="list-style-type: none"> • Function syntax: COS (0.35) • Result number: 0.94
<p>FLOOR (number)</p>	<p>Rounds a number down to the nearest multiple of 1.</p>	<ul style="list-style-type: none"> • Function syntax: FLOOR (7.8) • Result number: 7
<p>LN (number)</p>	<p>The natural logarithm of the specified float expression. The natural logarithm uses the constant e as the base value (approximately 2.72)</p>	<ul style="list-style-type: none"> • Function syntax: LN (16) • Result number: 2.77
<p>LOG (number)</p>	<p>The logarithm of a number to a specific base. The default is base 10.</p>	<ul style="list-style-type: none"> • Function syntax: LOG (16, 2) • Result number: 4
<p>MAX (number)</p>	<p>Returns the maximum value.</p>	<ul style="list-style-type: none"> • Function syntax: MAX (field) • Example number values for field: 4, 5, 11, 6.5 • Result: 11



<p>MIN (number)</p>	<p>Returns the minimum value.</p>	<ul style="list-style-type: none"> • Function syntax: MIN (field) • Example number values for field: 4, 5, 11, 6.5 • Result: 4
<p>POWER (number, power)</p>	<p>The value of the expression raised to the specified power.</p>	<ul style="list-style-type: none"> • Function syntax: POWER (2, 4) • Result number: 16
<p>ROUND (number, num_digits)</p>	<p>Rounds numeric values to the specified number of digits.</p> <ul style="list-style-type: none"> • num_digits = the number of decimal places in the output <ul style="list-style-type: none"> ▪ If num_digits is positive, the number is rounded to the corresponding number of decimal places ▪ If num_digits is zero, the number is rounded to the nearest integer ▪ If num_digits is negative, the number is rounded to the specified number of digits left of the decimal point 	<ul style="list-style-type: none"> • Function syntax: ROUND (54.854827, 2) • Result number: 54.85 • Function syntax: ROUND (54.854827, -1) • Result number: 50

SIN (number)	<p>The trigonometric sine of the specified angle, in radians.</p> <p>The following formula can be used to convert degrees to radians:</p> <pre>radians = $\theta\pi/180$ where: θ = the angle in degrees $\pi \approx 3.14$</pre>	<ul style="list-style-type: none"> • Function syntax: SIN (0.79) • Result number: 0.71
SUM (number)	Returns the total value.	<ul style="list-style-type: none"> • Function syntax: SUM (field) • Example number values for field: 4, 5, 11, 6.5 • Result: 26.5
TAN (number)	<p>Returns the tangent of the input expression.</p> <p>The following formula can be used to convert degrees to radians:</p> <pre>radians = $\theta\pi/180$ where: θ = the angle in degrees $\pi \approx 3.14$</pre>	<ul style="list-style-type: none"> • Function syntax: TAN (1.05) • Result number: 1.74

Date functions

Date functions can use date fields, text, or no input, depending on which function is being used. The DATEVALUE () function can be used to replace a date field in the DATEDIF () function.

Syntax	Description	Example
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<p><code>DATE (year, month, day, [hour, minute, second], [AM/PM])</code></p>	<p>Creates a date/time field using three or more separate fields or values. The following specifications are accepted:</p> <ul style="list-style-type: none"> • year: "YY" (two digit year) or "YYYY" (four digit year) • month: "MM" (1-12) • day: "DD" (1-31) • hour: "HH" (0-23) or "hh" (1-12) • minute: "mm" (0-59) • second: "ss" (0-59) • AM/PM: "AM"/"PM" (not case sensitive) <div data-bbox="440 810 776 1255" style="border: 1px solid black; padding: 5px;"> <p> Note: All input fields can be numbers or strings, except the AM/PM parameter. Numbers must be integer values. If you are using the <code>DATE ()</code> function with a database dataset and you have specified any time parameters (hour, minute, or second), you must enter an input value for all time parameters.</p> </div>	<p>A dataset of restaurants includes string fields with the date and time of the most recent health inspections. A date field for the inspections can be created using the <code>DATE ()</code> function:</p> <ul style="list-style-type: none"> • Function syntax: <code>DATE (2016, Month, Day, Hour, Min, 00)</code> • Example field values: <ul style="list-style-type: none"> ▪ Month = 8 ▪ Day = 15 ▪ Hour = 11 ▪ Minute = 30 • Result date: 8/15/2016, 11:30:00 <div data-bbox="808 798 1144 1146" style="border: 1px solid black; padding: 5px;"> <p> Note: The result dates in this example will be formatted using a 24-hour clock. To use a 12-hour clock, you must specify AM or PM. The same example function could be written as <code>DATE (2016, Month, Day, Hour, Min, 00, "AM")</code></p> </div>
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<p>DATEDIF(start_date, end_date, unit)</p>	<p>Calculates the elapsed time between two dates. The start_date must take place before the end_date, otherwise the output will be a negative value.</p> <ul style="list-style-type: none"> • start_date and end_date can be date fields or a DATEVALUE() function. • unit: the unit of time to be returned. The supported unit values include: <ul style="list-style-type: none"> ▪ "ss" = seconds (default) ▪ "mm" = minutes ▪ "h" = hours ▪ "D" = days ▪ "M" = months ▪ "Y" = years 	<p>A dataset of restaurants includes the dates of their most recent health inspections. The number of days elapsed between health inspections can be calculated using the DATEDIF() function:</p> <ul style="list-style-type: none"> • Function syntax: DATEDIF(Inspection1, Inspection2, "D") • Example field values: <ul style="list-style-type: none"> ▪ Inspection1 = 8/15/2016, 11:30:00 AM ▪ Inspection2 = 10/31/2016 2:30:00 PM • Result number: 77
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<p>DATEVALUE (date_text, [format])</p>	<p>Converts text to a date.</p> <ul style="list-style-type: none"> • <code>date_text</code> can be a string field or text entered inside quotation marks. • <code>format</code> (optional) - The format of the date entered. The <code>format</code> is entered as text surrounded by quotation marks. The <code>format</code> can be entered using the following unit specifications: <ul style="list-style-type: none"> ▪ "MM" - Month (1-12) ▪ "DD" - Day of the month (1-31) ▪ "YY" - Two digit year ▪ "YYYY" - Four digit year ▪ "HH" - Hour (0-23) ▪ "hh" - Hour (1-12) ▪ "mm" - Minutes (0-59) ▪ "ss" - Seconds (0-59) ▪ "AM"/"PM" - Not case sensitive 	<p>A dataset of restaurants includes the dates of their most recent health inspections. The number of days elapsed since the last inspection can be calculated using the DATEVALUE () function to specify the current date:</p> <ul style="list-style-type: none"> • Function syntax: DATEDIF (Inspection_date, DATEVALUE ("10/31/2016", "DD/MM/YYYY"), "D") • Example field values: <ul style="list-style-type: none"> ▪ Inspection_date = 8/15/2016, 11:30:00 AM • Result number: 77 <p>Dates and times can be formatted in several ways. The following examples are some of the ways you can format text into dates:</p> <ul style="list-style-type: none"> • DATEVALUE ("12/25/2016 12:30:25 pm", "MM/DD/YYYY hh:mm:ss pm") • DATEVALUE ("12/25/2016 14:23:45 pm", "MM/DD/YYYY HH:mm:ss AM") • DATEVALUE ("25-08-2008 08:40:13 am", "DD/MM/YYYY hh:mm:ss PM")
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**Note:**

Nested functions within the `DATEVALUE()` function may output unexpected results if a `format` is not provided. Therefore, it is recommended that you specify a `format` when nesting functions within `DATEVALUE()`.

Dates specified without separators (for example, "10312016") will be treated as milliseconds if no `format` is provided. Therefore, it is recommended that you specify a `format` when entering dates without separators.

For dates specified with separators but without a `format`, the `format` will be guessed. If the `format` cannot be guessed, the default "MM-DD-YY" will be applied.

Except for "AM"/"PM", letters cannot be used to specify dates. Therefore, dates such as "31 Oct 2016" will not be supported.

The `DATEVALUE()` function can only read text entered inside quotation marks or string fields. A date/time field cannot be used as input to the `DATEVALUE()` function.

<p>NOW ()</p>	<p>Returns the current date and time in date/time format. The time is recorded based on Coordinated Universal Time (UTC).</p>	<p>A dataset of restaurants includes the dates of their most recent health inspections. The number of days elapsed since the last inspection can be calculated using the NOW () function to specify the current date:</p> <ul style="list-style-type: none"> • Function syntax: DATEDIF (Inspection_date, NOW (), "D") • Example field values: <ul style="list-style-type: none"> ▪ Inspection_date= 8/15/2016, 11:30:00 AM • Result number: 77
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Logical functions


Logical functions use string or number inputs to produce string or number outputs. The inputs can be either literal (text surrounded by quotation marks or constant numbers) or field values. The following table uses a combination of field and literal values for its examples, along with example values that could be found in the given fields.

Syntax	Description	Example
<p>AND (condition, condition, ...)</p>	<p>Tests two or more conditions and returns TRUE if all conditions are met. AND () should be used within the condition parameter of the IF () function.</p> <ul style="list-style-type: none"> • condition: any expression that includes at least one conditional operator. The condition can include numeric, string, and field values. The following conditional operators can be used: <ul style="list-style-type: none"> ▪ >: greater than ▪ <: less than ▪ >=: greater than or equal to ▪ <=: less than or equal to ▪ =: equal to ▪ <>: not equal to 	<p>A dataset contains the mean age of people living within each block group. A market researcher wants to know which block groups contain mostly millennials. The block groups with a mean age within the age range for millennials can be found using a combination of the IF () and AND () functions:</p> <ul style="list-style-type: none"> • Function syntax: IF (AND (MeanAge>=18, MeanAge<=33), "Millennial", "Other") • Example field value: <ul style="list-style-type: none"> ▪ MeanAge = 43 • Result text: "Other"


<pre>IF(condition, TRUE_expression, [FALSE_expression])</pre>	<p>Tests a condition and returns a TRUE or FALSE value based on the result.</p> <ul style="list-style-type: none"> • condition: any expression that includes at least one conditional operator. The condition can include numeric, string, and field values. The following conditional operators can be used: <ul style="list-style-type: none"> ▪ >: greater than ▪ <: less than ▪ >=: greater than or equal to ▪ <=: less than or equal to ▪ =: equal to ▪ <>: not equal to • TRUE_expression: the expression that will be used if the condition is true. This parameter is mandatory. • FALSE_expression: the expression that will be used if the condition is false. If no FALSE_expression is provided, the default will be null. <p>TRUE_expression and FALSE_expression can be any valid expression, including a nested IF() function. The data type for TRUE_expression and FALSE_expression should be the same type (for example, both strings or both numbers).</p>	<p>A dataset contains fields with store revenue and expenses, which can be used to find the status of the stores (whether they have posted a net profit or a net loss). The status of each store can be found using the IF() function:</p> <ul style="list-style-type: none"> • Function syntax: IF(Revenue>Expenses, "Profit", "Loss") • Example field values: <ul style="list-style-type: none"> ▪ Revenue = 400,000 ▪ Expenses = 350,000 • Result text: "Profit"
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<p><code>OR (condition, condition, ...)</code></p>	<p>Tests two or more conditions and returns <code>TRUE</code> if at least one condition is met. <code>OR()</code> should be used within the <code>condition</code> parameter of the <code>IF()</code> function.</p> <ul style="list-style-type: none"> • <code>condition</code>: any expression that includes at least one conditional operator. The condition can include numeric, string, and field values. The following conditional operators can be used: <ul style="list-style-type: none"> ▪ <code>></code>: greater than ▪ <code><</code>: less than ▪ <code>>=</code>: greater than or equal to ▪ <code><=</code>: less than or equal to ▪ <code>=</code>: equal to ▪ <code><></code>: not equal to 	<p>A dataset contains locations of crimes across a city. A crime analyst wants to analyze the pattern of larceny compared to other similar crimes. To compare larceny to other crimes, the analyst must first determine whether or not each crime was considered larceny. The type of crime can be determined using a combination of the <code>IF()</code> and <code>OR()</code> functions:</p> <ul style="list-style-type: none"> • Function syntax: <code>IF(OR(Crime="Theft", Crime="Theft from vehicle", Crime="Shoplifting"), "Larceny", "Other")</code> • Result text: "Larceny"
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Enable locations for your data

If your dataset does not contain a location field , you can enable location with these location types: coordinates, addresses, or geographies. After you enable location, a new location field is added to your dataset. With a location field, you can create maps and perform spatial analysis with your data.

Enable location for your dataset

1. From the data pane, click the **Dataset options** button .
2. Click **Enable Location**.
3. Choose a **Location type**.

Coordinates	<p>Make selections for the following parameters:</p> <ul style="list-style-type: none"> • A field from the X (Longitude) and Y (Latitude) lists • A different spatial reference if desired
Address	<p>Make selections for the following parameters:</p> <ul style="list-style-type: none"> • A Geocoding service if there's more than one. • A Country for the address. • Under Address fields, choose One if the location description is in one field. Choose Multiple if the location description is separated across multiple fields. • Match the fields that correspond to the address field or fields in your dataset.

<p>Geography</p>	<p>By default, one Location field is chosen, along with a Matching geography level. The estimated match accuracy between the fields is indicated with a sliding scale that ranges between No match and Best.</p> <p>You can do one of the following:</p> <ul style="list-style-type: none"> • Choose a different Location field. • Choose a different Matching geography level. <p> Note:</p> <p>Values in Matching geography level are pulled from standard or custom boundary layers in the data pane. If no geography levels are listed, you must add data that contains a location field , such as a boundary layer or a feature layer.</p> <p>Spatiotemporal big data store datasets are currently in Preview mode and cannot be used as input for the Matching geography level.</p> <ul style="list-style-type: none"> • Click Multiple to apply the same geography level to multiple fields.
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4. Click **Run**.

A new location field  is added to the dataset.

About location types


Coordinates

Use the [Coordinates](#) location type if your dataset contains X,Y coordinates. Insights for ArcGIS can usually detect the X (longitude) and Y (latitude) fields in your dataset. You can override the suggested fields, and specify other fields.

For example, if your data contains two sets of coordinates, you might want to specify which coordinates you want to add location to. The default spatial reference is World Geodetic System (WGS) 1984 (4326). You can specify a different spatial reference. If you are unsure of which coordinate system to use, check with the person who created the spreadsheet or collected the data.

If your latitude (Y) values fall between -90 and 90 and the longitude (X) values fall between -180 and 180, use WGS84. If your latitude and longitude values are in meters and have 6, 7, or 8 digits before (to the left of) the decimal point, use Web Mercator.

Address

 **Note:** To enable location by address (a transaction called geocoding), your portal must be configured with the Geocoding utility service (<https://enterprise.arcgis.com/en/portal/10.6/install/windows/configure-services.htm>), and you must have the Geocoding privilege (<https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm>). ArcGIS World Geocoding Service can be configured for your portal and used to enable location using addresses. Credits are consumed from your ArcGIS Online organization when you enable location using ArcGIS World Geocoding Service.

Use the Address location type to enable location using the following:

- One field when location descriptions are contained in a single field. Example:

StreetAddress
200 Brady St., Sudbury

Each row in the above column generates a single point feature. You can choose a less descriptive field, such as PostalCode if you want to see each postal code as a point on a map. For area features, it's best practice to use the Geography location type (below).

- Multiple fields when address information is separated across multiple fields. Example:

StreetNumber	StreetName	City
200	Brady St.	Sudbury

Each row across the selected fields generates a single point feature.





Geography


Use the **Geography** location type to enable location for area features, such as a postal code boundary layer from **Boundaries** in the **Add To Page** window (see [Add data from your portal](#)) or custom boundaries from other datasets on your page, such as police districts.

When you use the **Geography** location type, a join is performed behind the scenes between the current dataset and a custom or standard boundary layer from the data pane that you specify.

Change dataset and field properties

Insights for ArcGIS identifies field roles using icons that indicate the default behaviour of each field from your dataset in visualizations. The field role also determines the default statistics type applied to each field in a visualization. The following roles can be assigned to fields in Insights:

Icon	Role	Behavior
	Location	<p>Allows you to plot data on a map as points, lines, and areas, and perform spatial analysis.</p> <p>Can be used as unique categories in charts and tables.</p>
	String	<p>Groups data as bars, slices, or lines in charts.</p> <p>Groups data as a category column in summary tables.</p> <p>Appears as unique symbols in maps.</p> <p>Can be calculated as a count along the statistics axis of charts, or statistics columns in summary tables.</p>
	Number	<p>Determines the height, length, or size of bars, columns, slices, and bubbles in charts.</p> <p>Determines the size of the graduated circles in proportional symbol maps.</p>
	Rate/Ratio	<p>Determines the height, length, or size of bars, columns, slices, and bubbles in charts.</p> <p>Grouped ranges of rate/ratios determine the level of shading for features shown in maps.</p>

	Date/Time	<p>Displays a series of data points graphed in time order.</p> <p>Insights automatically divides date/time fields into parts that can be used as string fields in other visualizations.</p> <p>Date fields include the following subfields:</p> <ul style="list-style-type: none"> • Year • Quarter • Month • Day of month • Day of week • Hour • Minute
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Change a field role

If you're unable to create the visualization you want using your chosen data, take a look at the fields in your dataset.

Do the field roles in your data accurately reflect the values in each field? You might need to change the role for a specific field to get the visualization you want. Changing a field role in Insights for ArcGIS does not change the underlying data.

For example, you can't create a [bar chart](#) with two numbers because bar charts use string fields to group data along the category axis by default. If you want to use this field to group data on a consistent basis in visualizations that support aggregation, then change the field to a string.

You can change a numeric field to a string, or rate/ratio. If you change your mind, you can always change the field role back.


1. From your dataset in the data pane, click the field role icon.
Available field roles are listed below. You can change a number to a string or a rate/ratio.
2. Choose the field role from the list.
Visualizations you create will reflect the field's new role. However, existing visualizations using the field in its previous role won't update.

Change the alias for a field or a dataset

An alias is an alternative name for a field—a more user-friendly description of the content of the field. Unlike true names, aliases do not have to adhere to the limitations of the database, so they can contain special characters such as spaces. By specifying an alias, you can give names to fields that are more descriptive than their actual field name.


When you specify different aliases the underlying data is not changed, only how that field or dataset appears in Insights for ArcGIS.

Change a dataset alias


1. From the data pane, click the **Rename dataset** button  next to the dataset alias you want to change.
2. Type the new alias.
3. Hit Enter or Return on your keyboard.

Change a field alias


Fields can be renamed from the data pane or the data table. Use the following steps to rename a field from the data pane:

1. From the data pane, hover over the field alias you want to change.
2. Click the **Rename Field** button .
3. Type the new name.
4. Hit Enter or Return on your keyboard.

Use the following steps to rename a field from the data table:



1. From the data pane, click the **Dataset options** button  next to the dataset whose data table you want to display.
2. Select **View Data Table** from the menu.
3. Click the field name to highlight the field and enable editing.
4. Type the new name.
5. Hit Enter or Return on your keyboard.

Remove a dataset

1. Click the **Dataset options** button  next to the dataset you want to remove.
2. Click **Remove Dataset**.
If there are cards on your page that contain data from the dataset you are about to remove, the following message appears:
Are you sure? You are about to remove <dataset-name> from the page. <#> card(s) will be affected. If you choose **Yes, Remove**, the dataset and all cards containing data from the dataset are removed.


Hide or show fields in your dataset

If your dataset contains numerous fields, and you don't have any use for one or more fields, you can hide them from view.

1. From the data pane, choose one or more fields you want to hide in your dataset.
2. From the data pane, click **Dataset options**  next to the dataset alias you want to change.
3. Click **Hide Selected Fields**.
If you want to show those fields again, click **Dataset options** , and choose **Show Hidden Fields**.

Create relationships to join datasets

Relationships are used to join attributes from two or more datasets based on common fields or locations. Relationships can be used to add attributes from a reference table to another dataset, to combine attributes from two datasets to enable different types of analysis, and to enable location in nonspatial tables. Before you can create a relationship, you must first [add data](#) from two or more datasets with common fields.


 **Note:** Create relationships is not available for some datasets stored outside of the hosted data store, such as map image layers.


About relationships

Insights for ArcGIS allows you to join data from two or more datasets using a common field or location in the **Create Relationships** window. For example, you can associate a dataset of sales transactions with a dataset containing zip code area features by identifying a common field (column). The common field identifies how the datasets are related to each other (for example StoreName), and the relationship type determines which records (rows) are kept in the joined dataset.

The four types of relationships you can use to join your datasets are as follows:


- Inner
- All (full outer join)
- Left (left outer join)
- Right (right outer join)


 **Note:** Spatial joins (joins made using location fields) will be created using **Intersects** as the spatial relationship. However, you can still choose Inner, All, Left, or Right as the relationship type.

The result is referred to as a joined dataset, and is indicated with the results icon () in the data pane. The joined dataset allows you to expand your analysis by using the ZIP Code area feature to **perform spatial analytics** or **aggregate** data in bar charts or summary tables.

In the context of a joined dataset, cardinality refers to the relationships between datasets. In the **Create Relationships** window, take the time to consider the cardinality between the datasets, which can be one-to-one, many-to-one, or many-to-many. Cardinality does not affect the **type of relationship** you create, but it does have implications for the fields you might want to **aggregate** in the joined dataset, or the field you choose to show on your map.

You can join the following:

- Microsoft Excel datasets to other Excel datasets, as well as to hosted feature layers (and vice versa).
- Database datasets to other database datasets, provided they're from the same database connection.
- Existing joined datasets (indicated with the results icon ) to other eligible datasets.

 **Note:** You can't join registered feature layers (<https://enterprise.arcgis.com/en/portal/10.6/use/layers.htm>) stored outside ArcGIS Data Store on the hosting server (<https://enterprise.arcgis.com/en/server/10.6/administer/windows/configure-hosting-server-for-portal.htm>).


Don't worry if you can't remember which datasets can be joined to which datasets. When you choose a dataset from **My Data** in the **Create Relationships** window, only the eligible datasets are enabled in the view.


Insights for ArcGIS also suggests a common field when you choose the datasets you want to join. If no field is suggested, you can select the fields you want to use for the relationship.

Create a relationship

To learn how to create a relationship to join datasets, you can complete the steps below, or follow a [sample use case](#) to walk you through the process, including descriptions and results for each type of relationship.

1. Click the **Create Relationships** button below the data pane. The **Create Relationships** window appears and displays a list of datasets for your current page under **My Data**.

 **Note:** If you plan to use the Left or Right relationship types, make sure the dataset that should be on the left or the right is in the desired place. The dataset you choose first will appear on the left after you add it to the page.


 **Tip:** It's best practice to place the dataset that has the finest level of detail (the most granular) on the left. For the [sample use case](#) described below, the StoreTransactions dataset should be on the left.


2. Under **My Data**, click one or more datasets you want to join.

When you select the first dataset, the view updates to show only those datasets that are eligible for a relationship.

Insights analyzes the datasets you added and suggests a field to use for the join based on the type of data the field contains and the name of the field. If a field is suggested, thumbnails that represent each dataset are joined using a line, and the suggested field appears on each thumbnail as shown in the following screen shot:



3. Do one of the following:
 - If the suggested field is acceptable, and you want to use the default relationship type (Inner), proceed to the final step.
 - If you want to use a different field, add another field to join, or choose a different type of relationship, proceed to the next step.
 - If a common field could not be detected, a line appears between your dataset thumbnails, and the **Create Relationship** window opens where you can choose the common fields. Proceed to step 5.
4. To edit relationship properties, such as choosing a different field, adding other fields to join, or changing the relationship type, click the **Edit relationship** button  on the relationship line that connects the dataset thumbnails.
5. Choose a different field in one or more datasets, or choose a [different relationship type](#) and close or click outside of the relationship properties dialog box.
6. Optional: If the relationship requires a composite key, you can add additional fields using the **Add fields** button under **Choose Fields**.
For example, if you are joining CityName to CityName, you might also have to specify county, state, and country because values in CityName are duplicated in the dataset.
7. Do one of the following:
 - Click **Finish** (at the lower right) to proceed with the relationship.
 - Click **Cancel** to undo the current relationship.

When you click **Finish**, the **Create Relationships** window closes. Your joined dataset appears as the uppermost dataset in the data pane and is indicated with the result icon .

Sample use case

This section describes a sample use case that shows how you can create a relationship between two datasets to answer specific questions, and how each relationship type affects the data in the joined dataset.

The questions are as follows:

- What is sales revenue by store?
- Where is my highest grossing store located in the city?

There are two datasets on the workbook page that can help answer this question. The first is the following Excel table showing store transactions from three stores:

OrderID	StoreID	TotalAmount	PaymentMethod
1204	1	\$91.48	Mastercard
1295	1	\$103.86	Visa
1316	3	\$97.81	Mastercard
1406	2	\$103.24	Visa
1421	2	\$44.95	Mastercard
1426	2	\$153.71	Mastercard
1454	3	\$168.95	Mastercard

The StoreTransactions dataset alone could provide a summary of TotalAmount by StoreID (if you [change StoreID to a string field](#), and create a bar chart), but a report showing TotalAmount by a store name is preferred for the sake of clarity when it's time to share the analysis results with teams across the organization.

In addition, the StoreTransactions dataset cannot show the store locations on a map.

The second is a feature layer from Portal for ArcGIS showing the following six store locations:

StoreID	StoreName
1	Rock'n Veg Signature
2	Rock'n Veg II
3	Rock'n Veg The Third
4	Rock'n Veg Village Green
5	Rock'n Veg Valley
6	Rock'n Veg Town Square

These datasets track data at two different levels of detail. The first dataset tracks data at the transaction level, which is a more detailed level than the second table, which tracks data at the store level.

As a result, you see duplicate records (rows) in the StoreID column in StoreTransactions, while StoreLocations has only unique records in its StoreID column. There are many transactions per store. This is what's referred to as a many-to-one relationship, a particular type of cardinality between the datasets.

Looking at these datasets, it's apparent that StoreID is the best field to use to create a relationship between these datasets.

To answer the questions for this use case, you need to do the following:

1. Consider the effect that [each relationship type](#) has on the resulting joined dataset.
2. Follow the instructions in [Create a relationship](#) (above) to create the relationship that works best for the input datasets.
3. Visualize the joined data to answer the questions.
 - a. Using the StoreName and TotalAmount fields from the joined dataset, [create a bar chart](#) or a [summary table](#) to aggregate the fields. Sales are aggregated by each store name.
 - b. Create a [proportional symbol map](#) using the TotalAmount field.

Relationship type considerations

The relationship type you use, along with the common field you choose, determines the records that you keep in the joined dataset. The following subsections provide a look at what the joined dataset looks like by relationship type.

Inner relationship type

If you used the default relationship type while following the steps in [Create a relationship](#) (above), the joined dataset uses the Inner relationship type.

Inner keeps only the records that match both datasets. Null records are not added.

OrderID	StoreID	TotalAmount	PaymentMethod	StoreID	StoreName
1204	1	\$91.48	Mastercard	1	Rock'n Veg Signature
1295	1	\$103.86	Visa	1	Rock'n Veg Signature
1316	3	\$97.81	Debit	3	Rock'n Veg The Third
1406	2	\$103.24	Visa	2	Rock'n Veg II
1421	2	\$44.95	Mastercard	2	Rock'n Veg II
1426	2	\$153.71	Mastercard	2	Rock'n Veg II
1454	3	\$168.95	Debit	3	Rock'n Veg The Third

The records that were excluded were records for StoreID 4 through 6 from the StoreLocations dataset.

Using the default relationship type is a good choice to help answer the [sample use case](#) questions above. The Inner relationship type provides data that will not show null values when you visualize your data.

All relationship type

The All relation type (full outer join) keeps all records from both datasets and treats records containing no matches as null values.

OrderID	StoreID	TotalAmount	PaymentMethod	StoreID	StoreName
---------	---------	-------------	---------------	---------	-----------

1204	1	\$91.48	Mastercard	1	Rock'n Veg Signature
1295	1	\$103.86	Visa	1	Rock'n Veg Signature
1316	3	\$97.81	Debit	3	Rock'n Veg The Third
1406	2	\$103.24	Visa	2	Rock'n Veg II
1421	2	\$44.95	Mastercard	2	Rock'n Veg II
1426	2	\$153.71	Mastercard	2	Rock'n Veg II
1454	3	\$168.95	Debit	3	Rock'n Veg The Third
				5	Rock'n Veg Valley
				6	Rock'n Veg Town Square
				4	Rock'n Veg Village Green

The resulting dataset contains null values in the columns originating from the left dataset (StoreTransactions) for records corresponding to StoreIDs 4, 5, and 6 from the right dataset (StoreLocations). This is because there are no matching records for those store IDs in the left dataset.

Left relationship type

When using the Left relationship type (left outer join), you must ensure that the dataset you want to retain the records from is on the left side of the **Create Relationships** window by selecting this dataset first. See [Create a relationship](#) for more information.

Records that match those from the dataset on the left (StoreTransactions) are retained, along with matching records from the dataset on the right (StoreLocations). If no match on the right is found, the right side contains null values.

OrderID	StoreID	TotalAmount	PaymentMethod	StoreID	StoreName
1204	1	\$91.48	Mastercard	1	Rock'n Veg Signature
1295	1	\$103.86	Visa	1	Rock'n Veg Signature
1316	3	\$97.81	Debit	3	Rock'n Veg The Third
1406	2	\$103.24	Visa	2	Rock'n Veg II
1421	2	\$44.95	Mastercard	2	Rock'n Veg II
1426	2	\$153.71	Mastercard	2	Rock'n Veg II
1454	3	\$168.95	Debit	3	Rock'n Veg The Third

This joined dataset looks exactly like the Inner relationship type. To answer the [sample use case](#) questions, you can use either the Left or Inner relationship type to create a relationship between the two tables, and then create a bar chart, which won't show null values.

If the left side (StoreTransactions) contained a record for StoreID 7, which is not in the StoreLocations dataset on the right, a Left join would have null records on the right.

OrderID	StoreID	TotalAmount	PaymentMethod	StoreID	StoreName
1204	1	\$91.48	Mastercard	1	Rock'n Veg Signature
1295	1	\$103.86	Visa	1	Rock'n Veg Signature
1316	3	\$97.81	Debit	3	Rock'n Veg The Third
1406	2	\$103.24	Visa	2	Rock'n Veg II
1421	2	\$44.95	Mastercard	2	Rock'n Veg II
1426	2	\$153.71	Mastercard	2	Rock'n Veg II
1454	3	\$168.95	Debit	3	Rock'n Veg The Third
1502	7	\$112.65	Cash		

Right relationship type

When using the Right relationship type (right outer join), you must ensure that the dataset you want to retain the records from is on the right side of the **Create Relationships** window by selecting the left dataset first, and the right dataset next. See [Create a relationship](#) for more information.

Records that match those from the dataset on the right (StoreLocations) are retained, along with matching records from the dataset on the left (StoreTransactions). If no match on the left is found, the left side contains null values.

OrderID	StoreID	TotalAmount	PaymentMethod	StoreID	StoreName
1204	1	\$91.48	Mastercard	1	Rock'n Veg Signature
1295	1	\$103.86	Visa	1	Rock'n Veg Signature
1316	3	\$97.81	Debit	3	Rock'n Veg The Third
1406	2	\$103.24	Visa	2	Rock'n Veg II
1421	2	\$44.95	Mastercard	2	Rock'n Veg II
1426	2	\$153.71	Mastercard	2	Rock'n Veg II
1454	3	\$168.95	Debit	3	Rock'n Veg The Third
				5	Rock'n Veg Valley

				6	Rock'n Veg Town Square
				4	Rock'n Veg Village Green


The resulting bar chart from the above right-joined dataset would contain null values.

Filter data

Filters help reduce the scope of the data you work with, but they don't change the underlying data. Filters limit what you see on the page or card from one session to another session until you change or reset the filters. You can filter dates, numbers, rate/ratios, and string fields at the dataset level or for an individual card.

One or more filters can be:




- Applied to a single card
- Applied to all cards from the same dataset
- Cumulative so you can filter at both the dataset and card levels


 **Note:** • Filtering a calculated field from a database dataset is not supported for dataset or card filters.

- If you adjust your card filters to the point where no results are returned, a card error appears. Filter settings that show no values display a blank map, chart, or table. Try readjusting your filters.

Filter types

Insights field roles determine the type of filter you see when you access a filter from the dataset or the card. When the field contains continuous data—expressed as a range—you see a slider. Continuous data can be the following:

- A number field , such as revenue
- A rate/ratio field , such as employment rate
- A date/time field , such as report date

When a field contains discrete data, each value has a distinct label and an associated check box. A string field , such as `Status`, contains discrete values, such as Damaged, Working, or Inspection Required. Each of these values has its own check box in the card or dataset filter.

Number and rate/ratio filter

When you filter a number or a rate/ratio field, you see a [histogram](#) with a slider along the bottom. The histogram shows you the frequency with which numeric values occur in the field. This allows you to see how much data you're including or excluding with your filter.

Adjust the slider at the lower and upper end of the range, or type the upper and lower limits in the field provided.

Date/time filter

When you filter a date/time field, you can adjust start and end dates or times using a slider.


Adjust the slider, or choose a date from the calendar to filter values.

String filter

When you filter a string field, you can clear specific values, or clear all values and choose only those you want.

The following methods can be used to select or unselect values from a string filter:

- **Select all:** Turn on or off the **Select All** box to select or unselect all of the values in the filter.
- **Click:** Turn on or off individual values in the filter. Only boxes that are clicked will be selected or unselected.
- **Shift+click:** Turn on or off multiple values. All boxes between the first and second click will be selected or unselected.


 **Note:** Shift+click can only be used on fields with fewer than 500 unique values.

Filter at the dataset level

After you filter one or more fields at the dataset level, existing cards update to reflect the filter settings, and any card you create automatically includes or excludes the data from the filter. Use one or more dataset filters when most of your questions are aimed at a specific subset in your dataset. For example, What is the rate of home ownership among the retired population in Illinois?

To target the analysis across the dataset, apply a filter to the following fields:


- Age field to see only numbers for those 65 or older
- State field to limit the scope to Illinois

- Income field to see only income levels \$30,000 and higher
1. On the data pane, click the name of the field you want to filter.
 2. Click the **Dataset filter** button  next to the field.
 3. Adjust the filter to include the data you want to show in your cards.
 4. Click **Apply**.




All of the cards from the same dataset update to reflect the filter settings.

Filter at the card level

At times, you may want to pursue a focused scenario on just one card, such as an outlier in your data. For example, neighborhoods in a city with higher levels of home ownership than surrounding neighborhoods. For this example, you could filter the `CensusTract` field to include only neighborhoods of interest.


1. Click the card you want to filter.
2. Click the **Card filter** button .
3. If there's already a filter for this card, click **New Filter**. If this is the first filter for the card, skip to the next step.
4. From the list, choose the field you want to filter.
5. Adjust the filter to include the data you want to show in your cards.
6. Click **Apply**.

Only the current card updates to reflect your filter settings.

 **Note:** After a card filter is applied, including one created using an [advanced filter](#), a number will be added to the **Card Filter** button  showing the number of filters on the card. A result dataset  will also be added to the data pane with the same filter applied to it at the dataset level. If new cards are created using the result dataset, then all of the cards will reference the dataset filter on the result dataset and the card filter will be removed from the original card. Since the original card also references the result dataset, there will be no change to the data being displayed.

Advanced filters

Advanced filters are expression-based filters that can be used to create a custom filter at the dataset or card level. Advanced filters include access to the same [operators](#) (for example, `+`, `÷`, `>`, and `<>`) and [functions](#) as [calculated fields](#).


 **Note:** Advanced filters are not currently available for datasets stored outside of the hosted data store, such as ArcGIS Living Atlas of the World datasets.

Advanced filters can be useful in situations in which the query is complicated, or some of the information is unknown or needs to be calculated. The following are examples of how you can use advanced filters:

- You have a dataset with schools across the United States, but you want to perform analysis on schools in Dallas County, Texas. A regular filter for Dallas County returns schools in Alabama, Iowa, and Texas. An advanced filter using the


expression `County="Dallas" AND State="Texas"` would filter the dataset so that only schools in Dallas County, Texas, are returned.


- You have a dataset with store locations, revenue, and expenses, but you want to see only the stores that are losing money. An advanced filter using the expression `Revenue<Expenses` would filter the dataset so that only stores with revenue less than expenses are returned.
- You have a dataset with hydrant locations, inspection dates, and inspection status over several years, but you only want to see the inspections for damaged hydrants that occurred in 2018 and after. An advanced filter using the expression `InspectionDate>=DATE(2018,01,01)AND Status="Damaged"` would filter the dataset so that only the damaged assessments occurring after January 1, 2018 will be shown.

 **Note:** A [date function](#), such as `DATE()`, `DATEVALUE()`, or `NOW()`, must be used in an advanced filter expression using a date/time field. A date entered as a string value (for example, "01/01/2018" for January 1, 2018) will not be read as a date value and will not return results.

Apply an advanced filter at the dataset level

Use the following steps to apply an advanced filter at the dataset level:

1. Find the dataset you want to apply the filter to in the data pane.
2. Click the **Dataset options** button `...` next to the dataset.
3. On the dataset options menu, click **Advanced Filter**.
4. Click inside the **Custom filter expression** box to display the available fields and functions, and begin writing your expression.
5. At the bottom of the **Custom filter expression** box, look for the green check mark  indicating that the expression is valid.


 **Note:** Your expression must include a conditional operator, such as `<`, `=`, or `<>`, to be valid for filtering (for example, `Revenue-Expenses>100000`). If your expression is written as a calculation (for example, `Revenue-Expenses`), then your expression may be validated, but cannot be used as a filter.


6. Click **Apply**.


The expression is applied to the entire dataset. Any cards created using the dataset are refreshed and updated.

Apply an advanced filter at the card level

Use the following steps to apply an advanced filter at the card level:




1. Create a map, chart, or table using the dataset you want to filter.
2. Click the **Card filter** button  on the card's toolbar.
3. In the **New filter** pane, click **Advanced**.
4. Click inside the **Custom filter expression** box to display the available fields and functions, and begin writing your expression.

5. At the bottom of the **Custom filter expression** box, look for the green check mark  indicating that the expression is valid.




 **Note:** Your expression must include a conditional operator, such as `<`, `=`, or `<>`, to be valid for filtering (for example, `Revenue-Expenses>100000`). If your expression is written as a calculation (for example, `Revenue-Expenses`), then your expression may be validated, but cannot be used as a filter.


6. Click **Apply**.

The expression is applied only to the card being filtered. Other cards that use the same dataset are not updated.


 **Note:** After an advanced card filter is applied, a number will be added to the **Card Filter** button  showing the number of filters on the card. A result dataset  will also be added to the data pane with the same filter applied to it at the dataset level. If new cards are created using the result dataset, then all of the cards will reference the dataset filter on the result dataset and the card filter will be removed from the original card. Since the original card also references the result dataset, there will be no change to the data being displayed.

Remove or update your filter

You can edit or remove your filter by clicking the activated **Dataset filter** button  or a **Card filter** button  that is displaying one or more active filters and selecting the field name of the filter you want to edit. To edit the filter, change the values of the filter and click **Apply**. To delete the filter, click the **Remove filter** button .

 **Note:** You cannot remove a filter by selecting all values and clicking **Apply**.

Cross filters


Cross filters are a way to filter your data using a selection on a different card. When the **Enable cross filters** button  is activated on a card, a filter will be applied to that card whenever a compatible selection is made. In order for a selection to be compatible, the card with the filter and the card with the selection must be using the same dataset.

Cross filters can be applied to all charts and tables. However, polynomial trendlines on scatter plots are not supported when using cross filters.

Cross filters are not compatible with result datasets created from [Spatial Aggregation](#), [Spatial Filter](#), [Create Buffer/Drive Time](#), [Calculate Density](#), or [Find Nearest](#). Cross filtering also cannot be used with remote feature layers, map service layers, or datasets from the spatiotemporal big data store. In cases where these types of datasets are being used, your selections will appear as if the **Enable cross filters** button is disabled.

Make selections


Selections allow you to temporarily target areas of interest, such as unusual highs or lows in your data, and highlight those data points in related maps, charts, and tables. Unlike filtering, selections on cards are temporary. While selections do not change the source data, they do affect the results of an analysis or statistical summary, because these functions only use the current selection. However, selections won't update previously executed spatial analytics.

 **Tip:** Selections can be used to spatially filter data and to create other maps, charts, or tables by dragging selections onto the map, chart, or table [drop zone](#) on your page.




Map cards



Features on a map can be selected using a selection tool, by interacting with the legend, or by making a selection on a different card that is displaying the same data. Selections are cleared by clicking a blank area on your map.

Selection tools

Selection tools can be used to select one or more features on a map. Your pointer will always function as **Select** when you click a feature on the map unless a different tool is chosen. You can access the selection tools using the **Selection tools** button  on a map toolbar.

The following table summarizes the five selection tools that can be used with map cards.

Tool	Description
 Select	<p>Select is used to select individual features on your map. You can click to select a single feature or use <u>Ctrl+click</u> to select multiple features.</p> <p>Select is the default selection tool.</p>
 Box select	<p>Box select is used to select multiple features within the same area. A rectangle is drawn on the map by clicking and dragging the corners to the desired extent. All features from the active layer that are within the rectangle or that intersect the rectangle will be selected.</p>
 Lasso	<p>Lasso is used to select multiple features within an irregular area. A closed shape is drawn on the map by dragging the cursor to create the desired shape. All features from the active layer that are within the shape or that intersect the shape will be selected.</p>

<p> Zoom to selection</p>	<p>Zoom to selection is used to change the map extent and zoom level to fit the features selected on a map. Zoom to selection cannot be used to select features and is only available in the toolbar when there are selected features on the map.</p>
<p> Invert selection</p>	<p>Invert selection is used to switch all selected and unselected features. Invert selection is only available in the toolbar when there are selected features on the map.</p>

Legends

Features can be selected using the legend (available in the **Layer options** pane) when a layer is styled by **Types (Unique Symbols)**, **Counts and Amounts (Size)**, or **Counts and Amounts (Colors)**.

Selecting a category or class of values on a legend will select all of the features from that category or class on the map. Multiple categories or classes can be selected on the legend using Ctrl+click.

