

PROJECT ARC-GIS

RETAIL SITE SELECTION PROBLEM

Purpose: To learn how to use ARC-GIS to craft a plan for a Retail Site Selection Problem. See the pdf file I sent you titled “Retail Site Selection”. This is the problem that Professor Jessie Zarazaga presented to us last Wednesday, April 13. To help you in writing up a site selection recommendation for Greg, you should review the PPT that Professor Zarazaga presented. It can be accessed at <https://smu.box.com/GISretailAnalysis>.

This exercise counts 20% of your grade in this class so do well on this assignment. Your report is to be typed up neatly with a cover page, no more than 5 pages of analysis (Introduction of the Problem, Analysis, Conclusion) and up to 10 pages of screen shots from ARC-GIS (but no more than 10) in an appendix all for laying out your recommendation for a site location for Greg. Staple your report together and put it in a manila folder with your name on it. I am particularly looking for original thought in your report. If the written part of your report significantly duplicates that of a colleague, you and your colleague will receive a zero on the assignment. In this report, neatness counts. I want things typed up, not hand-written. This exercise is **due at the scheduled time and place for our Final Exam: Room 303 Lee, Wednesday, May 4 at 6:30 pm. I will be there to pick up your exercises at 6:30 pm and will wait around for 15 minutes or so before leaving. If you are late in handing in your work, I will discount your score according to how tardy the work is. If you would like to give me your report before the assigned date, that is fine. Just make sure that I actually get it.**