Geointellect®

- A platform for geoanalytics

Центр
Пространственных
Исследований

Consulting — since 2003
Cloud — since 2010
Platform — since 2017

Location Intelligence

About the creators of the platform

- 17 years — since the foundation of the CSR (consulting & IT in geoanalytics
- 13 years — of teaching geomarketing and

•GIS in the Russian Federation

- 10 years — since the creation of the
- GeoIntellect cloud product
- 6 years — of holding a geomarketing workshop at the Russian Retail Week
- 2 years — since the foundation of the GeoIntellect platform as a geoanalytical platform

The Center for Spatial Researches

300+ customers

Geointellect®

300+ customers b2b, b2g

In the b2b sector — mainly retail (FMCG, public catering, etc.), in the b2g sector — urban studies, public administration, and real estate

Location Intelligence platform and API

Deploy a geoanalytical system in a large company with geodata and Big Data inside a server (Enterprise) for a large number of places

Or

Use our API.Geointellect for your system or website (feature set, geodata)

API Geointellect® .com
Геоинформационная система аналитика

Products and audience:

CLOUD and GEODATA MARKETPLACE

for everyone from small businesses to large companies

API

For those who own a GIS, a CRM, a website

Enterprise license

for large companies working with Location

Geointellect®

«Cloud» (SaaS)

Geointellect® Key stories for retail, housing, and shopping center development:

GEODATA FOR ASSESSING LOCATIONS INSIDE CITIES: POPULATION, COMPETITORS, MOVEMENT, WORK

TOOLS FOR DATA COLLECTION AND LOCATIONS ASSESSMENT, TYPES OF GEOMARKETING PRODUCTS:

OFFLINE GEOMODELING OF TARGET AUDIENCE

TRANSPORT AND PEDESTRIAN ZONES

MOBILE APPLICATIONS FOR OFFLINE DATA COLLECTION

HUFF MODEL

MACHINE LEARNING

MACRO ANALYSIS OF TERRITORIES, RATINGS

INCOME LEVEL

TURNOVER AND CUSTOMER FORECAST MODELS

DELIVERY ASSESSMENT AND OPTIMIZATION

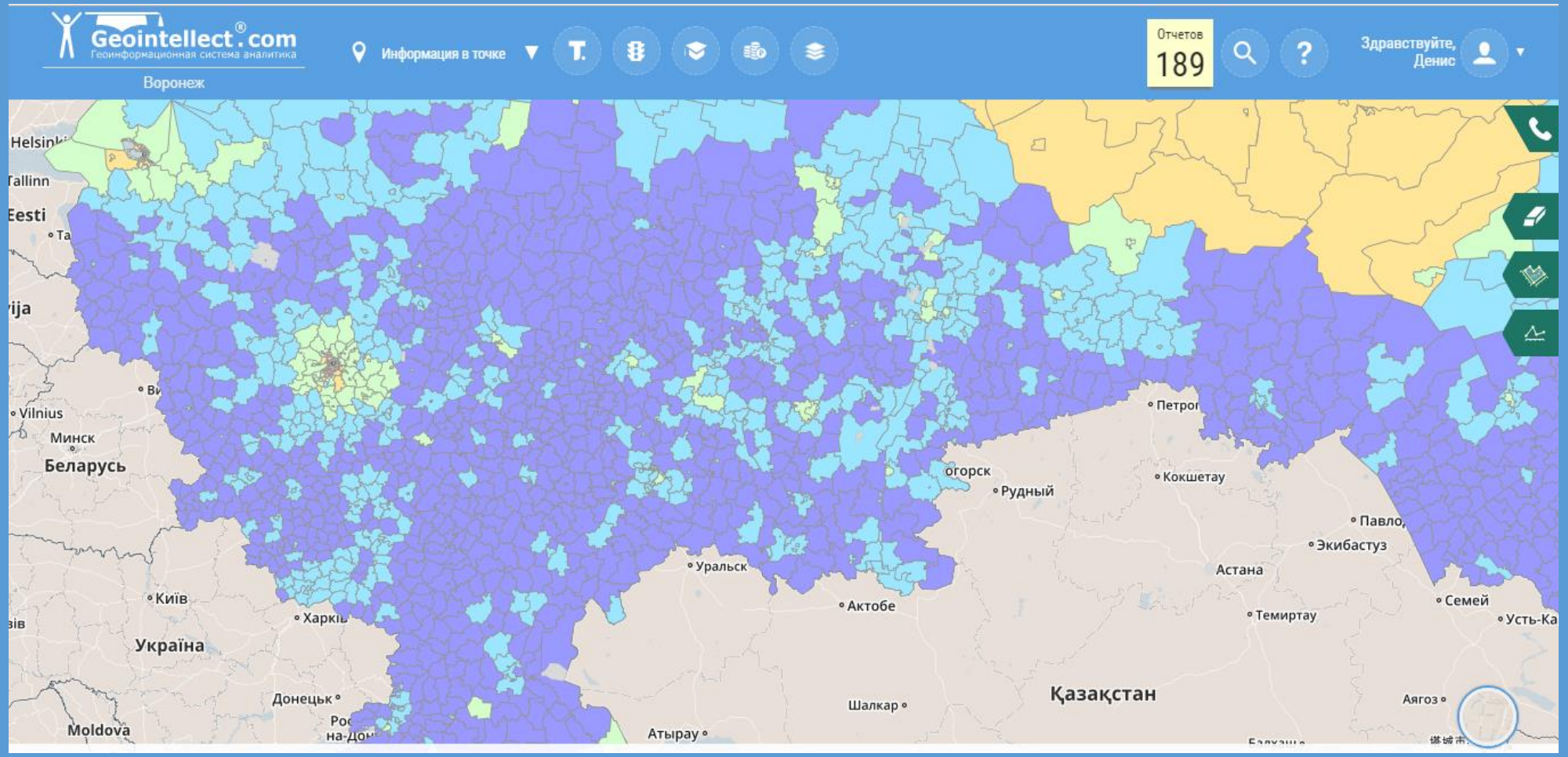
SaaS, GIS, API.

