

The Business Case for GIS

The Department of Geography, Geoinformatics and Meteorology at the University of Pretoria invite you to attend an open lecture by Esri South Africa.

This lecture forms part of the lecture series of the 3rd year Geographic Information Systems module, GIS 310.

DATE:

29/05/2023

TIME:

12:30 – 13:20

VENUE:

Muller Hall, Chancellor's Building

RSVP:

Not required, simply join us at the venue and time indicated above.



Using geographic information systems (GIS) enables businesses to make quicker, more effective decisions which in turn lead to decreased expenditure and increased profit. GIS does this by helping business to answer the “Where” questions relating to customers, competitors, assets, and location. This positions business leaders to identify and capitalize on overlooked gaps and opportunities.

We will examine how GIS can have an impact in the commercial and business setting in this guest lecture. We will discuss and provide examples of subjects including market planning and trade area analysis, site selection, and customer segmentation using a combination of census, business, lifestyle, and spending data.

Speakers

Lebogang Mashishi is a Product Lead at Esri South Africa. You can view her profile at <https://za.linkedin.com/in/lebogang-mashishi-0a27679b>.

Verosha Naidoo is Lead for the Esri South Africa Community Programme. You can view her profile at <https://za.linkedin.com/in/verosha-naidoo-26169bba>.



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