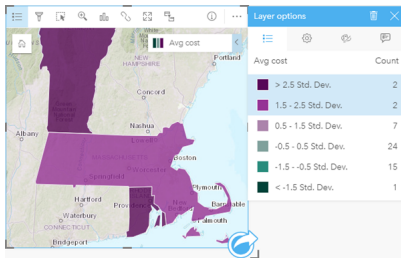



Chart cards



Features on a chart can be selected using a selection tool, by interacting with the legend, or by making a selection on a different card that is displaying the same data. Selections are cleared by clicking a blank area on your chart.

Selection tools

Selection tools can be used to select one or more features on a chart. Your pointer will always function as **Select** when you click a feature on the chart unless a different tool is chosen. You can access the selection tools using the **Selection tools** button  on the chart toolbar.

 **Note:** The availability of selection tools depends on which type of chart is being visualized.

The following table summarizes the three selection tools that may be available with chart cards.

Tool	Description
 Select	<p>Select is used to select individual features on your chart. You can click to select a single feature or use <u>Ctrl+click</u> to select multiple features.</p> <p>Select is the default selection tool.</p>
<input type="checkbox"/> Box select	<p>Box select is used to select multiple features on a chart. A rectangle is drawn on the chart by dragging the corners to the desired extent. All features that are within the rectangle or that intersect the rectangle will be selected.</p>
 Invert selection	<p>Invert selection is used to switch all selected and unselected features.</p> <p>Invert selection is only available in the toolbar when there are selected features on the chart.</p>

Legends


Features can be selected using the legend when a layer is styled by **Unique symbols**.


Selecting a category of values on a legend will select all of the features from that category on the chart.



Summary tables

Features in summary tables can be selected by clicking the desired features or using Ctrl+click. The selected features will be represented in the summary table as well as any other maps, charts, or tables displaying the same data. Once a selection has been made on a summary table, the following options will be available:

- Invert a selection: Click the **Invert selection** button  to switch your selected features. The inverted selection will be reflected in all other cards displaying the same data.

- Show a selection: Click the **Show selection** button  to show only your selected features in the summary table. The features that are not selected will be temporarily removed from the summary table. The selected features will remain selected on all other cards displaying the same data, but no other changes will take place to those cards. You can show the unselected features again by clicking **Show selection** a second time. The selected features will remain selected until you click the scroll bar in the summary table or inside another card.

Interact with cards


The key to fully understanding your data is to interact with two or more visualizations from the same dataset. Cards created from fields from the same dataset are linked, allowing you to make selections on one card and see related cards update to highlight your selections.


When you have different types of cards on the page, making selections, filtering, accessing statistics, and other interactions can reveal spatial, temporal, numeric, and categorical patterns that may not have been apparent in a single visualization. To see the variety of ways you can visualize your data, see [Analysis capabilities](#).


You can interact with your data in the following ways:



- [Navigate maps](#)
- [Maximize a card](#) to see a filmstrip view
- [View pop-ups](#)
- [See card statistics](#)
- [Hide or show a card legend](#)
- [Change the visualization type](#)
- [Change the title of a card](#)

Navigate maps

- The following options are available for zooming in and out on your maps:
 - Use the **Zoom tools**  from the map toolbar.
 - Scroll in and out with your mouse.
 - Use Shift + click + drag to zoom in on an area of interest


 **Note:** Features stored in Microsoft SQL Server using the geography data type may not appear in maps at all zoom levels. This occurs when SQL Server cannot process the map extent that is being requested by Insights. This is because the features stored in SQL Server contain anti-podal edges, and consequently they don't have a determinate path. You can zoom in or zoom out to see features on your map.


- To pan, use your mouse or the arrow keys on your keyboard.
- After panning and zooming on a map, use the **Default extent** button  to return to the map's original extent.

 **Tip:** If you want all of the maps on your page to display the same spatial extent when you zoom and pan, use the **Sync extents** button . It's helpful to have all the maps on your page update to reflect the location and zoom level for your area of interest.

Maximize a card

When you interact with a card, you may want to enlarge the card to get a better view of the data. Maximizing the card creates a filmstrip view of the cards on your page, with the maximized card at the top, and thumbnails of the remaining cards arranged below.

Click **Maximize**  to expand your card.

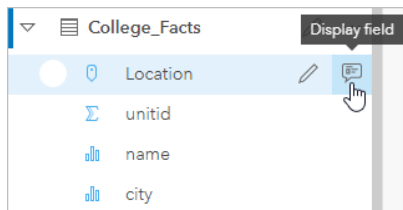
Click **Restore down**  to return to the previous page view of your cards.


View pop-ups

Pop-ups provide a quick overview of a single feature on a map or an aspect of a chart, such as a bar or point. To see a pop-up on a map, hover over a point, line, or area. To see a pop-up on a chart, hover over a point, bar, or slice.

Map pop-ups

Map pop-ups display important information about the data on your map. By default, the map pop-ups will display values from the first string field in the dataset. If there are no string fields, then the first number field will be used. The field displayed in the pop-ups can be changed using the **Display field** button. The **Display field** button is located in the data pane next to the Location field for spatial datasets.



 **Note:** The **Display field** button is disabled for datasets created from database connections that have been joined or aggregated.

If a pop-up is styled by a field other than the Location field, then the pop-ups will include information from both the **Style by field** and the **Display field**.

See card statistics

Summary statistics provide a quick overview of your data. Statistics vary based on the type of chart or map you're interacting with.

Summary statistics on maps include count, minimum, maximum and mean, but vary depending on the type of data you're mapping. Maps made from datasets that are editable at the data source will also have a timestamp, which will tell you the time that the version being viewed was last updated. If the data is not up-to-date, then the dataset or workbook can be refreshed to show the latest copy of the data.


Chart statistics also vary by chart type. For example, bar chart statistics include count, mean, median, and upper or lower quartiles.

Statistics on summary tables include sum, average, minimum, and maximum. The statistics are calculated on number or rate/ratio fields for each unique value in the category column. Summary tables also include a footer statistic, which displays the statistic chosen for the number or rate/ratio field calculated for the entire dataset. For example, if the chosen statistic is Average for a table of 10,000 points grouped into five unique categories, then the footer average will be the average of the 10,000 values, rather than the average of five averages.

Access chart statistics

Click the **Chart Statistics** button  to see available statistics.


Access map statistics

Click the **Info** button  to turn the map card over and see summary statistics.


Hide or show a legend on a card

By default, all map cards list one or more layers as a collapsed legend.

Legends on maps

1. Click the map to show the toolbar.
2. Do one of the following:
 - Expand the legend for a layer to see the [Layer options](#) pane.
 - Hide the legend by clicking the **Legend** button .



Legends on charts

1. Click the chart to show the toolbar.
2. Click the **Legend** button  to show the legend.

Change the visualization type

You get a different perspective on your data when you change to a related visualization type. For example, if you change from a [choropleth map](#) to a [histogram](#), you can see how your numeric data is distributed, such as which numeric ranges are the most or least concentrated, or whether or not the data is skewed.

Related visualization types are determined by the data in your visualization. Use the following steps to change the visualization of your card:

1. Click the card to see the toolbar.
2. Click the **Visualization type** button 
 - Applicable visualization types can be chosen in the list. If all the visualization types are unavailable, you can't change the visualization type.
3. Click a visualization type in the list.
 - The card changes to the chosen visualization type, for example, a histogram.
4. To return to the previous visualization, click the **Visualization type** button , and choose the visualization from the list.

Change the title of the card

By default, cards are assigned a title based on the order in which they are created, for example Card 1, Card 2, and so on. You can provide a more meaningful title if you wish. You can see a card title when the card is not selected.

1. If you have selected the card, click outside the card to unselect it.

You can see the card title. For example, **Card 1**.

2. Click the card title.

The title field turns gray.

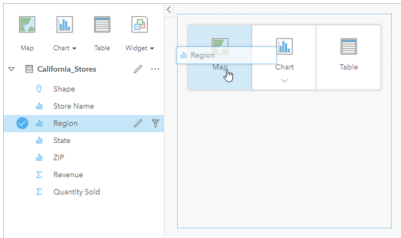
3. Enter a new title, and click **Enter** (or click off the card).

Maps




Create a map

To create a map, you must have [added data](#) to your page. A map is created by default when you add data from Portal for ArcGIS, including layers from ArcGIS Living Atlas of the World. If the dataset you added doesn't contain a [Location field](#), you must [enable location](#) before you can create a map.

To create interactive maps, select a location, string, number, or rate/ratio field, or a complete dataset, from the data pane and drag it onto the page, or use the **Map** button at the top of the data pane.




Drag a layer or field to the Map drop zone to create a map. You can also create a map by selecting a field and clicking Map above the data pane.


 **Tip:**  You can [copy a map card](#) onto another page by dragging it to the **New Page** tab  or an already created page. If you want to copy the map onto the same page, use [Ctrl+C](#) to copy and [Ctrl+V](#) to paste.

The [role of the field](#) that you select determines the type of map you create. You can also switch to a map from an existing chart or table. The type of map you switch to depends on the data inputs from the existing card. For example, a bar chart switches to a category map. A histogram switches to a proportional symbol map.

To learn more about the data requirements for each map type, as well as examples and information on properties you can change and interact with, see the individual map topics, such as [unique values maps](#) and [link maps](#).


After you have a map on your page, you can begin exploring your data using [spatial analysis](#) or change the style of your map.

A warning icon  indicates that the map is not displaying all of the features from the dataset. The warning will be displayed for maps with more than 100,000 features within the map extent. Click on the icon to display the number of features being rendered. The complete dataset will still be used for spatial analysis, provided there are no filters or selections, even if the full dataset is not being rendered.

 **Tip:** If you are using a point dataset, switching to a [binned map](#) will allow you to display all of the data.

Map types


There are several types of maps that can be created using Insights for ArcGIS. Insights uses smart mapping to create the best type of map for the data you want to visualize, so you know you are always getting the best type of map for the field that you are mapping.



The table below indicates the inputs for each map, related visualizations you can switch to using the **Visualization type** button , and questions the map can help you answer.

Visualization	Data types	Related visualization types	Questions it can help you answer
Binned map	From a map layer showing point data, choose the Bins symbol type from the Layer options pane.	<ul style="list-style-type: none"> • Heat map • Location map 	Where is it located? How is it distributed? Where are high values? Where are low values?
Unique values map	Map styled by one string field.	<ul style="list-style-type: none"> • Summary table • Bar chart • Column chart • Donut chart • Treemap • Bubble chart • Line graph 	Where is it located? How is it distributed (by category)?
Choropleth map	Map styled by one number or rate/ratio field.	<ul style="list-style-type: none"> • Histogram • Box plot • KPI card 	How is it distributed?
Link map	Map showing the links between two location fields.	None	How is it related?
Heat map	From a map layer showing point data, choose the Heat map symbol type from the Layer options pane.	<ul style="list-style-type: none"> • Binned map • Location map 	How is it distributed?
Location map	One location field (Required)	<ul style="list-style-type: none"> • Binned map • Heat map 	Where is it located? How is it distributed?

<p>Proportional symbol map</p>	<p>Map styled by one numeric field.</p>	<ul style="list-style-type: none"> • Histogram • Box plot • KPI card 	<p>Where is it located? How is it distributed? Where are high values? Where are low values?</p>
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Change a basemap

The default basemap used for your map cards will be the same as the default basemap in your ArcGIS Enterprise portal. You can change the basemap for your map cards using the **Basemaps** menu button  on the page toolbar.

 **Note:** If a map card is activated then changing the basemap will update only the active card. If no map cards are active then all of the maps will have their basemap changed. A map card is active when you see the [map toolbar](#) and the **Action** button .



Add or remove a layer






Maps represent data from different datasets as separate layers. A new layer can be added to the map by dragging a field from a different dataset to the **Add new layer** drop zone on an existing map.







A layer can be deleted from a map by expanding the **Layer options** pane  and clicking the **Delete** button . You can also temporarily turn off a layer on a map by clicking the layer symbol next to the layer name in the legend.

Use the map toolbar

Every map has a toolbar that can be used to find more information or manipulate the data or card.

Tool	Description
<p>Legend </p>	<p>The Legend button can be used to show or hide the name and symbol of datasets being displayed on the map. The legend also gives access to the Layer options for each dataset.</p>
<p>Card filter </p>	<p>The Card filter button can be used to remove any unwanted data from your chart. Filters can be applied to all string, number, rate/ratio, and date fields. A card filter does not affect other cards using the same dataset.</p> <p>For more information, see Filter data.</p>

<p>Selection tools </p>	<p>Selections can be used to highlight important features. Selections on one card are reflected on any other card using the same data. The following selection tools are available on map cards:</p> <ul style="list-style-type: none"> • Select • Box select • Lasso • Zoom to selection • Invert selection <p>For more information, see Make selections.</p>
<p>Zoom tools </p>	<p>The Zoom tools can be used to change the extent of your data. The following Zoom tools can be used on map cards:</p> <ul style="list-style-type: none"> • Zoom in • Zoom out • Zoom to selection <p>You can also zoom using Shift + click + drag, or return to the full extent of your data using the Default extent button .</p>
<p>Visualization type </p>	<p>The Visualization type drop-down menu shows all available card types. The drop-down list can be used to quickly change your card to a summary table or chart. The availability of visualizations depends on what type of data is being displayed on your card.</p>
<p>Sync extents </p>	<p>The Sync extents button can be used to display all maps at the same extent and zoom level.</p>

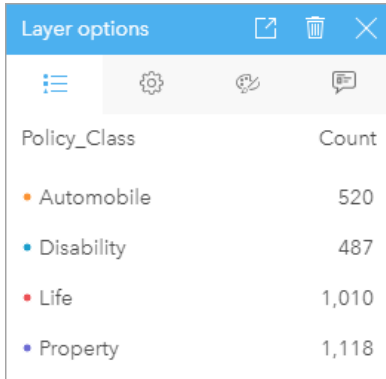
Maximize 	The Maximize button is used to enlarge the card. Other cards on the page will be reduced to thumbnails. The card can be returned to its previous size using the Restore down button  .
Enable cross filters 	The Enable cross filters button is used to allow filters to be created on the card using selections on other cards. Cross filters can be removed using the Disable cross filters button  . For more information, see Filter data .
Info 	The Info button flips the card to display information about the layers on your map, such as the count of features, the timestamp for when the data was last updated, and the references for the basemap. There is also a space for you to describe the analysis on the card.
Delete 	The Delete button removes the card from your page. If you did not intend to delete your card, you can retrieve it using the Undo button.

Change the layer options

The **Layer options** pane can be accessed by clicking the arrow > in the layer list. The options in the **Layer options** pane are dependent on the type of data being mapped.

Legend tab


Each layer includes a legend, which can be found on the **Legend** tab of the **Layer options** pane. For layers styled by the **Counts and Amounts (Size)**, **Counts and Amounts (Color)**, and **Types (Unique Symbols)** symbol types, the legend will be interactive, meaning any selections you make in the legend will be reflected on the map. Each entry in the legend also includes a count of features and may include category or range values, depending on the **Symbol Type**.



Policy_Class	Count
• Automobile	520
• Disability	487
• Life	1,010
• Property	1,118

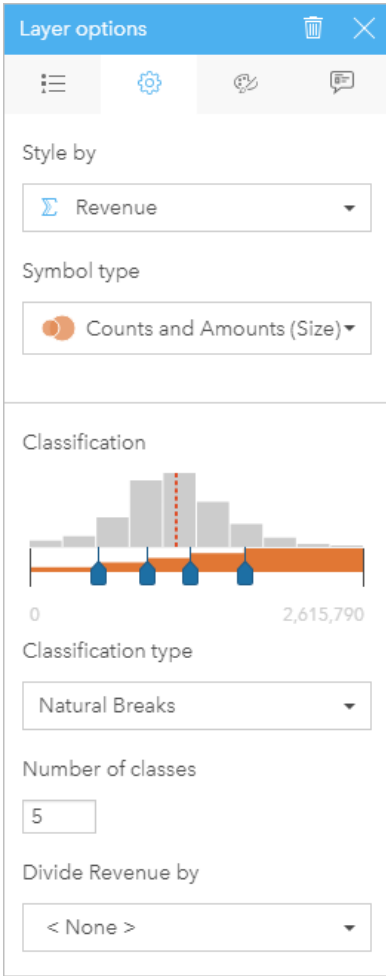
The Legend tab of the Layer options pane displays the symbols and count for features in the layer. This legend is displaying the three unique values in the Type string field.

The **Legend** tab can be used to change the color of individual categories for [maps symbolized by Types \(Unique Symbols\)](#). To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

The map legend can be added to the page as a separate card. To [create a legend](#), click the pop-out button  on the **Legend** tab.

Options tab

The **Options** tab is used to change the field and type of symbols being used to style your map.



The Options tab of the Layer options pane allows you to choose the field and symbol type used to style your layer. The Classification parameter is only available when using Counts and Amounts (Size) or Counts and Amounts (Color) for the Symbol Type parameter.

The following table summarizes all of the potential parameters for all types of data.

Parameter	Description
Style By	<p>The Style By parameter depicts which field is being used to display the data on the map.</p> <p>This property is available for all features with location, string, number, or rate/ratio field roles.</p>

Symbol Type	<p>The Symbol Type parameter determines how the points, lines, or areas appear on the map. Symbol Type options depend on the type of features and field role being mapped.</p> <p>This property is available for all features.</p>
Classification	<p>Classification is the method of grouping numeric data into ranges. The classification methods include Natural Breaks, Equal Interval, Quantile, Standard Deviation, Unclassed, and Manual.</p> <p>This property is available when using the Counts and Amounts (Color) or Counts and Amounts (Size) symbol type.</p>

Style By

The **Style By** parameter depicts which field is being used to display the data on the map. You can use the drop-down menu to change the **Style By** parameter to a different field. You can also select a field from the layer being mapped in the data pane and drag the layer to the map to change the style.

Any field with a location, string, number, or rate/ratio field role can be used to style a layer. Date/Time fields cannot be styled on a map.

Symbol Type

Symbol types determine how symbols are rendered on your map. Options in the **Symbol Type** parameter reflect the supported map renderers in Insights. Smart mapping defines how symbol types are shown on a map based on the role of the field you're showing. The following table lists smart mapping symbol types supported by Insights, as well as the applicable field roles, and the maps they produce:

Symbol Type	Features	Description
<p>Counts and Amounts (Color)</p>	<p>Feature types: Points, lines, and areas</p> <p>Field roles: Number and rate/ratio</p>	<p>The Counts and Amounts (Color) symbol type uses graduated colors to style numeric values. The color ramp used can be either sequential or diverging:</p> <ul style="list-style-type: none"> • Sequential—A single color that ranges from light to dark is used to display data. Usually the data that has a more neutral meaning will be light, while higher values or values with more meaning will be dark. • Diverging—Two colors are used to display data with important meaning at both the low and high extremes. The colors have dark shades at the lower and upper extremes and neutral colors in the middle. <p>Using Counts and Amounts (Color) as the symbol type results in a choropleth map.</p> <p>This is the default symbol type for rate/ratio fields.</p>

<p>Counts and Amounts (Size)</p>	<p>Feature types: Points, lines, and areas</p> <p>Field roles: Number and rate/ratio</p>	<p>The Counts and Amounts (Size) symbol type uses graduated symbols to style numeric values. The symbol size will reflect the size of the numbers, with the smallest numbers being styled with the smallest symbols and the largest numbers being styled with the largest symbols.</p> <p>Using Counts and Amounts (Size) as the symbol type results in a proportional symbol map.</p> <p>This is the default symbol type for number fields.</p>
<p>Types (Unique Symbols)</p>	<p>Field roles: Location, string, number, and rate/ratio</p>	<p>The Types (Unique Symbols) symbol type uses a different color for every unique value in the field being symbolized. It is most common to use Types (Unique Symbols) when mapping categorical data (string fields) with relatively few unique field values.</p> <p>Using Types (Unique Symbols) as the symbol type results in a unique values map.</p> <p>This is the default symbol type for string fields.</p>
<p>Location (Single Symbol)</p>	<p>Feature types: Points, lines, and areas</p> <p>Field roles: Location</p>	<p>The Location (Single Symbol) symbol type uses uniform symbols for all features. Styling features by location only helps you to focus on the distribution of features, rather than field values.</p> <p>Using Location (Single Symbol) as the symbol type results in a location map.</p> <p>This is the default symbol type for location fields.</p>

<p>Bins</p>	<p>Feature types: Points Field roles: Location and number</p>	<p>The Bins symbol type uses points in the layer to calculate and display the relative density of points on the map as set of polygonal bins. Binned maps are styled by graduated colors. The color ramp used can be either sequential or diverging.</p>
<p>Heat Map</p>	<p>Feature types: Points Field roles: Location, string, number, and rate/ratio</p>	<p>The Heat Map symbol type uses points in the layer to calculate and display the relative density of points on the map as smoothly varying sets of colors ranging from cool (low density of points) to hot (many points).</p>

While smart mapping symbol types provide effective maps right away, sometimes you may want your map to use a predefined symbol type from an ArcGIS dataset (for example, an ArcGIS feature layer that shows crime incidents as point data in red). If your dataset originated from Portal for ArcGIS, you'll see the **Original** symbol type. This option allows you to revert to the original symbol settings for symbol color, shape, size, and transparency.

Classification

When you map numeric data using [Counts and Amounts \(Size\)](#) or [Counts and Amounts \(Color\)](#), numbers are automatically grouped into classes using the natural breaks classification method. Classification allocates observations into each class and uses graduated symbol size or color to represent the classes.

Classification method	Description
Natural Breaks	Classes are based on natural groupings inherent in the data. This is the default classification. The default number of bins is 5.
Equal Interval	Divides the range of attribute values into equal-sized subranges. The default number of bins is 5.
Quantile	Divides the attributes into bins with equal numbers of features. The default number of bins is 5.
Standard Deviation	Classifies a feature based on how much the feature's attributes vary from the mean. The number of bins used will depend on your data.
Unclassed	Numeric data is displayed on a continuous scale, rather than in discrete classes. There are no bins used in the Unclassed method.
Manual	Manually add class breaks that are appropriate for your data. There are no bins used in the Manual method.

Divide by calculates a rate/ratio by dividing the number field you used to style your map by the number field you select from the list. This allows you to calculate a rate/ratio on the fly if your dataset doesn't already contain [normalized](#) data.

- Note:** • If you used a rate/ratio field, **Divide by** is not available because the field is already identified as a normalized field.
- An error will occur if an aggregated field is used to normalize database data using the **Divide by** property. Normalizing an aggregated field from a database dataset will also cause an error.

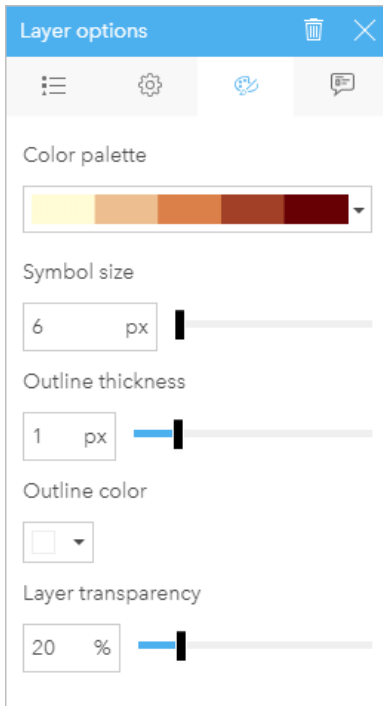
Clustering threshold

The **Clustering threshold** parameter defines the minimum number of features in the current map extent necessary to enable clustering. When you zoom in closer to view fewer features, clusters are updated until the threshold for rendering unique point features is reached.

- Note:** Clustering is available only for point datasets hosted by the spatiotemporal big data store.

Style tab

After you choose your data and symbol type, you can adjust the style properties, such as color, shape, and transparency. The options on the **Style** tab will vary based on the symbol type and type of features.



The Style tab includes adjustable parameters that can be used to customize the symbols for your layer. The parameter options are dependent on the choices for the Style By and Symbol Type parameters on the Options tab.

Pop-up tab

The **Pop-up** tab is used to view a list of attributes and values for one or more features selected in the layer. The **Pop-up** tab will only list simple attributes for selected features in the current layer.





Layer options	
Region	Southern
State	CA
ZIP	92069
Prospect ID	CBTL103
2015 Dominant Tapestry Name (Esri)	Old and Newcomers
2015 Median Household Income	59243
2015 Median Disposable Income	50691
Retail Goods Spending	99735922

< 1 of 12 >


The Pop-up tab displays attributes for selected features in the current layer.

Copy a map

A map card can be duplicated on a page by activating the card (a card is active when the **Action** button  is visible) and using **Ctrl+C** to copy the card and **Ctrl+V** to paste it on the page.

 **Note:** Using copy and paste to duplicate cards is not supported in Microsoft Internet Explorer.

For a list of other browsers that can be used, see [Supported browsers](#).

A map card can be copied to a different page by dragging the card to the **New Page** tab  or to an existing page. When a map is copied to a new page, the dataset will also be copied, if necessary, along with all of the processes used to create the map. The dataset will not be copied if it already exists on the new page unless one of the datasets contains a [dataset filter](#), a [calculated field](#), or a location field created by [enabling location](#).

Next steps

Use the following resources to learn more about maps:

- [Binned maps](#)
- [Unique values maps](#)
- [Choropleth maps](#)
- [Heat maps](#)
- [Link maps](#)
- [Location maps](#)

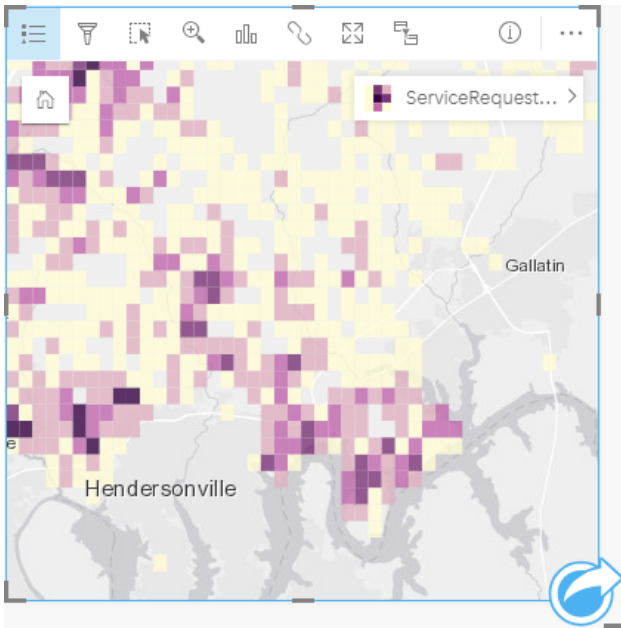
- [Proportional symbol maps](#)

Create and use a binned map

Binned maps provide a quick representation of how your data is distributed. Features contained in each bin are summarized using a statistic type, such as sum or average. This map visualization is helpful for datasets with a large number of points or densely located points.

Example


A municipal water service and operations center is preparing for an extensive upgrade to its fleet and automated equipment. The initiative will require three years to complete and will require prioritizing regions with the highest demand. An analyst can visualize service requests using bins to quickly determine where more requests or greater water loss is occurring.



Deep purple areas in the above map indicate more service requests, while lighter yellow areas indicate fewer service requests.


Create a binned map

To create a binned map, complete the following steps:

1. Drag a point dataset to the page and onto the **Map** drop zone.
 - Note:** You can also create a map by selecting a field and clicking the **Map** button above the data pane.
2. Expand the legend to display the [Layer options](#) pane.
3. Browse to the **Options** tab .
4. Change **Symbol type** to **Bins**.


Usage notes


The [Layer options](#) pane can be used to view the classification of the bins, adjust the bin size, and change the style of the bins.

Use the **Legend** tab  to view the classification values of the binned map and make selections based on the bins.

Use the **Options** tab  to do the following:

- Choose a different field or statistic type to style your map using the **Style by** parameter. Available statistic types include sum, minimum, maximum, and average.
 - 💡 **Tip:** Bins always use one of the statistic types when your map is styled by a number field.
- Change the **Symbol type** setting to a different map style, such as a heat map.
- Set the size of the bins by adjusting the **Resolution** value.
- Specify the **Transition value** setting. If the number of point features in the map extent is less than the transition value, the map will display the point features. If the number of points in the map extent is greater than or equal to the transition value, the map will be styled with bins.

Use the **Style** tab  to change the symbol style properties, such as the color palette, bin outline thickness and color, and layer transparency.

Use the **Pop-up** tab  to view details for features that are selected on the map.

Limitations

Binned maps are not available for datasets stored outside of the hosted data store, such as ArcGIS Living Atlas of the World layers and map image layers.

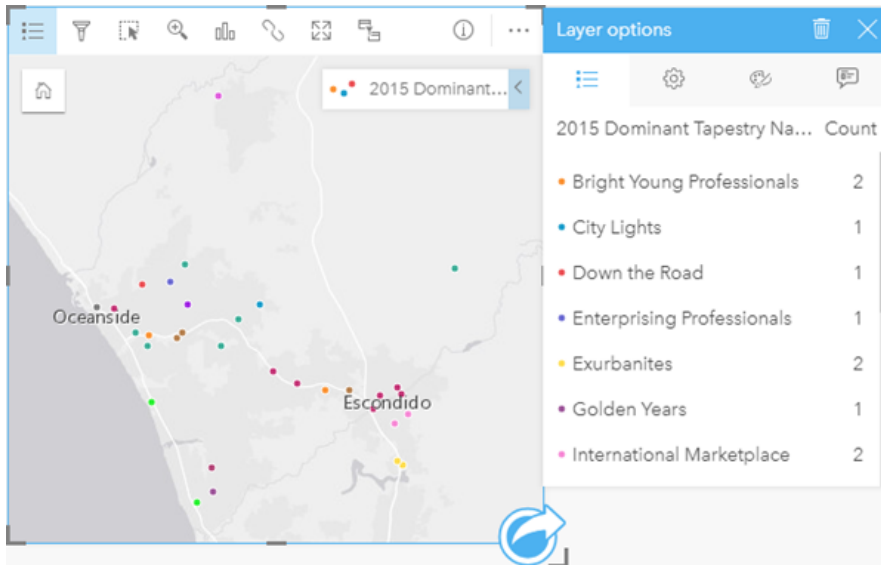
Create and use a unique values map

Unique values maps use unique symbols to style distinct categories in your map, so you can see where point, line, and area features are located and what type they are, such as tree species or restaurant types. Unique values maps help you answer questions, such as: Where is it located? How is it distributed?

Unique values maps can handle up to 100 unique categories, applying a unique color to each. Categories exceeding 100 are put into an **Others** category.

Example

A small retail chain wants to expand throughout the region and is looking at prospective sites for new stores. The marketers know that the dominant demographic group that shops at the store is young people under 30, especially students and recent graduates. A unique values map can be used to symbolize each prospect by the dominant Tapestry Segment in the area where the potential new store site is located.





The above map shows where each prospect is located and uses a unique color to indicate the Tapestry Segment that categorizes each prospect.

Tip: Group related bar charts or time series charts with the same field you used to style your unique values map. That way, your interactions among the unique values map, bar chart, and line chart will show you simultaneous categorical, temporal, and spatial patterns.



Create a unique values map

To create a unique values map, complete the following steps:


1. Expand a dataset in the data pane so that the fields are visible.
2. Select a string field .
3. Drag the field to the page and drop it on the **Map** drop zone. A unique values map will be created using **Types (Unique Symbols)** as the **Symbol type**.

 **Note:** The **Types (Unique Symbols)** smart mapping symbol type is applied by default when you create a map using a string field.


You can also create a unique values map from an existing chart that was created using only a string field, such as a [bar chart](#), [donut chart](#), or [bubble chart](#).

 **Tip:**  Drag a different string field from the same dataset onto your map. Your map will update to show a unique values map using the new field.


Usage notes

Click the **Info** button  to turn the map card over. The back of the card includes the count of each category and a text box for a description of the map.


The [Layer options](#) pane is accessible from the layer legend and can be used to view the unique values being mapped, change the style of the map, and view information about selected features.

Use the **Legend** tab  to view the values of the unique values map and make selections based on the values. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

Use the **Options** tab  to change the field displayed on the map or switch to a different type of map.

Use the **Style** tab  to change the [symbol style properties](#), such as size, outline thickness and color, and layer transparency.

Use the **Pop-up** tab  to view details for features selected on the map.

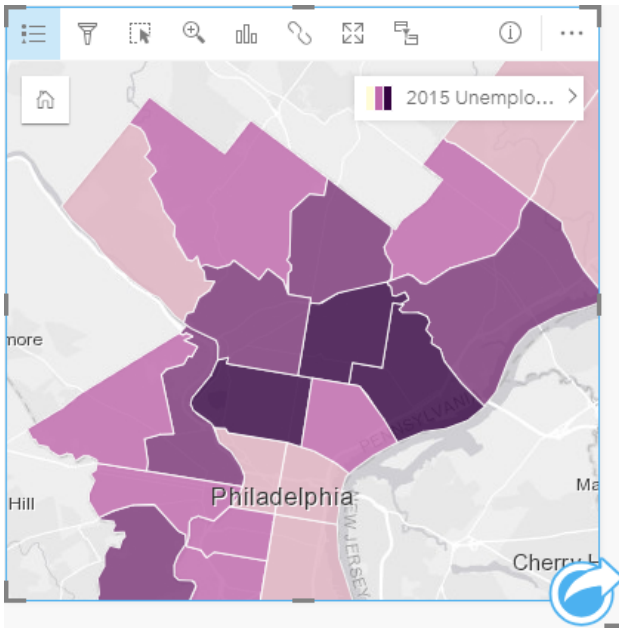
Use the **Visualization type** button  to switch directly between a unique symbols map and other visualizations, such as a [summary table](#), [donut chart](#), [bubble chart](#), or [line graph](#).

Create and use a choropleth map

Choropleth maps use the **Counts and Amounts (Color)** smart mapping symbol type to show normalized data as shaded points, lines, or areas. Choropleth maps help answer questions about your data, such as: How do rates or percentages compare by geographic feature?

Example

A crime analyst is researching crime frequencies across the city and the correlation between crime and other social issues, such as high unemployment rates. City officials will use the results to implement new social programming across the city in an effort to reduce crime. A choropleth map can be used to visualize the unemployment rates in police districts across the city and compare them to crime rates.




Darker areas in the above map indicate high levels of unemployment, while lighter areas indicate low levels of unemployment.

Create a choropleth map


A choropleth map is automatically created when a rate/ratio field is used to create a map. A numeric field can also be used to create a choropleth map by switching **Symbol Type** from **Counts and Amounts (Size)** to **Counts and Amounts (Color)**. Numeric data should then be normalized using the **Divide By** parameter when used to create a choropleth map.

To create a choropleth map with a rate, ratio, or proportion, use the following steps:



1. Expand a dataset in the data pane so that the fields are visible.
2. Select a rate/ratio field $\frac{R}{B}$.

 **Tip:** If you have rate/ratio values in a number field Σ , you can change the field role by clicking the field icon and choosing **Rate/Ratio**.


3. Drag the field to the page and onto the **Map** drop zone. A choropleth map will be created using **Counts and Amounts (Color)** as the **Symbol type** setting.

 **Note:** The **Counts and Amounts (Color)** smart mapping symbol type is applied by default when you create a map using a rate/ratio field. You can also apply **Counts and Amounts (Color)** to maps created using a number field.


To create a choropleth map using normalization, complete the following steps:

1. Expand a dataset in the data pane so that the fields are visible.
2. Select a number field . The number should be a total, such as number of crimes or total sales.
3. Drag the field to the page and onto the **Map** drop zone. A proportional symbol map is created.
4. Expand the legend to display the [Layer options](#) pane.
5. Browse to the **Options** tab .
6. Change **Symbol type** to **Counts and Amounts (Color)**.
7. Choose a number field for the **Divide by** parameter. The field should have a number that can be used to create a proportion from the first number field, such as total population.

Usage notes


Click the **Info** button  to turn the map card over. The back of the card includes statistics and a place to write a description of the map.

The [Layer options](#) pane is accessible from the layer legend and can be used to view the classification values being mapped, change the style of the map, and view information about selected features.

Use the **Legend** tab  to view the classification values of the choropleth map and make selections based on the values.

Use the **Options** tab  to do the following:

- Change the field being displayed on the map or switch to a different type of map.
- Change the classification type.
- Change the number of classes being displayed.
- Change, add, or remove the **Divide by** field.

Use the **Style** tab  to change the symbol style properties, such as color palette, symbol size, outline thickness and color, and layer transparency.

Use the **Pop-up** tab  to view details for features selected on the map.


How choropleth maps work

In a process referred to as data classification, proportional numeric values are grouped into ranges, and each classification range is represented by a shade or color on the color ramp. The values should be proportions to reduce bias from different-sized areas.

Data classification

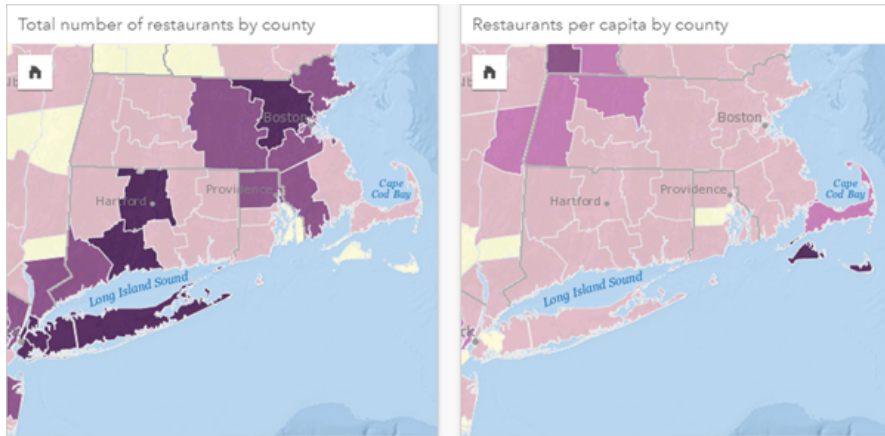
The following classification options are available for choropleth maps:

Classification method	Description	Example
Natural breaks	<p>Classes are based on natural groupings inherent in the data. This is the default classification.</p> <p>The natural breaks method should be used when you want to emphasize the natural groupings inherent in your data. Natural breaks should not be used to compare maps created with different data.</p>	<p>Use natural breaks to compare the crime rates in neighborhoods across a city. The crime rates will be grouped so that neighborhoods with a similar crime rate will be symbolized with the same color.</p>
Equal interval	<p>Divides the range of attribute values into equal-sized subranges.</p> <p>The equal interval classification emphasizes the amount of an attribute relative to other values and should be used for data that has familiar ranges.</p>	<p>Use equal intervals to compare the percentage of trees with invasive beetles across parks in a county. The percentages range from 0 to 100. If you choose to use four bins, the classes will be based on 25% intervals.</p>
Quantile	<p>Divides the attributes into bins with equal numbers of features.</p> <p>The quantile classification can distort the look of your map by placing similar values in different classes. Therefore, this classification method should be used on data that is relatively uniform. You can also use quantile classification as a method of visual ranking.</p>	<p>Use quantile intervals to compare the unemployment rates across states in the United States. If you apply five bins to the 50 states plus the District of Columbia, there will be approximately 10 states per bin. The results can be used to see the unemployment rates ranked in groups of 10.</p>

<p>Standard deviation</p>	<p>Classifies a feature based on how much the feature's attributes vary from the mean.</p> <p>The standard deviation method works best on datasets that are normally distributed and for analyses in which the mean, or the distance from the mean, is important.</p> <div data-bbox="423 537 753 827" style="border: 1px solid black; padding: 5px;"> <p> Tip: Try pairing the standard deviation classification with a diverging color ramp. Diverging color ramps style the upper and lower extremes with dark shades and style the mean with a neutral color.</p> </div>	<p>Use standard deviation and a diverging color ramp to compare the average life expectancy between countries. The countries with the highest and lowest life expectancy will be displayed in different dark shades. The colors will become lighter as the classes move closer to the mean global life expectancy.</p>
<p>Unclassed</p>	<p>Numeric data is displayed on a continuous scale, rather than in discrete classes.</p> <p>The unclassified method should be used when you want to see gradual changes in your data.</p>	<p>Use an unclassified color ramp to style average temperature measurements for a given time range taken at regularly placed weather stations. The points will show gradual changes in temperature over the study area.</p>
<p>Manual</p>	<p>Manually add class breaks that are appropriate for your data.</p> <p>The manual method should be used when there are known ranges that must be applied to your data, such as when you want to create multiple maps with the same bins.</p>	<p>Use a manual classification to compare the average household income in neighborhoods across a city over time. The manual classification can be used to apply the same bins to both maps so that patterns and comparisons can be made without making false assumptions due to differences in the classification.</p>

Normalization and proportional data

Styling your map using graduated colors, like with a choropleth map, can lead to visual misinterpretations, especially when the features on the map are areas of various sizes or populations. In these cases, larger areas will naturally draw your attention, especially if they're styled with darker colors. You can counter the bias created from different-sized areas in choropleth maps by styling the maps by averages, proportions, rates, and ratios instead of counts or totals. When the data being displayed on a map is a proportional value, it's taking into account the differences between the features, whether it be population, area, or another factor.



(Left) The total number of restaurants in each county. This map is displaying totals, so it should not use graduated colors. (Right) The number of restaurants per capita in each county. This map is displaying proportional data, so a choropleth map is appropriate.

Both maps above use colors to show the number of restaurants by county. However, the map on the left shows the total number of restaurants and the map on the right shows the number of restaurants per capita. The counties have some variation in area, but the biggest variation is in the population across counties. The combination of large areas and a large number of restaurants emphasizes features such as Long Island and the Boston area, even over the smaller counties in New York City that are the same color. However, when the population of each county is taken into account, like in the map on the right, we see that the counties around Cape Cod and inland from the coast have a larger number of restaurants per capita and the majority of the other counties have an average number of restaurants per capita. The per capita map is a correct choropleth map.

Note: If you want to make a map of counts or totals, such as the total number of restaurants by county, you can make a [proportional symbol map](#).

If you want to create a choropleth map but you do not have proportional data, you can create proportions using a process called normalization. When you normalize your data, you take a number, like total crimes, and divide it by another number, like total population, to create a proportional value. Normalization can be performed when you create a choropleth map using the **Divide by** parameter on the **Options** tab . In the example above, the total number of restaurants in each county was normalized using the total population of the county.