HOUSING UNDER CONSTRUCTION, NEW BUILDINGS

COMPOSITE LIVING COMFORTABILITY INDEX

COMMERCIAL REAL ESTATE, RENT RATE

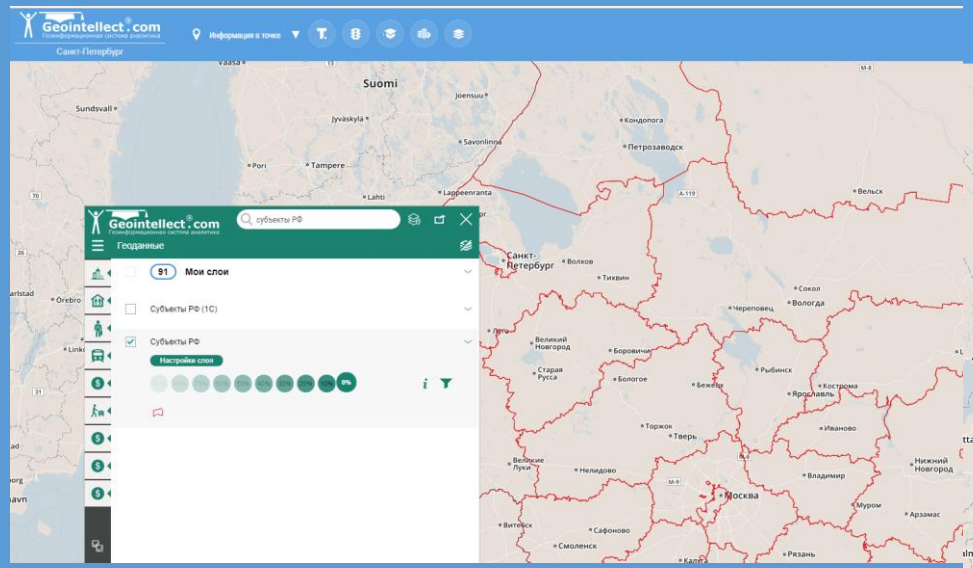
Geointellect® Macroeconomic indicators across the country's territories:

