Welcome!
How important is location in business?

74% say location is very important or important.

41% say location is very important.

33% say location is important.
Who is using Location Analytics?

74% say location is important, yet most miss out on location analytics.

In the world of Business Intelligence (BI), 45% of companies use location analytics, and 10% plan to implement them.
What are they using?

49% Use heavily

53% Use heavily

23% Use heavily
London, 1854
Dr. John Snow
Which Technology?

**Spreadsheets**
- **Use it**: 49%
- **Very Satisfied**: 16%

**Location Analytics / GIS**
- **Use it**: 23%
- **Very Satisfied**: 49%
Location Analytics software market size in FMCG / Retail ($ million)
Public transportation stops
Companies
Salaries
Competition
Competition
No. Of 0-2 year old male: 7
No. Of 0-2 year old female: 3
Downtown of Veresegyház
No. Of 0-2 year old male: 24
No. Of 0-2 year old female: 30
Veresegyház ligetek
No. Of 0-2 year old male: 81
No. Of 0-2 year old female: 88
5, 10, 15 minute service area
Enterprises 2.869
Employees
13,867
$y = 8,4548x - 21322$

$R^2 = 0,36$
Population 7.076
Employees 1,994
Sales

Strategic level
Opportunity-led sales network
Organic grown sales network
Optimized sales network
Planning based on economic potential
Sales
Tactical level
Sales

Lead generation
GSearch
Data Collection
65,000,000 hits
Brand wars
Brand wars
Brand wars
POIs on the map

Collected manually

Collected automatically from the web
Public kitchens 533
Cafés 13.166
Hotel 21.907
Restaurant 16.212
Gsearch data

- Elementary School
- car Dealer
- Auto Repair
- Bank
- Bar & Pub
- gas station
- court
- Prison, correctional facilities
- Bus station
- Breakfast, buffet
- discount store
- Universities, colleges
- Religious institutions
- Restaurant
- fitness
- Beauty shop, beauty salon
- grammar school
- Factory, plant
- Fast food independence
- army
- Border Crossing
- local government
- Hotel
- Hypermarket
- Old people's home club &
- Office Buildings
- cafe
- hospital
- High School
- Retail database
- lottery
- Ministries, state institutions
- Motel & Pension & other accommodation
- museum
- National tobacco shop
- Doctor's office
- kindergarten
- Bakery Independent / Chain
- post office
- warehouse
- police
- Pleasure and sporting facilities
- Secondary School
- Seasonal & Beach
- Train Station
Market data
Consumer spending
12,000+ surveys
Consumer status
Early adopter / Inn.
Juice consumption
Painkillers
Applying Geography Everywhere