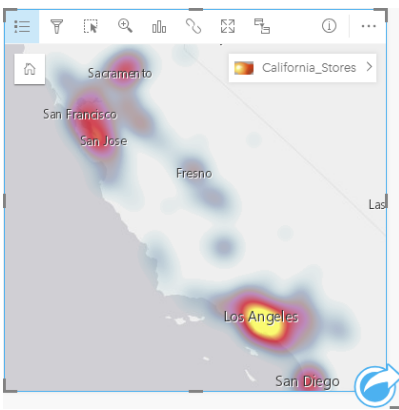
Create and use a heat map

Create a heat map to visualize areas with the most point features as the hottest. Heat maps help answer questions about your data, such as: How is it distributed?

Heat maps are more of a visual aid than an accurate way to show point density, and they're best used in conjunction with another visualization type, such as a [time series chart](#). As a general rule, if your map has more than 2,000 points, apply a [density calculation](#) and map the calculated result instead of creating a heat map.


Example

A retail chain is trying to decide which region of California has the most potential for high sales volume and should have new store branches added. The market researcher uses a heat map to quickly determine the areas where the revenue is highest.




Create a heat map


To create a heat map, complete the following steps:

1. Drag a point dataset to the page and drop it on the **Map** drop zone.
 - Note:** You can also create a map by selecting a field and clicking the **Map** button above the data pane.
2. Expand the legend to display the [Layer options](#) pane.
3. Browse to the **Options** tab .
4. Change **Symbol type** to **Heat Map**.

Usage notes


Click the **Info** button  to turn the map card over. The back of the card includes a count of points and a place to write a description of the map.

The **Layer options** pane can be used to change the style of the map and view information about selected features.

Use the **Legend** tab  to view the count of points in the dataset.

Use the **Options** tab  to switch to a different type of map.

Use the **Style** tab  to adjust the layer transparency.

Use the **Pop-up** tab  to view details for features selected on the map.

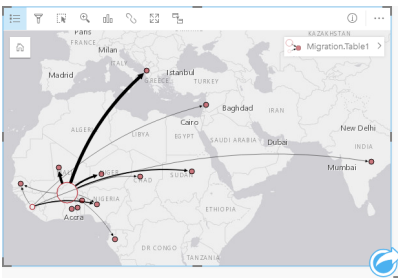
Create and use a link map

Link maps are used in [link analysis](#) to show the relationships between locations. Link maps can show the relationships either without direction (spider lines) or with directions (flow maps). The connections can also show the magnitude of the relationship, such as the number of phone calls between locations.

Link maps help answer questions about your data, such as: How is it related?





Example


A nongovernmental health organization is studying the spread of an infectious disease during a past outbreak. A directed link map (also called a flow map) is used to visualize the spread from two of the countries hit the hardest by the disease to other countries.



Create a link map


To create a link map, complete the following steps:

1. Expand a dataset in the data pane so that the fields are visible.
2. Select one of the following data options:
 - Two location fields 
 - Two location fields  plus a number  or rate/ratio  field

 **Tip:** One or more location fields can be added to your dataset using [Enable Location](#) or by [creating a relationship](#) with a dataset that has a location field.

3. Drag the fields to the page and drop them on the **Map** drop zone.

Usage notes

Click the **Info** button  to turn the map card over. The back of the card includes a place to write a description of the map.






The **Layer options** pane is accessible from the layer legend and can be used to change the style and statistics of the map.








Nodes can be sized using the following centrality methods:


- **Degree**—The number of direct neighbors of the node. If the map is directed (a flow map), the degree can be measured as either indegree (the number of direct neighbors with connections directed toward the node) or outdegree (the number of direct neighbors with connections directed away from the node).
- **Betweenness**—The extent to which a node lies on the shortest path between other nodes in the network. The normalization parameter is disabled for this centrality method because the betweenness calculation always applies normalization.


- Closeness—The average of the shortest distance paths to all other nodes. The normalization parameter is disabled for this centrality method.
- Eigenvector—The measure of the influence of a node in a network based on its proximity to other important nodes.

The **Analysis** tab and **Style** tab display different options based on the selections you make in the **Layer options** pane. The following options are available for link maps:

Selection	Options 	Style 	Legend 
None	<p>The Directional flow parameter can be used to change the links to arrows from one node to the other.</p> <p>The centrality method can be set from the Size node using parameter.</p> <p>The Normalized parameter can be used to normalize the node centralities by dividing by another field to create a ratio or proportion. The Normalized parameter is enabled by default but can be disabled for nodes using betweenness and closeness centrality.</p> <p>The Natural Breaks, Equal Interval, and Unclassed classifications can be chosen in the Classification type parameter. If Natural Breaks or Equal Interval is chosen, the number of classes can also be edited.</p> <div data-bbox="418 1423 753 1654" style="border: 1px solid gray; padding: 5px; margin-top: 10px;">  Tip:  Drag a string field to the Layer options pane and drop it on the link to style the links by unique values. </div>	Change the layer transparency of the link map.	Unavailable

<p>Node</p>	<p>Use the Choose node field parameter to switch the selected node to a different location field.</p>	<p>Change the Node style options, including the following options:</p> <ul style="list-style-type: none"> • Symbol shape • Size (min - max) • Fill color • Outline thickness • Outline color 	<p>Unavailable</p>
<p>Link</p>	<p>The Weight parameter can be used to change or remove the number or rate/ratio field being used to apply weight to the links.</p> <p>The Type parameter can be used to change or remove the string field being used to style the links by unique category.</p>	<p>Change the Link style options parameter, including the following options:</p> <ul style="list-style-type: none"> • Pattern • Thickness (min - max) • Color 	<p>The Legend tab is enabled if a Weight field or Type field is added. The Legend can be used to view the classification values or unique categories for the links and to make selections on the chart.</p>
	<p>Use the Add button + and Delete button  to add new node fields or delete existing node fields. New node fields will be connected to the selected node field. You must have three or more node fields to delete a node.</p> <div data-bbox="418 709 753 972" style="border: 1px solid black; padding: 5px;"> <p> Tip:  Drag a location field to the Layer options pane and drop it on the Add button or on an existing node to add node fields.</p> </div> <p>Use Ctrl+click to select multiple nodes. The following options are available:</p> <ul style="list-style-type: none"> • Use the Merge nodes button  and Unmerge nodes button  to merge or unmerge the values from the From and To fields. Merging the fields will set the nodes to the same symbol. • Use the Unlink button  and Link button  to remove or add a link between two node fields. These options are only available if there are three or more node fields. 		

If the arrows are pointing in the wrong direction, use the **Flip** button  to change the direction of the flow.

If the chart includes three or more node fields, the **Delete** button  can be used to remove a link from the chart. Deleting a link also removes a node field that has become disconnected from the rest of the map.





Tip:



Drag a number or rate/ratio field to the **Layer options** pane and drop it on the selected link to change the **Weight** parameter. Use a string field to change the **Type** parameter.

The distance between nodes can be viewed by hovering over the links. The distance is reported in the default units in your portal settings.

The **Visualization type** button  can be used to switch a link map to another visualization, such as a [bar chart](#). To change the visualization type, the location fields must have a **Display field**  set. The visualization type cannot be changed on link maps created using data from a Microsoft Excel workbook, a comma-separated value (CSV) file, or a database.

Limitations

A limit to the number of nodes that can be displayed is based on the maximum query limit for the dataset. The error message **There's too much data to complete this operation** will be displayed if the number of nodes is greater than the limit. You can check the maximum query limit for a layer using the **MaxRecordCount** in the ArcGIS REST Services Directory.

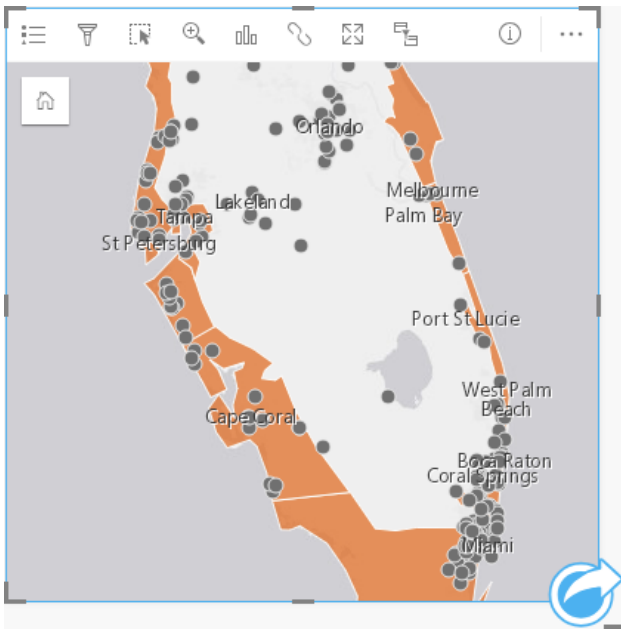
Create and use a location map

Create a location map to see where your point, line, and area features are located (or alternatively, where features are not located). A location map renders all of the features in a dataset using a single, uniform symbol. Location maps help answer questions about your data, such as: Where is it located? How is it distributed?

Location maps are most useful for datasets where you can see most or all of the features on the map with relatively little overlap. If there are too many point features to distinguish on the map, consider creating a [binned map](#) or a [heat map](#).

Example



An insurance company is conducting an assessment to determine how many of its policies are within a storm surge area, and the associated risk. A location map can be used to give the analyst an idea of the number of policies that are in the high-risk area.




The above location map shows customer locations as point features and the storm surge area as area features in the bottom layer. The location map shows that there is a relatively high density of points within the storm surge area compared to the number of points inland.


Create a location map

To create a location map, complete the following steps:


1. Do one of the following:
 - Drag a dataset to the page and drop it on the **Map** drop zone.
 - Expand the dataset, select the location field , drag the field to the page, and drop it on the **Map** drop zone.
2. If your dataset has a default symbol other than a single symbol, expand the legend to see the **Layer options** pane, click the **Options** tab , and change **Symbol type** to **Location (Single Symbol)**.

 **Note:** An error occurs if you try to map a location field from a joined dataset from a database connection for an SAP HANA 1.0 SPS database if the join keys include a field that participates in a primary key or a unique index. This issue does not occur with datasets from SAP HANA 1.0 SPS 12 databases.


Usage notes

Click the **Info** button  to turn the map card over. The back of the card includes a count of features and a text box for a description of the map.

The **Layer options** pane can be used to change the style of the map and view information about selected features.

Use the **Legend** tab  to view the count of features in the dataset.

Use the **Options** tab  to switch to a different type of map.

Use the **Style** tab  to change the symbol style properties such as the symbol shape, fill color, outline thickness, and layer transparency.

Use the **Pop-up** tab  to view details for features selected on the map.

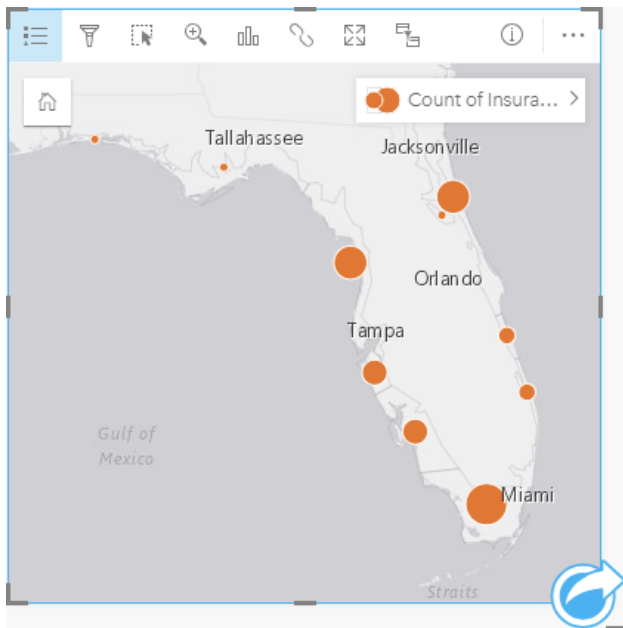
Create and use a proportional symbols map

Create a proportional symbols map to show symbols of graduated sizes to indicate numeric values, where larger symbols represent larger values. Proportional symbols maps use the **Counts and Amounts (Size)** smart mapping symbol type. Proportional symbols maps help answer questions about data, such as: Where is it located? Where is it biggest? Where is it smallest?

Proportional symbols make it easy to distinguish between low and high values, allowing you to show differences and make comparisons on a map. Adjust the size of the symbols to clarify the story you're telling.

Example


An insurance company is conducting an assessment to determine how many of its policies are within a storm surge area, and the associated risk. A proportional symbols map using the sum of total insured values (TIV) can be used to determine which storm surge areas have the highest value of policies.



The above proportional symbols map is the result of a spatial aggregation between the InsurancePortfolio and FloridaStormSurge layers (shown also in the [location map example](#)). The map indicates the highest TIV on the southern tip with the largest symbol.

Create a proportional symbols map

To create a proportional symbols map, complete the following steps:

1. Expand a dataset in the data pane so that the fields are visible.
2. Select a number field .
3. Drag the field to the page and drop it on the **Map** drop zone.
A proportional symbols map is created using **Counts and Amounts (Size)** as the **Symbol type**.

A proportional symbols map is also created when you perform [spatial aggregation](#).

Usage notes

Click the **Info** button ⓘ to turn the map card over. The back of the card includes statistics and a text box for a description of the map.

The **Layer options** pane is accessible from the layer legend and can be used to view the classification values being mapped, change the style of the map, and view information about selected features.

Use the **Legend** tab ☰ to view the classification values of the proportional symbols map and make selections based on the values.

Use the **Options** tab ⚙️ to do the following:

- Change the field being displayed on the map or switch to a different type of map.
- Change the classification type.
- Change the number of classes being displayed.
- Change, add, or remove the **Divide by** field.

Use the **Style** tab 🎨 to change the symbol style properties, such as symbol size, fill color, outline thickness and color, and layer transparency.

Use the **Pop-up** tab 🗨️ to view details for features selected on the map.

How proportional symbols maps work

Proportional symbols maps use data classification to apply symbols to number ranges. The classification method that you use will depend on the data you're using and the information you want to convey on your map.

The following classification options are available for proportional symbols maps:

Classification method	Description	Example
Natural Breaks	<p>Classes are based on natural groupings inherent in the data. This is the default classification.</p> <p>The natural breaks method should be used when you want to emphasize the natural groupings inherent in your data. Natural breaks should not be used to compare maps created with different data.</p>	<p>Use natural breaks to compare the number of crimes in neighborhoods across a city. The crime totals will be grouped so that neighborhoods with similar crime totals are symbolized with the same symbol size.</p>

<p>Equal Interval</p>	<p>Divides the range of attribute values into equal-sized subranges.</p> <p>The equal interval classification emphasizes the amount of an attribute relative to other values and should be used for data that has familiar ranges.</p>	<p>Use equal intervals to compare the total sales at store branches. If you use four bins, the stores will be divided into 25 percent ranges.</p>
<p>Quantile</p>	<p>Divides the attributes into bins with equal numbers of features.</p> <p>The quantile classification can distort the look of your map by placing similar values in different classes. Therefore, this classification method should be used on data that is relatively uniform. You can also use quantile classification as a method of visual ranking.</p>	<p>Use quantile intervals to compare the carbon emissions between countries for a given year. If your dataset includes the emissions from 100 countries and you apply 10 bins, you'll be able to distinguish between groups of carbon emitters (10 highest emitters, 10 lowest emitters, and so on), but not within groups.</p>
<p>Standard Deviation</p>	<p>Classifies a feature based on how much the feature's attributes vary from the mean.</p> <p>The standard deviation method works best on datasets that are normally distributed and for analyses where the mean or the distance from the mean is important.</p>	<p>Use standard deviation to compare the number of admissions at hospitals across the state. You can use the map to see where the hospitals with an average number of admissions are located, as well as the locations of hospitals one or two standard deviations above or below the mean admissions.</p>

<p>Unclassed</p>	<p>Numeric data is displayed on a continuous scale, rather than in discrete classes.</p> <p>The unclassed method should be used when you want to see gradual changes in your data.</p>	<p>Use an unclassed color ramp to compare the carbon emissions between countries.</p> <p>Unlike with the quantile classification, this method will give you the ability to distinguish between all of the countries because each country will have a slightly different symbol size (for example, the top carbon emitter will have a slightly larger symbol than the second highest emitter).</p>
<p>Manual</p>	<p>Manually add class breaks that are appropriate for your data.</p> <p>The manual method should be used when there are known ranges that must be applied to your data, such as when you want to create multiple maps with the same bins.</p>	<p>Use a manual classification to compare the number of vacant houses in neighborhoods across a city over time.</p> <p>The manual classification can be used to apply the same bins to both maps so that patterns and comparisons can be made without making false assumptions due to differences in the classification.</p>

Charts

Create charts

To create interactive charts, select one or more string, number, rate/ratio, or date fields from the data pane and drag them onto the page, or use the **Chart** button at the top of the data pane.

You can also switch to different supported visualization types from existing cards.





 **Tip:**  You can [copy a chart card](#) onto another page by dragging it to the **New Page** tab  or an already created page. If you want to copy the chart onto the same page, use Ctrl+C to copy and Ctrl+V to paste.

Chart types

There are several types of charts that can be created using Insights for ArcGIS. Insights uses smart defaults to create the best type of chart for the data you want to visualize, so you know you are always getting the best type of chart for the field that you select.

The table below indicates the inputs for each chart, related visualizations you can switch to using the **Visualization type** button , and questions the chart can help you answer.

Visualization	Minimum data requirements	Related visualization types	Questions it can help you answer
Bar chart	One string field	<ul style="list-style-type: none"> • Unique values map • Summary table • Column chart • Treemap • Bubble chart • Line graph • KPI • Donut chart 	How is it distributed (by category)?
Box plot	One number or rate/ratio field	<ul style="list-style-type: none"> • Proportional symbol map • Summary table • Histogram • KPI 	How is it distributed? What are the high values? What are the low values?
Bubble chart	One string field	<ul style="list-style-type: none"> • Unique values map • Summary table • Bar chart • Column chart • Treemap • Line graph • KPI • Donut chart 	How is it distributed (by category)?

<p>Chord diagram</p>	<p>Two string fields</p>	<ul style="list-style-type: none"> • Summary table • Bar chart • Stacked bar chart • Column chart • Stacked column chart • Treemap • Heat chart • Data clock • Link chart • Line graph 	<p>How is it related?</p>
<p>Column chart</p>	<p>One string field</p>	<ul style="list-style-type: none"> • Unique values map • Summary table • Bar chart • Treemap • Bubble chart • Line graph • KPI • Donut chart 	<p>How is it distributed (by category)?</p>
<p>Combo chart</p>	<p>Two datasets with the same string field</p>	<p>None</p>	<p>How is it distributed (by category)?</p> <p>How is it related?</p>
<p>Data clock</p>	<p>One date/time field or two string fields</p>	<ul style="list-style-type: none"> • Summary table • Bar chart • Stacked bar chart • Column chart • Stacked column chart • Treemap • Heat chart • Chord diagram • Link chart • Line graph 	<p>How has it changed?</p> <p>How is it related?</p>

<p>Donut chart</p>	<p>One string field</p>	<ul style="list-style-type: none"> • Unique values map • Summary table • Bar chart • Column chart • Treemap • Bubble chart • Line graph • KPI 	<p>How is it distributed (by category)?</p>
<p>Heat chart</p>	<p>Two string fields</p>	<ul style="list-style-type: none"> • Summary table • Bar chart • Stacked bar chart • Column chart • Stacked column chart • Treemap • Chord diagram • Data clock • Link chart • Line graph 	<p>How is it related?</p>
<p>Histogram</p>	<p>One number field</p>	<ul style="list-style-type: none"> • Proportional symbol map • Summary table • Box plot • KPI 	<p>How is it distributed? What are the high values? What are the low values?</p>
<p>KPI</p>	<p>One number field</p>	<p>None</p>	<p>How is it related?</p>
<p>Line graph</p>	<p>One string field</p>	<ul style="list-style-type: none"> • Unique values map • Summary table • Bar chart • Column chart • Treemap • Bubble chart • KPI • Donut chart 	<p>How is it distributed (by category)?</p>

Link chart	Two string fields	<ul style="list-style-type: none"> • Summary table • Bar chart • Stacked bar chart • Column chart • Stacked column chart • Treemap • Heat chart • Chord diagram • Data clock • Line graph 	How is it related?
Scatter plot	Two number or rate/ratio fields	<ul style="list-style-type: none"> • Summary table • KPI 	How is it related?
Scatter plot matrix	Three or more number or rate/ratio fields	None	How is it related?
Time series graph	One date/time field	None	How has it changed?
Treemap	One string field	<ul style="list-style-type: none"> • Summary table • Bar chart • Stacked bar chart • Column chart • Stacked column chart • Heat chart • Chord diagram • Data clock • Link chart • Line graph 	How is it distributed (by category)?



Change variables





As the data story emerges from your visualizations, you can show different data and adjust properties such as grouping your data, as well as change chart styling. Editable fields on charts are shown in gray drop-down boxes. You can choose a different field to show on one axis or both axes. Click an editable field on your chart, and choose a different field from the list.







Visualizations that summarize data, such as bar charts, time series graphs, line graphs, and summary tables allow you to choose a different statistic type. For example, you can switch from displaying the sum of sales per region to the average sales per region by using the statistic type drop-down menu.

Use the chart toolbar

Every card has a toolbar that can be used to find more information or improve the appearance of your data.

Tool	Description	Applicable charts
Legend 	<p>The Legend button can be used to display the Layer options pane. The options available on this pane depend on the chart type.</p>	All
Chart statistics 	<p>The Chart statistics button can be used to display relevant statistical calculations about your data. The following statistics can be displayed for bar charts, column charts, time series graphs, and line graphs:</p> <ul style="list-style-type: none"> • Mean • Median • Upper Quartile • Lower Quartile • Custom <p>The following statistics can be displayed for histograms:</p> <ul style="list-style-type: none"> • Mean • Median • Normal Distribution <p>The following statistics can be displayed for scatter plots:</p> <ul style="list-style-type: none"> • None • Linear • Exponential • Polynomial 	Bar chart, column chart, histogram, scatter plot, time series graph, line graph

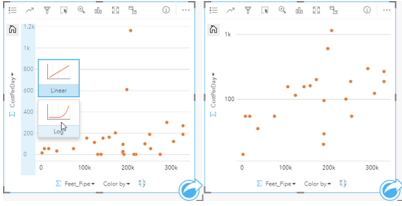
<p>Card filter </p>	<p>The Card filter button can be used to remove any unwanted data from your chart. Filters can be applied to all string, number, rate/ratio, and date fields. A card filter does not affect other cards using the same dataset.</p> <p>For more information, see Filter data.</p>	<p>All</p>
<p>Selection tools </p>	<p>Selections can be used to highlight important features. Selections on one card are reflected on any other card using the same data. The following selection tools may be available on your chart:</p> <ul style="list-style-type: none"> • Select • Box select • Invert selection <p>For more information, see Make selections.</p>	<p>All except donut chart</p>
<p>Visualization type </p>	<p>The Visualization type drop-down menu shows all available card types. The drop-down list can be used to quickly change your card to a map, summary table, or another type of card. The availability of visualizations depends on what type of data is being displayed on your card.</p>	<p>All</p>
<p>Sort </p>	<p>The Sort option is available for most charts that use a string field. The following sort options are available:</p> <ul style="list-style-type: none"> • Sort Ascending • Sort Descending • Sort Alphabetically 	<p>Bar chart, column chart, line graph</p>

Maximize 	The Maximize button is used to enlarge the card. Other cards on the page will be reduced to thumbnails. The card can be returned to its previous size using the Restore down button  .	All
Enable cross filters 	The Enable cross filters button is used to allow filters to be created on the card using selections on other cards. Cross filters can be removed using the Disable cross filters button  . For more information, see Filter data .	All
Info 	The Info button flips the card to display information about your chart, such as a description of your analysis and a time stamp for when your data was last updated if applicable. The back of the card also includes statistics, such as count, mean, and median.	All
Delete 	The Delete button removes the card from your page. If you did not intend to delete your card, you can retrieve it using the Undo button.	All

Modify an axis

By default, all numeric axes in Insights are on a linear scale. One or more axis can be changed to a logarithmic scale for scatter plots, time series graphs, and line charts. Logarithmic scales are nonlinear scales that can be used to display datasets with large ranges of data values. A logarithmic scale uses logarithmic orders of magnitude to display the data at a more manageable scale. By default, Insights will use a base 10 logarithmic scale. Changing the scale of the axis does not change the value of the data, just the way it is displayed.

The scale of an axis can be changed by clicking the axis and choosing **Linear** or **Log**.



Left—Changing the scale of the y-axis to Log by clicking the axis and choosing the Log scale. Right—A scatter plot with the x-axis displaying data on a linear scale and the y-axis displaying data on a logarithmic scale.



Field names are used to label axes by default. To change the axis labels on a chart, use the following steps:

1. Click the **More** button \dots .
2. Click the **Edit Labels** button \pencil .
3. Click a label to highlight the text.
4. Type the new axis label.
5. Hit Enter or Return on your keyboard to make the changes go into effect.


Change the layer options

The **Layer options** pane can be accessed by clicking the **Legend** button. The options and tabs available in the **Layer options** pane are dependent on the type of chart and current style.

Tab	Description	Applicable charts
Legend \equiv	<p>The Legend tab displays the symbols on the chart along with the corresponding categories. Legends are only available for charts that are being displayed with Unique symbols or a color ramp. The Legend tab is interactive, so it can be used to select features on your chart.</p> <p>If your chart is displayed using Unique symbols, you can change the color associated with a category by clicking the symbol and choosing a color from the palette or entering a hex value.</p>	All except histograms


<p>Options </p>	<p>The Options tab is available on bar and column charts to change the Symbol Type between Single symbol and Unique symbols. Other charts that can be symbolized using unique or single symbols, such as scatter plots, must be changed using Subgroup or Color by on the x- or y-axis.</p> <p>The Options tab is available on data clocks and heat charts to change the Classification type between natural breaks, equal interval, or quantile classifications.</p>	<p>Bar chart, column chart, data clock, heat chart, link chart</p>
<p>Style </p>	<p>The Style tab can be used to change the Chart Color for charts displayed with single symbols, such as histograms. The Chart Color can be chosen from the color palette or customized using a hex code.</p>	<p>Bar chart, column chart, histogram, scatter plot, time series graph, line graph, box plot, scatter plot matrix, link chart</p>

Copy a chart

A chart card can be duplicated on a page by activating the card (a card is active when the **Action** button  is visible) and using Ctrl+C to copy the card and Ctrl+V to paste it on the page.

 **Note:** Using copy and paste to duplicate cards is not supported in Microsoft Internet Explorer.

For a list of other browsers that can be used, see [Supported browsers](#).

A chart card can be copied to a different page by dragging the card to the **New Page** tab  or to an existing page. When a chart is copied to a new page, the dataset will also be copied, if necessary, along with all of the processes used to create the chart. The dataset will not be copied if it already exists on the new page unless one of the datasets contains a [dataset filter](#), a [calculated field](#), or a location field created by [enabling location](#).

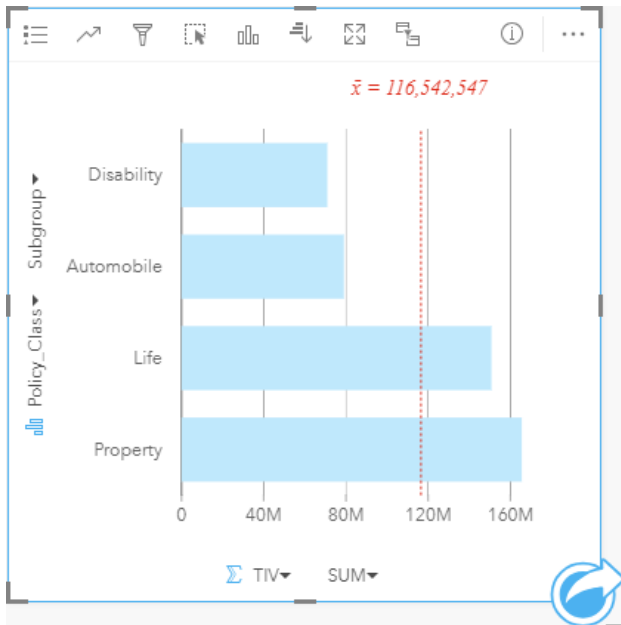
Create and use a bar chart

A bar chart is created by displaying a string field on the y-axis and a count, number field, or rate/ratio field on the x-axis. The length of each bar represents the value of each category.

Bar charts can answer questions about your data, such as: How are numeric values distributed or summarized by category? How is your data ranked?

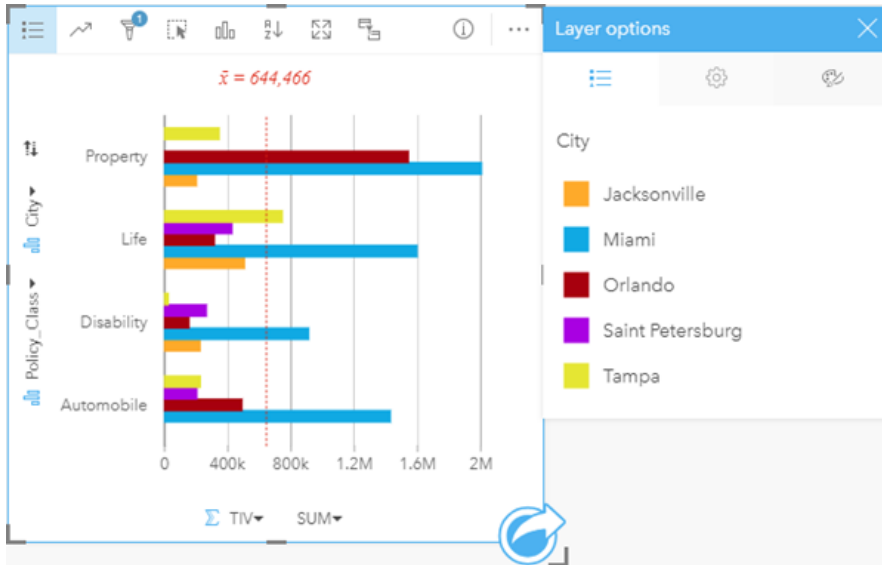
Examples

An insurance company is reviewing the types of policies it offers to compare to the findings from a recently completed market research project. The first step in the review is to determine the total value of policies in each policy class. A bar chart can be used to visualize the sum of total insured values (TIV) for each policy class.



The bar chart above provides a sum of the TIV for each category of insurance policy: Disability, Automobile, Life, and Property. When the chart is sorted in ascending order, it's easy to see the highest and lowest values.





The insurance company is especially interested in expanding its business in five cities of interest. The **Subgroup** field can be used to compare the TIV for each policy class across cities.




The grouped bar chart above shows the distribution of subgroups for each category. The `Policy_Class` values (Property, Life, Disability, and Automobile) have subgroups that show a different colored bar for each city that's included in the card filter.



Create a bar chart

To create a bar chart, complete the following steps:

1. Select one of the following data options:
 - One or two string fields 
 - One or two string fields  plus a number  or rate/ratio field 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.




2. Create the bar chart using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Bar Chart**.


 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Create a stacked bar chart



To create a stacked bar chart, complete the following steps:

1. Select one of the following data options:
 - Two string fields 


- Two string fields  plus a number  or rate/ratio field 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the stacked bar chart using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Stacked Bar Chart**.


 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Usage notes


The **Legend** button  can be used to change the **Symbol Type** to **Single symbol** or **Unique symbols**. The **Chart Color** can be changed if the **Symbol Type** is single symbol. If unique symbols are used, the **Legend** can be used to select data on the bar chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.


The value of each bar can be symbolized as a count of features in each category on the y-axis, or as a number or rate/ratio field. If a field is used, the bar values can be calculated as a sum, minimum, maximum, or average of values from the field for each category.



An optional **Subgroup** field can be selected on the y-axis. The **Subgroup** field must be a string field and will be used to divide each category on the y-axis into subcategories. You can also switch from a grouped bar chart to a stacked bar chart using the **Stack chart** button .

 **Tip:** Style related maps with the same field you used to group your bar chart. When you interact with the chart or map, you'll be able to see simultaneous categorical and spatial patterns.

Use the **Chart statistics** button  to display the mean, median, upper quartile, lower quartile, or a custom value.

Use the **Sort** button  to sort the categorical data either ascending or descending by the numeric variable, or alphabetically.

Use the **Visualization type** button  to switch directly between a bar chart and other visualizations, such as a [unique values map](#), [summary table](#), [bubble chart](#), or [line graph](#).

When you create a bar chart, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

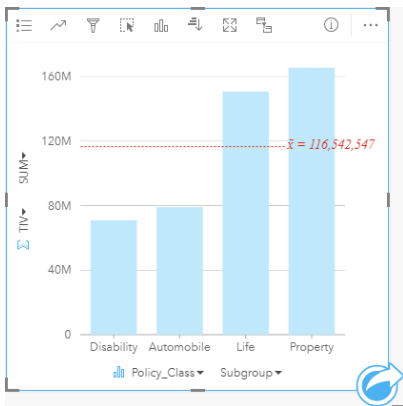
Create and use a column chart

A column chart is created by displaying a string field on the x-axis and a count, number field, or rate/ratio field on the y-axis. The length of each column represents the value of each category. Column charts can also use a subgroup to create a grouped or stacked column chart so that comparisons can be made between and within categories.

Column charts can answer questions about your data, such as: How are numeric values distributed or summarized by category? How is the data ranked?

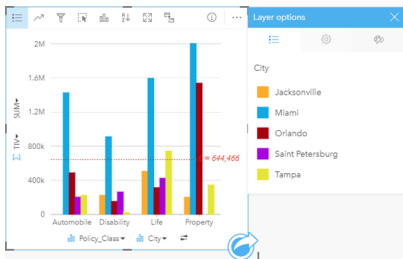
Examples

An insurance company is reviewing the types of policies it offers to compare its current offerings to the findings from a recently completed market research project. The first step in the review is to determine the total value of policies in each policy class. A column chart can be used to visualize the sum of total insured values (TIV) for each policy class.



The column chart above provides a sum of the TIV for each category of insurance policy: Disability, Automobile, Life, and Property. When the chart is sorted in ascending order, it's easy to see the highest and lowest values.

The insurance company is especially interested in expanding its business in five cities of interest. The Subgroup field can be used to compare the total insured value for each policy class across cities.








The column chart above shows the distribution of subgroups for each category. The Policy_Class values (Property, Life, Disability, and Automobile) have subgroups that show a different colored column for each city. The same variables can also be displayed as a stacked column chart as follows:





Create a column chart



To create a column chart, complete the following steps:

1. Select one of the following data options:
 - One or two string fields 
 - One or two string fields  plus a number  or rate/ratio field 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.





2. Create the column chart using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Column Chart**.


 **Tip:**  Drag a matching string field from a second dataset onto your column chart to create a **combo chart**.

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Create a stacked column chart



To create a stacked column chart, complete the following steps:

1. Select one of the following combinations of data:
 - Two string fields 
 - Two string fields  plus a number  or rate/ratio field 


 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.

2. Create the stacked column chart using the following steps:
 - a. Drag the selected fields to a new card.


- b. Hover over the **Chart** drop zone.
- c. Drop the selected fields on **Stacked Column Chart**.


 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Usage notes


The **Legend** button  can be used to change the **Symbol Type** to **Single symbol** or **Unique symbols**. The **Chart Color** can be changed if the **Symbol Type** is single symbol. If unique symbols are used, the legend can be used to select data on the column chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.


The value of each column can be symbolized as a count of features in each category on the x-axis, or as a number or rate/ratio field. If a field is used, the column values can be calculated as a sum, minimum, maximum, or average of values from the field for each category.



An optional Subgroup field can be selected on the x-axis. The Subgroup field must be a string field and will be used to divide each category on the x-axis into subcategories. You can also switch from a grouped bar chart to a stacked bar chart using the **Stack chart** button .

 **Tip:** Style related maps with the same field you used as a subgroup on your column chart. When you interact with the chart or map, you'll see simultaneous categorical and spatial patterns.

Use the **Chart statistics** button  to display the mean, median, upper quartile, lower quartile, or a custom value.

Use the **Sort** button  to sort the categorical data in ascending or descending order by either numeric variable or alphabetically.

Use the **Visualization type** button  to switch directly between a column chart and other visualizations, such as a [unique values map](#), [summary table](#), [treemap](#), or [donut chart](#).

When you create a column chart, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

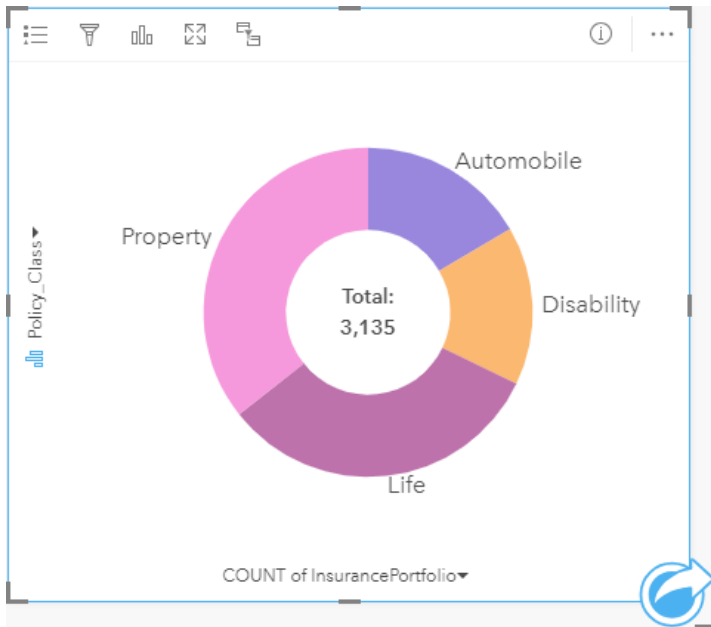
Create and use a donut chart

Donut charts are used to show the proportions of categorical data, with the size of each piece representing the proportion of each category. A donut chart is created using a string field and a count of features, number, or rate/ratio field.

Donut charts can answer questions about your data, such as: What are the proportions of categories to the total?

Example

An insurance company is reviewing the types of policies it offers to compare to the findings from a recently completed market research project. One step in the review is to compare the total value of policies in each policy class. A donut chart can be used to visualize the proportion of total insured value (TIV) in each policy class.








The donut chart above gives a visual representation of each policy class, with the total insured value in the center.

Create a donut chart

To create a donut chart, complete the following steps:



1. Select one of the following data options:

- A string field 
- A string field  plus a number  or rate/ratio field 


 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.

2. Create the donut chart using the following steps:


- Drag the selected fields to a new card.
- Hover over the **Chart** drop zone.
- Drop the selected fields on **Donut Chart**.



 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Usage notes

Donut charts are symbolized using unique symbols. You can use the **Legend** button  to view the categories and corresponding colors and to select features on the chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

Each piece on the donut chart can represent either a count of features in that category or the sum of a number or rate/ratio field. The total of either the count or the specified field is displayed in the center of the donut chart.

Use the **Visualization type** button  to switch directly between a donut chart and other visualizations, such as a [unique values map](#), [summary table](#), [bar chart](#), or [treemap](#).

When you create a donut chart, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

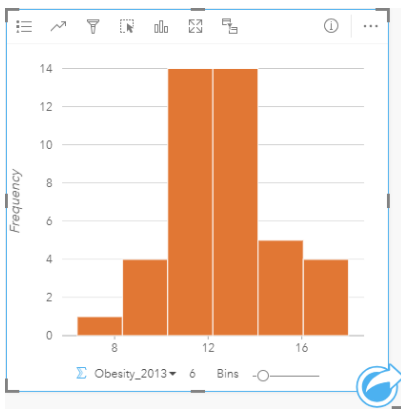
Create and use a histogram

Histograms aggregate numerical data into equal interval groups, called bins, and display the frequency of values within each bin. A histogram is created using a single number or rate/ratio field.

Histograms can answer questions about your data, such as: What is the distribution of numeric values and their frequency of occurrence in a dataset? Are there outliers?

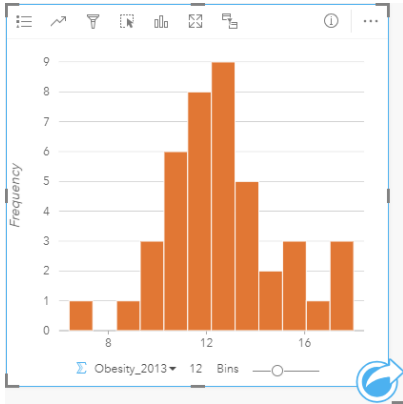
Example

A nongovernmental health organization is studying obesity rates among adolescents in the United States. A histogram of the frequency of obesity in youth across each state can be used to determine the distribution of obesity rates, including the most and least common frequencies and overall range.



The histogram above shows a normal distribution and indicates that the most frequently occurring rates are between the 10 and 14 percent range.



Increasing or decreasing the number of bins can have an effect on how you analyze your data. While the data does not change, its appearance can. It's important to choose an appropriate number of bins for your data so that patterns in the data are not misinterpreted. Too few bins can hide important patterns, and too many bins can make small but expected fluctuations in data appear important. The following figure is an example of an appropriate number of bins for the data. Each bin contains a range of approximately 1 percent, and the data can be examined at a finer scale to see patterns that are not visible when using six bins. In this case, the pattern that emerges is a normal distribution around the mean with a slight, but likely not significant, skew toward the left.




Create a histogram


To create a histogram, complete the following steps:

1. Select a number Σ or rate/ratio field $\frac{R}{B}$.
2. Create the histogram using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Histogram**.


 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Histograms can also be created using **View Histogram**, which is accessed from the **Action** button  under **Find answers > How is it distributed?**

Usage notes

Histograms are symbolized using single values. You can use the **Legend** button  to change the **Chart Color**, which will be applied to all bins.


When a histogram is created, Insights automatically calculates an appropriate number of bins for displaying your data. You can change the number of bins using the slider along the x-axis or by clicking the number of bins and entering a new number.

Use the **Chart statistics** button  to display the mean, median, and normal distribution of the data. A normal distribution curve represents the expected distribution of a random sample of continuous data, where the highest frequency of values is centered around the mean and the frequency of values decreases as the values increase or decrease away from the mean. A normal distribution curve is useful for determining if your data has bias (for example, the data has a higher frequency of low values) or outliers.

