INRIX IQ Location Analytics

Location intelligence for faster, smarter business decisions

Location Analytics provides comprehensive location-based insights to help businesses easily make more confident, calculated decisions to improve profitability.

Business professionals are faced with challenging questions every day that data can help answer, but making sense of it all can be expensive, time consuming, and difficult. As a result, many organizations struggle to gain strategic insights from data and are left guessing, which can significantly impact their bottom line.

INRIX IQ Location Analytics is a powerful new location intelligence application that makes it easy for professionals to make data driven decisions to grow their business, maximize return on investment, or better serve constituents. Location Analytics does this by bringing together a variety of high-quality mobility, demographic, behavioral, and commercial datasets, with the ability to import your own location data as well. It all comes together in one easy-to-use, cloud-based application that effortlessly integrates with your existing workflow.

Location Analytics empowers organizations with detailed insights on any location to make decisions smarter and faster—whether it's deciding where to open a new location, making the right investments to maximize portfolio growth, or identifying ways to better serve the wider community.

Key Benefits at a Glance

- Easily Find and Compare the Locations that Matter to You

- Get Comprehensive Mobility Insights for Any Location

- View All Your Mobility Data in One Single Place

- Easy to Use, Cost-Effective Cloud Based Solution

Use Cases

Retail: Brick and mortar businesses like retailers and restaurants can easily analyze current or prospective locations to stay one step of ahead of the competition.

Financial Services: Understanding mobility trends provides hedge funds and investors with unique insights into the health of an industry, an individual company, or even an individual location.

Cities: Location intelligence can help cities streamline urban planning, improve accessibility and utilization of public services, and conduct greener projects for more livable cities.

# Make INRIX Location Analytics Work for Your Organization
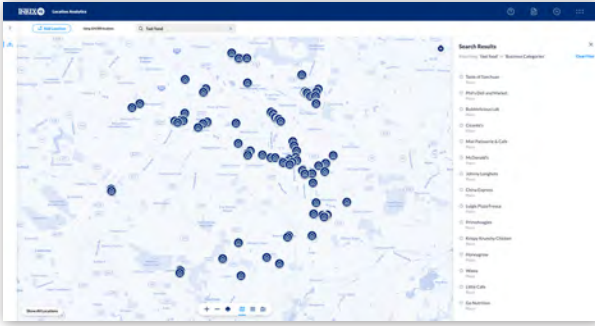
Easily Find & Analyze Any Location You're Interested In

Whether you are looking for a new business location or interested in learning about business activity for specific locations, Location Analytics' powerful search function lets you quickly find the locations you are interested in and compare them immediately.
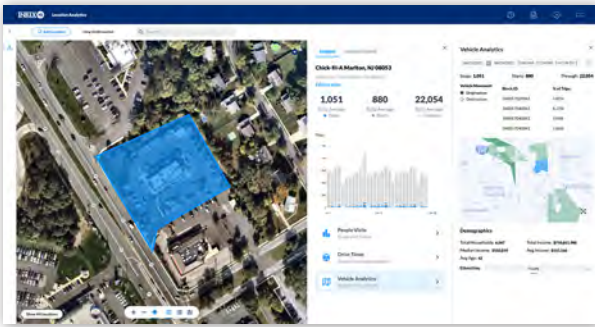

Eliminate the Guesswork with Powerful Location Based Insights

Making informed business decisions requires you have access to the data that matters to you. Location Analytics eliminates the need for guesswork, providing in-depth information for the locations you care about, evaluating each of their key metrics, and automatically surfacing the insights you want.
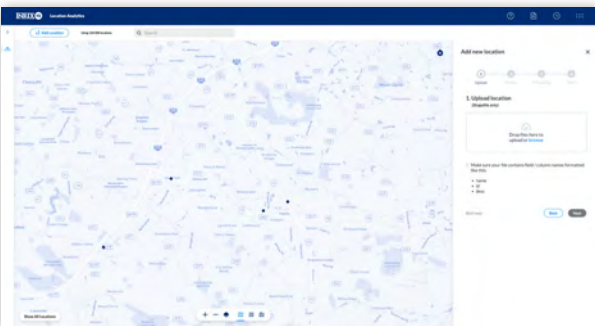
Save Time and Boost Efficiency with Easy Data Integration

