



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-036

Geospatial Analytics and GIS for Business

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Course content

Why Attend

Location matters for decisions about where to open stores, route vehicles, plan infrastructure or target services. Geographic information systems and geospatial analytics reveal spatial patterns hidden in tables.

This Aractech course introduces GIS concepts, spatial data, mapping, geocoding, spatial analysis techniques, location intelligence for business, and sharing interactive maps. Participants complete practical mapping and analysis exercises.

Course Methodology

- Hands-on GIS labs
- Demonstrations
- Case studies
- Mapping project
- Group presentations

Course Objectives

- Explain GIS concepts and spatial data types
- Create effective maps
- Geocode and integrate location data
- Apply spatial analysis techniques
- Use location intelligence for business decisions
- Share interactive maps and insights

Target Audience

- Business and data analysts
- Urban and regional planners

Course content

- Logistics and retail analysts
- Public sector officials

Course outline

Detailed course outline

Day-by-day outline for Geospatial Analytics and GIS for Business.

Day 1 - GIS Fundamentals

- 09:00-09:45 | Spatial thinking
- 09:45-10:30 | Spatial data types
- 10:30-11:00 | Coordinate systems
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Coordinate systems (continued)
- 11:45-12:30 | GIS software
- 12:30-14:00 | Lab: First maps

Day 2 - Mapping

- 09:00-10:17 | Map design
- 10:17-10:56 | Thematic maps
- 10:56-11:00 | Symbology
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Symbology (continued)
- 12:05-12:43 | Layouts
- 12:43-14:00 | Lab: Thematic mapping

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Day 3 - Location Data

- 09:00-09:45 | Geocoding
- 09:45-10:30 | Data integration
- 10:30-11:00 | Open data sources
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Open data sources (continued)
- 11:45-12:30 | Data quality
- 12:30-14:00 | Lab: Geocoding

Day 4 - Spatial Analysis

- 09:00-09:45 | Buffers and overlays
- 09:45-10:30 | Proximity
- 10:30-11:00 | Hot spot analysis
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Hot spot analysis (continued)
- 11:45-12:30 | Catchment areas
- 12:30-14:00 | Lab: Site analysis

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Day 5 - Location Intelligence

- 09:00-09:54 | Business applications
- 09:54-10:48 | Web maps
- 10:48-11:00 | Dashboards
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Dashboards (continued)
- 12:12-13:06 | Communicating
- 13:06-14:00 | Capstone: Location analysis project

Seminar dates

Available seminar dates

Live dates and pricing for Geospatial Analytics and GIS for Business generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Amsterdam	Classroom	€2,830
14 - 18 December 2026	Istanbul	Classroom	€1,978
18 - 22 January 2027	Rome	Classroom	€3,460
15 - 19 February 2027	Kuala Lumpur	Classroom	€1,925
15 - 19 March 2027	Barcelona	Classroom	€2,815
19 - 23 April 2027	London	Classroom	€2,315
17 - 21 May 2027	Munich	Classroom	€3,225
21 - 25 June 2027	Amsterdam	Classroom	€2,830
19 - 23 July 2027	Istanbul	Classroom	€1,978
16 - 20 August 2027	Rome	Classroom	€3,460

Seminar dates

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20 - 24 September 2027	Kuala Lumpur	Classroom	€1,925
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	London	Classroom	€2,315
20 - 24 December 2027	Munich	Classroom	€3,225
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
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15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

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21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
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