The back of a histogram displays the following calculated values: mean, median, standard deviation, skewness, and kurtosis (simplified). Skewness and kurtosis are described in the following table:

Statistic	Description
Skewness	<p>Skewness determines whether the data's distribution is symmetrical. Skewness measurement determines whether most of the distribution values lie to the left or the right of the mean. The skewness of normal distribution is zero, showing an equal amount of the data on either side of the mean.</p> <p>Skewness values can be zero, negative, or positive as follows:</p> <ul style="list-style-type: none">• Zero—The data has a symmetrical distribution.• Negative—The data is asymmetrical with a skew to the right. The highest frequency of values are found to the right of the mean, and the left tail is longer than the right tail. The median is larger than the mean.• Positive—The data is asymmetrical with a skew to the left. The highest frequency of values are found to the left of the center, and the right tail is longer than the left tail. The mean is larger than the median.

Kurtosis	<p>Kurtosis describes the shape of the frequency distribution and gives a measure of the likelihood that the distribution will produce outliers. Distributions with relatively heavy tails are termed leptokurtic and have kurtosis greater than zero. Distributions with relatively light tails are termed platykurtic and have a kurtosis less than zero. The kurtosis of a normal distribution is equal to three, or when using simplified kurtosis, the kurtosis of a normal distribution is zero (this is found using the same formula as kurtosis, minus 3).</p> <p>Simplified kurtosis values can be zero, negative, or positive as follows:</p> <ul style="list-style-type: none">• Zero—The mode is the same as the mean.• Negative—The data distribution has shorter tails and the peak is flatter.• Positive—The tails of the curve are longer and the peak is higher.
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Use the **Visualization type** button  to switch directly between a histogram and a [proportional symbols map](#) or [summary table](#).

Create and use a scatter plot

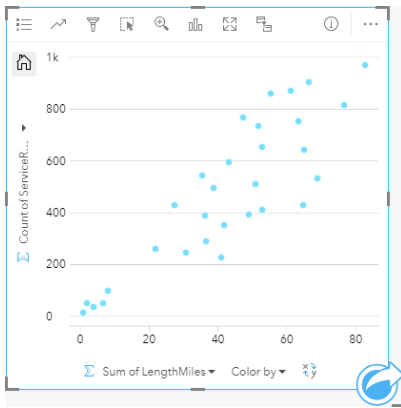
Scatter plots are used to determine the strength of a relationship between two numeric variables. The x-axis represents the independent variable, and the y-axis represents the dependent variable.

Scatter plots can answer questions about your data, such as: What is the relationship between two variables? How is it distributed? Where are the outliers?

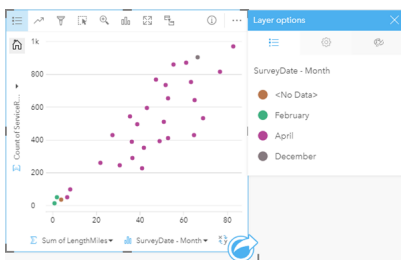
Examples

Two variables

A public works department has noticed an increase in leaks on water mains. The department wants to know how much of an effect the total length of pipes has on the number of leaks versus the impact of properties of the pipes, such as age or circumference. A scatter plot can be used to plot the total number of leaks versus the total length of pipes in each zone.

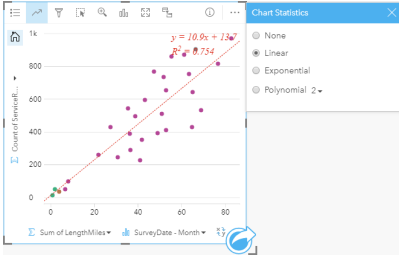


The public works department also wants to know if there is any difference between pipes surveyed at different times of the year. Using the **Color by** option, you can style the points using unique colors for every unique value in the specified field.



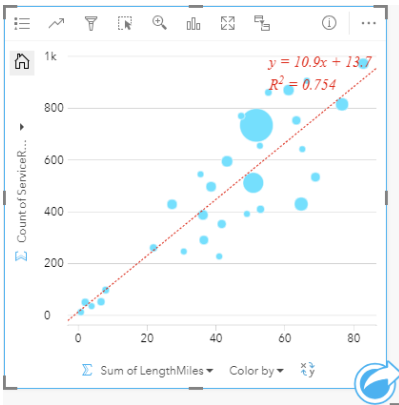
The above scatter plot indicates that most of the pipe surveys occurred in April.

A scatter plot can use [regression analysis](#) to estimate the strength and direction of the relationship between dependent and independent variables. Statistical models are illustrated with a straight or curved line, depending on your selected chart statistic. The R2 value can be added to give a measure of the impact of the length of pipes on the number of leaks.



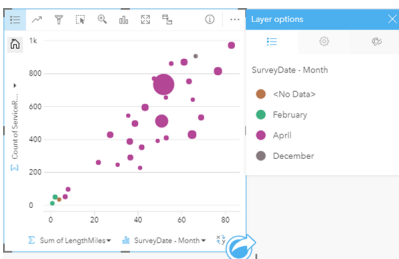
Add a third variable

A public works department has noticed an increase in leaks on water mains. The department wants to know how much of an effect the total length of pipes has on the number of leaks versus the impact of properties of the pipes, such as age or circumference. The department also wants to know if there is a relationship between the number of leaks or length of pipes and the cost per day (including construction, maintenance and repairs, and lost resources through leaks). A scatter plot with proportional symbols can be used to plot the total number of leaks versus the total length of pipes in each zone, with the size of the points representing the cost per day.



Tip: Drag a number field to your page and drop it on your scatter plot to give your chart graduated symbols.

The public works department also wants to know if there is any difference between pipes surveyed at different times of the year. Using the **Color by** option, you can style the points using unique colors for every unique value in the specified field.






The above scatter plot indicates that most of the pipe surveys occurred in April.

Create a scatter plot


To create a scatter plot, complete the following steps:


1. Select two number Σ or rate/ratio fields $\frac{A}{B}$.
2. Create the scatter plot using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Scatter Plot**.

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Scatter plots can also be created using **View Scatter Plot**, which is accessed from the **Action** button  under **Find answers > How is it related?**

Usage notes

By default, scatter plots are symbolized using a single symbol. You can change the **Chart Color** using the **Legend** button . You can add a string field to the **Color by** variable on the x-axis to change the scatter plot to **Unique symbols**. If unique symbols are used, the legend can be used to select data on the scatter plot. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

You can add a line of best fit to the scatter plot using the **Chart Statistics** button . The line of best fit can be **Linear**, **Exponential**, or **Polynomial**. The equation of the line of best fit and the R2 value will also be displayed on the chart.

Statistic	Description
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<p>Linear</p>	<p>Linear regression attempts to fit a straight line through a set of values so that the distances between the values and the fitted line are as small as possible. A positively sloped line (from lower left to upper right of the chart) indicates a positive linear relationship. Positive relationships mean that values increase together. A negatively sloped line indicates a negative linear relationship. A negative relationship means that one value decreases as another increases. Goodness of fit measures, such as R², can be used to quantify the relationship. The closer to 1, the stronger the relationship.</p>
<p>Exponential</p>	<p>This calculates an exponential (upward) curve of best fit to model a nonlinear relationship in your data (R² at 0 or close to 0).</p>
<p>Polynomial</p>	<p>This calculates a curve of best fit for a nonlinear relationship in your data (R² at 0 or close to 0). A second-degree polynomial equation is used for the calculation by default. You can change the equation to a third- or fourth-degree polynomial equation.</p>

You can add a third number or rate/ratio variable to your scatter plot by selecting a field in the data pane and dragging it to the existing scatter plot card. The result will be a scatter plot with proportional symbols, where the size of the points represents the magnitude of the data from the third variable.

Use the **Flip Fields** button  to switch the variables on the x- and y-axis.

Use the **Visualization type** button  to switch directly between a scatter plot and a [summary table](#).

Click on the x- or y-axis to change the scale between **Linear** and **Log**.

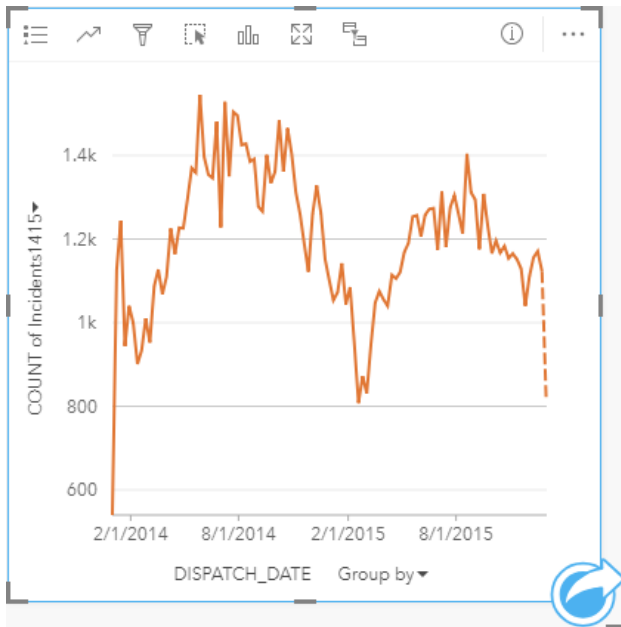
Create and use a time series graph

Time series graphs can be used to visualize trends in counts or numerical values over time. Because date and time information is continuous categorical data (expressed as a range of values), points are plotted along the x-axis and connected by a continuous line. Missing data is displayed with a dashed line.

Time series graphs can answer questions about your data, such as: How does the trend change over time?

Example

A crime analyst is studying crime trends in his city to determine if initiatives to reduce crime have been effective. The analyst uses a time series graph and compares the number of incidents over time to the timing of the crime reduction programs.



The graph above shows peaks in incidents in the period from May, 2014 to October, 2014 and again from May, 2015 to September, 2015. There is a decrease in incidents in February, 2014 and 2015. If the crime reduction programs occurred in those months, that would imply that the programs were effective, but only for a limited time.

The analyst realizes that looking at a total number of incidents over the two years only tells part of the story. Subgrouping the time series graph by another field, such as the crime type, can give more insight into the effectiveness of the programs for different types of incidents.



The grouped time series graph above indicates that the majority of incidents were categorized as Larceny. The counts of larceny show a similar pattern to the ungrouped time series. The other incident types, burglary, motor vehicle theft, and robbery, have relatively stable counts across the two year time period, with the exception of a spike in burglaries in May, 2015. Based on what the analyst sees in the grouped time series graph, he will recommend focusing the programming on reducing the number of larceny crimes in the city.

- Note:** The following cards may be helpful to pair with your grouped time series graph:
- A related map styled with the same field you used to group your time series graph, such as Day Of Week. When you interact with the time series graph or the map, you'll be able to see simultaneous temporal, categorical, and spatial patterns.
 - A related bar chart using the field you used to group your time series graph to see highest and lowest values by your chart subgroup.



Create a time series graph


To create a time series graph, complete the following steps:


1. Select one of the following data options:
 - A date/time field
 - A date/time field plus a number or rate/ratio field

Note: If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the time series graph using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Drop the selected fields on the **Time Series** drop zone.

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Time series graphs can also be created using **Time Series**, which is accessed from the **Action** button  under **Find answers > How has it changed?**

 **Note:** When you drag a date/time field onto your page, the **Chart** drop zone is replaced with the **Time Series** drop zone. The reason for the change is because a time series graph is the only chart type that can be created using a date/time field.

Usage notes

By default, time series graphs are symbolized using a single symbol. You can change the **Chart Color** using the **Legend** button . You can add a string field to the Subgroup variable on the x-axis to change the time series to **Unique symbols**. The Subgroup variable must be a string field and will be used to divide the time series into subcategories. If unique symbols are used, the legend can be used to select data on the time series graph. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

The trends for the time series graph can be symbolized as a count of features over time or as a number or rate/ratio field. If a field is used, the values in the trend line can be calculated as the sum, minimum, maximum, or average of values from the field for each point in time.

Use the **Chart statistics** button  to display the mean, median, upper quartile, lower quartile, or a custom value.

Click on the y-axis to switch the scale between **Linear** and **Log**.

Create and use a treemap

Treemaps can be used to view your data in a hierarchical format using nested rectangles. A treemap is like a tree diagram that uses differently sized rectangles to convey numeric values for each branch. The larger the rectangle, the higher the numeric value.

Treemaps can answer questions about your data, such as: What are the proportions of categories to the total?

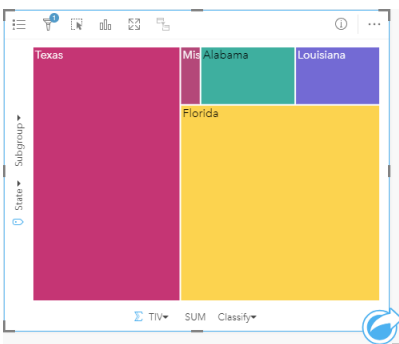
Examples

An insurance company is reviewing the types of policies it offers to compare its current offerings to the findings from a recently completed market research project. One step in the review is to compare the total value of policies in each policy class. A treemap can be used to visualize the proportion of total insured value (TIV) in each policy class.



This treemap has four rectangles (one for each policy class), with each rectangle representing a portion of the total insured value.





The insurance company decides to limit its focus to states that share coastline along the Gulf of Mexico. Using the location field, the analyst can create a spatial treemap that shows the total insured value for each state (Texas, Mississippi, Louisiana, Alabama, and Florida), with the states organized by their geographic location.




This spatial treemap has five rectangles representing the total insured value of each state bordering the Gulf of Mexico.

Create a treemap



To create a treemap, complete the following steps:

1. Select one of the following combinations of data:
 - One or two string fields 
 - One or two string fields  plus one or two number  or rate/ratio fields 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.











2. Create the treemap using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Treemap**.


Additionally, you can create a [spatial treemap](#) that displays your data in the same way as a standard treemap, but it's suitable for the arrangement of data with a geographic component because it creates tessellated cartograms for geovisualization (Wood, J., Dykes, J., 2008).

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Create a spatial treemap


To create a spatial treemap, complete the following steps:

1. Select one of the following data options:
 - A location field 
 - A location field  and a string field 
 - A location field  and one or two number  or rate/ratio fields 
 - A location field , a string field , and one or two number  or rate/ratio fields 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the spatial treemap using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Treemap**.



Usage notes

Treemaps that use no or one number field are symbolized using unique symbols. You can use the **Legend** button  to view the categories and corresponding colors and select features on the chart. To change the color associated with a category, click the symbol, and choose a color from the palette or enter a hex value.

Treemaps that use two number fields can be displayed using graduated colors.

The string field selected on the y-axis groups the data by unique categories that are displayed as proportional rectangles in different colors. Hovering over each rectangle provides a sum or count for each category.

Use the **Visualization type** button  to switch directly between a treemap and other visualizations, such as a [unique values map](#), [summary table](#), [bar chart](#), or [line graph](#).

When you create a treemap, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

How treemaps work

Two types of treemaps can be created in Insights for ArcGIS: spatial treemaps and nonspatial treemaps. Categorical values or feature locations define the structure of a treemap, and numeric values define the size or color of the individual rectangles. With either type of treemap, the area represents the numeric value shown on the x-axis. A subcategory can be added, which is nested inside a category, with categories being identified by their different colors. A second numeric field can be used to classify the treemap values using natural breaks.

References

Wood, Jo and Jason Dykes. "Spatially Ordered Treemaps," IEEE Transactions on Visualization and Computer Graphics 14, no. 6 (Nov–Dec 2008): 1348-1355.

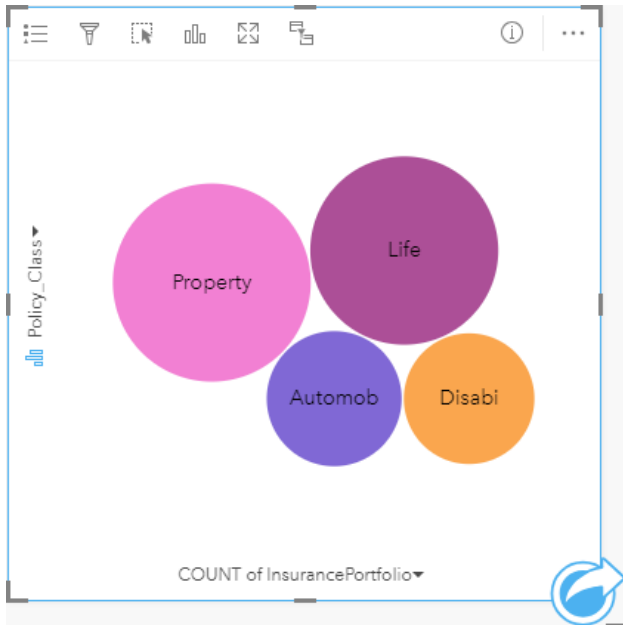
Create and use a bubble chart

A bubble chart can be used to visualize how categorical data is related.

Bubble charts can answer questions about your data, such as: How is it related? How many are there? How is it distributed?

Example





An insurance company is reviewing the types of policies it offers to compare to the findings from a recently completed market research project. The principals want to know how many policies it has sold in each class, relative to the other classes. A bubble chart with categories can be used to visually compare the count of each policy class to the other policy classes.




Create a bubble chart

To create a bubble chart, complete the following steps:



1. Select one of the following data options:

- A string field 
- A string field  plus a number  or rate/ratio field 


 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.

2. Create the bubble chart using the following steps:


- Drag the selected fields to a new card.
- Hover over the **Chart** drop zone.
- Drop the selected fields on **Bubble Chart**.



 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Usage notes

Bubble charts are symbolized using unique symbols. You can use the **Legend** button  to view the categories and corresponding colors, and to select features on the chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

Each bubble on the bubble chart can represent either a count of features in that category or the sum of a number or rate/ratio field.

Use the **Visualization type** button  to switch directly between a bubble chart and other visualizations, such as a [unique values map](#), [summary table](#), [column chart](#), or [donut chart](#).

When you create a bubble chart, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

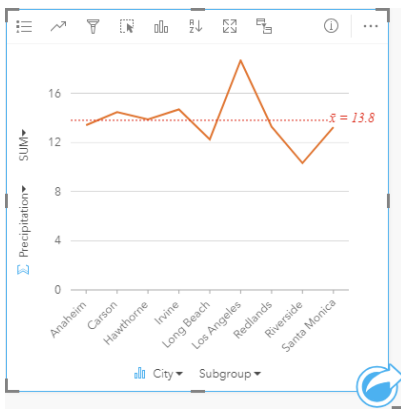
Create and use a line graph

Line graphs show information as a series of data points that are connected by straight line segments. Categories are shown along the x-axis, and statistics are shown along the y-axis. Unlike time series graphs, which only use date and time along the category axis, line graphs allow you to use string fields along the category axis.

Line graphs can answer questions about your data, such as: How are numeric values distributed or summarized by category?

Example

An environmental organization is tracking the drought conditions in Southern California and wants to compare precipitation levels across the region to determine which cities are most vulnerable. The organization uses a line graph to show the total precipitation for each city.








The line graph above shows how precipitation values fluctuate by city.

Create a line graph

To create a line graph, complete the following steps:

1. Select one of the following data options:


- One or two string fields 
- One or two string fields  plus a number  or rate/ratio field 



 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.

2. Create the line graph using the following steps:


- Drag the selected fields to a new card.
- Hover over the **Chart** drop zone.
- Drop the selected fields on **Line Graph**.




Tip:  Drag a matching string field from a second dataset onto your line graph to create a **combo chart**.


 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Usage notes



By default, line graphs are symbolized using a single symbol. You can change the **Chart Color** using the **Legend** button . You can add a string field to the **Subgroup** variable on the x-axis to change the line graph to **Unique symbols**. The **Subgroup** variable must be a string field and will be used to divide the line graph into subcategories. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

The trends for the line graph can be symbolized as a count of features over time or as a number or rate/ratio field. If a field is used, the values in the trend line can be calculated as the sum, minimum, maximum, or average of values from the field for each point in time.

Use the **Chart statistics** button  to display the mean, median, upper quartile, lower quartile, or a custom value.

Use the **Sort** button  to sort the categorical data either ascending or descending by the numeric variable, or alphabetically.

Use the **Visualization type** button  to switch directly between a line graph and other visualizations, such as a [unique values map](#), [summary table](#), [column chart](#), or [bubble chart](#).

When you create a line graph, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

Create and use a chord diagram

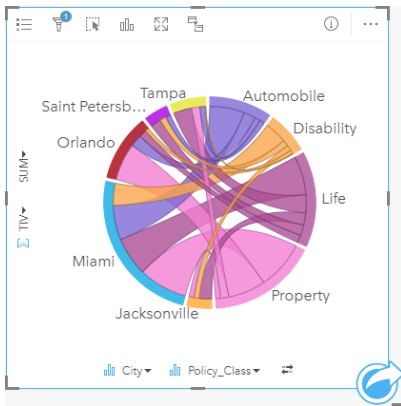
Chord diagrams provide a way to visualize tabular datasets in an appealing and informative manner to show directed relationships between categories.

Chord diagrams can answer questions about your data, such as the following:

- What is the volume of flow between categories?
- Are there anomalies, differences, or similarities in the volume of flow?

Examples

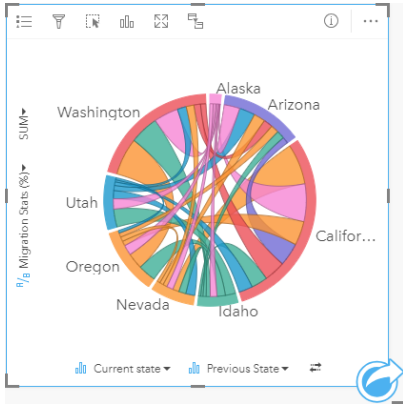
An insurance company is reviewing the types of policies it offers to compare its current offerings to the findings from a recently completed market research project. One step in the review is to compare the total insured value (TIV) of policies in each policy class across cities. A chord diagram can be used to visualize the distribution of subgroups for each category.



The chord diagram above provides a sum of the TIV for each category of insurance policy across cities. The Policy_Class values (Property, Life, Disability, and Automobile) and City values (Miami, Jacksonville, Orlando, Saint Petersburg, and Tampa) are displayed as different colored arcs around the circle. The length of the arc and thickness of the chords are determined by the sum of the TIV. You can see not only which city or policy class recorded the highest and lowest values, but also the policy classes that contribute to the sum of TIV for each city. Miami recorded the largest sum of TIV in each policy class, while cities such as Saint Petersburg and Jacksonville have policies in three out of the four policy classes.

When the values in the two category fields are the same, the rate/ratio layout is used. Each chord is bidirectional, with its thickness and value determined by the extent of the relationship or volume of the flow between the categories.

A census bureau department is studying the state-to-state migration flows among eight states on the West Coast of the United States in a particular year. A chord diagram can be used to determine the migration behavior among the states.








The states (Alaska, Arizona, California, Idaho, Nevada, Oregon, Utah, and Washington) are displayed as different colored arcs around the circle. The arc length for each state represents the flow (migration) into the state, so you can see which states recorded the highest influx. The chords show the directed flow between states. In the ratio layout, each chord represents the bidirectional flow between two states, so tapered chords indicate more volume of flow in one direction than the reverse. For example, more people migrated from Alaska to California than vice versa.

Create a chord diagram

To create a chord diagram, complete the following steps:



1. Select one of the following combinations of data:

- Two string fields 
- Two string fields  plus a number  or rate/ratio field 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the chord diagram using the following steps:

- a. Drag the selected fields to a new card.
- b. Hover over the **Chart** drop zone.
- c. Drop the selected fields on **Chord Diagram**.

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Chord diagrams can also be created using **View Chord Diagram**, which is accessed from the **Action** button  under **Find answers > How is it related?**



Usage notes


Chord diagrams are symbolized by unique colors. You can use the **Legend** button  to view the categories and the corresponding colors, and to select features on the chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

The categories are arranged in a circle as arcs. The chords are the links or connections between the arcs in the circle that show the relationships or flow between the two categories. The length of each arc and the thickness of each chord are determined by its value.

The values in the chord diagram can be symbolized as a count of features in the categories or as a number or rate/ratio field. If a field is used, the values can be calculated as a sum, minimum, maximum, or average of values from the field.

Use the **Visualization type** button  to switch directly between a chord diagram and other visualizations, such as a grouped [summary table](#), [bar chart](#) with a Subgroup field, [data clock](#), or [heat chart](#).

When you create a chord diagram, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

 **Note:** Chord diagrams created with SAP HANA datasets will not return properly grouped results if a `CASE_WHEN` condition contains null values.

Create and use a data clock

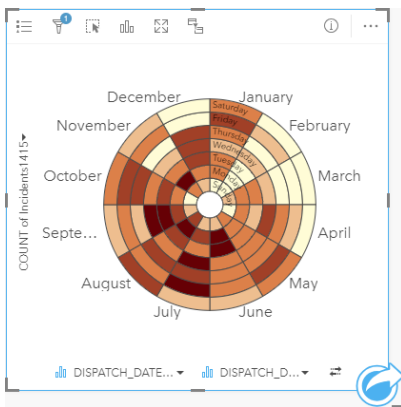
A data clock is a circular chart that is divided into cells by a combination of concentric circles and radial lines, similar to the spokes on a bicycle wheel. The concentric circles divide the data in one way, such as by month, and the radial lines divide the data in a different way, such as by day of the month.

Using a data clock, you can visualize the distribution of your data in two dimensions, allowing you to look for patterns that you might otherwise miss. Data clocks are useful for visualizing trends in temporal data to understand how much data exists at different periods of time.

Data clocks can answer questions about your data, such as: What is the temporal distribution of a dataset at two different frequencies?

Examples





A crime analyst is studying theft-related crimes in her city. She wants to know which months and days of the week have the most and least incidents so that she can look for patterns and root causes of crime. A data clock can be used to visualize the relative prevalence of crimes throughout the year.




Create a data clock

To create a data clock, complete the following steps:



1. Select one of the following combinations of data:


- Two string fields 
- Two string fields  plus a number  or rate/ratio field 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.




2. Create the data clock using the following steps:


- a. Drag the selected fields to a new card.
- b. Hover over the **Chart** drop zone.
- c. Drop the selected fields on **Data Clock**.



 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Data clocks can also be created using **View Data Clock**, which is accessed from the **Action** button  under **Find answers > How has it changed?**

Usage notes

Data clocks are symbolized using graduated colors. You can use the **Legend** button  to view the classes and make selections based on the corresponding values on the chart. Use the **Options** tab  to change the classification type and number of classes. The **Style** tab  can be used to change the color palette.

Use the **Visualization type** button  to switch directly between a data clock and other visualizations, such as a grouped [summary table](#), a [line graph](#) with a **Subgroup** field, or a [heat chart](#).

When you create a data clock, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

 **Note:** Data clocks created with SAP HANA datasets will not return properly grouped results if a `CASE_WHEN` condition contains null values.

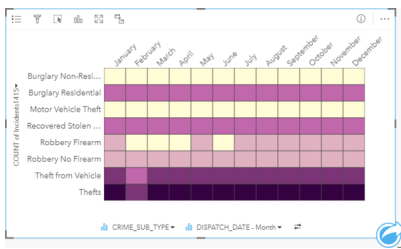
Create and use a heat chart

A heat chart is used to visualize the numeric relationship between two categorical variables. A heat chart consists of a rectangular grid composed of two categorical variables. Each cell in the grid is symbolized using a numeric value.

Heat charts can help you answer questions about your data, such as: How are numeric values distributed or summarized by two categories? How are two categories related?





Examples


A crime analyst is studying the frequency of theft-related crimes in her city. She wants to know the type of incident occurring most often and the months that have the most crime. A heat map can be used to visualize the relative prevalence of each crime for each month.





Create a heat chart


To create a heat chart, complete the following steps:

1. Select one of the following combinations of data:
 - Two string fields 
 - Two string fields  plus a number  or rate/ratio field 




 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the heat chart using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Heat Chart**.



 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.


Heat charts can also be created using **View Heat Chart**, which is accessed from the **Action** button  under **Find answers > How is it distributed?**

Usage notes

Heat charts are symbolized using graduated colors. You can use the **Legend** button  to view the classes and make selections based on the corresponding values on the chart. Use the **Options** tab  to change the classification type and number of classes. The **Style** tab  can be used to change the color palette.

Use the **Visualization type** button  to switch directly between a heat chart and other visualizations, such as a grouped [summary table](#), a [bar chart](#) with a **Subgroup** field, or a [data clock](#).

When you create a heat chart, a result dataset  with the string and number fields used to create the chart will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

 **Note:** Heat charts created with SAP HANA datasets will not return properly grouped results if a `CASE WHEN` condition contains null values.

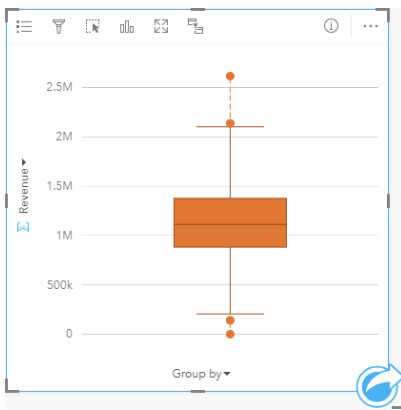
Create and use a box plot

Box plots provide a quick visual summary of the variability of values in a dataset. They show the median, upper and lower quartiles, minimum and maximum values, and any outliers in the dataset. Outliers can reveal mistakes or unusual occurrences in data. A box plot is created using a number or rate/ratio field on the y-axis.

Box plots can answer questions about your data, such as: How is my data distributed? Are there any outliers in the dataset? What are the variations in the spread of several series in the dataset?

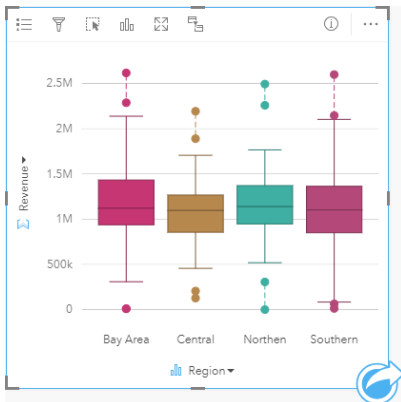
Examples

A market researcher is studying the performance of a retail chain. A box plot of the annual revenue at each store can be used to determine the distribution of sales, including the minimum, maximum, and median values.



The box plot above shows the median sales amount is \$1,111,378 (shown by hovering over the chart or using the **Info** button ⓘ to flip the card over). The distribution seems fairly even, with the median being in the middle of [the box and the whiskers](#) being a similar size. There are also low and high [outliers](#), which gives the analyst an indication of which stores are over- and underperforming.

To delve deeper into the data, the analyst decides to create individual box plots for each region where the stores are located. She does this by changing the **Group by** field to **Region**. The result is four individual box plots that can be compared to discern information about each region.






Based on the box plots, the analyst can tell that there are few differences between regions; the medians are consistent across the four box plots, the boxes are similar sizes, and all regions have outliers at both the minimum and maximum ends. However, the whiskers for the Northern and Central regions are slightly more compact than the Bay Area and Southern regions, which implies that those regions have more consistent performance than the others. In the Bay Area and Southern regions, the whiskers are a bit longer, which implies those regions have stores that are performing poorly, as well as stores that are performing well. The analyst may want to focus her analysis on those two regions to find out why there is such a variation in performance.

Create a box plot


To create a box plot, complete the following steps:

1. Select one of the following data options:
 - A number Σ or rate/ratio field $\frac{R}{B}$.
 - A number Σ or rate/ratio field $\frac{R}{B}$ plus a string field string .
2. Create the box plot using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Box Plot**.


 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

 **Note:** Box plots created from database datasets must have at least five records. Box plots with fewer than five records are most likely to occur when grouping your box plot using a string field or applying a filter to your dataset or card.

Usage notes

The **Legend** button  can be used to change the **Chart color** if the box plot is created using a number or rate/ratio field only. If a category field is used to group the numerical data, the **Legend** can be used to view the categories and corresponding colors, and to select features on the chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.



An optional **Group by** field can be selected on the x-axis. If a **Group by** field is used, side-by-side box plots are created, with each box plot representing the spread of data in each category.

Use the **Visualization type** button  to switch directly between a box plot and other visualizations, such as a [proportional symbols map](#), [summary table](#), or [histogram](#). If the box plot includes a **Group by** field, the visualization can be changed to charts, such as a [line graph](#) or [column chart](#).

A key feature for a box plot is the determination of outliers. Outliers are values that are much larger or smaller than the rest of the data. Whiskers on a box plot represent the threshold beyond which values are considered outliers. If there are no outliers,

the whiskers will stretch to the minimum and maximum values in the dataset. In Insights, the range for the lower and upper outlier values are indicated on the box plot as circles linked by dotted lines.

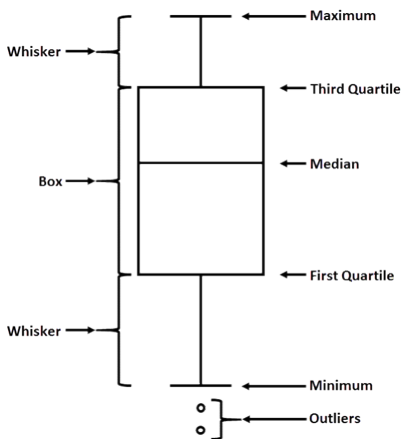
Each statistic or range in the box plot can be selected by clicking the chart.

When you create a box plot, a result dataset  with the input fields and output statistics will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

How box plots work

A box plot consists of the following components:

- **Box**—The range of data between the first and third quartiles. 50 percent of the data lies within this range. The range between the first and third quartile is also known as the Inter Quartile Range (IQR).
- **Whisker**—The range of data less than the first quartile and greater than the third quartile. Each whisker has 25 percent of the data. Whiskers typically cannot be more than 1.5 times IQR, which sets the threshold for outliers.
- **Maximum**—The largest value in the dataset or the largest value that is not outside the threshold set by the whiskers.
- **Third Quartile**—The value where 75 percent of the data is less than the value, and 25 percent of the data is greater than the value.
- **Median**—The middle number in the dataset. Half of the numbers are greater than the median and half are less than the median. The median can also be called the second quartile.
- **First Quartile**—The value where 25 percent of the data is less than the value, and 75 percent of the data is greater than the value.
- **Minimum**—The smallest value in the dataset or the smallest value that is not outside the threshold set by the whiskers.
- **Outliers**—Data values that are higher or lower than the limits set by the whiskers.



Create and use a link chart

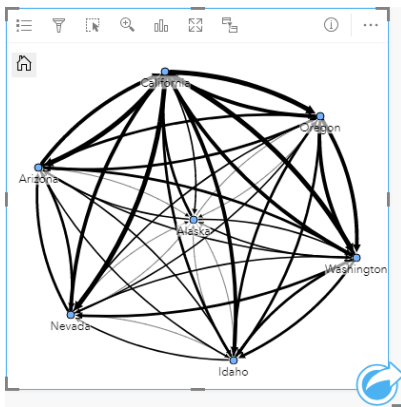
Link charts show the magnitude and direction of relationships between two or more categorical variables. They're used in [link analysis](#) for identifying relationships between nodes that are not easy to see from the raw data.

Link charts can answer questions about your data, such as the following:

- How is it related?
- In which direction does the information flow?





Example


A GIS analyst is studying patterns of migration in the United States. A link chart can be used to visualize the rate of migration between individual states. The link chart can be configured to show the direction of migration.





Create a link chart


To create a link chart, complete the following steps:

1. Select one of the following combinations of data:
 - Two string fields 
 - Two string fields  plus a number  or rate/ratio field 






 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the link chart using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **Link Chart**.

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Link charts can also be created using **View Link Chart**, which is accessed from the **Action** button  under **Find answers > How is it related?**

Usage notes

Click on a node to display the **Hide leaf nodes** button , the **Set as root node**  or **Set as central node** button , and the **Edit** button . **Hide leaf nodes** will collapse any nodes that are connected only to the selected node. The nodes can be unhidden using the **Show leaf nodes** button . **Set as root node** and **Set as central node** will change the root or central node from the node with the highest centrality to the selected node. **Set as root node** is only available for charts using a hierarchical layout and **Set as central node** is only available for charts using a radial layout. **Edit** can be used to change the style of the selected image. Symbol styles that are changed using the **Edit** button will be saved in the workbook and on the page, but not in the model.



The **Legend** button  can be used to change the style of the symbols. Select a node or link to change the style options in the **Layer options** pane. The style options include changing the size and color of nodes, changing the node symbol to an image, changing the pattern and thickness of links, and applying classification types to both links and nodes.












The nodes can be sized using the following [centrality](#) methods:


- Degree—The number of direct neighbors of the node. If the chart is directed, the degree can be measured as either indegree (the number of direct neighbors with connections directed toward the node) or outdegree (the number of direct neighbors with connections directed away from the node).
- Betweenness—The extent to which a node lies on the shortest path between other nodes in the network.
- Closeness—The average of the shortest distance paths to all other nodes.
- Eigenvector—The measure of the influence of a node in a network based on its proximity to other important nodes.

The **Analysis** tab and **Style** tab will display different options based on the selections you make in the **Layer options** pane. The following options are available for link charts:

Selection	Options 	Style 	Legend 
------------------	--	--	---

<p>None</p>	<p>The Directed parameter can be used to change the links to arrows from one node to the other.</p> <p>The centrality method can be set from the Size node using parameter.</p> <p>The Normalized parameter can be used to normalize the node centralities by dividing by another field to create a ratio or proportion. The Normalized parameter is enabled by default but can be disabled for nodes using betweenness and closeness centrality.</p> <p>The Natural Breaks, Equal Interval, and Unclassed classifications can be chosen in the Classification type parameter. If Natural Breaks or Equal Interval are chosen, the number of classes can also be edited.</p>	<p>Switch the chart layout between Force directed (default), Hierarchical, and Radial. A hierarchical layout can be directed Top to bottom ↓ (default), Bottom to top ↑, Left to right →, or Right to left ←.</p>	<p>Disabled</p>
<div style="border: 1px solid black; padding: 5px;">  Tip:  Drag a string field to the Layer options pane and drop it on the link to style the links by unique values. </div>			
<p>Node</p>	<p>Use the Choose node field parameter to switch the selected node to a different string field.</p>	<p>Change the Node style options, including the following options:</p> <ul style="list-style-type: none"> • Symbol shape • Size (min - max) • Fill color • Outline thickness • Outline color <p>Add an image file or url to symbolize the nodes using Custom from the Symbol shape menu.</p>	<p>Disabled</p>

	<p>Use the Add button + and Delete button  to add new node fields or delete existing node fields. New node fields will be connected to the selected node field. You must have three or more node fields to delete a node.</p> <div data-bbox="418 363 753 625" style="border: 1px solid gray; padding: 5px;"> <p> Tip:  Drag a string field to the Layer options pane and drop it on the Add button or on an existing node to add additional node fields.</p> </div> <p>Use Ctrl+click to select multiple nodes. The following options are available:</p> <ul style="list-style-type: none"> • Use the Merge nodes button  and Unmerge nodes button  to merge or unmerge the values from the From and To fields. Merging the fields will set the nodes to the same symbol. • Use the Unlink button  and Link button  to remove or add a link between two node fields. These options are only available if there are three or more node fields. 	
<p>Link</p>	<div data-bbox="418 993 737 1329" style="display: inline-block; vertical-align: top; width: 48%;"> <p>The Weight parameter can be used to change or remove the number or rate/ratio field being used to apply weight to the links.</p> <p>The Type parameter can be used to change or remove the string field being used to style the links by unique category.</p> </div> <div data-bbox="753 993 1055 1329" style="display: inline-block; vertical-align: top; width: 48%;"> <p>Change the Link style options, including the following options:</p> <ul style="list-style-type: none"> • Pattern • Thickness (min - max) • Color </div> <p>If the arrows are pointing in the wrong direction, use the Flip button  to change the direction of the flow.</p> <p>If the chart includes three or more node fields, the Delete button  can be used to remove a link from the chart. Deleting a link will also remove a node field that has become disconnected from the rest of the chart.</p> <div data-bbox="418 1518 753 1822" style="border: 1px solid gray; padding: 5px;"> <p> Tip:  Drag a number or rate/ratio field to the Layer options pane and drop it on the selected link to change the Weight parameter. Use a string field to change the Type parameter.</p> </div>	<p>The Legend tab is enabled if a Weight field or Type field is added. The Legend can be used to view the classification values or unique categories for the links, and to make selections on the chart.</p>

Use the **Visualization type** button  to switch directly between a link chart and other visualizations, such as a [summary table](#), [stacked bar chart](#), or [chord diagram](#).

How link charts work

There are three layout options available when creating a link chart: force directed, hierarchical, and radial.

Force directed

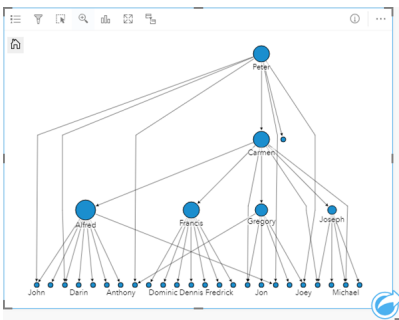
A force directed layout displays the relationships between nodes in an organization that balances performance and drawing quality, including minimizing edge crossing, optimizing space, creating an even distribution of nodes, and displaying the graph symmetrically. A force directed layout is especially useful in analyses where the relationships are not hierarchical, so the organization is based on optimizing the clarity of the graph. Force directed is the default layout, and is used in the [example](#) above.

Hierarchical

A hierarchical layout organizes a link chart so that the most important node (by default, this will be the node with the highest centrality) is located at the top, with links directed downward, similar to a family tree. A hierarchical layout is especially useful in analyses where the hierarchy is inherent in the dataset (for example, a workplace with an employer, managers, and employees).

Example

A police department has been tracking communication between members of a criminal organization. A link chart can be used to create connections between the different members of the organization. A hierarchical layout provides the police department with information about the internal organization, including who is the boss, and which lower level members are working together.

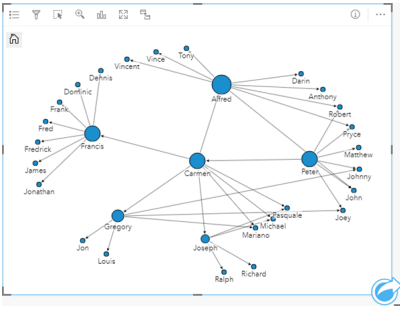


Radial

A radial layout functions similarly to the hierarchical layout, but with an organization that is circular rather than linear from top to bottom. In a radial layout, the most important node (by default, this will be the node with the highest centrality) is located in the center, with links directed outwards in an orbital pattern. A radial layout tends to have a more efficient use of space than a hierarchical layout, which makes it useful for large datasets. However, the change in layout can have trade-offs; for example, the hierarchical structure may be less obvious in a radial layout. Therefore, it is more useful to use a radial layout in situations when aspects like groups of related nodes are more important than the hierarchical relationship.

