



The Ryerson Library's Geospatial Map and Data Centre (GMDC) in collaboration with the Department of Geography and Environmental Studies and ESRI Canada present

## **GIS Day at Ryerson**

Wednesday November 14<sup>th</sup>, 2018, 10am-3pm  
Ryerson University Student Learning Centre – 5<sup>th</sup> Floor (SLC508)  
341 Yonge Street, Toronto

Ryerson students, faculty, staff, and the local community are invited to explore and celebrate Geographic Information Systems (GIS) research and applications. Presentations will include a series of academic and technical demonstrations highlighting institutional research and the following ESRI products: ESRI Insights, ArcGIS Pro, and CityEngine.

### **Agenda**

#### ***10:00-11:00am - Spatial Big Data in Retail Location Decision-Making***

Presenters:

Joseph Aversa – Department of Geography and Environmental Studies  
Dr. Tony Hernandez – Director, CSCA, Eaton Chair in Retailing

While it is clear that there has been a widespread collection and storing of data, questions still remain around whether or not the emergence of Spatial Big Data (SBD) has had an impact specifically within the retail sector. SBD is seen to offer broad, interconnected, spatio-temporal data that provides an increased level of sophistication and a more detailed understanding of consumer behavior. Amid a clear industry push to towards wanting more data-driven decision-making, organizations have added pressure in attempting to leverage data into their planning processes. This presentation examines the current state and evolution of retail location decision-making (RLDM) in Canada. The major objectives are: (i) To identify the awareness, availability, use, adoption and development of SBD; and, (ii) To assess the implications of SBD in RLDM. These objectives were investigated through three in-depth cases studies.

#### ***11:00am -12:00pm - ESRI Insights***

Insights for ArcGIS allows users to access web-based data analytics. This demo will take you through the 4 types of analytics (descriptive, diagnostic, predictive, and prescriptive) using crime data from the City of Toronto. Learn to use Insights to answer questions you didn't know to ask.

Contact: Dan Jakubek <[djakubek@ryerson.ca](mailto:djakubek@ryerson.ca)>

***12:00–1:00pm - Pizza Lunch and Refreshments***

***1:00-2:30pm - ArcGIS Pro 3D Data Visualization and CityEngine***

This session will present ArcGIS Pro and its 3D Data Visualization capabilities. The second component will guide you through the process of modelling an area of downtown Toronto in 3D using CityEngine. 3D urban model creation, GIS data import, model texturing, building-metric calculations, and shadow and view analysis will be demonstrated in this session.

Contact: Dan Jakubek <[djakubek@ryerson.ca](mailto:djakubek@ryerson.ca)>