Utilizing different platforms for viewing multiple data sources can be time consuming and increases the risk of errors. Location Analytics' data integration capabilities make it easy to get a unified view of all your mobility data to produce deep, actionable insights.
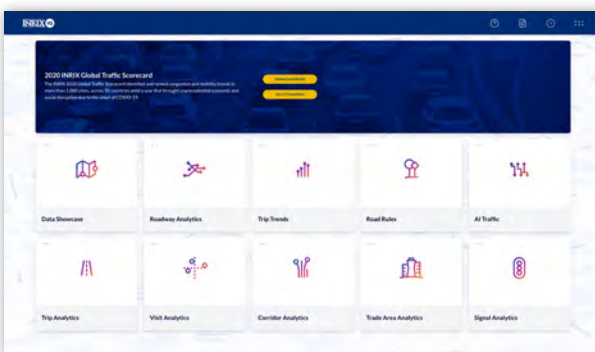
Focus on Your Business, Not on Technology

Getting results from data science should be quick and affordable. Location Analytics is a fully hosted solution that takes the hassle of managing data, software, and IT infrastructure off your plate and lets you focus on what matters most—your business.

INRIX IQ

Location Analytics

An easy-to-use solution that empowers businesses to make smarter, faster decisions by providing powerful insights into the movement of people, vehicles, and goods to, from, and around locations.

Searchable Points-of-Interest (POIs): Location Analytics comes pre-loaded with highly precise and relevant POIs that can be searched and filtered by type, location, etc. and you can even import your own locations.

Customizable Locations: Unlike other offerings that are limited to only giving you data linked to proprietary POIs, we let you specify the exact geographic boundaries you want data from with an easy-to-use drawing tool to cover a wide variety of uses cases.

Demographic Details: Trips are matched to their origin neighborhood at the census block level. This makes it easy to characterize trip travel distances and trade areas associated with each location, as well as to match visits to demographics data.

Vehicle Trip Details: Get details on how many vehicles stopped and started inside the location boundary, how many went through, where they came from, and where they went.

Drive Time Polygons: Drive time polygons predict distance in minutes rather than miles, helping retailers determine the accessibility of store locations. Analyze drive times by day of week, time of day, and length of journey.

People Visits Details: Access anonymized mobile location intelligence data to better understand who your customers are, where they come from, and when they are visiting the most.

Flexible Platform: Use the API to access Visits data and bulk Trips reports to conduct custom analysis beyond the standard reports provided by Location Analytics.

Learn more about INRIX IQ Location Analytics
INRIX.com/products/location-analytics/

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Location Analytics

> " We have found the INRIX mobility data set to be a much more predictive data set than traditional, more old school methods when we are looking at who our customers are, where they are coming from and when. "
>
> **Jeff Rubino, VP of Real Estate, Five Guys Enterprises.**

INRIX enables smarter mobility by empowering cities, people, and businesses with the best data, tools, and insights to make movement smarter, safer, and faster. As a leader in mobility data and location intelligence for more than 15 years and trusted by the site selection industry, INRIX helps world class organizations make calculated decisions every day based on a deep understanding of the world around them. INRIX collects 36B+ mobility data points and makes them available to some of the most innovative public sector agencies, automakers, and businesses so they can deliver better products and services to their customers and constituents.

INRIX is the Largest Mobility & Location Based Platform Globally
- INRIX captures 120M trips per day in the US (1 out of every 7 miles driven in US)
- 145+ global countries that data is sourced from
- 36B+ real-time data points collected each day, 25M+ every minute
- 2T+ KM of vehicle trip data representing 35B+ driving hours
- 15+ years of historical data in proprietary database