Example

In the previous example, a police department was tracking communication between members of a criminal organization. Rather than using a link chart to understand the internal hierarchy of the organization, this time the link chart can be used to look more specifically at direct relationships. By switching the chart to a radial layout, the focus is switched from Peter (the leader of the organization) to Carmen (the second-in-command). This change in focus is caused by Carmen's role as a go-between for the top level and the lower levels, whereas Peter only has contact with a small number of lower-level members. The radial organization puts more emphasis on how those levels are grouped, rather than who is commanding whom.



Limitations

A limit to the number of nodes that can be displayed is based on the maximum query limit for the dataset. The error message **There's too much data to complete this operation** will be displayed if the number of nodes is greater than the limit. You can check the maximum query limit for a layer using the **MaxRecordCount** in the ArcGIS REST Services Directory.

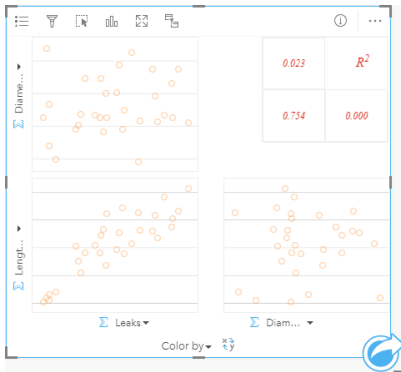
Create and use a scatter plot matrix

A scatter plot matrix is a grid of several [scatter plots](#) of up to five numeric variables. The matrix includes individual scatter plots for every combination of variables.

A scatter plot matrix can answer questions about your data, such as: What are the relationships between several variables?

Examples


A public works department has noticed an increase in leaks on water mains. The department wants to know whether the length of pipes and the average diameter have an effect on the number of leaks. A scatter plot matrix can be created to determine the relationships between the length and diameter of pipes and the number of leaks.



Create a scatter plot matrix


To create a scatter plot matrix, complete the following steps:

1. Select three to five number Σ or rate/ratio fields R/B .
2. Create the scatter plot matrix using the following steps:
 - a. Drag the selected fields to a new card.
 - b. Drop the selected fields on the **Scatter Plot Matrix** drop zone.

Tip: You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.

Note: When you drag three to five number fields onto your page, the **Chart** drop zone is replaced with the **Scatter Plot Matrix** drop zone. The reason for the change is because a scatter plot matrix is the only chart type that can be created using three number fields.

Usage notes



By default, scatter plots in a matrix are symbolized using a single symbol. The default symbol has no fill to make it easier to read plots with large numbers of points. You can change the **Chart Color** using the **Legend** button . You can add a string

field to the **Color by** variable on the x-axis to change the scatter plots to **Unique symbols**. If unique symbols are used, the legend can be used to select data on the scatter plots. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

Use the **Flip Fields** button  to switch the variables on the x- and y-axes.

Use the **Visualization type** button  to switch directly between a scatter plot matrix and a summary table.

The R2 values for each plot are displayed in a corresponding grid in the empty space of the card. The R2 value can be used to analyze the strength of the relationship between the variables in each scatter plot, with R2 values closer to 1 indicating a stronger linear relationship.

 **Note:** R2 values are only available for scatter plot matrix charts made with hosted feature layers, database datasets, boundary layers, and Excel or CSV files. If you need the R2 value for an unsupported data type, such as a Living Atlas layer, you can drag the individual charts to the **Scatter Plot** drop zone and use the **Chart Statistics** button  to create a trend line.

Create a full scatter plot from the matrix by selecting a plot and dragging it to create a new card.

Create and use a Key Performance Indicator card

A Key Performance Indicator (KPI) card is a method of evaluating the status of a measure by comparing key indicators to a target.

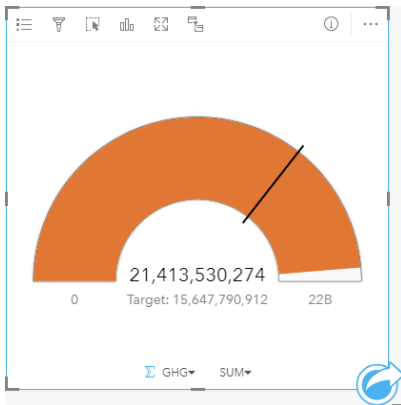
KPI cards can answer questions about your data, such as how close the indicator is to the target.

Examples

An environmental organization is keeping track of global greenhouse gas emissions with the short-term goal of reducing emissions below 1990 levels. A KPI card can be used to show the current emissions (indicator) compared to the 1990 level (target).




The same KPI card can also be displayed using a gauge layout, which shows a visual comparison of the indicator and the target.





Create a KPI card

To create a KPI card, complete the following steps:


1. Select one of the following data options:
 - One or two number Σ or rate/ratio fields $\frac{\text{A}}{\text{B}}$
 - A string field || , including subfields from a date/time field 🕒


 **Note:** If you use a string field, the number displayed will be a count of features.


2. Create the KPI card by following these steps:
 - a. Drag the selected fields to a new card.
 - b. Hover over the **Chart** drop zone.
 - c. Drop the selected fields on **KPI**.

 **Tip:** You can also create charts using the **Chart** menu above the data pane or the **Visualization type** button  on an existing card. For the **Chart** menu, only charts that are compatible with your data selection will be enabled. For the **Visualization type** menu, only compatible visualizations (including maps, charts, or tables) will be displayed.



Usage notes

By default, a KPI card is displayed as a number value. You can use the **Legend** button  to change the parameters, style, and color of the card.

The **Style** tab  can be used to change the layout between **Number** and **Gauge**. The **Number** layout displays the numeric value of the indicator and target. The **Gauge** layout displays the indicator and the target, along with a minimum and maximum value, on a semicircular scale. The **Style** tab can also be used to change the KPI color both above and below the target (**Number** layout) or the KPI color and the target color (**Gauge** layout).

Use the **Options** tab  to change the following settings:

- If your layout is **Number**, the **Options** tab can be used to change the indicator and target values.
- If your layout is **Gauge**, the **Options** tab can be used to change the indicator, target, minimum, and maximum values.

When you create a KPI card, a result dataset  with the indicator value is added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

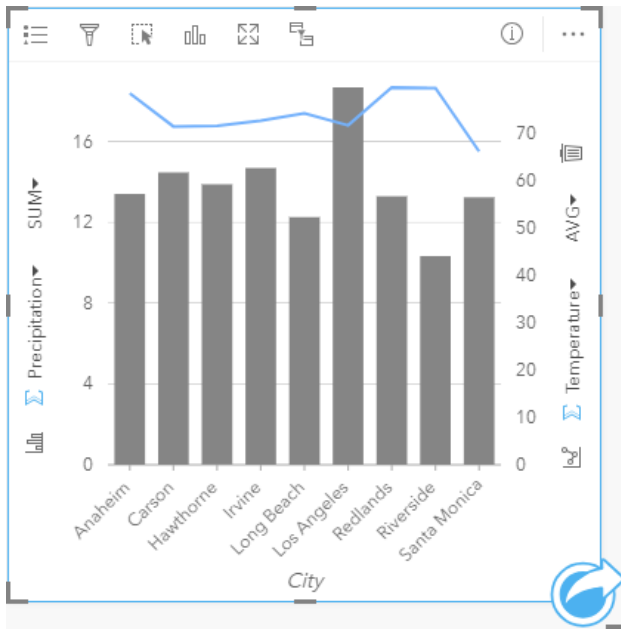
Create and use a combo chart

A combo chart is a combination of two [column charts](#), two [line graphs](#), or a column chart and a line graph. To make a combo chart, you must have two different datasets that include a common string field.

Combo charts can answer questions about your data, such as: What are the trends for the same categories?

Example





An environmental organization is tracking the drought conditions in Southern California and wants to compare temperatures and precipitation to determine which cities are most vulnerable. The organization uses a combo chart to show both the total precipitation and the average temperature for each city in one chart.




Create a combo chart

To create a combo chart, complete the following steps:

1. Select one of the following data options from the first dataset:



- A string field 
- A string field  plus a number  or rate/ratio field 

 **Note:** If you do not select a number or rate/ratio field, your data will be aggregated and a count will be displayed.


2. Create the column chart or line graph using the following steps:

- Drag the selected fields to a new card.
- Hover over the **Chart** drop zone.
- Drop the selected fields on **Column Chart** or **Line Graph**.



3. Using the second dataset, select a string field or a string field plus a number or rate/ratio field. The string field must have the same name and data values (for example, city names) as the string field in the first dataset.



4. Drag the selected fields to the card created in step 2.
5. Optionally change the type of chart using the **Line Graph** button  or **Column Chart** button  on the vertical axes.

Usage notes

Combo charts are symbolized using single symbols by default. The **Legend** button  can be used to change the **Symbol Type** to **Unique symbol** for the column chart, but not for the line graph. If unique symbols are used, the legend can be used to select data on the column chart. To change the color associated with a category, click the symbol and choose a color from the palette or enter a hex value.

The value of each bar and the trend of the line can be symbolized as a count of features in each category on the x-axis, or as a number or rate/ratio field. If a field is used, the values can be calculated as a sum, minimum, maximum, or average of values from the field for each category.




The **Column Chart** button  and **Line Graph** button  on the y-axes can be used to switch the visualizations between **column charts** and **line graphs**. If both axes are set to column chart, the columns will be subgrouped within each category.


When you create a combo chart, result datasets  with the string and number fields used to create the charts will be added to the data pane. The result dataset can be used to [find answers](#) with nonspatial analysis using the **Action** button .

Tables

Summary tables

A summary table can be used to show statistics—including sum, average, minimum, and maximum—for unique categorical groups, or numeric totals if you choose only number or rate/ratio fields to create the table. A summary table can provide multiple statistics—one for each numeric column.

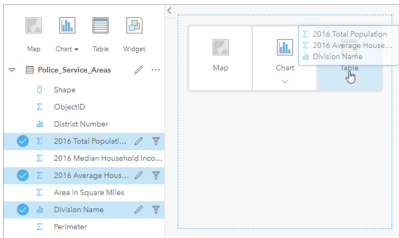
 **Tip:**  You can [copy a table card](#) onto another page by dragging it to the **New Page** tab  or an already created page. If you want to copy the table onto the same page, use [Ctrl+C](#) to copy and [Ctrl+V](#) to paste.

 **Note:** A summary table can only have one or two category columns. You can choose either a [string or location field](#) to provide unique categorical values for the column.

Create a summary table

You can create a summary table by selecting fields from the data pane or by changing the visualization type of an existing card.

To create a new summary table, select one or more fields and drag them to the **Show Table** drop zone or click **Table** above the data pane.



A summary table can be created by selecting one or more fields and dragging them to the Show Table drop zone.

Note: A summary table can contain only one or two category columns. You can select two or more numeric or rate/ratio fields to be summarized.

Organize data

When using two category fields to create your summary table, the first category field you select becomes the first column of your summary table and groups your data in the table. If you wanted to find the sales per region within each state you would select state, region, and sales fields to create your table. If you accidentally selected region in the data pane first, you would then have a table grouped by region. You can then drag and drop the state column onto the first column to change the grouping field.

Data in a summary table can be organized using **Sort Fields** \updownarrow and by re-ordering columns. You can sort a single column, or sort multiple columns in the table using Shift+click on multiple fields. When using a grouped summary table, sorting occurs on the sorted column within the group. Columns can be re-ordered by clicking and dragging a column to a new position.

Filter data


You can apply a card-level filter to your summary table if you want to remove unnecessary text, number, or date values. To apply a filter, click **Card Filter** ∇ on the summary table and choose the field you want to filter. You can apply multiple filters to the same table. Only data that meets the criteria for all filters will be displayed in the summary table.

Applying a card filter will not affect other cards using the same dataset.

Make selections

Features in summary tables can be selected by clicking a single feature, by clicking and dragging the pointer over the desired features, or using Ctrl+click. The selected features will be represented in the summary table as well as other maps, charts, or tables displaying the same data. Once a selection has been made on a summary table, the following options will be available:

- Invert a selection—Click the **Invert selection** button ⌘ to switch your selected features. The inverted selection will be reflected in all other cards displaying the same data.

- Show a selection—Click the **Show selection** button  to show only your selected features in the summary table. The features that are not selected are temporarily removed from the summary table. The selected features will remain selected on all other cards displaying the same data, but no other changes will take place on those cards. You can show the unselected features again by clicking **Show selection** a second time. The selected features will remain selected until you click the scroll bar in the summary table or in another card.


Making a selection is different from applying a filter, because selections are more temporary and are reflected on all cards using the same dataset.


View statistics


A summary statistic can be chosen for each number or rate/ratio field being summarized. The available statistics include sum, minimum, maximum, and average. The statistic will be calculated for each row on the summary table, as well as the entire dataset. The dataset statistic is displayed as a footer at the bottom of the summary table.

The dataset statistic is calculated using the raw dataset, rather than the values from the summary table. This distinction is most important for the average statistic. For example, if you have a dataset with 10,000 features and you create a summary table that has 5 rows, the dataset average will be calculated using all 10,000 features, rather than averaging the 5 rows displayed on the table.

Copy a table

A table card can be duplicated on a page by activating the card (a card is active when the **Action** button  is visible) and using Ctr+C to copy the card and Ctr+V to paste it on the page.

 **Note:** Using copy and paste to duplicate cards is not supported in Microsoft Internet Explorer.
For a list of other browsers that can be used, see [Supported browsers](#).

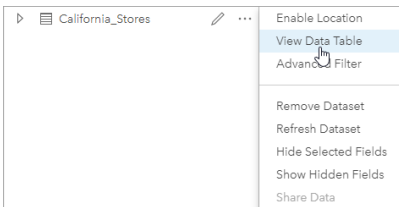
A table card can be copied to a different page by dragging the card to the **New Page** tab  or to an existing page. When a table is copied to a new page, the dataset will also be copied, if necessary, along with all of the processes used to create the table. The dataset will not be copied if it already exists on the new page unless one of the datasets contains a [dataset filter](#), a [calculated field](#), or a location field created by [enabling location](#).

Use data tables

Data tables can be an important resource for your analysis. A data table displays your raw data and gives you the ability to sort, select, and make calculations using that data.

Open a data table

A data table can be opened using the **Dataset options** button \dots next to a dataset in the data pane.



Add and calculate fields

Use the **+ Field** button to add a new field to your data table. You can click a field name to rename the field. The field will be saved in Insights unless you delete it, but it will not be added to the source data.

Once a field has been added and that field is selected, the option to calculate the field will appear. Click in the **Enter calculate function** box for a drop-down menu with field names and simple mathematical operations. More complex calculations can be performed using [functions](#). Insights supports string, number, date, and logical functions, which can be accessed using the **fx** button.

When a calculation is complete, a green checkmark will appear and the **Run** button will be enabled.

Edit existing fields

All fields in the data table can be renamed and resized. A field is renamed by clicking the field to highlight the text. Fields can also be renamed using the **Rename Field** button \pencil in the data pane. Fields can be resized by dragging the field dividers. Fields can also be auto-resized to fit the data in the field by double clicking the field dividers.

Tip: Renamed fields are saved within the workbook, but do not change the underlying data. In order to preserve new field names, you must [share your data](#) to create a new feature layer.



Sort fields


You can sort a field in a data table by clicking the sort arrows $\downarrow\uparrow$ next to a field name. Clicking once will activate the down arrow, which sorts the field in ascending order; clicking a second time will activate the up arrow, which sorts the field in descending order; clicking a third time will deactivate all arrows and reset the field to its original order.

A data table can also be sorted by more than one field. Press Shift + click to choose more than one field to sort.



Make selections

Features in a data table can be selected by clicking a single feature or using Ctrl + click. The features will be selected in the data table as well as any maps, charts, or other tables displaying the same data. Once a selection has been made in a data table, the following options will be available:

- Invert a selection—Click the **Invert selection** button  to switch your selected features. The inverted selection will be reflected in all other cards displaying the same data.
- Show a selection—Click the **Show selection** button  to show only your selected features in the data table. The features that are not selected will be temporarily removed from the table. The selected features will remain selected on all cards displaying the same data, but no other changes will take place to those cards. You can show the unselected features again by clicking **Show selection** a second time. The selected features will remain selected until you select a different set of features or click away from the selected features.

 **Note:** Unlike filtering, selections on data are temporary. While selections do not change the source data, they do affect the results of an analysis or statistical summary because these functions only use the current selection. However, selections do not update previously executed spatial analytics.

Dock the data table

The data table can be docked along the bottom of your Insights page using the **Dock** button . Use the **Undock** button  to return your data table to free-floating.

A docked data table will not be displayed on a shared page. If you want your data to be displayed in a table form on a shared page, you can create a [summary table](#).




Themes









Customize your page

An Insights for ArcGIS page can be customized using a combination of colors, font sizes, images, and other settings to help you present your data and analysis effectively. You can customize the page using company colors and logos to make sure that you are communicating your analysis consistently with your company standards.

Overview

Each page that you create will be customized for individual purposes. Therefore, the settings that you use will be different depending on what you are trying to communicate. The following steps provide a generalized workflow for creating a page with all the settings. You may choose to skip or modify steps based on which settings are relevant for your project.

1. Make sure you are looking at Insights in **Page view** , rather than **Analysis view**  (**Page view** is the default).
2. Click the **Page Settings** button  to display the **Color Options** pane. The pane can be used to change the background and foreground color.


 **Note:** The background color will not be included on a [printed page](#) in order to limit the amount of ink used. If you want your printed page to have a certain background color, you should use colored paper for printing.
3. Click the drop-down menu under the **Widget** button  in the data pane and choose **Text & Media**  to add a text and media card to the page. Use the side toolbar of the active card to access more options for the card.
 - a. Click the **Style** button  to change the font size, text alignment, colors, border, and other properties.
 - b. If you want to add media, click the **Media Options** button . You can embed media from a URL or browse to an image on your computer.
 - c. Click the **Delete** button  to remove the card from your page.
4. Resize and move the cards around your page so that they are displayed in a way that is easy to understand. If your cards do not fit on the page, click the **Zoom in** button  and **Zoom out** button  to adjust them.


Now that you've created your Insights page, you can [print the page](#), [share the page](#), or [share the theme](#).


Themes

If you want to reuse the customized settings or share them with other members of your organization, you can share the settings as a theme. Themes save the page settings and placeholders for all the cards used on your page with the card settings applied. Optionally you can embed text, such as a commonly used title, and images, like your company logo. Other content, such as data or models, is not saved with a theme.

Text and media


To save text and media with the theme, activate the text and media card with the content you'd like to embed. Click the **Include with Theme** button . The content on the card will be saved when the theme is shared.

 **Note:** By default, the content is not shared with a theme unless you have explicitly chosen to include it.

If you change your mind and decide not to include the content with the theme, click the **Do not include with Theme** button . You can also reshare your theme to update the setting.

Apply a theme


To apply a theme, click the **Add** button above the data pane. Navigate to the **Theme** tab, select your theme, and click add. Your page will then be updated with the applied settings in the theme.


 **Note:** Only one theme can be applied to a page at a time.


Placeholder cards

When a theme is applied to a page, the settings, including position, are applied to the cards on the page. Cards from your page will be placed in the position of cards of the same type when possible. The cards will be placed using the following system:

- If the theme and your page both have two maps and two charts, then the maps and charts will be moved to the corresponding placements from the theme in the order they are found on your page.
- If your page does not have all of the same card types, then the cards of the same type will be placed first and the extra cards will be placed in the position of the remaining card.
- If your page has fewer cards than the theme, then a placeholder card will be added in the placement specified in the theme.
- If your page contains more cards than the theme, then your cards will be placed as described above and the remaining cards will be placed at the bottom of the page.




If your page has unused placeholder cards, you can replace them with any card type. The exception is a text and media placeholder card, which can only be filled with text and media. To create a card on a placeholder, activate the placeholder card and drag the fields to the drop zones. Alternatively, you can use the buttons above the data pane. You can remove a placeholder card from the page using the **Delete** button .

With the exception of a text and media placeholder card, a placeholder card can be replaced by any card type. Simply, activate the placeholder card and drag and drop fields or use the buttons at the top of the data pane to create a new card in its place that will take on the card settings defined in the theme. If a placeholder card is no longer needed simply delete the card using the **Delete** button .

 **Note:** If you share a page with a placeholder card, a blank card will appear in the Page Viewer. It is best practice to remove the placeholder card before sharing your page.



Add text and media

Text and media can give necessary context to your analysis and help communicate your results more effectively. Text can come in the form of titles, headings, paragraphs, or lists. Media includes hyperlinks, videos, and images.

 **Tip:**  You can [copy a text and media card](#) onto another page by dragging it to the **New Page** tab  or an already created page. If you want to copy the card onto the same page, use Ctr+C to copy and Ctr+V to paste.

Add text

To add text to your page, complete the following steps:

1. Click the drop-down menu under the **Widget** button  in the data pane and choose **Text & Media** . A blank text and media card is added to your page.






 **Note:** You may need to scroll down to see the new card.

2. With the card activated, click near the top of the card where your text will appear.
3. Add your text to the card.

Change the text options

Once you have created a card with text, you will need to use the text options to customize your text and the text card.


To change your text options, complete the following steps:

1. Activate the card with text on it. The card is active when the edges are resizable and the toolbar appears on the side.
2. Click the **Style** button . The **Card Style** pane opens on the **Font Options** tab .
3. Highlight the text on the card, and use the **Font** parameters to change the font, including the font face type, size, color, bold, italics, superscript, and subscript.
4. Use the **Alignment** and **List** parameters to format your text as necessary.
5. Click the **Color Options** tab . The **Background Color** parameter is displayed.
6. Expand the background color palette and choose a color, either on the palette or using the hex code, or change the transparency of the card. Click the **No Fill** button next to the hex code box to remove the background.
7. Click to the **Border Options** tab .
8. Use the pane to change the **Border Color**, **Border Width**, and **Border Style**. The border style **None** will remove the border.
9. Close the **Card Settings** pane using the close dialog button .
10. Drag the corners and edges to resize the card so that the text fits appropriately.

Add a hyperlink

A hyperlink can be used to link your page to external web pages, such as your company web page. To add a hyperlink, you must already have a text and media card on the page.

To add a hyperlink to your text, complete the following steps:



1. Click the **Media Options** button . The **Text & Media Options** pane opens to the **URL** tab.
2. Highlight the text you want to display and click **Add Hyperlink**.
3. Type or copy and paste the URL of the web page that you want to link to in the **Enter link** text box.
4. Click **Save**.

Once the link is embedded, you can click the hyperlinked text to edit or remove the link.



Add an image


Images, such as logos and diagrams, can be added to your page to make communication more effective and to comply with branding guidelines.

To add an image to your page, complete the following steps:

1. Click the drop-down menu under the **Widget** button  in the data pane and choose **Text & Media** . A blank text and media card is added to your page.

 **Note:** You may need to scroll down to see the new card.



2. Click the **Media Options** button . The **Text & Media Options** pane appears.
3. Click on the **Image** tab.
4. Click the **Browse my computer** button. Browse to and open the image. Alternatively, you can type or paste a URL to an image on the web.
5. Click **Apply** and close the **Text & Media Options** pane.
6. Click the image to activate it. An activated image can be resized or the placement can be changed.
7. Drag the corners and edges to resize the card so that the image fits appropriately.
8. If necessary, click the **Style** button  to change the background color and border style of the card. The background and borders can be removed by setting the background to **No Fill** and the border to **None**.


 **Note:** The card must be active to use the **Style** button. The card is active if the toolbar is displayed on the side.


Add a video


Videos can be used to provide context or introduce concepts in your analysis.

To add a video to your page, complete the following steps:

1. Click the drop-down menu under the **Widget** button  in the data pane and choose **Text & Media** . A blank text and media card is added to your page.

 **Note:** You may need to scroll down to see the new card.


2. Click the **Media Options** button . The **Text & Media Options** pane appears.
3. Click on the **Video** tab.
4. Enter or paste the URL for the video in the **URL** box and click **Apply**. The URL must be in a format that can be used in an `<iframe>`, such as `https://www.videoplatform.com/embed/videoID`. For example, a video with the URL `https://www.youtube.com/watch?v=UnQNpThIqSA` could be embedded as `https://www.youtube.com/embed/UnQNpThIqSA`.
5. Close the **Text & Media Options** pane.


6. Drag the corners and edges to resize the card so that the video fits appropriately.
7. If necessary, click the **Style** button  to change the background color and border style of the card. The background and borders can be removed by setting the background to **No Fill** and the border to **None**.

 **Note:** The card must be active to use the **Style** button. The card is active if the toolbar is displayed on the side.

Copy a text and media card


A text and media card can be duplicated on a page by activating the card (a text and media card is active when the toolbar is visible) and using Ctr+C to copy the card and Ctr+V to paste it on the page.

 **Note:** Using copy and paste to duplicate cards is not supported in Microsoft Internet Explorer.
For a list of other browsers that can be used, see [Supported browsers](#).

A text and media card can be copied to a different page by dragging the card to the **New Page** tab  or to an existing page. All of the text and media from the card will also be copied.



Add a predefined filter





Predefined filters can be added to your Insights for ArcGIS page and used as part of your shared page. Predefined filters allow some of the functionality of filters to be accessed on a shared page, including by users who do not have an Insights license.

 **Note:** A predefined filter acts like a dataset filter, meaning that it will be applied to all cards using the filtered dataset, rather than an individual card.

Add a predefined filter card

Predefined filters are stored on cards on your Insights page. To add a predefined filter card, complete the following steps:


1. Click the drop-down menu under the **Widget** button  in the data pane and choose **Predefined Filter** .
2. Click the **Add** button to create a new filter.
3. Click **Choose a field** to expand the drop-down list with field names.
4. Choose a field from the list.
5. Apply the filter parameters that you want available on your shared page. For more information, see [Filter data](#).
6. Click **Apply**, **By group**, or **By value** to add the filter.

The background and border can be changed for a predefined filter card by clicking the **More** button \dots and clicking the **Card Settings** button  to open the **Card Style** pane. Hover your mouse pointer over the filter to display the **Rename filter** , **Edit filter** , and **Remove filter** buttons .

Predefined filter options

Predefined filters have options for how the filters are added and how selections are made on the filter.

Add filters by group



A group of filters can be used to add a single filter for multiple categorical values from a string field. For example, if you have a dataset of world countries, you can create a single filter for the United Kingdom that includes Northern Ireland, Scotland, England, and Wales by selecting only those four countries and adding them to the predefined filter card using the **By group** button. A single filter will be added to the card, labeled with the field name (for example, `CountryName`). The filter can be renamed to better describe the group using the **Rename filter** button .

Add filter by value

Individual categorical values from a string field can be added to the predefined filter card using the **By value** button. You can use the **By value** button to add a single value, multiple values, or all of the values from the field. Each value selected will be added to the card as an individual filter value.

Selection type

A predefined filter can be created in a single select or multi select format. A single select predefined filter allows you to toggle on a single value at a time. If a different value is selected, the first value will be unselected. A multi select filter allows you to select more than one value at once. Use the following steps to change the selection type for a predefined filter:

1. Click the **More** button \dots on the predefined filter card to display the side toolbar.
2. Click the **Card Settings** button . The **Card Style** pane opens.
3. Click the **Selection Properties** tab .
4. Click on **Single select** or **Multi select** to choose the selection type.
5. Close the **Card Style** pane.

Add multiple filters

There are two ways to add multiple predefined filters to a page: adding multiple filters on the same card and adding multiple predefined filter cards.

Multiple filters on the same card

Multiple filters can be added to a predefined filter card. When there are multiple filters on the same card, the filters are joined with an OR clause, meaning all the filters will be displayed individually on the page.

To create multiple filters on the same card, repeat steps 2 to 6 from [Add a predefined filter card](#) or use the **By value** button to add multiple values at once.

Multiple predefined filter cards

An Insights page can include more than one predefined filter card. When there are multiple predefined filter cards on a page, the filters are joined with an AND clause, meaning only features that meet all the filter criteria from each card will be displayed on the page.

Add a legend





A legend is a way for a person viewing a map to discern meaning from the symbols on a map or the colors used on a chart. In Insights, a legend can also be used to make selections on a card or change the color of a symbol.


A legend card that has been added to the page will be grouped with the corresponding map or chart card. Therefore, moving the map or chart also moves the legend. The legend is also updated automatically when changes are made to the map or chart, such as color or symbol changes.

Add a map legend

Legends are available for all map types.





To add a legend for a map, use the following steps:

1. If necessary, click the **Legend** button  on the map toolbar to display the map layers.
2. Expand a layer  to view the **Layer options** pane.
3. On the **Legend** tab , click the pop-out button .
A legend card is added to the page.

 **Note:** If your map contains more than one layer, you'll need to add a legend for each layer individually.

Add a chart legend



Legends are available for charts that are styled by unique values or a color ramp. Some charts, such as bar charts, are styled by a single symbol by default and need the **Symbol type** changed before a legend can be added. For other charts, such as a line graph, a Subgroup field may need to be added to change the chart to unique values.



1. Click the **Legend** button  on the chart toolbar to display the **Layer options** pane.
2. If your chart is styled using a single symbol, use the **Options** tab  to change **Symbol type** to **Unique symbols**.
3. Click the **Legend** tab .
4. Click the pop-out button .
A legend card is added to the page.

Change the legend style

Legends can be styled to give the legend the correct appearance for your maps and charts.

To change your legend, complete the following steps:

1. Activate the legend card.
The legend is active when the edges are resizable and the toolbar appears on the side.
2. Click the **Style** button .
The **Card Style** pane appears on the **Color Options** tab .
3. Expand the background color palette and choose a color, either on the palette or using the hex code, or change the transparency of the card. Click the **No Fill** button next to the hex code box to remove the background.

4. Click the **Border Options** tab .
5. In the pane, change the **Border Color**, **Border Width**, and **Border Style** options. The border style **None** removes the border.
6. Click the close button  to close the **Card Style** pane.
7. Drag the corners and edges to resize the card so that the legend fits appropriately.

Analyze

Perform analysis

Analysis capabilities

See the following sections to learn which map or chart you should make to perform your analysis:

- [Analyze your data](#)
- [Make a map](#)
- [Make a chart](#)





Analyze your data



The tables in the sections below describe how you can do the following:

- Understand the quantities in your data
- Understand the relationships in your data
- Understand the change in your data
- Understand the interactions in your data
- Understand the distribution of your data
- Understand the proportions in your data



Understand the quantities in your data

If you want to see the size, amount, or degree of a variable, use the following chart types:

Icon	Chart type	Requirements	Description	How to create it
	Bar chart and column chart	Unique categories	Compare aggregated quantities between categories and identify broad differences at a glance.	Create a chart using a string field.
	Stacked bar chart and stacked column chart	Two unique categories	Compare aggregated quantities between categories or subcategories and identify broad differences at a glance.	Create a chart using two string fields.
	Treemap	Unique categories	Compare aggregated quantities in a hierarchical structure by comparing the size and placement of categories.	Create a chart using a string field.
	Bubble chart	Unique categories	Compare aggregated quantities across categories using bubble size to represent magnitude.	Create a chart using a string field.


	Heat chart	Two unique categories	Compare aggregated quantities as they intersect with two categories in a matrix form. Patterns in the data can be quickly discerned as the quantities change across cells.	Create a chart using two string fields.
	Key Performance Indicator (KPI) card	Unique categories or numbers	Compare the measure of a key indicator to a target value.	Create a chart using a number, rate/ratio, or string field.




If you want to see the size, amount, or degree of data spatially, use the following map types:

Icon	Map type	Requirements	Description	How to create it
	Proportional symbol map	Numbers	Compare the quantities of your data within a spatial context. The size of the symbol corresponds to the magnitude of the data value.	Create a map using a number field.
	Aggregation map	Two spatial datasets <ul style="list-style-type: none"> • One dataset with boundaries • One dataset that will be aggregated into the boundaries 	Compare aggregated quantities within a spatial context. A proportional symbol is assigned to each boundary area based on the magnitude of the aggregated data.	Use Spatial Aggregation .




Understand the relationships in your data

If you want to see the connection or similarity between variables, use the following chart types:

Icon	Chart type	Requirements	Description	How to create it
	Chord diagram	Two unique categories	Visualize the relationships between categories and allow comparisons of similarities within a dataset or between different groups of data.	Create a chart using two string fields.

	Scatter plot	Two numbers	Assess the relationship between numbers visually and statistically, including the correlation between variables.	Create a chart using two number fields.
	Scatter plot matrix	Two or more numbers	Create multiple scatter plots at once to analyze the relationship between variables, while also comparing the relationships themselves.	Create a chart using three to five number fields.
	Link chart	Two unique categories	Visualize and assess the connections between nodes in a network.	Create a chart using two string fields.

If you want to see the connection or similarity of spatial data, use the following map types:

Icon	Map type	Requirements	Description	How to create it
	Choropleth map	Proportions, rates, or ratios	Visualize the way ratios or proportions are distributed spatially to discern spatial patterns.	Create a map using a rate/ratio field, or using a number and normalizing the data.
	Flow map	Two location fields in the same dataset	Visualize and assess the magnitude and direction of connections between nodes in a network within a spatial context.	Create a link map with direction.
	Spider lines map	Either of the following: <ul style="list-style-type: none"> • One dataset with two location fields • Two datasets with location fields 	Visualize and assess the magnitude of connections between nodes in a network within a spatial context.	Create a link map without direction, or use Find Nearest .



Understand the change in your data



If you want to see how your data changes between categories or over time, use the following chart types:

Icon	Chart type	Requirements	Description	How to create it
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	Bar chart and column chart	Unique categories	See the quantities of your categorical data and discern the differences between categories.	Create a chart using a string field.
	Stacked bar chart and stacked column chart	Two unique categories	See the quantities of your categorical data and discern the differences between and within categories.	Create a chart using two string fields.
	Heat chart	Two unique categories	Chart the intersection of categorical data to see trends in two dimensions.	Create a chart using two string fields.
	Data clock	Time data or categories	See the trends in your data over two different time intervals.	Create a chart using two date/time subfields.
	Line graph	Unique categories	See the values of your categorical data with an emphasis on trends between categories.	Create a chart using a string field.
	Time series graph	Time-enabled data	See how your data changes over time and discern patterns or trends.	Create a chart using a date/time field.
	Combo chart	Two datasets with the same unique categories	See the interaction between the quantities and trends in your data.	Create a line graph and a column chart on the same card.



If you want to see how your data changes spatially, use the following map types:

Icon	Map type	Requirements	Description	How to create it
	Proportional symbol map	Numbers	Visualize the quantities in your data and see the way those quantities change with location.	Create a map using a number field.
	Density map	Points	Calculate the density of your data and see how the density changes with location.	Use Calculate Density .



	Heat map	Points	Visualize spatial distributions based on areas with the most and least number of points, and how those distributions relate to location.	Create a map and change the Symbol type to Heat Map .
	Binned map	Points	Aggregate your data into equally sized bins to see overall spatial trends across your data.	Create a map and change the Symbol type to Bins .

Understand the interactions in your data

If you want to see the flow of information between variables, use the following chart types:



Icon	Chart type	Requirements	Description	How to create it
	Chord diagram	Two unique categories	See the quantity and direction of interactions between categories.	Create a chart using two string fields.
	Link chart	Two unique categories	Identify interactions and quantify the relationship of nodes relative to each other.	Create a chart using two string fields.

If you want to see the flow of information between places, use the following map types:







Icon	Map type	Requirements	Description	How to create it
	Flow map	Two location fields in the same dataset	Identify relationships in spatial data and see the direction that information flows through a network.	Create a link map with direction.
	Spider lines map	Either of the following: <ul style="list-style-type: none"> • One dataset with two location fields • Two datasets with location fields 	Identify relationships in spatial data, either through geographical proximity or attribute connections.	Create a link map without direction, or use Find Nearest .


Understand the distribution of your data

If you want to see how your data is arranged numerically, use the following chart types:

Icon	Chart type	Requirements	Description	How to create it
	Histogram	Numbers	See the distribution of your numerical data and make comparisons to a bell curve, or normal distribution.	Create a chart using a number field.
	Box plot	Numbers	See the distribution of your numerical data and identify basic statistical values.	Create a chart using a number field.



If you want to see how your data is arranged spatially, use the following map types:

Icon	Map type	Requirements	Description	How to create it
	Location map	Location field only	View your spatial data in its most basic form to identify where your data is located.	Create a map using a location field.
	Choropleth map	Proportions, rates, or ratios	Classify your proportional data to see how changes in the data interact with changes in location.	Create a map using a rate/ratio field, or using a number and normalizing the data.
	Proportional symbol map	Numbers	Classify your number data to see where the quantities are largest and smallest.	Create a map using a number field.
	Heat map	Points	Visualize your data based on the number of points and discern patterns based on spatial distribution.	Create a map and change Symbol type to Heat Map .
	Density map	Points	Calculate the density of your point data and see how the density is distributed spatially.	Use Calculate Density .
	Unique value map	Unique categories	See how your data is distributed and determine how categories are affected by location.	Create a map using a string field.

	Binned map	Points	Aggregate your data into equally sized bins to see a generalized view of how your data is distributed across locations.	Create a map and change Symbol type to Bins .
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Understand the proportions of your data

If you want to see the relative proportions of categories in your data, use the following chart types:

Icon	Chart type	Requirements	Description	How to create it
	Donut chart	Unique categories	See your categories arranged proportionally to see the size of each relative to the whole.	Create a chart using a string field.
	Treemap	Unique categories	See the proportions of your categories through both size and hierarchical orientation.	Create a chart using a string field.

Make a map

If you have a spatial dataset, you're ready to make a map.

Icon	Map type	Requirements	Description	How to create it
	Location map	Location field only	Create a location map to see where your point, line, or area features are located.	Create a map using a location field.
	Aggregation map	Two spatial datasets <ul style="list-style-type: none"> • One dataset with boundaries • One dataset that will be aggregated into the boundaries 	Create a spatial aggregation map to generalize your data and see big picture patterns.	Use Spatial Aggregation .
	Binned map	Points	Create a binned map to see a quick, aggregated representation of how your data is distributed.	Create a map and change the Symbol type to Bins .

	Unique value map	Unique categories	Create a unique values map to see where point, line, or area features are located and what type they are.	Create a map using a string field.
	Choropleth map	Proportions, rates, or ratios	Create a choropleth map to see distributions of ratios or proportional data.	Create a map using a rate/ratio field, or using a number and normalizing the data.
	Density map	Points	Create a density map to determine the density distribution of your point data.	Use Calculate Density .
	Flow map	Two location fields in the same dataset	Create a flow map to see the magnitude and direction of relationships between different locations.	Create a link map with direction.
	Heat map	Points	Create a heat map to visualize areas with the most point features as the hottest.	Create a map and change the Symbol type to Heat Map .
	Proportional symbol map	Numbers	Create a proportional symbol map to show symbols of graduated sizes to indicate numeric values.	Create a map using a number field.
	Spider lines map	Either of the following: <ul style="list-style-type: none"> • One dataset with two location fields • Two datasets with location fields 	Create a spider lines map to see the connections between different locations.	Create a link map without direction, or use Find Nearest .

Make a chart

You can make a chart with any dataset, whether it's spatial or nonspatial.

Icon	Chart type	Requirements	Description	How to create it
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	Box plot	Numbers	Create a box plot to see the distribution and basic statistics for your numerical data.	Create a chart using a number field.
	Bubble chart	Unique categories	Create a bubble chart to compare the quantities of your categorical data.	Create a chart using a string field.
	Bar and column chart	Unique categories	Create a bar or column chart to see an overview of your categorical data.	Create a chart using a string field.
	Combo chart	Two datasets with the same unique categories	Create a combo chart to see both quantities and trends for the same categorical variable.	Create a line graph and a column chart on the same card.
	Chord diagram	Two unique categories	Create a chord diagram to see directed relationships between categories.	Create a chart using two string fields.
	Data clock	Time data or categories	Create a data clock to see trends in your data over different periods of time.	Create a chart using two date/time subfields.
	Donut chart	Unique categories	Create a donut chart to see the proportions of your categorical data.	Create a chart using a string field.
	Heat chart	Two unique categories	Create a heat chart to see trends in the intersection of your categorical data.	Create a chart using two string fields.
	Histogram	Numbers	Create a histogram to see the frequency and distribution of your numeric data.	Create a chart using a number field.
	Key Performance Indicator (KPI) card	Unique categories or numbers	Compare the measure of a key indicator to a target value.	Create a chart using a number, rate/ratio, or string field.

	Line graph	Unique categories	Create a line graph to see trends between categories in your data.	Create a chart using a string field.
	Link chart	Two unique categories	Create a link chart to identify the interactions and relationships with your data.	Create a chart using two string fields.
	Scatter plot	Two numbers	Create a scatter plot to analyze the relationship and correlation between two numeric variables.	Create a chart using two number fields.
	Scatter plot matrix	Two or more numbers	Create a scatter plot to analyze the relationship and correlation between multiple numeric variables.	Create a chart using three to five number fields.
	Stacked bar chart and stacked column chart	Two unique categories	Create a bar or column chart to see an overview of your categorical data, including subgroups.	Create a chart using two string fields.
	Time series graph	Time-enabled data	Create a time series graph to see trends in your data over time.	Create a chart using a rate/ratio field.
	Treemap	Unique categories	Create a treemap to see the proportions of your categorical data through both size and hierarchical orientation.	Create a chart using a string field.

Perform analysis

Displaying data on a map can give you insight into the patterns, distributions, and relationships inherent in your data. However, many patterns and relationships aren't obvious by looking at a map. Often, there's too much data to sift through and present coherently as raw data. The way you display the data on the map can change the patterns you see. Analysis allows you to quantify patterns and relationships in the data and display the results as maps, tables, and charts. Analysis also empowers you to answer questions and make important decisions using more than a visual analysis.

Action button

The [spatial](#) and [nonspatial analysis](#) capabilities in Insights are found in the **Analytics** pane, which is accessed using the **Action** button  on a map, chart, or table card.

The **Action** button on a map card opens the **Analytics** pane on the **Spatial analysis** tab, where the spatial analysis capabilities are quickly accessible. You can navigate to the **Find answers** tab to find spatial and nonspatial analysis capabilities grouped by common questions. The **Action** button on a chart or table card opens the **Analytics** pane to the analysis questions from the **Find answers** tab.

