



Vizalytics Technology

Vizalytics Business Builder

Assess, Compare, Predict in Real Time

Vizalytics Business Builder produces location-specific contextual business intelligence to speed decisions on site selection, location performance, use case optimization, development, and future planning. Driven by the Vizalytics Knowledge Graph, Business Builder creates real-time competitive rankings, feasibility scores, and customer or neighborhood profiles, enabling bankers to assess loan prospects, real estate firms to uncover development opportunities, retail chains to compare branches.

How it Works

You have dozens of distinct data streams to deal with – business activity and performance, weather, events, inspections, traffic, transit, construction, health and safety, permitting, crime, schools, complaints, social media, census, imbedded sensors. Each stream monitors its own events, in granular detail. Business Builder breaks down the walls between these data streams and maps events and relationships among them against time and location.

With continuous access to virtually unlimited stores of data, the Knowledge Graph models a given point, line, or polygon – a region, a city, a neighborhood, a street, a building – in space and time, at hyper-local granularity. The Knowledge Graph returns content to users based on attributes such as the significance of events, whether they are typical or unusual, where related events are clustered, and historical context. Information matches a user's point location, as natural language generation delivers insights, predictions, risks, scores, tips, and suggestions.

Business Builder draws on Knowledge Graph contextual analytics to create business viability or neighborhood ambiance scores and recommendations, adapting data to...

- **Suitability Analysis:** Is a prospective location appropriate for a given business use?
- **Site Comparison:** Which location is most suitable for an identified activity?
- **Use Case Optimization:** Which is the better use case for a given location?
- **Contextual Insight:** What do I need to know, both now and in the future, about activity around my location?
- **Business Intelligence:** How can I compare factors that affect my business over time at a given location, or compare factors at separate locations?

Vizalytics Technology enables smart cities and data-savvy businesses by unlocking the potential of open and private data, connecting previously disconnected information sources to the citizens and businesses who need it. The cloud-based, patent-pending Vizalytics Knowledge Graph receives a continuous stream of data from hundreds of public and private data sources. The Knowledge Graph then applies context-focused analytical lenses to the data and feeds insights to our users, in real time, via geo-located alerts, visualizations, and maps. Vizalytics clients – local businesses, neighborhoods, governments, enterprises, and individuals – receive predictive guidance about issues that matter to them, saving money and time, increasing efficiency, and uncovering opportunities. They also avoid risk with their data securely protected in Amazon Web Services data centers.

vizalytics



Business Builder Use Cases

A real estate company might use Business Builder for building management or development. A clothing chain might use it to compare stores' performance, or assess potential new locations. Say you are a banker and a customer wants a loan to open a pizzeria in your service area.

Business Builder gauges the potential for your customer's success, looking at the prospective address and reporting on nearby pizzerias, neighborhood ambiance, business visibility, potential foot traffic, nearby transit options, and delivery access, to generate a viability score:

- There are 7 pizzerias nearby, an average number of competing businesses for pizzerias.
- The shop is on a corner, and therefore is highly visible.
- Your street gets a lot of foot traffic, which is great for pizzerias.
- Transit options are a bit far from this location, so commuters may not see the shop.
- Delivery trucks may have a hard time unloading due to high traffic.
- Opening a pizzeria in this area has a viability score of 78 out of 100.

Or you run a grocery chain and you want to compare activity and performance at one of your stores on different dates. You find that:

- Social media comments and 311 complaints hurt satisfaction in September.
- A new competitor nearby lowered the competitive score for November.
- Road closures and sidewalk disruption hurt customer and delivery access in September.
- In all, the September score was 68 out of 100, November 77 – complaints hurt more than competition.

Business Builder can also compare activity at two locations over the same time frame. In each case, Business Builder drills deeper into each aspect of a viability score to give a sense of daily commercial life in the area.

Contact Us

We can tailor Business Builder to the trajectory of your business. With Business Builder, a collection of disconnected data sources becomes a unified portal to your fast-changing world.

Vizalytics.com

Vizalytics Technology

40 Wall 28th Fl NY NY 10005

info@vizalytics.com

Aileen Gemma Smith

aileen@vizalytics.com

+1 (718) 873-6548

vizalytics

Copyright © 2017 Vizalytics Technology