



# Location Intelligence in Geo-marketing, Geo- crime and Risk Analysis

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That the impact of your army may be like a grindstone dashed against an egg--this is effected by the science of weak points and strong.

Sun Tzu "The Art of War"

What is Location Intelligence?

It is a systematic process of obtaining and analyzing spatial information with the aim of producing useful knowledge for:

Strategic:

Provide all necessary information to those who must make the decisions.

Tactics

Planning, direction and development of the decisions



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itunes.apple.com/us/  
book/inteligencia--con/  
id1201343389?](https://itunes.apple.com/us/book/inteligencia--con/id1201343389?)

It is linked to other types of intelligence such as Business Security (Geo-crime), Army (Geospatial Intelligence), etc ...

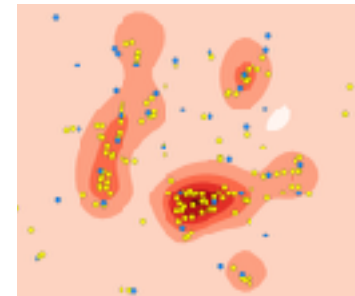
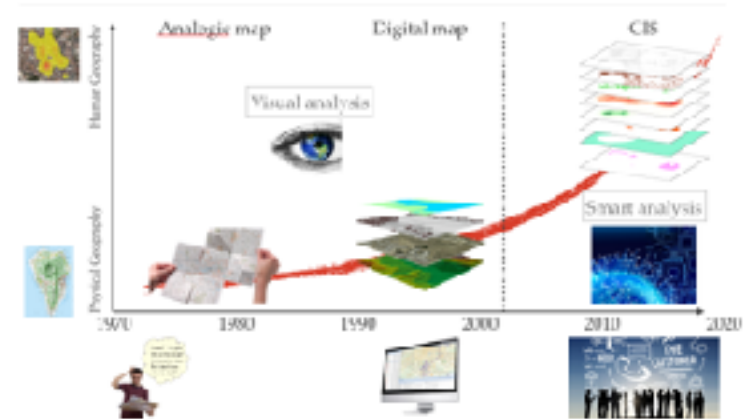
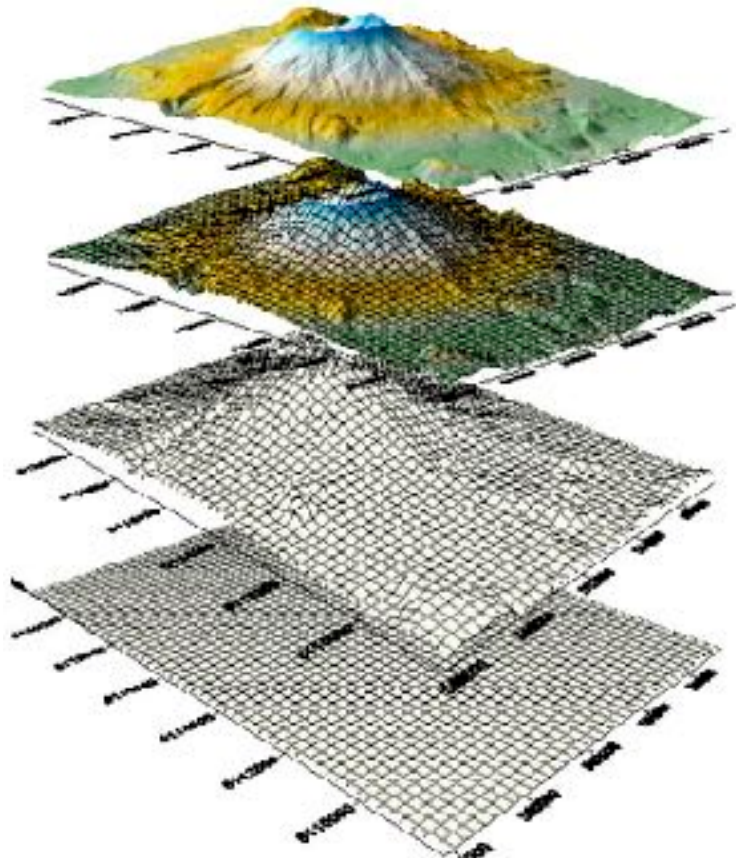
Consequently, many professionals from very different fields can use this technique to perform complex analyzes related to the geographical location and use them to make decisions much more effectively.