If you don't see the **Action** button, click a card on your page to activate it. The card toolbar and the **Action** button appear.

Spatial analysis tab

The **Spatial analysis** tab is available only from a map card and gives access to [Create Buffer/Drive Times](#), [Spatial Aggregation](#), [Spatial Filter](#), [Enrich Data](#), [Calculate Density](#), and [Find Nearest](#).

For more information on spatial analysis, including required privileges and overviews of the analysis capabilities, see [Spatial analysis](#).

Find answers tab

The **Find answers** tab organizes your analytical activity based on key questions that involve mapping, spatial analysis, and other visualizations.

The following table summarizes the capabilities as they are organized in the **Find answers** tab:

Question	Sample questions	Analysis capability
How is it distributed?	Where are the largest camps of internally displaced people?	Spatial aggregation
	Where are asthma hospitalizations most concentrated in the city?	Calculate density
	Do obesity rates among adolescents show a normal distribution?	View histogram
	How should proportional symbols or choropleth map features be distributed on the map?	Classification

	How is the cost of car insurance distributed in each city?	Box plot
	Which crime types and police districts have the highest crime frequency?	Heat chart
	How does the crime rate in a certain district compare to the mean?	Calculate Z-score
How is it related?	What are the habits and lifestyles of people who live in this area?	Enrich data
	What is the relationship between the sales of men's apparel and the total sales for the year?	View scatter plot
	How do obesity rates differ between urban and rural residents?	Calculate ratio
	How does the number of migrants to each state compare to the number of migrants from each state?	Chord diagram
	What is the strength of correlation between age, circumference, and length of water mains and the number of leaks per pipe?	Scatter plot matrix
	What is the rate of migration between countries?	Link chart
	Which variables have the most effect on the total sales at each store location?	Create Regression Model
	What are the expected future levels of carbon emissions based on trends in vehicle usage, renewable energy uptake, and economic growth?	Predict Variable
What's nearby?	Which rivers are within 10 miles of a pipeline?	Create buffer/Drive times

	What is the median household income for neighborhood residents over the age of 65?	Create attribute filter
	Which lakes in the region have the highest fish counts?	Spatial filter
	What is the proximity of drug crimes to elementary and high schools?	Find nearest
How has it changed?	Does the number of traffic accidents increase or decrease over time?	Time series
	What is the percentage of losses or gains for each commodity?	Calculate % change
	What is the number of sales for each month and year?	Data clock

Next steps


Use the following resources to learn more about analysis:

- [Spatial analysis](#)
- [Nonspatial analysis](#)
- [Analysis capabilities](#)

Automate your analysis with models

Insights for ArcGIS automatically captures every step of your analysis in the analysis view for your workbook page. Once a model is [shared](#), it can be added to your page and rerun using the same or different data.

Add a model to your page

-  **Note:**
- Models do not share data. You must [add data](#) to your page in addition to adding the model. You can add data and models to your page at the same time.
 - If you did not create the model, the owner of a model must share the model item with you before you can use it.

1. Click **Add Data** to open the **Add to Page** window.
2. If your page does not have any datasets, choose your data.
3. Under **Add to Page**, click **Model**.
4. If this is a model you created, choose **Contents**. If you're not the model owner, choose **Organization**. Available models are listed in the contents pane.
5. Optional: If you want more information about a model in the list, such as a description, click **View details**.
6. Choose the model and click **Add**.


Next step: Update the model with your data (see below).


Update the model to run analysis automatically

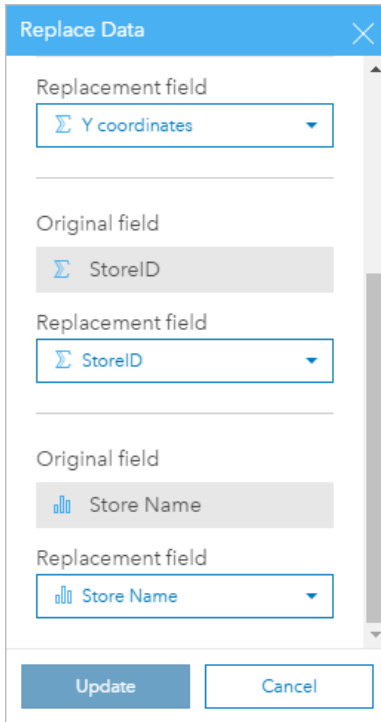
If you want to use a [shared model](#), you must add the model to your page, as well as the data you want to use for your analysis.

If you have already run analysis on your page, you can rerun the analysis from the **Analysis View** by updating the data in the model, or by changing the parameters in your spatial analysis.


Rerun the analysis with different data



1. Click the **Analysis view** button .
2. Click **Update** in the dataset bubble you want to update.
The **Replace Data** panel appears.

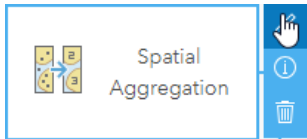
The available fields to choose for the analysis steps, such as aggregation, change to reflect the fields from your chosen dataset. The model is flexible enough to use any field, provided it has the same field role as the field that was used to create the model. The **Replacement field** list contains fields with the same field role as the field chosen for **Original field**. For example, if **Original field** contained a string field , called StoreName, the only fields available in the **Replacement field** list are string fields.





3. Choose different fields to rerun the analysis with different data.
For example, if you created a bar chart aggregating SalesAmount by StoreName, you can choose a different field to use as a category, such as PaymentMethod.

 **Tip:** If you don't see the field you expect to see in the list, choose a different dataset from the **Choose Dataset** list.

4. Click **Update**.
The model is applied to the updated data, and you see the analysis results, in the form of cards, on your page.
5. Click the **Page view** button  to see the cards on your page.
6. You can also rerun your spatial analysis with different parameters using the **Edit** button .




Update parameters to rerun the analysis

1. Click the **Analysis view** button , if you're not already in the analysis view.
2. Click a step in the model that represents a spatial analysis capability, such as **Calculate Density**.
3. Click **Edit** .
The panel appears. You can't choose a different map layer for the spatial analysis, but you can adjust other parameters. For example, you may want to rerun the Calculate Density with a different search distance from the default, or use a different classification method for your results.
4. Change the parameters.

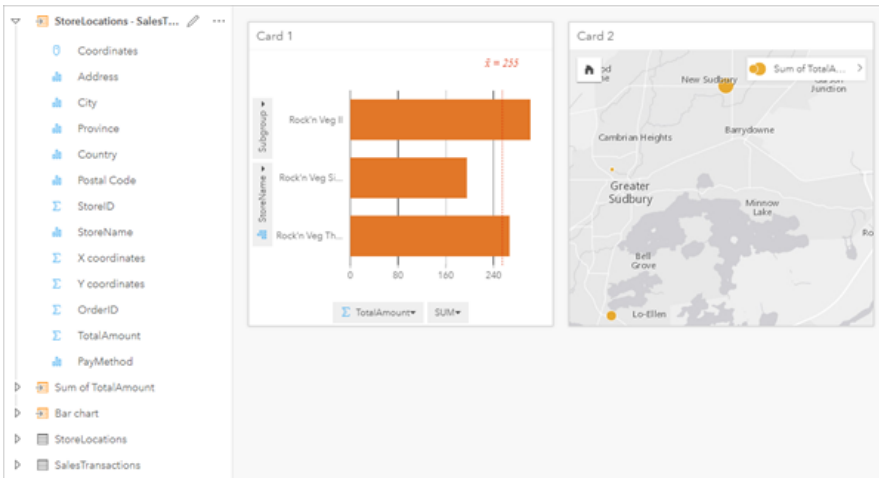
5. Click **Update**.

The analysis runs and overwrites the previous results in the data pane.

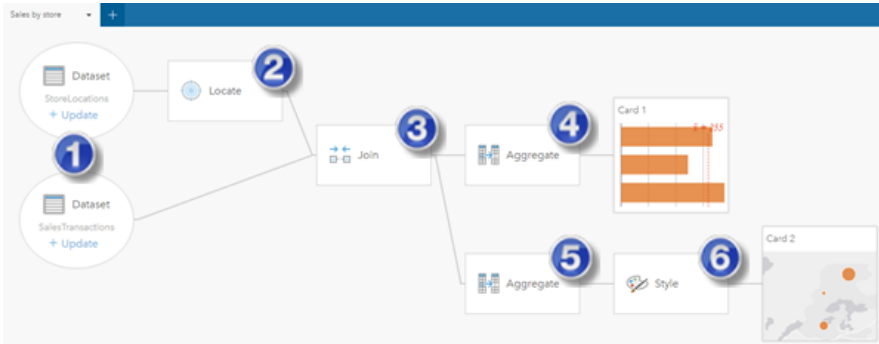
6. Click the **Page view** button  to see the updated map on your page.

Model example

Below is the page view of a weekly sales-by-store analysis that visualizes results as a [bar chart](#) and a [proportional symbol map](#).



Below is the model of that analysis in the analysis view.




This model shows the steps that were involved in creating the results shown in the page view:


1. Add two datasets to your page.
2. [Enable location](#) in the first dataset.
3. [Create a relationship](#) to join the two datasets.
4. Aggregate the data by categories to create a [bar chart](#).
5. Aggregate the data by geography to create a [proportional symbol map](#).
6. Style the map according to the chosen field. This happens automatically when a map is created.



Note: Although the model indicates that a join (step 3) was performed on the two datasets, it shows them as separate dataset bubbles. You can switch between the datasets to select the fields from either dataset to rerun the analysis.


Result datasets

Performing analysis often generates a result dataset  in the data pane. You can visualize data from your results as other maps, charts, and tables or use the dataset in analysis.

Result datasets appear in the data pane listed below the dataset that is used to perform the analysis, which will help you to keep track of your result datasets. If more than one result was created from the same dataset, the results will appear in reverse chronological order, meaning the most recent results will appear at the top of the list.

 **Note:** Not all operations create a result dataset. For example, [enabling location](#) on a dataset and [calculating a field](#) will update the original dataset rather than creating a new dataset. Only charts that perform attribute aggregation, such as [bar charts](#) and [donut charts](#), will create a result dataset.

If you're unhappy with your results, you can [rerun your spatial analytics](#) using different parameters from the **Analysis view**  or undo your action using the **Undo** button .


 **Note:** If an error occurs while performing analysis on the data, you can undo the analysis and revert to the original dataset. In some cases, such as field calculations, this means that any calculated fields done on that dataset view will be lost as the data is reverted to its original state.

Spatial results

A result dataset is created when you run [Create Buffer/Drive Times](#), [Spatial Aggregation](#), [Spatial Filter](#), [Enrich Data](#), [Calculate Density](#), or [Find Nearest](#). The result datasets can be used in both spatial and nonspatial analysis, and can be used to create maps, charts, and tables.


Nonspatial results

A result dataset is created when you run [Create Regression Model](#) or [Predict Variable](#), or create a chart that performs an aggregation or a calculation. Results from [Create Regression Model](#) or [Predict Variable](#) can be used in spatial analysis or to create maps if the original dataset had a location field. All nonspatial result datasets can be used for nonspatial analysis and to create charts and tables.

Nonspatial analysis can be accessed from the **Action button**  on a chart or table. If the chart created a result dataset, then both the result and the original dataset can be used as inputs for the analysis.

Card filter results

A result dataset is created when a card level filter is added to a map, chart, or table. The result dataset includes the fields used on the card and the filtered field. The result dataset will include the same filter applied to it at the dataset level.

 **Note:** If new cards are created using the result dataset from a card filter, then all of the cards will reference the dataset filter on the result dataset and the card filter will be removed from the original card. Since the original card also references the result dataset, there will be no change to the data being displayed.

Function datasets

Function datasets are created as an output of the [Create Regression Model](#) tool. A function dataset contains the equation and statistics of a regression model and cannot be used to create a map, chart, or table.

Function datasets are used as an input to the [Predict Variable](#) tool as a regression model. You can open the Predict Variable tool by dragging a function dataset to a map card.

Statistics

Function datasets store the equation and statistics from a regression model, including R2, Adjusted R2, and Durbin-Watson test. These statistics can be viewed in the data pane by expanding the function dataset.

The regression equation is in the following format:


$$y=b_0+b_1x_1+b_2x_2+\dots+b_nx_n$$

where y is the dependent variable, b_n represents the calculated parameters, and x_n represents the explanatory variables.

The R2 value, also known as the Coefficient of Determination, is a number between 0 and 1 that measures how well the best fit line models the data points, with values closer to 1 indicating more accurate models.

Adjusted R2 is also a measure between 0 and 1, but it accounts for more additional predictors that may cause a better fit in a model based on chance alone. Therefore, it is best to use the Adjusted R2 value when the model has a large number of predictors, or when comparing models with different numbers of predictors.

The Durbin-Watson test measures autocorrelation in residuals from a regression analysis on a scale of 0 to 4. On this scale, 0 to 2 is positive autocorrelation, 2 is no autocorrelation, and 2 to 4 is negative autocorrelation. It is best to have low autocorrelation in a regression model, meaning Durbin-Watson test values closest to 2 are more favorable.

 **Note:** The Durbin-Watson test calculation is dependent on the order of your data. It is important that your data is ordered sequentially, especially if the data is related to time. If your data is not ordered properly, then the value of the Durbin-Watson test may not be accurate.

Analysis concepts

Link analysis

Link analysis is an analysis technique that focuses on relationships and connections in a dataset. Link analysis gives you the ability to calculate [centrality measures](#)—namely degree, betweenness, closeness, and eigenvector—and see the connections on a [link chart](#) or [link map](#).

About link analysis

Link analysis uses a network of interconnected links and nodes to identify and analyze relationships that are not easily seen in raw data. Common types of networks include the following:

- Social networks that show who talks to whom.
- Semantic networks that illustrate topics that are related to each other.
- Conflict networks indicating alliances of connections between players.
- Airline networks indicating which airports have connecting flights.

Examples

A crime analyst is investigating a criminal network. Data from cell phone records can be used to determine the relationship and hierarchy between members of the network.

A credit card company is developing a new system to detect credit card theft. The system uses the known patterns of transactions for each client, such as the city, stores, and types of transactions, to identify anomalies and alert the client of a potential theft.

A public health analyst is researching the opioid crisis in North America. The analyst uses data on prescriptions and demographics to identify new patterns that are emerging as the crisis spreads.

How link analysis works

The following table provides an overview of the terminology in link analysis:

Term	Description	Examples
Network	A set of interconnected nodes and links.	<p>An online social network that uses a network of profiles and relationships to connect users.</p> <p>Airline networks that use a network of airports and flights to transport travelers from their origin to their destination.</p>
Node	A point or vertex that represents an object, such as a person, place, crime type, or tweet. The node may also include associated properties.	<p>The profiles in a social network. Associated properties may include the user's name, home town, or employer.</p> <p>The airports in an airline network. Associated properties may include the airport name.</p>

<p>Link</p>	<p>The relationships or connections between nodes. The link may also include associated properties.</p>	<p>The relationship between profiles in the network, such as friend, follower, or connection. Associated properties may include the length of the relationship.</p> <p>The flights between airports in an airline network. Associated properties may include the number of flights between airports.</p>
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Centrality

Centrality is a measure of importance for nodes in a network.

Overall centrality is used for the following purposes:

- To evaluate the influence of a node over other nodes in the network. For example, which user will reach the most other users when sharing a piece of news or a job opportunity?
- To identify the nodes that are most influenced by other nodes. For example, which airport will be most affected by cancelled flights from a storm in a different region?
- To observe the flow or spread of something throughout the network, including information, objects, or phenomena. For example, how does a package move from the warehouse to the delivery address?
- To understand which nodes spread phenomena through the network most efficiently. For example, which newspaper or channel should be contacted so the story reaches the most people?
- To locate nodes that can block or prevent the spread of phenomena. For example, where should vaccination clinics be located to stop the spread of a virus?

There are four ways to measure centrality in Insights: degree centrality, betweenness centrality, closeness centrality, and eigenvector centrality.

Degree centrality

Degree centrality is based on the number of direct connections a node has. Degree centrality should be used when you want to determine which nodes have the most direct influence. For example, in a social network, the users with the most connections would have a higher degree centrality.

Degree centrality of node x is calculated using the following equation:

$$\text{degCentrality}(x) = \text{deg}(x) / (\text{NodesTotal} - 1)$$

where:

- NodesTotal = The number of nodes in the network
- $\text{deg}(x)$ = The number of nodes connected to node x

If the links are directed, meaning that information flows between nodes in one direction only, the degree centrality can be measured either as indegree or outdegree. In the case of a social network, the indegree would be based on the number of profiles the user is following, whereas the outdegree would be based on the number of followers the user has.

Indegree centrality is calculated using the following equation:

$$\text{indegCentrality}(x) = \text{indeg}(x) / (\text{NodesTotal} - 1)$$

where:

- NodesTotal = the number of nodes in the network
- $\text{indeg}(x)$ = the number of nodes connected to node x with flow directed toward node x

Outdegree centrality is calculated using the following equation:

$$\text{outdegCentrality}(x) = \text{outdeg}(x) / (\text{NodesTotal} - 1)$$

where:

- NodesTotal = The number of nodes in the network
- $\text{outdeg}(x)$ = The number of nodes connected to node x with flow directed away from node x

For directed graphs, Insights sizes nodes by outdegree centrality by default.

Betweenness centrality

Betweenness centrality is based on the extent a node is part of the shortest path between other nodes. Betweenness centrality should be used when you want to determine which nodes are used to connect other nodes to each other. For example, a user in a social network with connections to multiple groups of friends will have a higher betweenness centrality than users with connections in only one group.

Betweenness centrality of node x is calculated using the following equation:

$$btwCentrality(x) = \sum_{a, b \in Nodes} (paths_{a,b}(x) / paths_{a,b})$$

where:

- Nodes = All the nodes in the network
- $paths_{a,b}$ = The number of shortest paths between all nodes a and b
- $paths_{a,b}(x)$ = The number of shortest paths between nodes a and b that connect through node x

The betweenness centrality equation above does not account for the size of the network, so large networks will tend to have greater betweenness centrality values than small networks. To allow comparisons between networks of different sizes, the betweenness centrality equation must be normalized by dividing by the number of node pairs in the chart.

The following equation is used to normalize an undirected chart:

$$1/2 (NodesTotal-1) (NodesTotal-2)$$

where:

- NodesTotal = The number of nodes in the network

The following equation is used to normalize a directed chart:


$$(NodesTotal-1) (NodesTotal-2)$$

where:

- NodesTotal = The number of nodes in the network

Closeness centrality

Closeness centrality is based on the average of the shortest network path distance between nodes. Closeness centrality should be used when you want to determine which nodes are most closely associated to the other nodes in the network. For example, a user with more connections in the social network will have a higher closeness centrality than a user that is connected through other people (in other words, a friend of a friend).

 **Note:** The distance between nodes refers to the number of links separating them, not the geographical distance.

Closeness centrality of node x is calculated using the following equation:

$$\text{closeCentrality}(x) = (\text{nodes}(x, y) / (\text{NodesTotal} - 1)) * (\text{nodes}(x, y) / \text{dist}(x, y) \text{Total})$$

where:

- NodesTotal = The number of nodes in the network
- nodes(x, y) = The number of nodes that are connected to node x
- dist(x, y)Total = The sum of the shortest path distances from node x to other nodes

Eigenvector centrality

Eigenvector centrality is based on important nodes being connected to other important nodes. Eigenvector centrality should be used when you want to determine which nodes are part of a cluster of influence. For example, a user in a social network with many connections to other users with many connections will have a higher eigenvector centrality than a user with few connections, or who is connected to other users with few connections.

Eigenvector centrality of node x is calculated using power iteration to find the largest eigenvector using the following equation:

$$Ax = \lambda x$$

where:

- λ = The eigenvalue
- x = The eigenvector
- A = The matrix describing the linear transformation

Regression analysis

Regression analysis is an analysis technique that calculates the estimated relationship between a dependent variable and one or more explanatory variables. With regression analysis, you can model the relationship between the chosen variables as well as predict values based on the model.

Regression analysis overview

Regression analysis uses a chosen estimation method, a dependent variable, and one or more explanatory variables to create an equation that estimates values for the dependent variable.

The regression model includes outputs, such as R² and residuals, to provide information on how well the model estimates the dependent variable.

Charts, such as [scatter plot matrices](#) and [histograms](#), can also be used in regression analysis to analyze relationships and test assumptions.

Regression analysis can be used to solve the following types of problems:

- Determine which explanatory variables are related to the dependent variable.
- Understand the relationship between the dependent and explanatory variables.
- Predict unknown values of the dependent variable.

Examples

An analyst for a small retail chain is studying the performance of different store locations. The analyst wants to know why some stores are having an unexpectedly low sales volume. The analyst creates a regression model with explanatory variables like median age and income in the surrounding neighborhood, as well as distance to retail centers and public transit, to determine which variables are influencing sales.

An analyst for a department of education is studying the effects of school breakfast programs. The analyst creates a regression model of educational attainment outcomes, such as graduation rate, using explanatory variables like class size, household income, school budget per capita, and proportion of students eating breakfast daily. The equation of the model can be used to determine the relative effect of each variable on the educational attainment outcomes.

An analyst for a nongovernmental organization is studying global greenhouse gas emissions. The analyst creates a regression model for the latest emissions for each country using explanatory variables like gross domestic product (GDP), population, electricity production using fossil fuels, and vehicle usage. The model can then be used to predict future greenhouse gas emissions using forecasted GDP and population values.

How regression analysis works

Regression analysis in Insights for ArcGIS is modeled using the Ordinary Least Squares (OLS) method. The regression model includes output statistics that can be used to determine how well the model estimates the relationship between the dependent variable and the explanatory variables.

Ordinary Least Squares

The Ordinary Least Squares method is a form of multiple linear regression, meaning the relationship between the dependent variables and the independent variables must be modeled by fitting a linear equation to the observed data.

An OLS model uses the following equation:

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \dots + \beta_n x_{in} + \epsilon$$

where:

- y_i = the observed value of the dependent variable at point i
- β_0 = the y-intercept (constant value)
- β_n = the slope coefficient for explanatory variable N at point i
- x_n = the value of variable N at point i
- ϵ = the error of the regression equation

Each regression method has several assumptions that must be met for the equation to be considered reliable. The OLS assumptions should be validated when creating a regression model.

The following assumptions should be tested and met when using the OLS method:

- The model must be linear.
- The data must be randomly sampled.
- The explanatory variables must not be collinear.
- The explanatory variables must have negligible error in measurement.
- The residuals have an expected sum of zero.
- The residuals have homogeneous variance.
- The residuals are normally distributed.
- Adjacent residuals must not show autocorrelation.

The model must be linear

OLS regression can only be used to create a linear model. Linearity can be tested between the dependent variable and the explanatory variables using a [scatter plot](#). A [scatter plot matrix](#) can test all the variables, provided there are no more than five variables in total.

The data must be randomly sampled

The data being used in regression analysis should be sampled in such a way that the samples themselves are not dependent on any external factor. Random sampling can be tested using the residuals from the regression model. The residuals, which are an output from the regression model, should have no correlation when plotted against the explanatory variables on a [scatter plot](#) or [scatter plot matrix](#).

The explanatory variables must not be collinear

Collinearity refers to a linear relationship between explanatory variables, which creates redundancy in the model. In some cases, the model can be created with collinearity. However, if one of the collinear variables seems to be dependent on the other, you may want to consider dropping that variable from the model. Collinearity can be tested using a [scatter plot](#) or [scatter plot matrix](#) of the explanatory variables.

The explanatory variables must have negligible error in measurement

A regression model is only as accurate as its input data. If the explanatory variables have large margins of error, the model cannot be accepted as accurate. When performing regression analysis, it is important to only use datasets from known and trusted sources to ensure that the error is negligible.

The residuals have an expected sum of zero

Residuals are the difference between observed and expected values in a regression analysis. Observed values that fall above the regression curve will have a positive residual value, and observed values that fall below the regression curve will have a negative residual value. The regression curve should lie along the center of the data points; therefore, the sum of residuals should be zero. The sum of a field can be calculated in a summary table.

The residuals have homogeneous variance

The variance should be the same for all residuals. This assumption can be tested using a variogram or a [scatter plot](#) of the residuals (y-axis) and the estimated values (x-axis). If you are using a scatter plot, the resulting plot should appear like randomly plotted points.

The residuals are normally distributed

A normal distribution, also called a bell curve, is a naturally occurring distribution, where the frequency of a phenomenon is high near the mean and tapers off as the distance from the mean increases. A normal distribution is often used as the null hypothesis in a statistical analysis. The residuals must be normally distributed to show that the line of best fit is optimized centrally within the observed data points, not skewed toward some and away from others. This assumption can be tested by creating a [histogram](#) with the residuals. The [normal distribution](#) curve can be overlaid and the [skewness and kurtosis](#) measures are reported on the back of the histogram card.

Adjacent residuals must not show autocorrelation

This assumption is based on time-ordered data. If the data is time ordered, each data point must be independent of the preceding or subsequent data point. Therefore, it is important to make sure that your time-ordered data is organized in the correct order when performing a regression analysis. This assumption can be calculated using a Durbin-Watson test.

Statistics and outputs

The accuracy of a regression equation is an important part of regression analysis. All models will include an amount of error, but understanding the statistics will help you to determine if the model can be used in your analysis, or if adjustments need to be made.

Coefficient of Determination, R²

The Coefficient of Determination, symbolized as R², measures how well the regression equation models the actual data points. The R² value is a number between 0 and 1, with values closer to 1 indicating more accurate models. An R² value of 1 indicates a perfect model, which is highly unlikely in real-world situations given the complexity of interactions between different factors and unknown variables. Therefore, you should strive to create a regression model with the highest R² value possible, while recognizing that the value may not be close to 1.

Adjusted R2

When performing regression analysis, there is a risk of creating a regression model that has an acceptable R2 value by adding explanatory variables that cause a better fit based on chance alone. The adjusted R2 value, which is also a value between 0 and 1, accounts for additional explanatory variables, reducing the role that chance plays in the calculation. Adjusted R2 should be used for models using many explanatory variables, or when comparing models with different numbers of explanatory variables.

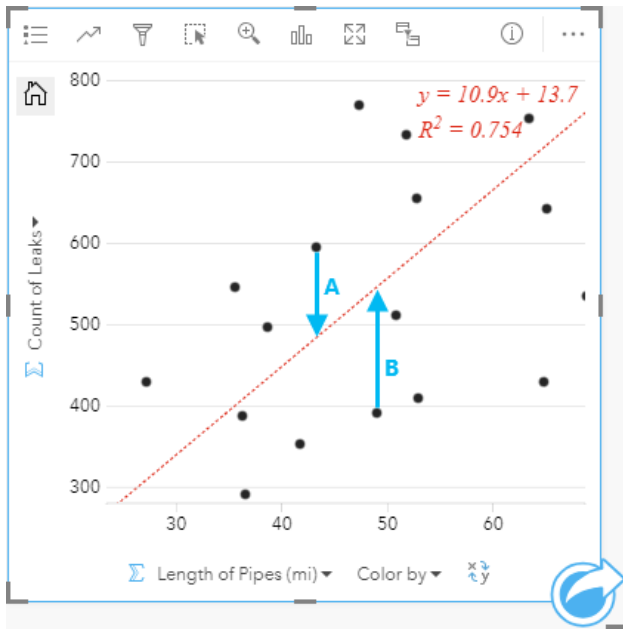
Durbin-Watson test

The Durbin-Watson test is a measure of autocorrelation in residuals in a regression model. The Durbin-Watson test is important because autocorrelation in adjacent residuals is one of the assumptions that must be tested when creating a regression model.

The Durbin-Watson test uses a scale of 0 to 4, with values 0 to 2 indicating positive autocorrelation, 2 indicating no autocorrelation, and 2 to 4 indicating negative autocorrelation. Therefore, values near 2 are required to meet the assumption of no autocorrelation in the residuals.

Residuals

The residual values in a regression analysis are the differences between the observed values in the dataset (in other words, the actual values of the dependent variable) and the expected values calculated with the regression equation.



The residuals A and B for the relationship above would be calculated as follows:

```
residualsA=observedA-expectedA
residualsA=595-483.1753
residualsA=111.8247
```


```
residualsB=observedB-expectedB
residualsB=392-545.8323
residualsB=153.8323
```

Residuals can be used to calculate error in a regression equation as well as to test several assumptions.

Spatial analysis

Spatial analysis

Spatial analysis can be accessed using the **Action** button  on a [map card](#).

 **Note:** The administrator of your organization needs to grant you certain privileges (<https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm>) to perform spatial analysis. To use any of the spatial analysis capabilities, you need the following **privileges**:


- Create, update, and delete content
- Publish hosted feature layers
- Standard Feature Analysis

Certain capabilities need additional privileges, such as ArcGIS Online network analysis services and the ArcGIS GeoEnrichment Service. See [Configure the portal to support Insights](#) for more information.

Credits are consumed for transactions such as enabling location for your data by address (geocoding) if your portal is configured with ArcGIS World Geocoding Service, and applying certain spatial analytics, such as buffer (by travel mode) and GeoEnrichment, that consume ArcGIS Online utility services configured with your portal.


An analysis process will cause a time-out error if it takes more than 60 seconds to complete. Processing time is dependent on specifications in your ArcGIS Enterprise setup, such as memory and CPU resources.



The following table provides an overview of each spatial analysis capability:

Analysis capability	Description	Example questions
<p>Create Buffer/Drive Times</p>	<p>Create Buffer/Drive Times creates a zone around a point or line feature measured in units of distance or time. You can use the resulting buffer layer to perform spatial aggregation on point features and to calculate statistics such as a sum of revenue.</p> <div data-bbox="418 632 753 978" style="border: 1px solid black; padding: 5px;"> <p> Note: To use the Dissolve buffer style, your portal must have the Geometry utility service configured. Also, to specify buffer distances, such as walking time or trucking distance, your portal must also have travel modes configured.</p> </div> <p>Inputs: One point, line, or area layer</p>	<p>What's nearby? How many crimes occurred within one kilometer of each police station? Which land parcels are within a quarter-mile of a light rail stop?</p>
<p>Spatial Aggregation</p>	<p>Spatial Aggregation works with a layer of point features and a layer of area features. It first determines which points fall within each area. After determining this point-in-area spatial relationship, statistics regarding all points in the area are calculated and assigned to the area. The most basic statistic is the count of the number of points within the area, but you can get other statistics as well.</p> <p>Inputs:</p> <ul style="list-style-type: none"> • One point, line, or area layer • One area layer 	<p>How is it distributed? How many crimes occurred within one kilometer of each police station? Which counties have the most damage caused by tornadoes?</p>

<p>Spatial Filter</p>	<p>Spatial Filter uses area features to filter overlapping features from another layer. The filter type can be Intersects, Doesn't Intersect, Contains, or Doesn't Contain. Only features with the correct spatial relationship to the area features or layer will be included in the result dataset.</p> <p>Inputs:</p> <ul style="list-style-type: none"> • One point layer • One area layer 	<p>What's nearby? How many crimes occurred in District 13?</p>
<p>Enrich Data</p>	<p>Enrich Data provides new information to your point or area data by getting facts about the people, places, and businesses that surround your data locations. Enrich Data allows you to answer new questions about locations that you can't answer with maps alone; for example: What kind of people live here? What do people like to do in this area? What are their habits and lifestyles? What kind of businesses are there in this area?</p> <p>To use Enrich Data, your portal must have the GeoEnrichment Service configured, and you must have the GeoEnrichment privilege.</p> <p>Inputs: One point, line, or area layer</p>	<p>How is it related? Do neighborhoods with higher income levels experience more break-ins? What is the median age in the neighborhood surrounding each library branch?</p>
<p>Calculate Density</p>	<p>Calculate Density creates a density map from point or line features by spreading known quantities of some phenomenon (represented as attributes of the points or lines) across the map. The result is a layer of areas that are classified from least dense to most dense.</p> <p>Inputs: One point or line layer</p>	<p>How is it distributed? What is the number of drug crimes in a police district per square mile compared to different parts of the city? What is the density of a bird species across North America?</p>

<p>Find Nearest</p>	<p>Find Nearest measures and finds the nearest features between input layers using a straight-line distance. There are options to limit the number of nearest features to find or the search range in which to find them.</p> <p>Inputs: Two point, line, or area layers</p>	<p>What's nearby? What is the proximity of drug crimes to elementary and high schools? Which fire stations should be the primary and secondary responders for each school?</p>
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 **Note:** You can [add boundary layers](#) from the **Boundaries** tab of the **Add To Page** window for your spatial analytics. Boundaries are helpful when your data does not include area locations. For example, if you want to summarize the number of votes for an electoral district, you can use the electoral district geography in your analysis. You can also use custom boundaries, such as police districts, if you've added custom boundaries to your workbook.

 **Tip:**  The most commonly used spatial analysis capabilities, Spatial Aggregation and Spatial Filter, can be accessed by dragging a layer onto an existing map and dropping it in one of the available drop zones. For the **Spatial aggregation** and **Filter by selected feature** drop zones to appear, the combination of data on the map and in the selected dataset must be compatible with the two tools (for example, a map of points and a boundary layer).

Next steps

Use the following resources to learn more about analysis:

- [Analysis capabilities](#)
- [Nonspatial analysis](#)
- [Link analysis](#)
- [Regression analysis](#)
- [Solve a spatial problem](#)

Create Buffer/Drive Times

Create Buffer/Drive Times creates areas around input point, line, or area features to a specified distance, or uses Esri Service Areas to calculate the area that can be reached within a specified travel time or travel distance of point features along a street network based on travel mode.

Examples

A local reporter is working on a story about response times to fires in her city. She wants to determine how much of the city is within a four-minute drive time of the city's fire stations. Create Buffer/Drive Times can be used to determine how far a fire truck can drive within the city in four minutes.

A development company is looking to make some money by creating a new mixed-use development in an urban center. The development will have to be conveniently located within a quarter mile of shops, restaurants, or a light rail stop. Create Buffer/Drive Times can be used to determine which locations are appropriate for the new development.

Usage notes

An input point, line, or area layer can be chosen from the **Choose which layer to buffer** drop-down menu. The drop-down menu includes all layers that have been added to the map card.

The **Set distance and units** parameter is used to determine the type and size of the buffer or drive time. The default distance units will be based on the units set in the profile of your ArcGIS Enterprise portal. If your input features are lines or areas, only the **Fixed Distance** option will be available. If your input features are points, the following options may be available:

Buffer type	Description
Fixed Distance	Uses a straight-line distance to create a buffer around points, lines, or areas.
Walking Time	Follows paths and roads that allow pedestrian traffic and finds solutions that optimize travel time. The default walking speed is set to 5 kilometers per hour.
Rural Driving Distance	Models the movement of cars and other similar small automobiles, such as pickup trucks, and finds solutions that optimize travel distance. Travel obeys one-way roads, avoids illegal turns, and follows other rules that are specific to cars but does not discourage travel on unpaved roads.



Driving Time	Models the movement of cars and other similar small automobiles, such as pickup trucks, and finds solutions that optimize travel time. Travel obeys one-way roads, avoids illegal turns, and follows other rules that are specific to cars.
Driving Distance	Models the movement of cars and other similar small automobiles, such as pickup trucks, and finds solutions that optimize travel distance. Travel obeys one-way roads, avoids illegal turns, and follows other rules that are specific to cars.
Walking Distance	Follows paths and roads that allow pedestrian traffic and finds solutions that optimize travel distance.
Rural Driving Time	Models the movement of cars and other similar small automobiles, such as pickup trucks, and finds solutions that optimize travel time. Travel obeys one-way roads, avoids illegal turns, and follows other rules that are specific to cars but does not discourage travel on unpaved roads.
Trucking Time	Models basic truck travel by preferring designated truck routes and finds solutions that optimize travel time. Routes must obey one-way roads, avoid illegal turns, and so on.

Trucking Distance	Models basic truck travel by preferring designated truck routes and finds solutions that optimize travel distance. Routes must obey one-way roads, avoid illegal turns, and so on.
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If you choose a buffer or travel mode based on distance, you can choose meters, kilometers, feet, or miles as your unit.

If you choose a travel mode based on time, you can choose seconds, minutes, or hours as your unit.

Choose a buffer style is used to determine the way intersecting buffers are displayed. The two options are **Overlap** (default) and **Dissolve**.

Option	Description
 Overlap	Creates circular buffers with distinct boundaries that can overlap each other. This option is the default.
 Dissolve	Creates buffers that may appear irregular in shape. Adjacent buffer boundaries dissolve rather than overlap, combining into irregular-looking areas.


You can use the **Preview buffer** check box for all features when a **Fixed Distance** buffer is being created. The preview can be used to adjust the size of the buffer by dragging an edge of the square around the buffer to increase or decrease the buffer diameter.

Limitations

Travel modes can only be used when the input dataset contains point features.

Spatial Aggregation

The Spatial Aggregation tool calculates statistics in areas where an input layer overlaps a boundary layer.

The Spatial Aggregation tool can be run using the **Action** button  or by dragging and dropping a dataset into the **Spatial aggregation** drop zone on an existing map.

Examples

A business analyst for a consortium of colleges is doing research for a marketing campaign in states with high value colleges and wants to know what the average cost is for colleges in each state, as well as the average earnings for graduates. The Spatial Aggregation tool can be used to aggregate the colleges into states and calculate the average earnings and cost.

See the [Solve a spatial problem](#) quick exercise for the complete workflow.

Usage notes

The **Choose area layer** and **Choose layer to summarize** parameters are used to select the boundary layer and the layer that will be summarized. For the **Choose area layer** parameter, only layers with area features will be available.


The **Style By** parameter can be used to change the statistic being calculated. By default, the statistic will be a count of points, lines, or areas within the boundary layer. The drop-down menu can be used to select a number or rate/ratio field to summarize instead. The summary statistics for number and rate/ratio fields include sum, minimum, maximum, and average.

The **Additional Options** parameter can be expanded and extra statistics can be assigned. Each time a field is added to the list of summary statistics, a new field will appear below it.

Limitations

When you perform spatial aggregation or spatial filtering on data from the same database connection, you must ensure that all the data is stored in the same spatial reference system. For datasets from SQL Server, the data must also have the same data type (geography or geometry).

Spatial Filter

The Spatial Filter tool can be used to create a new result dataset that contains a copy of the features on your map that meet a series of criteria based on a spatial query. The Spatial Filter tool can be run using the **Action** button  or by dragging a dataset or selected features in a dataset to the **Filter by selected feature** drop zone.


Example

A city's police department is conducting an analysis to determine if there is a relationship between violent crimes and unemployment rates. An expanded summer job program will be implemented for high schools in areas where there is high violent crime and high unemployment. The Spatial Filter tool can be used to copy high schools within the remediation areas.

Usage notes

The **Choose layer to filter** parameter is the input point, line, or area layer that you want to filter. The result dataset will be a subset of this layer.

The **Choose layer to filter by** parameter is the input point, line, or area layer that will be used to filter the first layer.

 **Tip:** You can use selected features in the Spatial Filter tool. For example, if you have a dataset of store locations across the United States but you only want to analyze stores in California, you can select California in your layer of US States, drag the selected feature to your map of store locations, and drop the selected feature in the **Filter by selected feature** drop zone.

The **Choose type of filter** parameter is used to specify the relationship between the two input datasets. The following filter types are available in Insights:

Filter type	Description
Intersects	If a feature in the first layer intersects a feature in the second layer, the feature in the first layer is included in the output.
Doesn't Intersect	If a feature in the first layer intersects a feature in the second layer, the feature in the first layer is excluded from the output.
Contains	If a feature in the first layer contains a feature in the second layer, the feature in the first layer is included in the output.
Doesn't Contain	If a feature in the first layer contains a feature in the second layer, the feature in the first layer is excluded from the output.

Limitations

When you perform spatial aggregation or spatial filtering on data from the same database connection, you must ensure that all the data is stored in the same spatial reference system. For datasets from SQL Server, the data must also have the same data type (geography or geometry).

SAP HANA does not support ST_Contains for geographic ("round-earth") coordinate systems. Spatial filtering using the **Contains** and **Doesn't Contain** filter types will fail for SAP HANA datasets with a geographic coordinate system.

Enrich Data

Enrich Data uses the Esri GeoEnrichment service to give you demographic and landscape data for the people, places, and businesses associated with your point, line, or area data locations.

Examples

An analyst has crime counts for hexagon grid cells overlaying her city. To create a crime rate, she uses Enrich Data to obtain the number of people living within each hexagon.

Library staff want to ensure program offerings at each library branch effectively serve local communities. By using Enrich Data to gather information about the people living in neighborhoods surrounding each library, they get a clear picture of who the potential branch patrons are. This allows them to more effectively design their program offerings to match local community needs.

Usage notes

Use the **Choose layer to enrich** parameter to add data to a selected layer from the map. The data can be point, line, or area features.

The **Select lifestyle and demographic data** parameter includes a button to open the data browser. In the data browser, you can select the country where your data is located as well as one or more variables from categories such as Population, Education, and Spending. For information about supported countries, see the Esri Demographics help (<https://doc.arcgis.com/en/esri-demographics/>).

If your input features are points or lines, a third parameter, **Set distance value to expand search area**, will be available. A search distance in meters, kilometers, feet, or miles must be entered to run Enrich Data for points and lines. The default distance units will be based on the units set in the profile (<https://enterprise.arcgis.com/en/portal/10.6/use/profile.htm>) of your ArcGIS Enterprise portal.

Enrich Data uses the ArcGIS Online GeoEnrichment service. Running Enrich Data will use credits from your ArcGIS Online organization.

Limitations

Your portal must be configured to use GeoEnrichment for Enrich Data to be available in Insights.

Enrich Data doesn't work when Portal for ArcGIS is installed on Windows, and configured with Security Assertion Markup Language (SAML) authentication. This is an issue for environments that deploy the portal in disconnected mode (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-a-disconnected-deployment.htm>). Enrich Data requires ArcGIS Online utility services (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-arcgis-online-utility-services.htm>) to be configured.

Calculate Density

Calculate Density uses input point features to calculate a density map within an area of interest.

Examples

Bird counts can be used to calculate species densities. The densities can then be compared to land-cover data to determine which habitats each species prefers.

Usage notes

The **Choose a point layer** parameter is used to select a dataset to calculate densities. Only point features are available in the drop-down menu.

The **Choose a field of totals, if each point represents more than one event** optional parameter is used if the points have a count other than 1. For example, if you have a dataset for retail locations that includes a field for revenue, you could use the revenue field in the **Choose a field of totals** parameter to create a density of sales amount, rather than locations. However, if you have a dataset with crime locations and you want to know which areas have the highest crime density, you would run Calculate Density using just the point locations.

The **Additional options** choice can be expanded to reveal the **Search distance**, **Classify by**, and **Number of classes** parameters. The following table summarizes these three parameters, including their default values:

Parameter	Description	Default value
Search distance	A distance (in miles, feet, kilometers, or meters) that is used to find input features within the same neighborhood as the focal feature.	An appropriate search distance will be calculated using the locations of the input features. The units of the search distance will be based on the units set in the profile of your ArcGIS Enterprise portal.
Classify by	The classification scheme used to display the resulting density layer. Options are Equal Interval , Equal Area , Geometric Interval , Natural Breaks , and Standard Deviation .	Equal Interval
Number of classes	The number of classes to be used in the result layer. Used with the classification scheme in the Classify by parameter.	10

Limitations

Densities can only be calculated for point features.

How Calculate Density works

Search distances

The default search radius applies an algorithm to your data based on both the extent of your data and the density of the points. The **Search distance** field appears blank because the default radius is not calculated until the analysis begins. When you leave the **Search distance** field blank, the default radius is applied. .

If you prefer to specify your own search radius, consider that the larger the search radius, the more generalized the pattern. A smaller search radius shows more local variation but may miss the broader picture.

Classification schemes

The following table summarizes the classification schemes used in the **Classify by** parameter:

Classification	Description
Equal Interval	Areas are created such that the range of density values is equal for each area.
Geometric Interval	Areas are based on class intervals that have a geometrical series. This method ensures that each class range has approximately the same number of values in each class and the change between intervals is consistent.
Natural Breaks	Class intervals for areas are based on natural groupings of the data. Class break values are identified that best group similar values and maximize the differences between classes.
Equal Area	Areas are created such that the size of each area is equal. For example, if the result layer has more high density values than low density values, more areas will be created for high densities.
Standard Deviation	Areas are created based on the standard deviation of the predicted density values.

Find Nearest

Find Nearest uses a line distance to measure between input features and near features. For each input feature, the specified number of near features is ranked by distance from the input feature.

Examples


The director of Safety Services wants to determine which fire stations in the city are closest to each of the schools. The director wants to use this information, which can be collected using Find Nearest, to set primary and secondary responder stations for each school in case of an emergency.

Usage notes

The **Choose layer containing features to search near** parameter contains the input point, line, or area dataset with features that will be used to find the nearest features.

The **Choose layer with features you wish to find** parameter contains the input point, line, or area dataset with features that will be searched for in relation to the first parameter.

The **For each location in the input layer** parameter contains two options: **Limit the number of nearest locations** and **Limit the search range**.

Option	Default	Description
Limit the number of nearest locations	1	When checked, Find Nearest will return up to the number of features specified for each feature in the first input parameter. When unchecked, there will be no limit to the number of features returned.
Limit the search range	100 miles or 100 kilometers <div data-bbox="418 1270 755 1470" style="border: 1px solid black; padding: 5px;"> <p> Note: The units of the search range will be based on the units set in the profile of your ArcGIS Enterprise portal.</p> </div>	<p>When checked, Find Nearest will only return features within the specified distance of the features it is searching near. When unchecked, there will be no limit to the search range.</p> <p>The search range can be specified in meters, kilometers, feet, or miles.</p>

The output of Find Nearest will be lines connecting features from the two input layers. Features from either layer are not connected to any other features (for example, features that are not within 100 miles of any features in the other layer) will be removed from the map.

Nonspatial analysis

Nonspatial analysis

Nonspatial analysis can be accessed using the **Action** button  on a [map](#), [chart](#), or [table](#) card.

The following table provides an overview of each nonspatial analysis capability:

Analysis capability	Description	Example questions
Calculate Ratio	<p>Calculate Ratio uses a simple division equation to determine the relationship between two number variables.</p> <p>Inputs: Two number or rate/ratio fields</p>	How is it related? How do obesity rates differ between urban and rural residents?
Calculate % Change	<p>Calculate % Change uses initial values and final values to calculate change over time.</p> <p>Inputs: Two number or rate/ratio fields</p>	How has it changed? What is the percentage of losses or gains for each commodity?
Calculate Z-Score	<p>Calculate Z-Score returns the z-score values for each feature in a dataset based on a chosen field. The z-score is a measure of the distance of each value from the mean, using standard deviation.</p> <p>Inputs: One number field</p>	How is it distributed? How does the crime rate in a certain district compare to the mean?
Create Regression Model	<p>Create Regression Model is used to model the relationship between two or more explanatory variables and a response variable by fitting a linear equation to observed data.</p> <p>Inputs:</p> <ul style="list-style-type: none"> • Dependent variable: One number or rate/ratio field • Explanatory variables: One or more number or rate/ratio fields 	How is it related? Which variables have the most effect on the total sales at each store location?

Predict Variable	Predict Variable uses the linear model created through regression analysis to predict new values in a dataset. Input: One regression model	How is it related? What are the expected future levels of carbon emissions based on trends in vehicle usage, renewable energy uptake, and economic growth?
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Next steps

Use the following resources to learn more about analysis:

- [Analysis capabilities](#)
- [Spatial analysis](#)
- [Link analysis](#)
- [Regression analysis](#)
- [Solve a spatial problem](#)

Calculate Ratio

Calculate Ratio uses a simple division equation to determine the relationship between two number variables. Calculating ratios is a form of [normalization](#), which makes it especially useful for comparing areas that are not uniform in size or population.


 **Note:** You can also [calculate a ratio](#) using the **View Data Table** window.

Example

A business analyst for a consortium of colleges wants to know which states have colleges with the highest return on investment. The Calculate Ratio tool can be used to create a ratio between the average earnings after graduation and the average cost of college.

See the [Solve a spatial problem](#) quick exercise for the complete workflow.

Usage notes

The Calculate Ratio tool can be found using the **Action** button  under **How is it related?** in the **Find Answers** tab. The input layer can be a point, line, or area layer.

Two number fields must be chosen as the numerator and the denominator:

- Numerator: The number that will be divided in a ratio. In the case of average household income, total income would be the numerator.
- Denominator: The number that will be used to divide the numerator in a ratio. In the case of per capita crime rate, total population would be the denominator.

The Calculate Ratio tool adds a new rate/ratio field to the input layer. You must include a new field name to run the tool.

Calculate % Change


When you calculate percent change, you are calculating the change in numerical values over time. Calculating change as a percentage is a form of [normalization](#), which makes it especially useful for comparing areas that are not uniform in size or population.

 **Note:** You can also [calculate percent change](#) using the **View Data Table** window.

Example

A crime analyst is studying the effects of a city's crime reduction strategy. Calculate % Change can be used to determine the effectiveness of the strategy in different districts using the crime rate before the program started and the crime rate after the program's implementation.

Usage notes

The Calculate % Change tool can be found using the **Action** button  under **How has it changed?** in the **Find Answers** tab. The input layer can be a point, line, or area layer.

Two number fields must be chosen as the initial value and the final value. The number fields will be used in the equation:

$$(final_value - initial_value) / initial_value * 100$$

The Calculate % Change tool adds a new rate/ratio field to the input layer. You must include a new field name to run the tool.

Calculate Z-score

A z-score refers to the number of standard deviations each data value is from the mean, with a z-score of zero indicating the exact mean. Z-scores are useful for analyzing numbers in the context of the rest of the field.

Example

A GIS analyst for a nongovernmental organization is analyzing a disease outbreak. The Calculate Z-score tool can be used to determine in which areas the outbreak is concentrated.

Usage notes

The Calculate Z-score tool can be found using the **Action** button  under **How is it distributed?** on the **Find Answers** tab. The input layer can be a point, a line, or an area layer.

A number field must be chosen as the field to calculate the z-score. The number field will be used in the equation $(\text{number-average}) / \text{standard_deviation}$.

Optionally, you can enter mean and standard deviation values. If you don't enter values, the mean and standard deviation will be calculated for you.

The Calculate Z-score tool adds a new number field to the input layer. The field name is automatically populated in the tool pane, but you can change it before running the tool.

Create Regression Model

Create Regression Model is used to model the relationship between two or more explanatory variables and a response variable by fitting a linear equation to observed data. Every value of the independent variable (x) is associated with a value of the dependent variable (y).

Create Regression Model uses Ordinary Least Squares as the regression type.

Example

An environmental organization is studying the cause of greenhouse gas emissions by country from 1990 to 2015. The Create Regression Model tool can be used to create an equation that can estimate the amount of greenhouse gas emissions per country based on explanatory variables like population and gross domestic product (GDP).

Usage notes

The Create Regression Model tool can be found using the **Action** button  under **How is it related?** on the **Find Answers** tab.

One number or rate/ratio field can be chosen as the dependent variable. The dependent variable is the number field that you are trying to explain with your regression model. For example, if you are creating a regression model to determine the causes of child mortality, the child mortality rate would be the dependent variable.

Up to 20 number or rate/ratio fields can be chosen as explanatory variables. Explanatory variables are independent variables that can be chosen as part of the regression model to explain the dependent variable. For example, if you are creating a regression model to determine the causes of child mortality, then explanatory variables may include poverty rates, disease rates, and vaccination rates. If the number of explanatory variables chosen is four or less, a scatter plot or scatter plot matrix can be created by clicking **Visualize**.

The following output values will be given under **Model Statistics**:

- Regression equation
- R2
- Adjusted R2
- Durbin-Watson test

The [regression equation and statistics](#) can be used to analyze the accuracy of the model.

After you run the tool, a new [function dataset](#) is added to the data pane. The function dataset can then be used in the [Predict Variable](#) tool. The tool also creates a new result dataset, which includes all of the fields from the input plus `estimated`, `residual`, and `standardized_residual` fields. The fields contain the following information:

- `estimated` - The value of the dependent variable as estimated by the regression model.
- `residual` - The difference between the original field value and the estimated value of the dependent variable.
- `standardized_residual` - Ratio of the residual and the standard deviation of the residual.

How Create Regression Model works

Assumptions

An Ordinary Least Squares model can be created if the following assumptions are met:

- The model must be linear in the parameters.
- The data is a random sample of the population.
- The independent variables are not too strongly collinear.
- The independent variables are measured precisely such that measurement error is negligible.
- The expected value of the residuals is always zero.
- The residuals have constant variance (homogeneous variance).
- The residuals are normally distributed.


Predict Variable

Predict Variable uses a regression model to predict new values in a dataset. Predict Variable must be used in conjunction with [Create Regression Model](#).

Example

An environmental organization is trying to predict the future greenhouse gas emissions by country until 2050. The analyst from the organization created a regression model using population and gross domestic product (GDP) with the Create Regression Model tool. The analyst can then use the model and projected population and GDP values to predict the future greenhouse gas emissions per country.

Usage notes

The Predict Variable tool can be found using the **Action** button  under **How is it related?** in the **Find Answers** tab. You can also open the Predict Variable tool pane by dragging a [function dataset](#) onto a map card.

You must choose a regression model in the form of a function dataset in order to use Predict Variable. A model can be created using Create Regression Model. The equation and statistics for the model are given in the dialog box.


The **Map variables** parameter is used to match explanatory variables from the regression model to fields in the input dataset.


Share


Share your work

You can share processes, data, and discoveries with others in your organization or the public. When you explore your data in Insights, items are created in Portal for ArcGIS that are accessible only to you. Depending on your sharing privileges, you can share these items with others.

The following table provides a description of Insights item types that you can create and share:

Item type	Description	How to create or share
Workbook	<p>A workbook collects or associates all data and analytical activity for a project in a single place, capturing and maintaining relationships such as data locations, and storing result layers, models, pages, and cards.</p> <div data-bbox="418 787 755 1302" style="border: 1px solid black; padding: 5px;"> <p> Note:</p> <ul style="list-style-type: none"> • When you share a workbook, you are providing read-only access to those you share it with. • If your workbook includes data from a feature layer, then you will have to share the feature layer as well. Other data, including result datasets, do not need to be shared. </div> <p>Workbook items can only be opened in Insights.</p>	<p>Share a workbook from Portal for ArcGIS.</p>

<p>Model</p>	<p>A model records your analysis steps on a workbook page, including adding and joining datasets, spatial analytics (such as spatial filtering), data analytics (such as attribute aggregation), and styling. You can edit, use, and share a model to automate common analytical tasks.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p> Note: A shared model does not include the data used in your workflow. In order to run the shared model, you must add data to your page and update your model. Model items can only be opened in Insights.</p> </div>	<p>Share a model from your workbook page.</p>
<p>Relational Database Connection</p>	<p>A relational database connection allows you to view, query, and analyze the contents of databases in Insights.</p> <p>Relational database connection items can only be used in Insights.</p>	<p>Share a database connection.</p>
<p>Feature Layer</p>	<p>Sharing your data as a feature layer allows others to use your value-added data in their own analysis process. For example, you may want to share data you added from Excel, or results from analytical operations, such as spatial aggregation.</p> <p>Feature layers created from data in Insights can be used in other applications, such as Map Viewer and ArcGIS Pro.</p>	<p>Share your data as a feature layer.</p>

<p>Page</p>	<p>Sharing your page allows others to interact with the cards on your page in a separate read-only Insights viewer.</p> <div data-bbox="418 352 755 928" style="border: 1px solid black; padding: 5px;"> <p> Note: Shared pages include a snapshot of the data at the time the shared page was created. Therefore, you must reshare the page in order to view updates to your datasets or analysis. The exception is data that is stored in the spatiotemporal data store, which will be live in a shared page. Page items can be viewed in the Insights Page Viewer or embedded in web sites and Esri Story Maps.</p> </div>	<p>Share your page.</p>
<p>Theme</p>	<p>Sharing a theme allows you to save and reapply custom settings from your page. Settings that can be saved include background color, text, images, and other media, and card placement.</p> <p>Theme items can only be used in Insights and can be applied to a page using the Add To Page window.</p>	<p>Share a theme</p>

View and share Insights item types

Browse to Portal for ArcGIS to see Insights item types you created or that were shared with you.

1. If you have a workbook open, save it.
2. Access your portal by using the URL in the format `http://webadaptor.domain.com/arcgis` (example: `http://myserver.mycompany.com/portal`), or do the following:
 - a. Click the Insights logo in the banner.
 - b. Click the **Home** drop-down list.
 - c. Click one of the following:
 - **ArcGIS** to go to your portal home page, and click **Gallery** to locate items that have been shared with you.
 - **Content** to access items you created.
 - **Organization** to see information for your organization.

3. Click the item to open **Item details**.
4. Do one of the following:
 - View item details for more information, or, if you are the item creator, change item details (<https://enterprise.arcgis.com/en/portal/10.6/use/item-details.htm>).
 - Click **Share** to share the item (<https://enterprise.arcgis.com/en/portal/10.6/use/share-items.htm>) with others.

Share your data

Sharing your data is often a necessary step when collaborating with colleagues or communicating the results of your analysis. Often, sharing your data is the first step in sharing the rest of your work as a **Page**, **Model**, or **Workbook** item.

Share a dataset


Sharing your data as a feature layer allows others to use your value-added data in their own analysis process. For example, you may want to share data you added from Excel, or results from analytical operations, such as spatial aggregation. Sharing your data will create a new **Feature Layer** item in your ArcGIS Enterprise portal.

 **Note:** You can't share data as feature layers (**Share Data** is disabled) for the following:

- A database dataset that has more than one location field
- Layers from ArcGIS Living Atlas of the World
- Layers that were shared with you
- A dataset with location enabled on a field that contains more than one record per location (duplicate locations)
- Map image layers


Use the following steps to share a dataset from Insights for ArcGIS:

1. From the data pane, next to the dataset you want to share, click the **Dataset options** button **...**.
2. Click **Share Data**. The **Share Data** window appears.

 **Note:** If **Share Data** is disabled, the dataset you have selected does not qualify to be shared.

3. Add a description and tags, or change the title of the dataset if desired.
4. Choose who you want to share the dataset with. You can share the dataset with your organization, select groups, or everyone.
5. Click **Share**.

Once your dataset is shared, a **Feature Layer** item is created in your ArcGIS Enterprise portal. You can adjust the shared status of the feature layer as well as add metadata for the layer on the **Item Details** page, which is accessed from your portal.

 **Note:** Datasets with multiple location fields can only be used in Insights. If you share a dataset with multiple location fields, it will be saved in your portal as a feature service with multiple feature layers.

Share a database connection

A relational database connection allows you to view, query, and analyze the contents of databases in Insights. A database connection can be shared so that the tables it stores are available to other members of your organization.

Use the following steps to share a database connection:

1. Sign in to Portal for ArcGIS.
2. Navigate to the **My Content** tab and find the **Relational Database Connection** item for the database connection you created.
3. Select the **Relational Database Connection** item and choose **View item details**. The item details page opens.
4. Click **Share**. The **Share** window opens. You can choose to share the item with your organization, select groups, or everyone.
5. Click **OK**.

The shared status of the database connection is updated. You can change the status at any time by returning to the item details page and changing who the item is shared with.

Advanced tip

Sharing your data is a way to grant access to your data to other users, but it can also be a way to give yourself access to your data across the ArcGIS platform. When you create result datasets in Insights by performing analysis, the datasets are stored inside your workbook and cannot be accessed through other applications. If you share your dataset, you create a feature layer in your ArcGIS Enterprise portal. The feature layer can then be opened in Map Viewer through Portal for ArcGIS, or you can sign in to your ArcGIS Enterprise account through ArcGIS Pro to access your feature layer. Sharing your data from Insights can help you connect your Insights analysis to the entire ArcGIS platform, giving you access to even more tools and processes for analyzing your data.

Share a page

Shared pages are a read only view of your maps, charts, and tables at the time that your page was shared. Who can view your page will depend on who the page is shared with and how it is distributed. Insights licenses are not required to view a shared page, but the viewer may be required to have an account in your ArcGIS Enterprise organization.

Share your page

Pages can be shared to create **Insights Page** items. **Insights Page** items can be opened in the interactive Page Viewer. Follow these steps to share your page:

1. Click the **Page options** button ▾ on the page that you want to share.
2. Click **Share Page**. The **Share Page** window appears.
3. Add a title, description, and additional tags if desired. If you have already shared the page, the fields will be automatically updated for you. You can still edit any of the fields before sharing.
4. Choose who you want to share your page with. You can share the page with your organization, select groups from your organization, or share the page with the public.
5. Click **Share**.

Once your page is shared, a new window will appear giving you the ability to view your shared page, view the page item in your ArcGIS Enterprise portal, or copy the `<iframe>` to embed the page in a story map or web page. Once the window is closed, the **Insights Page** item will continue to be available in your ArcGIS Enterprise portal.

Page items

When you share a page, an **Insights Page** item is created in your ArcGIS Enterprise portal. When accessed, the **Insights Page** item opens a separate read-only viewer that allows others to interact with cards by making selections and viewing pop-ups.

The Page Viewer can be accessed by anyone with an ArcGIS Enterprise account, even without an Insights license. The Page Viewer is interactive, but does not allow editing functions, such as adding or deleting cards, or performing spatial analysis.



Embed a page

Shared Insights pages can be embedded in source code using an `<iframe>` HTML element. An `<iframe>` is generated when a page is shared and can be copied and pasted into story maps, web pages, blogs, and any other platform where HTML is used. If an `<iframe>` is being used in a web page or blog then the page must be shared with everyone. If the pages are not public, the shared page will not be visible on the web page or blog.


Who can see your page

Page visibility is based on who the page is shared with and how the page is being viewed. The following chart summarizes who can see a shared page based on the sharing parameters and the viewing method.

Share with:	Page Viewer	<iframe>
-------------	-------------	----------

None	You, members of your organization with administrator privileges.	<p>Story map: You.</p> <p>Web page: Shared page will not be visible.</p>
Organization	<p>To see a page shared with the organization in the Page Viewer, the following specifications about the user's account must be true:</p> <ul style="list-style-type: none"> • Level 1 or 2 user account • Member of the organization 	<p>Story map: To see a page shared with the organization in a story map, the following specifications about the user's account must be true:</p> <ul style="list-style-type: none"> • Level 1 or 2 user account • Member of the organization <div data-bbox="755 642 1086 898" style="border: 1px solid black; padding: 5px;"> <p> Note: The story map and Insights page must be made in the same organization for both the page and story map to be accessible by the same users.</p> </div> <p>Web page: Shared page will not be visible.</p>
Groups	<p>To see a page shared with specific groups in the Page Viewer, the following specifications about the user's account must be true:</p> <ul style="list-style-type: none"> • Level 1 or 2 user account • Member of the organization and the specified group 	<p>Story map: To see a page shared with specific groups in a story map, the following specifications about the user's account must be true:</p> <ul style="list-style-type: none"> • Level 1 or 2 user account • Member of the organization and the specified group <div data-bbox="755 1325 1086 1581" style="border: 1px solid black; padding: 5px;"> <p> Note: The story map and Insights page must be made in the same organization for both the page and story map to be accessible by the same users.</p> </div> <p>Web page: Shared page will not be visible.</p>
Everyone	Everyone who can access the ArcGIS Enterprise portal and the Page Viewer URL.	<p>Story map: All users who can view the story map (organization, groups, or public).</p> <p>Web page: All members of the public.</p>


Cross filters

Cross filters are enabled on shared pages for cards that have the **Enable cross filters** button  activated.

For more information on cross filters, see [Filter data](#).

Print your page

Pages can be printed to create reports and handouts. Follow these steps to print your page:

1. Click the **Page options** button  on the page that you want to print.
2. Click **Print Page**.
3. From the **Print** window, choose the print destination and configure the page to use the correct layout and color options.
4. Click **Print**.

Resources

Use the following resources to learn more about sharing pages:

- Quick exercise: [Share your analysis](#)
- Blog: Share your analysis using Story Maps (<https://links.esri.com/insights-story-maps>)





Share a theme

Themes are collections of settings on your Insights for ArcGIS page, including colors, text, media, and card types. Themes can be saved, shared, and applied to new pages. Using themes can help you apply a consistent standard to your Insights pages.

Theme items are stored in your ArcGIS Enterprise portal but can only be used in Insights.

Share your theme

Themes can be shared to create an **Insights Theme** item. Use the following steps to share your theme:

1. [Customize your Insights page](#) using **Page Settings** , **Style** , and **Widget** . Make sure your cards are also in the correct position.
2. Click the **Page options** button .
3. Click **Share As Theme**.
The **Share As Theme** window appears.
4. Optionally add a title, a description, and tags. You can update an existing theme shared from the same page by choosing the theme from the **Title** menu.
5. Choose how you want to share your theme. You can share the theme with the public, with your organization, or with select groups from your organization. If you don't make a selection, the theme will only be available to your account.
6. Click **Share** or **Update**.

Apply a theme to your page

A theme that you created and shared or that was shared with you can be applied to your Insights pages. Use the following steps to apply a theme to your page:

1. Click the **Add** button above the data pane to open the **Add To Page** window.
2. Click the **Theme** tab.
3. If you created the theme, click **Contents**. If the theme was shared with you, click **Groups** or **Organization**.
The available themes are listed in the content pane.
4. Optionally click **View details** if you want more information about a theme in the list, such as a description.
5. Choose the theme and click **Add**.
The theme is applied to your page.

For more information about the placement of cards when a theme is applied, see [Themes](#).

Resources


Use the following resources to learn more about themes:

- [Customize your page](#)
- [Add text and media](#)


Share a model

A model is a visual recording of the steps in your analysis. In Insights, models are created automatically as you work, so you can focus on exploring your data and performing analysis, rather than creating a model.


Access and share your model

A model records your analysis steps on a workbook page, including adding and joining datasets, spatial analytics (such as spatial filtering), data analytics (such as attribute aggregation), and styling. You can edit, use, and share a model to automate common analytical tasks. Models can be viewed by clicking the **Analysis view** button .

Use the following steps to share your model:


1. Click the **Page options** button  on the page with the model you want to share. You can do this from either the **Page view** or the **Analysis view**.
2. Click **Share As Model**. The **Share As Model** window opens.
3. Provide a title, description, and tags for your model.
4. Choose who you want to share the model with. You can share your model with your organization, certain groups, or everyone.
5. Click **Share**.

Once your model has been shared, an **Insights Model** item is created in your ArcGIS Enterprise portal. The **Insights Model** item can be accessed to [rerun the analysis](#).

 **Note:** Any member of an organization with Administrator privileges will be able to access all models created by members of the organization whether they have been shared or not.

Share a workbook

Insights workbooks can be used to share your analysis with your colleagues. You can share your workbooks with groups, your organization, or the public. You can also [access workbooks](#) that have been shared with you from the **Workbooks** page or through your **Gallery** in Portal for ArcGIS.

 **Note:** Users with Administrator privileges will have access to all workbooks created within their organization, regardless of whether or not the workbook is shared.

Share your workbook


When you share a workbook, you are providing read-only access to those with whom you share it. You will still have full editing access for workbooks you created.

When you [create](#) and save a workbook in Insights, an **Insights Workbook** item is created in your portal. The **Insights Workbook** item can be accessed from the **Workbooks** page using the **Settings** button . The item can then be shared (<https://enterprise.arcgis.com/en/portal/10.6/use/share-items.htm>) using the **Share** button.

Workbooks that have been shared include a watermark with the word **Shared**. This watermark is useful for keeping track of which workbooks you have shared, or, if you are an Administrator, keeping track of which workbooks have been shared with your organization or the public.

Use shared workbooks

Workbooks that were created by other users and shared with you can be opened in a viewer mode with capabilities to explore the data, but not edit any aspects of the workbook, including performing analysis or adding and deleting cards.

If you want to edit a workbook created and shared by another user, you can make a copy using the **Duplicate** button  on the **Workbooks** page. You will have full editing privileges for any workbook you duplicate.

Data in shared workbooks

When a workbook is shared, it is best practice to also share all the feature layers used in the workbook so that the entire analysis is accessible to everyone using the workbook.

When you open a workbook that has been shared with you, the following datasets will be visible:

- Public data, such as Living Atlas layers
- All result datasets
- All datasets that you own
- All Excel input datasets
- All database datasets
- Input feature layers that have been shared with everyone, your organization, or groups of which you are a member.

Administer

Install Insights for ArcGIS

Installation prerequisites

To install and configure Insights for ArcGIS, you need to have elevated privileges in a deployment environment.

At a minimum, to run the installation, you must have installed Portal for ArcGIS and ArcGIS Server, either on the same machine or separately in a distributed environment. Insights also requires ArcGIS Data Store and ArcGIS Web Adaptor to run. These ArcGIS Enterprise components must also be installed before Insights can be used.

 **Note:** ArcGIS Server must be licensed as ArcGIS GIS Server Standard or ArcGIS GIS Server Advanced. For more information about ArcGIS Server licensing roles, see ArcGIS Enterprise licensing (<https://enterprise.arcgis.com/en/get-started/10.6/windows/what-is-arcgis-enterprise-.htm>) in the Portal for ArcGIS administrator guide or ArcGIS Server help.

The setup program detects whether Portal for ArcGIS or ArcGIS Server is installed on your machine, and then installs the appropriate Insights feature. On a single-machine deployment, you only need to run the setup once. If your Portal for ArcGIS is configured in high availability, you need to run the setup program in both portal machines. If your hosting server is a multimachine site, you need to run the setup program on all of the machines in the hosting server site.

If neither Portal for ArcGIS nor ArcGIS Server is detected, the program closes.

Download the setup package

Windows setup package

The Insights setup program has two installation features:

- Insights client application on Portal for ArcGIS
 - ArcGIS Server component of Insights
1. Sign in to the My Esri (<https://my.esri.com/>) site with your Esri Account that is tied to your customer number.
 2. Go to **My Organization** and click **Downloads**.
All the software downloads that are available to you (based on your customer number) are displayed.
 3. Locate ArcGIS Enterprise (Windows) among the products, and click **View Downloads**.
 4. Expand the **Additional Products** section.
 5. Click **Download** for the Insights setup program.

Linux setup package

The setup package contains the following key files:

- `Insights-<version-number>.portal.tgz`—The Insights web client for your portal.
 - `Insights-<version-number>.server.tgz`—The required Insights services for your ArcGIS Server site.
 - `Insights-Setup.sh`—The shell script that runs a silent install of the web client and services listed above.
1. Sign in to the My Esri (<https://my.esri.com/>) site with your Esri Account that is tied to your customer number.

2. Go to **My Organization** and click **Downloads**.
All the software downloads that are available to you (based on your customer number) are displayed.
3. Locate ArcGIS Enterprise (Linux) among the products, and click **View Downloads**.
4. Expand the **Additional Products** section.
5. Click **Download** for the Insights setup program.


Run the setup program

Windows setup

1. Browse to the location of the downloaded installation file, and double-click the `setup.exe` file.
2. During the installation, read the license agreement and accept it, or exit if you do not agree with the terms.
3. You will be enrolled in the Esri User Experience Improvement Program by default when you install Insights. If you do not want to be enrolled in the program, uncheck **Click here to participate in the Esri User Experience Improvement Program. (Recommended)**. For more information, see How does the Esri User Experience Improvement Program work for Insights for ArcGIS? (<https://support.esri.com/en/technical-article/000018892>)
The setup program detects the ArcGIS Enterprise component on your machine—Portal for ArcGIS, ArcGIS Server, or both—and installs the appropriate features.


The default installation directories are the following:


- `C:\Program Files\ArcGIS\Portal\apps` for the portal client application
 - `C:\Program Files\ArcGIS\Server` for the server component
4. If you're working in a distributed environment, repeat the setup until the client is installed on your portal machine (or two machines in a high-availability deployment), and the server component (containing Insights services) is installed on each ArcGIS Server machine in your hosting server site.

 **Note:** It is important to run the installation steps on both the portal and server machines when using a distributed environment. If the setups are not run on all machines then Insights will not be installed properly.

5. After you are finished running the setup program, [configure the portal to support Insights](#).

Linux setup


1. Log in to your machine as a user with administrative privileges.
 **Note:** Installing Insights as a root user is not supported.
2. Use one of the following options to run the setup program:

 **Note:** You will be enrolled in the Esri User Experience Improvement Program by default when you install Insights. You can choose to opt-out of the program during the install, or by [updating the settings file](#) after the install is complete.

For more information, see How does the Esri User Experience Improvement Program work for Insights for ArcGIS? (<https://support.esri.com/en/technical-article/000018892>)

- To run the default setup, use the following syntax: `./Insights-Setup.sh`
- To view the options available in the setup, use the following syntax: `./Insights-Setup.sh -h`
- To run the setup and opt-out of the Esri User Experience Improvement Program, use the following syntax: `./Insights-Setup.sh -e No`

3. If you're working in a distributed environment, repeat the setup until the client is installed on your portal machine (or two machines in a high-availability deployment), and the server component (containing Insights services) is installed on each ArcGIS Server machine in your hosting server site.

 **Note:** It is important to run the installation steps on both the portal and server machines when using a distributed environment. If the setups are not run on all machines then Insights will not be installed properly.

4. After you are finished running the setup program, [configure the portal to support Insights](#).

Upgrade Insights for ArcGIS

If you have an earlier version of Insights for ArcGIS installed and would like to upgrade to a new version, there is no need to uninstall the previous version. Running the Insights for ArcGIS installer will upgrade the software to the new version.

If you are upgrading both ArcGIS Enterprise and Insights, use the following steps:

1. [Uninstall Insights](#).
2. Upgrade ArcGIS Enterprise to the new version, including the post-upgrade steps.
3. [Install the new version of Insights](#).

Uninstalling Insights will not affect your saved Insights items, such as workbooks, pages, and database connections.

Uninstall Insights

Uninstall from Windows

1. Open **Control Panel** and click **Programs and Features**.
2. From the **Programs** list, choose the Insights for ArcGIS version you have installed on your machine.
3. Select **Uninstall/Change** to uninstall Insights.
4. If you are working in a distributed environment you will need to repeat the uninstall steps on all Portal for ArcGIS and ArcGIS Server machines.

Uninstall from Linux

To uninstall Insights, run the following scripts from the command line:

```
$ ./{HOME}/arcgis/portal/uninstall_Insights.sh  
$ ./{HOME}/arcgis/server/uninstall_Insights.sh
```

If you are working in a distributed environment, you will need to run the uninstall scripts on all Portal for ArcGIS and ArcGIS Server machines.

When Insights has been successfully uninstalled, you will be asked to restart Portal for ArcGIS by running the following script:

```
$ ./{HOME}/arcgis/portal/startportal.sh
```

Configure the portal to support Insights


Before users can access Insights, you must set up a base ArcGIS Enterprise deployment (<https://enterprise.arcgis.com/en/get-started/10.6/windows/base-arcgis-enterprise-deployment.htm>) that includes Portal for ArcGIS with a federated ArcGIS Server site as your hosting server.

You will also need to install Insights for ArcGIS. For instructions, see [Install Insights for ArcGIS](#).

Required base ArcGIS Enterprise deployment

All of the components listed below, which together make up a base ArcGIS Enterprise deployment, are required. A Workgroup deployment is also supported. For a tutorial on how to create a base deployment, see [Tutorial: Set up a base ArcGIS Enterprise deployment \(https://enterprise.arcgis.com/en/get-started/10.6/windows/tutorial-creating-your-first-web-gis-configuration.htm\)](#).

- ArcGIS Server, licensed as ArcGIS GIS Server Standard or ArcGIS GIS Server Advanced.
- Portal for ArcGIS.
- ArcGIS Web Adaptor (one for portal, and one for server).
- ArcGIS Data Store (configured as a relational data store).

 **Note:** If ArcGIS Web Adaptor for ArcGIS Server is not configured to enable administrative access, ArcGIS Server must be configured to use a CA-signed certificate to support creating database connections.

ArcGIS Server must be licensed as ArcGIS GIS Server Standard or ArcGIS GIS Server Advanced. For more information about ArcGIS Server licensing roles, see [ArcGIS Enterprise licensing \(https://enterprise.arcgis.com/en/get-started/10.6/windows/what-is-arcgis-enterprise-.htm\)](#) in the Portal for ArcGIS administrator guide or ArcGIS Server help.

After you build your deployment, you will also need to configure required portal settings (see below).

Required portal configuration settings

After you set up the base ArcGIS Enterprise deployment, do the following:

1. Configure Insights for ArcGIS licenses (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-insights-licensing.htm>).
2. Ensure that users in your organization have the appropriate role, privileges, and membership level to access and use Insights.
A user requires the following:
 - The Publisher or Administrator role, or an equivalent custom role to add data, create visualizations, and use spatial analytics
 - Level 2 membership

For more information, see [Organization roles and membership levels \(https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm\)](#) in the Portal for ArcGIS Administrator Guide.

Next, configure other settings to enable important services and features such as geocoding and routing (see below).


Important settings for Insights for ArcGIS features

These configuration settings are not required, but they allow portal members to connect to data warehouses, geocode data, use maps (and extents) suitable for their region, and more.


Register relational data store types

To support [database connections](#) that allow users to add datasets from a business database, your portal's hosting server site (<https://enterprise.arcgis.com/en/server/10.6/administer/windows/configure-hosting-server-for-portal.htm>) must have the required relational data store types registered for use. Follow these steps to ensure Insights can work with your database.

1. Upload the required vendor files to ArcGIS Server.
 - a. Get the required vendor files for the database type you want to register (see [Supported databases](#) to get the list of required vendor files).
 - b. Package vendor files into a ZIP file (.zip) for a single database type.

 **Note:** When zipping the JDBC drivers for upload, .jar files should be located in the root of the zip archive. There should not be any folders in the .zip file.
 - c. Using an administrator account, sign in to the ArcGIS Server Administrator Directory (<http://server:port/arcgis/admin>).
 - d. Navigate to **Uploads**.
 - e. Click **Choose File**.
 - f. Browse to the ZIP file containing the vendor files for the database to be registered.
 - g. Select the ZIP file and click **Open**.
 - h. Optionally add a description to the file to upload.
 - i. Click **Upload**.
 - j. Note the Item ID of the uploaded file.
 - k. Navigate back to **Home**.
2. Register the data store type on ArcGIS Server.
 - a. Navigate to **Data** in the ArcGIS Server Administrator Directory.
 - b. Navigate to `relationalDatastoreTypes`.
 - c. Navigate to **Register**.
 - d. Select the ZIP file using the Item ID from the **Uploaded item ID** drop-down list.
 - e. Select the corresponding type from the **Relational Datastore Type** drop-down list.
 - f. Click **Register Item**.
3. Restart ArcGIS Server.

- a. After registering all required data store types following steps 1 and 2, you have to restart ArcGIS Server on each machine in your site. To do this, you need to restart the Windows Service or use the `stopserver` and `startserver` scripts on Linux.
4. Validate user database privileges.
 - a. Make sure that Insights users have the [required database privileges](#) to create database connections and query data.

 **Tip:** Insights displays spatial data in the spatial reference system of your portal organization's default basemap. This is for display and query purposes only; the underlying data is not altered. If the two spatial reference systems' underlying geographic coordinate systems are incompatible, alignment and accuracy problems may be observed. To ensure fast performance and accurate display of spatial data, it is recommended that organizations use the same spatial reference system for their default basemap and their spatial data. You can change the default basemap (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/customize-basemaps.htm>) of the portal or re-project your spatial data to match your organization's basemap.

Edit relational data store types

Edit a registered relational data store type to update its properties. Before proceeding with any edit, make a backup copy of the JSON properties. To edit the relational data store type, use the following steps:

1. Edit the registered relational data store type on ArcGIS Server.
 - a. Using an administrator account, sign in to the ArcGIS Server Administrator Directory (<http://server:port/arcgis/admin>).
 - b. Navigate to **Data** in the ArcGIS Server Administrator Directory.
 - c. Navigate to **relationalDatastoreTypes**.
 - d. Click on the registered relational data store type that needs to be edited.
 - e. Scroll down to the bottom of the page and click on **edit**.
 - f. Modify the properties and click on **update**.
2. Restart ArcGIS Server for the changes to take effect.


After editing registered relational data store types, you have to restart ArcGIS Server on each machine in your site. To do this, you need to restart the Windows Service or use the `stopserver` and `startserver` scripts on Linux.

Configure utility services

Configure utility services (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-services.htm>) required to power specific functionality in your portal, such as performing analysis with tools that depend on utility services. The table below lists each utility service and the Insights feature it supports.

Option	Description
--------	-------------

Geocoding	Allows users to add location to their datasets by specifying an address. For user instructions, see Enable location for your data .
Geometry	Enables the use of dissolved boundaries for the Create Buffer/Drive Times tool.
Routing	Enables the Find Nearest spatial analysis tool.
GeoEnrichment	Allows users to add demographic information to a location or area using the Enrich Data tool.
Configure travel modes (https://enterprise.arcgis.com/en/portal/10.6/administer/windows/travel-modes.htm)	Allows users to specify a means of transportation, such as walking time or trucking distance, for spatial tools such as Create Buffer/Drive Times .

-  **Note:** • You can configure your portal to use utility services from ArcGIS Online. See Configure ArcGIS Online utility services (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-arcgis-online-utility-services.htm>) for details.
- If you are running Insights in a disconnected environment, you must configure the service from a federated or hosting server.

Configure boundary layers

Configure boundary layers (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-boundary-layers.htm>) to allow users to use feature layers containing boundary information for supported countries in their maps and analyses.

When you configure boundary layers, users can add these layers from the **Boundaries** tab of the **Add To Page** window.

Boundary layers are another way for users to add location to their data. For user instructions, see the following:

- [Add boundaries to your workbook](#)
- [Enable location for your data](#)

Specify a default region

Specify a default region to control the default map extent and to make boundary layers for the default region available to users on the **Boundaries** tab of the **Add To Page** window.

Configure Living Atlas content

Configure subscriber and premium content (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/configure-living-atlas-content.htm>) from ArcGIS Living Atlas of the World to make this ArcGIS Online collection available in your portal. Living Atlas content that does not require you to sign in to an ArcGIS Online account is available by default.

Once the portal has been configured to support Insights, users can access it through a URL in the format `http://webadaptorhost.domain.com/<webadaptorname>/apps/insights`. Help documentation can be accessed from the **Help** menu in Insights.

Configure Insights for ArcGIS

As the Insights for ArcGIS administrator, you can add an application configuration file to specify a variety of options. The configuration file must be called `insights.json` and should be placed in the following location on the ArcGIS Server: `ArcGIS Server install directory\framework\etc\insights.json`. Available options are described below.

Administrative settings

The following properties are used to define options.


Property	Description
<code>enrich_max_features</code>	<p>Controls the maximum size of a dataset that can be enriched using the GeoEnrichment Service. If the number of records in the dataset exceeds this value, the Enrich Data tool will return an error. Acceptable values are integers; the default is 10,000. This is an Integer property value and does not require quotation marks.</p> <p>Example: <code>"enrich_max_features": 10000</code></p>
<code>locate_geocode_max_features</code>	<p>Controls the maximum size of a dataset that can be geocoded using the Geocoding Service. If the number of records in the dataset exceeds this value, Enable Location will return an error. Acceptable values are integers; the default is 10,000. This is an Integer property value and does not require quotation marks.</p> <p>Example: <code>"locate_geocode_max_features": 10000</code></p>
<code>buffer_network_max_features</code>	<p>Controls the maximum size of a dataset that can be buffered using the Network Service. If the number of records in the dataset exceeds this value, the Create Buffer/Drive Times tool will return an error. Acceptable values are integers; the default is 1,000. This is an Integer property value and does not require quotation marks.</p> <p>Example: <code>"buffer_network_max_features": 1000</code></p>

max_feature_copy_limit	<p>Controls the maximum size of a dataset that can be copied to the relational data store. If the number of records in the dataset exceeds this value, operations requiring data to be copied will return an error. Acceptable values are integers; the default is 500,000. This is an Integer property value and does not require quotation marks.</p> <p>Example: <pre>"max_feature_copy_limit": 500000</pre></p>
------------------------	--

Change settings

Follow these steps to configure the settings for Insights for ArcGIS.

1. Create a file named `insights.json`.
2. Add the settings you want to configure to a single object in the JSON file.
3. Copy the `insights.json` file to `\framework\etc\`.
4. Restart ArcGIS Server.
5. If your Insights for ArcGIS implementation includes more than one ArcGIS Server, repeat steps 3 and 4 for each ArcGIS Server in your site. The settings should be identical on all servers.

 **Note:** Ensure that the `insights.json` file contains valid JSON. The settings will not take effect if the file is not formatted correctly.