According with "The Eureka Moment: Location Intelligence and Competitive Insight"

Pitney & Bowes. 2015:

"In recent years the convergence of business intelligence and big data has given rise to data-driven organizations—organizations that use data not only as a check against gut intuition, but to direct business practices, marketing, new product development and any number of other operational activities. But business intelligence platforms typically miss an important dimension of data analysis: location".

## From visual to smart maps



The course focuses on making an introduction to the world of Location Intelligence for those who want to evaluate the possibilities and advantages that can give this technique in their professional fields..

It is designed from a perspective of democratization of Geomatic Technologies in multidisciplinary fields and does not require any previous knowledge.



## Introduction to Location Intelligence.

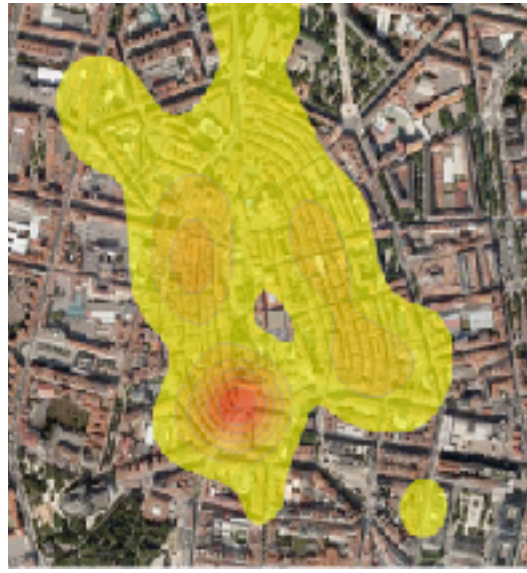
Basic Concepts.

History and evolution of the Location Intelligence.

Importance of Geographic Information.

Location Intelligence and decision-making process.

Geographic Information Systems (GIS).



## Location Intelligence and Geographic Information

Structure of Geographic Information.

Geographic Components.

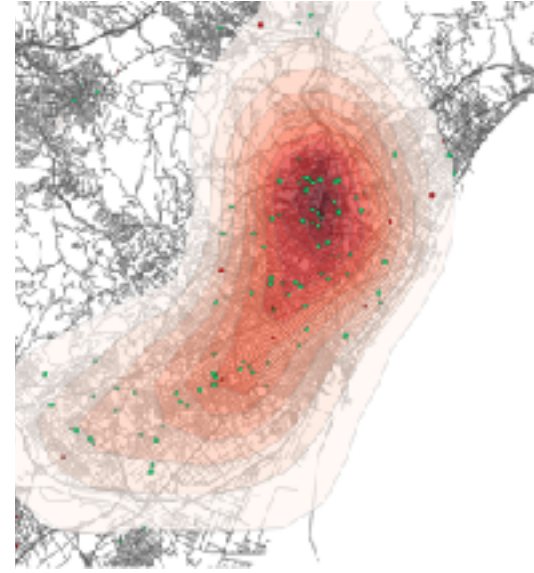
Algorithms and Spatial Analysis.

Geo-conceptualization and model building.

Case Studies:

Risk analysis.,Geo-marketing.

Geo-crime....



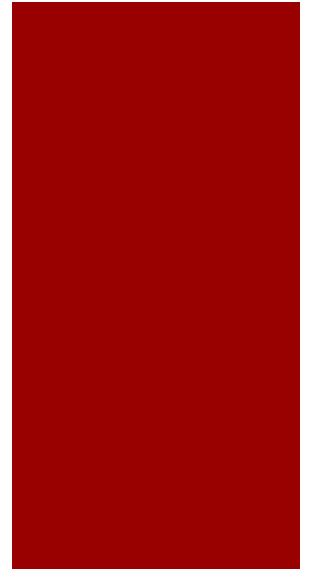
## Scientific Visualization of de Geographic Information.

Introduction to the Scientific Visualization of Geographic Data.

Principles of Effective Visual Communication in Cartography.

Graphic Semiology.

Examples.





**Place:**

**Date: Thursday, March 23**

**Hour: 16:30**