If you want to restore the default administrative settings, you can do so by deleting `insights.json` and restarting ArcGIS Server. Be sure to repeat these actions on each ArcGIS Server in your site.

Example

Contents of the `insights.json` file when configuring `enrich_max_features`, `locate_geocode_max_features`, `buffer_network_max_features`, `max_feature_copy_limit`:

```
{
  "enrich_max_features": 10000,
  "locate_geocode_max_features": 10000,
  "buffer_network_max_features": 1000,
  "max_feature_copy_limit": 500000
}
```

Esri User Experience Improvement program

The Esri User Experience Improvement program collects usage information from users and uses the data to make improvements to the software.

Administrators can opt-out of the program during the install process. If the Insights installation process is complete, the settings can be configured to discontinue participation in the program.

Configure the settings for Windows

If you are installing Insights on Windows, you can uncheck **Click here to participate in the Esri User Experience Improvement program** in the install wizard to opt-out.

The settings for the Esri User Experience Improvement program can be configured using the settings file (<portal_install_dir>/apps/insights/settings.json). To opt-out of the program, change the setting from `eueiEnabled: "true"` to `eueiEnabled: "false"`.

Configure the settings for Linux

If you are installing Insights on Linux, you can run the install command `./Insights-Setup.sh -e No` to opt-out of the Esri User Experience Improvement program.

The settings for the Esri User Experience Improvement program can be configured using the settings file (<portal_install_dir>/apps/insights/settings.json). To opt-out of the program, change the setting from `eueiEnabled: "true"` to `eueiEnabled: "false"`.

Administer Insights

There are several settings that need to be set by the administrator of an organization before Insights can be used by members of the organization. The settings include granting licenses and privileges to the necessary members of the organization.

Licensing

Insights licenses must be granted to users before they can access Insights. See [Manage licenses](#) (<https://enterprise.arcgis.com/en/portal/10.6/administer/windows/manage-licenses.htm>) for more information.

Roles and privileges

There are several privileges (<https://enterprise.arcgis.com/en/portal/10.6/use/roles.htm>) that are required to use Insights, as well as some that are recommended or only required for certain functions.

Required level and privileges

Insights for ArcGIS users must have a Level 2 user account. The following privileges are also required in order to use Insights:

- Use maps and apps
- Create content
- Publish hosted web layers
- Perform analysis

The required privileges are included in the Publisher and Administrator roles. They can also be granted through custom roles.

Suggested privileges

The following are required to perform certain functions in Insights, but are not required to use the application. It is suggested that all Insights users have these privileges in order to make use of all of the functionality in Insights.

Geocoding

The Geocoding privilege is required to [enable location on a dataset](#) using the Address method. All default roles (Viewer, Data Editor, User, Publisher, and Administrator) include the Geocoding privilege.

GeoEnrichment


The GeoEnrichment privilege is required to use the [Enrich Data](#) tool. The User, Publisher, and Administrator default roles include the GeoEnrichment privilege.




Reference

Databases

Supported databases

The following table lists the supported databases you can connect to when using Insights for ArcGIS. Database connections allow you to add data from these databases to Insights for ArcGIS.

 **Note:** Insights for ArcGIS allows you to create a connection to a supported Microsoft SQL Server or Oracle database that has an enterprise geodatabase defined. Currently, only geodatabase user tables not created under the sde user schema can be viewed and accessed from Insights. Insights does not work directly with file and personal geodatabases.


Supported database	Description	Required vendor files
<p>Microsoft SQL Server</p>	<p>Standard/Enterprise editions:</p> <ul style="list-style-type: none"> • Microsoft SQL Server 2017 (64 bit) • Microsoft SQL Server 2017 for Linux (64 bit) • Microsoft SQL Server 2016 (64 bit) • Microsoft SQL Server 2014 (64 bit) • Microsoft SQL Server 2012 (64 bit) <p>Cloud database as a service:</p> <ul style="list-style-type: none"> • Microsoft Azure SQL Database 	<p>Microsoft JDBC Driver for SQL Server:</p> <ul style="list-style-type: none"> • sqljdbc42.jar <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p> Note: The JRE8 version of the JDBC driver should be used for Microsoft SQL Server databases.</p> </div>
<p>Oracle</p>	<p>Standard/Standard One/Enterprise Editions:</p> <ul style="list-style-type: none"> • Oracle 11g R2 (64 bit) 11.2.0.4 • Oracle 12c R1 (64 bit) 12.1.0.2 • Oracle 12c R2 (64 bit) 12.2.0.1 	<p>Oracle JDBC driver:</p> <ul style="list-style-type: none"> • ojdbc7.jar or ojdbc8.jar <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p> Note: You should use the latest version of the Oracle JDBC driver that is compatible with your Java Database Kit (JDK).</p> </div> <p>Oracle Spatial and Graph (Spatial Java Class API):</p> <ul style="list-style-type: none"> • sdoapi.jar • sdoutl.jar
<p>SAP HANA</p>	<ul style="list-style-type: none"> • SAP HANA 1.0 SPS11* • SAP HANA 1.0 SPS12** • SAP HANA 2.0 SPS00* • SAP HANA 2.0 SPS01 • SAP HANA 2.0 SPS02 <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p> Note: SAP HANA Modeling Views are not supported.</p> </div>	<p>SAP HANA JDBC driver:</p> <ul style="list-style-type: none"> • ngdbc.jar

*SAP HANA 1.0 SPS11 and SAP HANA 2.0 SPS00 are not certified on Insights for ArcGIS releases after 2.1. For spatially-enabled databases, SPS11 Revision 2 (1.00.112) or later is required to avoid 'Unregistered function name: "__cs_field_Geometry__"' errors during certain workflows.

**SAP HANA 1.0 SPS12 is not compatible with Insights for ArcGIS version 2.2.1.

The required vendor files (for example, JDBC driver) must be provided to register relational data store types with ArcGIS Server. The following are some tips on how to get these files:

Vendor	Instructions
Microsoft SQL Server	The latest JDBC driver can be directly downloaded from the Microsoft Download Center.
Oracle	<p>The latest JDBC driver can be downloaded from the Oracle Technology Network.</p> <p>The latest Oracle Spatial and Graph software option can be downloaded from the Oracle Technology Network.</p>
SAP HANA	The JDBC driver should be part of the SAP HANA client installation. Visit the SAP Store for more details.

 **Note:** Some vendors may require you to have a customer account in order to download files.

Once you have the required vendor files, you need to register each database as a relational data store type. See [Configure the portal to support Insights for ArcGIS](#) for the steps to register a relational data store type.

For more information about supported data and databases, see the following:

- [Configure the portal to support Insights for ArcGIS](#)
- [Create a database connection](#)
- [Supported data types from database datasets](#)


Required database privileges

There are two types of data operations in Insights for ArcGIS:

- Connect to and browse contents of a relational database without data caching
- Connect to and browse contents of a relational database with data caching


Connect to and browse contents of a relational database with [data caching](#) allows Insights to create and manage temporary tables in the database.

The following tables list the minimum required privileges you need to [connect to and browse the contents of a relational database](#) and to optionally allow Insights to do data caching.

 **Note:** The connections are read-only. Insights does not permit you to create or edit data in the database.


Data will be copied to ArcGIS Data Store if you don't have the required database privileges to use data caching.

Microsoft SQL Server


Type of operation	Required privileges	Purpose
Without data caching	CONNECT	This privilege allows users to connect to the database. The CONNECT privilege is granted on databases to the public database role by default. If you revoke this privilege from public, you must explicitly grant CONNECT on databases to specific roles or logins.
	SELECT on other users' tables	Data viewers need SELECT privileges on specific tables you want them to see and query. If allowed to read all tables in the database, you can assign users to the db_datareader database role; otherwise, grant SELECT on specific tables and views.
With data caching  Note: Connections with data caching also require the privileges for connections without data caching.	ALTER on schema	The ALTER permission allows Insights to create indexes and manage temporary tables in the user's schema.
	CREATE TABLE	The CREATE TABLE permission allows Insights to create temporary tables in the user's schema.

Oracle

Type of operation	Required privileges	Purpose
Without data caching	CONNECT role or CREATE SESSION	The CONNECT role or CREATE SESSION allows users to connect to the database. Beginning in Oracle 10g Release 2 (10.2), the CONNECT role has only the CREATE SESSION privilege.

	SELECT ANY DICTIONARY	This system privilege allows query access to any object in the SYS schema, including tables created in that schema, such as view SYS.DBA_TAB_PRIVS.
	SELECT on other users' tables	Data viewers need SELECT privileges on specific tables you want them to see and query.
<p>With data caching</p> <div style="border: 1px solid black; padding: 5px;"> <p> Note: Connections with data caching also require the privileges for connections without data caching.</p> </div>	CREATE TABLE*	<p>The CREATE TABLE permission allows Insights to create temporary tables in the user's schema.</p> <p>*Allocate a proper QUOTA to the user in a tablespace with the command ALTER USER <username> QUOTA <size> ON <tablespace>.</p>
	CREATE SEQUENCE	The CREATE SEQUENCE permission allows Insights to generate primary keys.

SAP HANA

Type of operation	Required privileges	Purpose
Without data caching	SELECT ON sys.st_geometry_columns and sys.st_spatial_reference_systems	These privileges are required to read ST_GEOMETRY metadata for spatial operations.
	SELECT ON <table1>,<table2>,<tablen>	Data viewers need SELECT privileges on specific tables you want them to see and query.
<p>With data caching</p> <div style="border: 1px solid black; padding: 5px;"> <p> Note: Connections with data caching also require the privileges for connections without data caching.</p> </div>	<p>CREATE TABLE</p> <p>DROP TABLE</p> <p>Alternatively, the user must be a HANA Standard User.</p>	Allow Insights to create or drop tables in its own schema and insert data.

Supported data types from databases

The following tables list data types for each [supported database](#), and how each type maps to Esri field types.

Microsoft SQL Server data types

Microsoft SQL Server data type	Esri field type
bigint	esriFieldTypeDouble
binary	esriFieldTypeString
bit	Not supported
char	esriFieldTypeString
date	esriFieldTypeDate
datetime	esriFieldTypeDate
datetime2	esriFieldTypeDate
datetimeoffset	Not supported
decimal	esriFieldTypeDouble
float	esriFieldTypeDouble
geography	esriFieldTypeGeometry
geometry	esriFieldTypeGeometry
image	Not supported
int	esriFieldTypeInteger
money	esriFieldTypeDouble
nchar	esriFieldTypeString
ntext	Not supported
numeric	esriFieldTypeDouble
nvarchar	esriFieldTypeString
real	esriFieldTypeSingle
smalldatetime	esriFieldTypeDate
smallint	esriFieldTypeSmallInteger
smallmoney	esriFieldTypeDouble
text	Not supported
time	Not supported
timestamp	Not supported
tinyint	esriFieldTypeSmallInteger
udt	Not supported
uniqueidentifier	esriFieldTypeString

varbinary	Not supported
varchar	esriFieldTypeString
xml	Not supported


SAP HANA data types

SAP HANA data type	Esri field type
ALPHANUM	esriFieldTypeString
BIGINT	esriFieldTypeDouble
BINTEXT	Not supported
BLOB	Not supported
BOOLEAN	Not supported
CLOB	Not supported
DATE	esriFieldTypeDate
DECIMAL	esriFieldTypeDouble
DOUBLE	esriFieldTypeDouble
INTEGER	esriFieldTypeInteger
NCLOB	Not supported
NVARCHAR	esriFieldTypeString
REAL	esriFieldTypeSingle
SECONDDATE	esriFieldTypeDate
SHORTTEXT	esriFieldTypeString
SMALLDECIMAL	esriFieldTypeDouble
SMALLINT	esriFieldTypeSmallInteger
ST_GEOMETRY	esriFieldTypeGeometry
ST_POINT	esriFieldTypeGeometry
TEXT	Not supported
TIME	Not supported
TIMESTAMP	esriFieldTypeDate
TINYINT	esriFieldTypeSmallInteger
VARBINARY	Not supported
VARCHAR	esriFieldTypeString

Oracle data types

Oracle data type	Esri field type
Any types	Not supported

BFILE	Not supported
BINARY_DOUBLE	esriFieldTypeDouble
BINARY_FLOAT	esriFieldTypeDouble
BLOB	Not supported
CHAR	esriFieldTypeString
CLOB	Not supported
DATE	esriFieldTypeDate
INTERVAL DAY TO SECOND	Not supported
INTERVAL YEAR TO MONTH	Not supported
LONG	Not supported
LONG RAW	Not supported
Media types	Not supported
NCHAR	esriFieldTypeString
NCLOB	Not supported
NUMBER	<p>One of the following, based on precision and scale:</p> <ul style="list-style-type: none"> • esriFieldTypeSmallInteger (precision: 1–4, scale: 0) • esriFieldTypeInteger (precision: 5–9, scale: 0) • esriFieldTypeSingle (precision: 1–6, scale: 1–6) • esriFieldTypeDouble (precision: 7+, scale: 7+ or precision: 10+, scale: 0+)
NVARCHAR2	esriFieldTypeString
RAW	Not supported
ROWID	esriFieldTypeString
SDO_GEOMETRY	esriFieldTypeGeometry
SDO_GEORASTER	Not supported
SDO_TOPO_GEOMETRY	Not supported

ST_GEOMETRY	esriFieldTypeGeometry  Note: ST_GEOMETRY data types require external procedures to be configured before they can be used in Insights. For more information, see Configure the extproc to access ST_Geometry in Oracle (https://desktop.arcgis.com/en/arcmap/10.6/manage-data/gdbs-in-oracle/configure-oracle-extproc.htm).
TIMESTAMP	esriFieldTypeDate
TIMESTAMP WITH LOCALTIME ZONE	Not supported
TIMESTAMP WITH TIMEZONE	Not supported
URI types	Not supported
UROWID	esriFieldTypeString
VARCHAR2	esriFieldTypeString
XML types	Not supported
User-defined types	Not supported

For more information about databases and Insights for ArcGIS, see the following:

- [Supported databases](#)
- [Create a database connection](#)

Understanding data in relational databases


Relational databases


Data in relational databases is stored in tables. Each table is a set of rows and columns. Each column has a type, and many databases support one or more native spatial data types.

The data type determines the following:

- Which values can be stored in a column
- Which operations can be performed on the data in that column
- How the data is physically stored in the database

Insights for ArcGIS supports direct access to specific [data types](#) from a list of [supported database management systems](#). When accessing a database table directly through an [add data](#) workflow, Insights filters out any unsupported data types.

 **Note:** Database tables accessed through Insights are read-only and cannot be edited. This includes the case where a dataset has been [shared](#) with others in your organization as a feature layer, and edits are being attempted in a client application other than Insights.


 **Tip:** When using data from a database causes an error, detailed information is added to the ArcGIS Server logs on your portal's hosting server site. Work with your ArcGIS Server administrator to diagnose and resolve any [issues](#).

Connecting to a database

Before you can use data from a database in Insights, you must create a database connection. Before you create a database connection, certain [prerequisites](#) must be met.

The process of establishing a database connection creates a Relational Database Connection item in the portal's geoinformation model as part of **My Content** (<https://enterprise.arcgis.com/en/portal/10.6/use/geo-info.htm>). This item can subsequently be [shared](#) with others. It is important to note that sharing a database connection item is only sharing the ability to browse the contents of the database. The credentials used when establishing the connection are never exposed to those with whom the item has been shared.

When connecting to a database, things can go wrong. For more information, see [Troubleshoot a database connection](#).

 **Caution:** If you're having trouble using a [database connection](#) item that previously worked in Insights, you may need to [update the connection](#). Do not delete it from **My Content**. When Insights creates a dataset from a database table (or multiple database tables in the case of a [joined](#) dataset), a database connection is required. Deleting the database connection will cause any dependent datasets to be inoperable. This caution is especially important if the database connection has been [shared](#) with others. Only when you're sure no datasets are dependent, or you purposefully want to disable upstream datasets, should you delete a relational database connection.

While database connections update to reflect the current state of the database, datasets reflect the schema of the table or view at the time of dataset creation. Note that datasets created from a database connection are dependent upon the schema, naming conventions, and existing spatial data objects (geometry types and spatial reference identifiers) of the database. It is


imperative that the tables and views referenced by a dataset are not renamed or deleted, as this will break the dataset. Likewise, field names and data types must remain static for a dataset to be functional.

Geodatabases

Insights for ArcGIS allows you to create a connection to a supported Microsoft SQL Server or Oracle database that has an enterprise geodatabase defined. Currently, only geodatabase user tables not created under the sde user schema can be viewed and accessed from Insights. Insights does not work directly with file and personal geodatabases.

Additional database platforms

The ArcGIS platform supports many database management systems to which Insights does not support direct access (<https://pro.arcgis.com/en/pro-app/help/data/databases/dbms-support.htm>). To use tables from these databases (geodatabase-enabled or not), they must first be made available in your portal as either a hosted or registered feature layer (<https://enterprise.arcgis.com/en/portal/10.6/use/layers.htm>).


 **Note:** The list of database management systems with which Insights can work directly will grow over time. Contact Esri Technical Support to provide feedback on your preferred vendor (<https://support.esri.com/en/>).

Uniqueness of rows

Insights requires the ability to uniquely identify each row in a dataset. To do this, the following logic is used in determining the fields to be used to identify uniqueness:

1. Look for a primary key. If found, use the fields that define the primary key.
2. Look for an index that is flagged as 'unique'. If found, use the fields that define the index.


If the above criteria are not met, Insights will use all non-spatial fields in the dataset to determine the uniqueness of rows. Spatially-enabled tables will be treated as non-spatial datasets under these conditions.

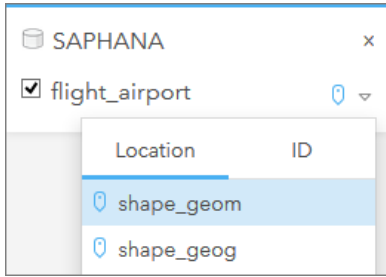
 **Tip:** If Insights could not find a primary key, but could find a unique index, there can be unexpected results if there are any null values in the chosen fields. Therefore, it is considered best practice to have a primary key defined on all tables. If it is not possible to define a primary key, the fields that participate in a unique index should not have null values and ideally would be flagged in the database as `not null`. Insights will not enforce this for you.

Spatial datasets

There is no requirement in Insights that database tables be spatially enabled. A spatially-enabled table contains a field that Insights interprets as a [location field](#). When a location field is detected in a dataset (table), Insights makes a number of assumptions described in the following sections.

Single spatial column

Insights only supports one spatial column per database table. You can choose which spatial field will be used as the location field by clicking the location field icon  next to the table name under **Selected Data** and choosing from the list of spatial fields.



Supported geometry types

The databases Insights supports are compliant with the Open Geospatial Consortium (OGC) and International Organization for Standardization (ISO) standard for simple feature access. The following table lists supported OGC/ISO geometry types, along with how they are interpreted in Insights:

OGC/ISO	Geometry Type
POINT	Point
LINestring MULTILINestring	Line
POLYGON MULTIPOLYGON	Area

Insights does not enforce the OGC/ISO standards. When an unsupported geometry type is encountered, an error will occur.

Same geometry type

It is expected that all geometries in a spatial column share the same geometry type; for example, all point, all line, or all area. The geometry type for a dataset is determined by querying the first row in the table where the spatial column is not a null value.

Insights does not check for the same geometry. Unexpected results or errors may occur if rows in the dataset fail to meet this expectation.


Same spatial reference

It is expected that all geometries in a spatial column share a common spatial reference identifier (SRID). The spatial reference of the dataset is determined by querying the first row in the table where the spatial column is not a null value.

Insights does not check for the same spatial reference. Unexpected results or errors may occur if rows in the database fail to meet this expectation.

Project on the fly

Insights displays spatial data in the spatial reference system of your portal organization's default basemap. This is for display and query purposes only; the underlying data is not altered. If the underlying geographic coordinate systems of the two spatial reference systems are incompatible, alignment and accuracy problems may be observed. To ensure fast performance and accurate display of spatial data, the spatial reference system of your spatial datasets should match the spatial reference system of the default basemap.

 **Note:** If your data is from a SAP HANA database and it is not possible for the spatial reference system of your spatial datasets to match the spatial reference system of the default basemap, it is recommended that unbounded SRIDs be used for your spatial datasets. Unbounded SRIDs will ensure that your spatial data can be displayed even if the extent of your organization's default basemap exceeds the extent of the spatial reference system of your spatial data.

Spatial operations

When performing spatial aggregation or spatial filtering using two datasets from a database connection, the spatial data in both datasets must have the same spatial reference system. For SQL Server database connections, the data must also have the same data type (geography or geometry).

Coordinate dimensionality

Coordinate dimensionality is defined by the x-, y-, z-, and m-coordinates for each vertex in a geometry. Insights ignores any z- and m-coordinates returned from the database.

Optimizing database content for performance

Properly configured and tuned databases always perform best. The following represent some considerations database administrators should make for ensuring an optimal user experience in Insights:

- Up-to-date database statistics

Database statistics are used by the database management system optimizer to choose the optimal execution plan for the query being executed. Up-to-date statistics will help maintain query performance.

- Primary key constraints

A primary key constraint uniquely identifies each row in a database table. Although not a requirement, it is recommended that a primary key be defined on database tables. Further, a single integer type field is recommended for a primary key.

- Use both attribute and spatial indexes

If your database platform supports it, index any fields used for querying or rendering your data.

- Common spatial reference

If possible, keep all data in a common spatial reference, and ideally, use the same projection as your organization's default basemap. This will avoid on-the-fly projection calculations when drawing data on a map and will prevent errors during spatial analysis.

- Simplified data


Use the most simplified or generalized version of spatial data that will satisfy the visualization and analysis requirements of your organization. Because it has fewer vertices and line segments, simplified data will draw much faster and the results analysis will be returned sooner. Getting this right for your needs may take some experimentation.

- Spatial joins at ETL time

Spatial joins at run time can be expensive. Because spatial data does not change all that much, it's worth it to pay the price of performing spatial joins on data in the database once, and at run time, performing attribute joins to achieve the same results.

Database data caching

Data caching allows Insights for ArcGIS to create and manage tables in your managed database to improve query performance. The user that creates the database connection must have been granted all required [database privileges](#) in order for data caching to be triggered.

 **Note:** Data caching is only used when executing the following tools:

- Spatial Aggregation
- Spatial Filter


Data will only be cached if all the following conditions are met:

- Both datasets originate from the same [database connection](#).
- The spatial data from both datasets is stored using the same spatial data type.
- The spatial data from both datasets is stored using the same spatial reference system.

Data caching table location and naming

Data caching tables are always created under your default schema and are named using the following prefixes:

Database	Table name prefix
Microsoft SQL Server and SAP HANA	\$IN_ Example: \$IN_0xmneL7PT7e4uuE4eL4z7w
Oracle	T\$IN_ Example: T\$IN_A3GZAW7ZRMQNLJP3IRCQAQ

 **Note:** Data caching tables are intended for internal use and are never visible through database connections in Insights.

Data caching table life cycle


Data caching tables are tied to Insights datasets and workbooks. A single dataset may refer to one or more data caching tables. Data caching tables are fully managed by Insights and are deleted after one of the following actions takes place:

- The workbook is deleted.
- All referring datasets are removed and the workbook is reopened.
- A referring dataset is refreshed.*

*In this case, a new data caching table containing the refreshed data will be created.

Update a database connection


Occasionally, you may need to update the connection properties in a [database connection](#). For example, perhaps your database user name or password has changed, or the database is accessed from a different port number.

 **Note:** You can only update a database connection that you created. ArcGIS Server administrators can update any database connection.

If Insights for ArcGIS is unable to connect to an existing database connection, the following message appears, **Something went wrong with this database connection. Check to see if the connection properties need to be updated.** This could indicate that the connection properties need to be updated. See [Troubleshoot a database connection](#) for other reasons why a database connection may not work.

You can update the following properties for a database connection:

- Database name
- User name
- Password
- Instance
- Port

 **Note:** You should not change the database **Type** property. For example, changing to **SAP HANA** from **Microsoft SQL Server** is not supported.

When you create a database connection in Insights, a relational database connection item is created in Portal for ArcGIS in **My Content**.

Each relational database connection item has a corresponding relational catalog service that resides in the Hosted folder on your portal's hosting server. This service can be updated [manually](#) or by [writing a script](#).

Property names for a connection vary by database type. It may be helpful to look at the JSON representation of the service using the ArcGIS Server Administrator Directory to identify the property names specific to the database connection you want to edit. To view the JSON representation of the service, do the following:

1. [Identify the name of the Relational Catalog Service](#).
2. Follow steps 1-5 in **Update connection properties** (see below), and append `?f=json`. For example:
`http://server.esri.com:6080/arcgis/admin/services/Hosted/a35f85b0?f=json`

The JSON representation of the service appears.

Manually update connection properties

The names of the properties for a database connection are specific to the connection's database type. To edit the relational catalog service manually you must find the relational catalog service corresponding to your database connection, and update the user defined properties in the service JSON.

Identify the name of the Relational Catalog Service

1. If you have a workbook open, save it.
2. Access your portal using the URL in the format `http://webadaptor.domain.com/arcgis`, for example, `http://myserver.mycompany.com/portal`. Alternatively, in Insights, do the following:
 - a. Click the Insights logo in the banner.
 - b. Click the **Home** drop-down list.
 - c. Click **ArcGIS** to access the portal home page.
3. From the portal home page, click one of the following:
 - **My Content** to access items you created
 - **Groups** to access items shared with groups you belong to
 - **Gallery**, and click **My Organization's Featured Content** to access items created by others and shared with your portal
4. Click the relational database connection item to open **Item details**.
5. Locate the URL for the item (under the **Share** button).
6. From the URL, identify the path to the relational catalog service on ArcGIS Server. The path is in the format: `Hosted/<service-name>/RelationalCatalogServer`. For example, `Hosted/a35f85b0/RelationalCatalogServer`.
7. Copy and paste the name of the service into a text editor of your choice, for example, `a35f85b0`. You'll use the name to find the service in the ArcGIS Server Administrator Directory. See below.

Update connection properties

1. Navigate to the ArcGIS Server Administrator Directory, and sign in using **Primary Site Administrator Login** credentials, or a **Portal Token**. The URL is in the following formats:


```
http://gisserver.domain.com:6080/arcgis/admin
```

or

```
https://gisserver.domain.com:6443/arcgis/admin
```

For more information, see Components of ArcGIS URLs (<https://enterprise.arcgis.com/en/server/10.5/administer/windows/components-of-arcgis-urls.htm>) in the ArcGIS Server help.

2. Next to **Resources**, click **services**.
3. Under **Folders**, click **Hosted**.
It may take a moment for the list of services to appear.
4. Locate the relational catalog service in the list using the name of the service you identified in step 7 above, for example, a35f85b0.
5. Click the service in the list.
The service opens and the list of service properties appears at the top.
6. Next to **Supported Operations**, click **edit**.
The breadcrumbs in the admin directory are in the format:
Home > services > Hosted > <service-name>.RelationalCatalogServer > edit
Service properties appear in JSON format.
7. Find "userDefinedProperties", and edit the appropriate values.

 **Note:** The names of properties for a database connection are specific to the connection's database type.

For example, to change the username that is used to connect to the database, change the value that corresponds to "username":

Before editing:

```
{
  "name": "username",
  "value": "jlee"
}
```

After editing:

```
{
  "name": "username",
  "value": "jeanlee"
}
```

 **Note:** Leave the text in JSON format. Invalid JSON will cause the edit operation to fail.

8. Click **Save Edits** to apply the changes.

Update connection properties using a script

You can also use a script to edit the properties of a relational catalog service. This is demonstrated in the sample script below, which edits the username and password of a relational catalog service for a Microsoft SQL Server database.

In the REST API, the service's edit operation requires that you pass in a JSON definition of all the service properties as you desire them to remain following the edit. The easiest way to do this is to make an initial call to the service to get its current properties, modify the properties you want, then send the modified set of properties back as a parameter to the edit operation.

In this example, the initial call is made to the service, then the JSON response is deserialized into a Python object. The script then modifies the desired properties and serializes the Python object back into JSON. This edited JSON is then passed into the edit operation.

This pattern could be followed to edit any service properties, not just the username and password. Be sure you verify the names of the JSON properties for the specific database connection, such as 'username' and 'password', which are used in the example below.

To run the script, you must have the following information:

- The URL for the Relational Database Connection item you would like to edit
- The portal credentials of the user who created the database connection
- The new credentials for the database connection

Identify the item URL for the Relational Database Connection

1. Access your portal using the URL in the format `http://webadaptor.domain.com/arcgis`, for example, `http://myserver.mycompany.com/portal`. Alternatively, in Insights, do the following:
 - a. Click the Insights logo in the banner.
 - b. Click the **Home** drop-down list.
 - c. Click **ArcGIS** to access the portal home page.
2. From the portal home page, click one of the following:
 - **My Content** to access items you created
 - **Groups** to access items shared with groups you belong to
 - **Gallery** to access items created by others and shared outside your groups
3. Click the Relational Database Connection item to open **Item details**.
4. Copy and paste the URL into a text editor of your choice. The URL will be used to identify the Relational Database Connection item you will update.

Sample script: Update the credentials used to access a Microsoft SQL Server database

```

# Demonstrates how to modify the username and password for a relational catalog service

# For Http calls
import urllib, urllib2, ssl, json

# For system tools
import sys

# For reading passwords without echoing
import getpass

# Defines the entry point into the script
def main(argv=None):
    # Print some info
    print
    print "This tool is a sample script that resets the username and password for a
relational catalog service."
    print

    # Ask for Portal Item URL
    portalItemUrl = raw_input("Enter the item URL for the Relational Database
Connection. \nFor example http://myportal.esri.com/portal/home/
item.html?id=e34f10f0563c4f12ad799c0c2726c948: ")

    # Ask for admin/publisher user name and password
    username = raw_input("Enter Portal for ArcGIS user name: ")
    password = getpass.getpass("Enter Portal for ArcGIS password: ")

    # Ask for the new database credentials
    dbUsername = raw_input("Enter the database username: ")
    dbPassword = raw_input("Enter the database password: ")

    # Added the following line to disable certificate verification
    ssl._create_default_https_context = ssl._create_unverified_context

    # Parse the Portal item URL
    portalUrl = portalItemUrl.split(r'/home')[0] if "https" in portalItemUrl else
portalItemUrl.split(r'/home')[0].replace("http","https")
    itemId = portalItemUrl.split(r'id=')[1]

    # Get a token
    token = getToken(portalUrl, username, password)
    if token == "":
        print "Could not generate a token with the username and password provided."
        return

    # Connect to item to get service url.
    # Portal Item URL is typically in the format https://portal.domain.com/sharing/rest/
content/users/<username>/items/<item id>
    itemUrl = portalUrl + r'/sharing/rest/content/users/' + username + '/items/' +
itemId + '?'

    try:
        # This request only needs the token and the response formatting parameter
        params = urllib.urlencode({'token': token, 'f': 'json'})
        req = urllib2.Request(itemUrl,params)

        # Read response
        response = urllib2.urlopen(req)
        if (response.getcode() != 200):
            print "Could not read item information."

```

```

        return
    else:
        data = response.read()

        # Check that data returned is not an error object
        if not assertJsonSuccess(data):
            return

        # Deserialize response into Python object
        jsonoutput = json.loads(data)

        # Locate the Portal item's service Url.
        serviceUrl = jsonoutput["item"]["privateUrl"]
except:
    print "Failed to read Portal item."

# Connect to service's Admin endpoint to get its current JSON definition
# The service's edit operation is accessed at https://server.domain.com/arcgis/
admin/<service name>.RelationalCatalogServer/edit
serviceUrl = '.'.join(serviceUrl.rsplit(r"/", 1)).replace("rest","admin")

# This request only needs the token and the response formatting parameter
serviceParams = urllib.urlencode({'token': token, 'f': 'json'})
serviceRequest = urllib2.Request(serviceUrl,serviceParams)

# Read response
serviceResponse = urllib2.urlopen(serviceRequest)
if (serviceResponse.getcode() != 200):
    print "Could not read service information."
    return
else:
    serviceData = serviceResponse.read()

    # Check that data returned is not an error object
    if not assertJsonSuccess(serviceData):
        print "Error when reading service information. " + str(serviceData)
    else:
        print "Service information read successfully. Now changing properties..."

    # Deserialize response into Python object
    dataObj = json.loads(serviceData)

    # Edit desired properties of the service
    connectionProperties =
dataObj["jsonProperties"]["connectionProperties"]["userDefinedProperties"]

    for item in connectionProperties:
        # verify the property name as it may be specific to the database type
        if item["name"] == "username":
            item["value"] = dbUsername
        # verify the property name as it may be specific to the database type
        if item["name"] == "password":
            item["value"] = dbPassword

    # Serialize back into JSON
    updatedSvcJson = json.dumps(dataObj)

    # Call the edit operation on the service. Pass in modified JSON.
    editSvcUrl = serviceUrl + "/edit"
    params = urllib.urlencode({'token': token, 'f': 'json', 'service':
updatedSvcJson})

    req = urllib2.Request(editSvcUrl, params)

```

```

# Read service edit response
editResponse = urllib2.urlopen(req)
if (editResponse.getcode() != 200):
    print "Error while executing edit."
    return
else:
    editData = editResponse.read()

    # Check that data returned is not an error object
    if not assertJsonSuccess(editData):
        print "Error returned while editing service" + str(editData)
    else:
        print "Service edited successfully."

return

# A function to generate a token given username, password and the portalURL.
def getToken(portalUrl, username, password):
    # Token URL is typically https://portal.domain.com/sharing/generateToken
    tokenUrl = portalUrl + '/sharing/rest/generateToken'

    try:
        values = {'username' : username,
                 'password' : password,
                 'client' : 'referer',
                 'ip' : '',
                 'referer': portalUrl,
                 'expiration' : 60,
                 'f' : 'json'}
        data = urllib.urlencode(values)
        req = urllib2.Request(tokenUrl, data)

        # Connect to portal to request a token.
        response = urllib2.urlopen(req)

        # Read response
        if (response.getcode() != 200):
            print "Error generating token."
            return
        else:
            data = response.read()

        # Check that data returned is not an error object
        if not assertJsonSuccess(data):
            return

        # Deserialize response into Python object
        jsonoutput = json.loads(data)
        token = jsonoutput["token"]
        del tokenUrl
        del values
        del response
        del req
        del data
        return token
    except:
        print "Failed to generate ArcGIS token."

# A function that checks that the input JSON object
# is not an error object.

```

```
def assertJsonSuccess(data):
    obj = json.loads(data)
    if 'status' in obj and obj['status'] == "error":
        print "Error: JSON object returns an error. " + str(obj)
        return False
    else:
        return True

# Script start
if __name__ == "__main__":
    sys.exit(main(sys.argv[1:]))
```

Troubleshoot a database connection


When creating a new database connection or trying to access an existing database connection, Insights for ArcGIS may not be able to establish a connection to the database.

When a connection problem occurs, one of the following messages appears:

- **Invalid credentials. Ensure the user name and password provided for this connection are correct** indicates that an incorrect username or password was entered.
- **Invalid host. Ensure server name provided for this connection is valid and that the host is accessible** indicates that an incorrect server name or port number was entered.
- **Invalid database name. Ensure database name provided for this connection is valid** indicates that an incorrect database name or instance name was entered.
- **Something went wrong. Verify your connection properties, or click here to troubleshoot this** is used for SAP HANA only. This error message indicates that one of the required parameters is incorrect.

The following list provides common causes of database connection problems that can be investigated:

- The connection properties, such as **User Name**, **Password**, and **Port Number** are invalid. Verify that the connection properties for the database connection are correct. If changes are required for an existing database connection, you can edit these properties by [updating the database connection](#).
- You don't have the [database privileges](#) required to create the connection.
- Database driver files are not present or are improperly configured on your organization's hosting server site (<https://enterprise.arcgis.com/en/server/10.6/administer/windows/configure-hosting-server-for-portal.htm>). To establish a connection, your portal's hosting server must have Java Database Connectivity (JDBC) files uploaded and registered.
- The database is not configured to accept connections. Some databases require additional configuration to allow remote clients to connect. For example, for Microsoft SQL Server databases, you must enable the server network protocol to accept connections over the network.
- Connections have been blocked. Database administrators can prevent users from connecting to a database while they perform certain database maintenance tasks, such as backup and recovery, and upgrades.

 **Caution:** If you're having trouble using a [database connection](#) item that previously worked in Insights, you may need to [update the connection](#). Do not delete it from **My Content**. When Insights creates a dataset from a database table (or multiple database tables in the case of a [joined](#) dataset), a database connection is required. Deleting the database connection will cause any dependent datasets to be inoperable. This caution is especially important if the database connection has been [shared](#) with others. Only when you're sure no datasets are dependent, or you purposefully want to disable upstream datasets, should you delete a relational database connection.

Support

Compatibility with ArcGIS Enterprise

The following table indicates version support between Insights for ArcGIS and ArcGIS Enterprise:

Insights version	ArcGIS Enterprise 10.5	ArcGIS Enterprise 10.5.1	ArcGIS Enterprise 10.6	ArcGIS Enterprise 10.6.1
1.0 to 1.2.1	Yes	No	No	No
2.0 and 2.1	No	Yes	No	No
2.2.1 and 2.3	No	Yes	Yes	No
3.0 and 3.1	No	Yes	Yes	Yes

Additional resources

- [Configure the portal to support Insights](#)
- [Supported data](#)
- [Supported databases](#)
- [Supported browsers](#)

Localizing Insights for ArcGIS

The Insights for ArcGIS setup installs language-specific resources that allow you to localize the user interface of the Insights website. Localized help documentation is available as a separate installation, which you download from My Esri.

Localizing the Insights website

Language determines the user interface as well as the way time, date, and numerical values appear. The user interface of the Insights website can be viewed in the following languages:

Arabic	Latvian
Bosnian	Lithuanian
Croatian	Norwegian
Czech	Polish
Danish	Portuguese (Brazil)
English	Portuguese (Portugal)
Estonian	Romanian
Finnish	Russian
French	Serbian
German	Simplified Chinese
Greek	Slovenian
Hebrew	Spanish
Hindi	Swedish
Indonesian	Thai
Italian	Traditional Chinese (Hong Kong)
Japanese	Traditional Chinese (Taiwan)
Korean	Turkish
	Vietnamese

The display language of the Insights website is determined by the language of the web browser you are using. Check the Help information for the web browser you are using for information on how to change your browser language.

Localizing the help documentation


The English help documentation is installed as part of the Insights for ArcGIS setup. To view the help in a language other than English, you'll need to download and install the Insights for ArcGIS Help Language Pack from My Esri. The language pack contains help in the following languages: Arabic, Chinese (Simplified Han), Chinese (Hong Kong), Chinese (Taiwan), French, German, Italian, Japanese, Korean, Polish, Portuguese (Brazil), Russian, and Spanish

Localizing dates in Insights


Date formats are not supported in all languages. The following cultures will be used to view dates in unsupported languages:

Unsupported language	Default culture
Portuguese (Brazil)	Portuguese
Simplified Chinese	Chinese
Arabic	English
Norwegian	English
Vietnamese	English

Supported functions of GeoAnalytics Server

 **Legacy:** Insights for ArcGIS 3.1 will be the final Insights version that supports GeoAnalytics Server.

Insights for ArcGIS now has support for hosted feature layers with data stored in the spatiotemporal big data store. This feature is in Preview mode, so full support has not yet been enabled.

 **Note:** Data from a spatiotemporal big data store can be added from your portal as a feature layer. You can create a feature layer from data in the spatiotemporal big data store using any GeoAnalytics Tools, such as the Copy to Data Store tool. GeoAnalytics Tools can be run from Portal for ArcGIS, ArcGIS Pro, ArcGIS API for Python, or the REST API. GeoAnalytics Tools and the spatiotemporal big data store are only available if your ArcGIS Enterprise deployment includes GeoAnalytics Server (<https://enterprise.arcgis.com/en/server/10.6/get-started/windows/configure-the-portal-with-arcgis-geoanalytics-server.htm>).

If ArcGIS GeoAnalytics Server is configured for ArcGIS Enterprise, Insights will use GeoAnalytics Tools when performing analysis against feature layers from the spatiotemporal big data store. GeoAnalytics Server accelerates analysis by distributing the workload across multiple machines. To provide a seamless user experience, when GeoAnalytics Server is not configured, standard analysis tools will be used for the analysis.

Supported tools and capabilities

The following tools and capabilities are supported in Insights for feature layers with data stored in the spatiotemporal big data store:

- [Create maps*](#)
- [Filter data](#)
- [Attribute aggregation**](#)
- [Histogram](#)
- [Time series graph](#)
- [Spatial Aggregation](#)
- [Spatial Filter](#)
- [Create Buffer***](#)
- [Share page](#)

The following tools are supported with limitations in Insights for feature layers with data stored in the spatiotemporal big data store:

- [Enrich Data](#)
- [Calculate Density](#)
- [Calculate field](#)
- [Find Nearest](#)
- [Enable location](#)

*Does not support styling by a number field using Counts and Amounts (Size) and Counts and Amounts (Colors).

Does not support more than one subgroup for a statistic. An error is returned when the **Subgroup option is used in a bar chart. Chord diagrams, data clocks, and heat charts are not supported for data from the spatiotemporal big data store.

***GeoAnalytics Tools only support the **Fixed Distance** option for Create Buffer/Drive Times, so standard analysis tools are used for all travel modes.

Supported browsers

Insights for ArcGIS supports the following browsers:

- Microsoft Internet Explorer (version 11 or later)
- Microsoft Edge
- Mozilla Firefox (version 10 or later)
- Google Chrome (version 10 or later)
- macOS Safari
- iOS Safari (tablets only)

Additional resources

- [Supported data](#)
- [Access Insights](#)

Troubleshoot a map image layer

Map image layers must support statistics in order to perform many of the processes in Insights for ArcGIS, such as [create a chart](#). If you receive the error **The layer does not support statistics**, try republishing the layer making sure that all of the following conditions are met:

- The dataset resides in an enterprise or file geodatabase.
- The dataset is not a Query Layer, meaning a dataset that is defined by a SQL query (for example, a layer from a database).
- The dataset does not have more than one join defined on it.
- The dataset is not joined with another dataset from a different workspace.
- The dataset does not have an outer join if the workspace is a geodatabase from an application earlier than ArcGIS 10.1 for Desktop and an application server connection is used.

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