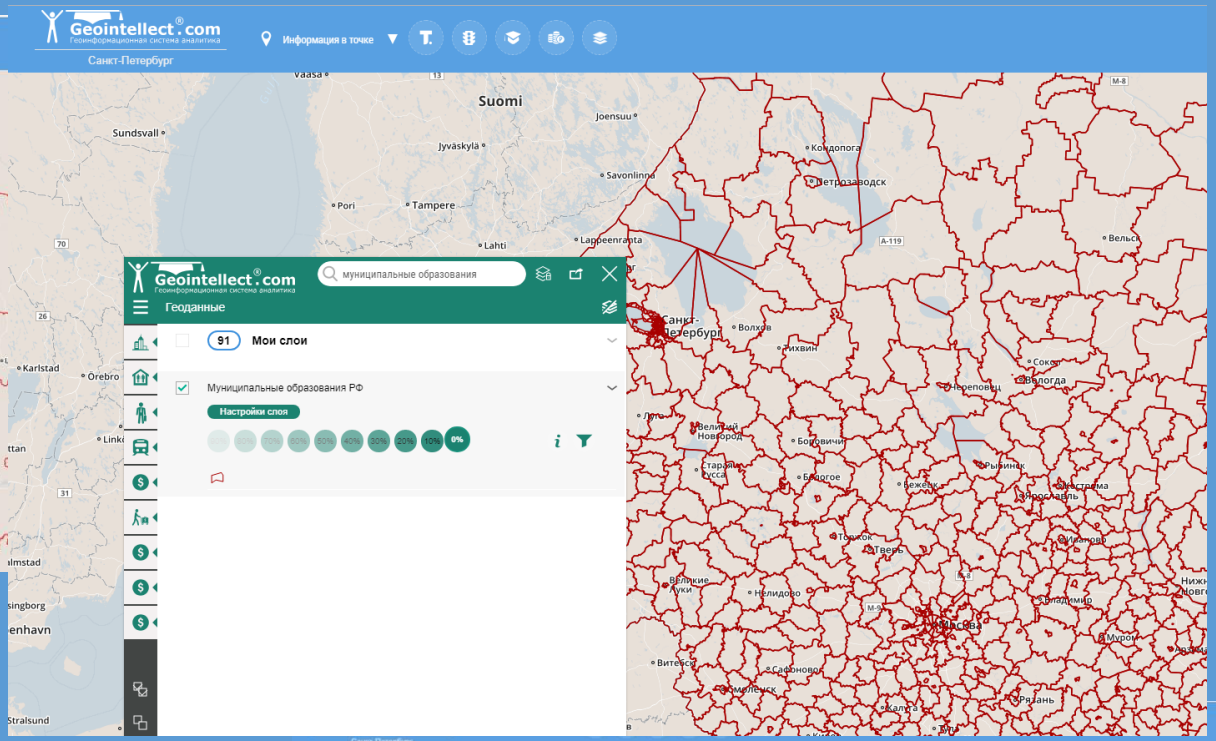


- Population
- Revenues, market capacity
- Composite retail development index (retail.ru)
- Other indicators

- region
- municipality
- administrative
- district
- zip code

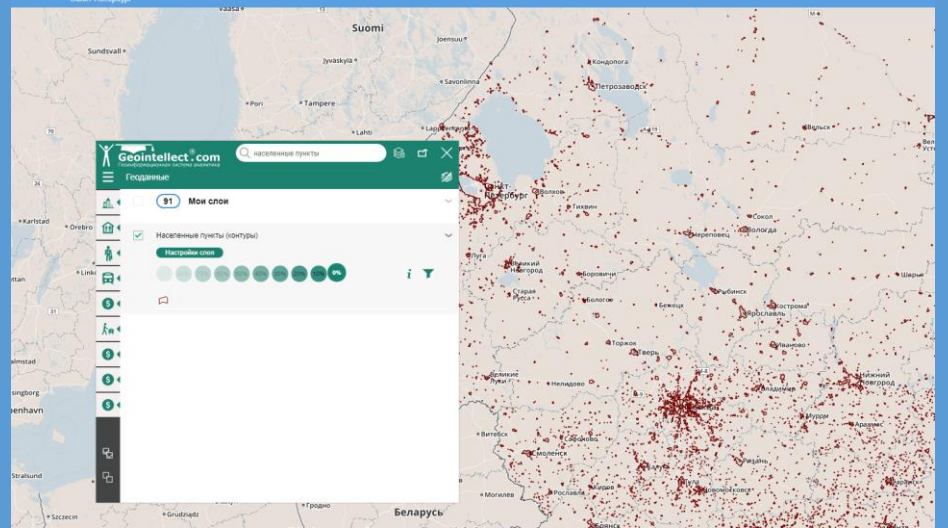
Macroeconomic indicators across the country's territories:



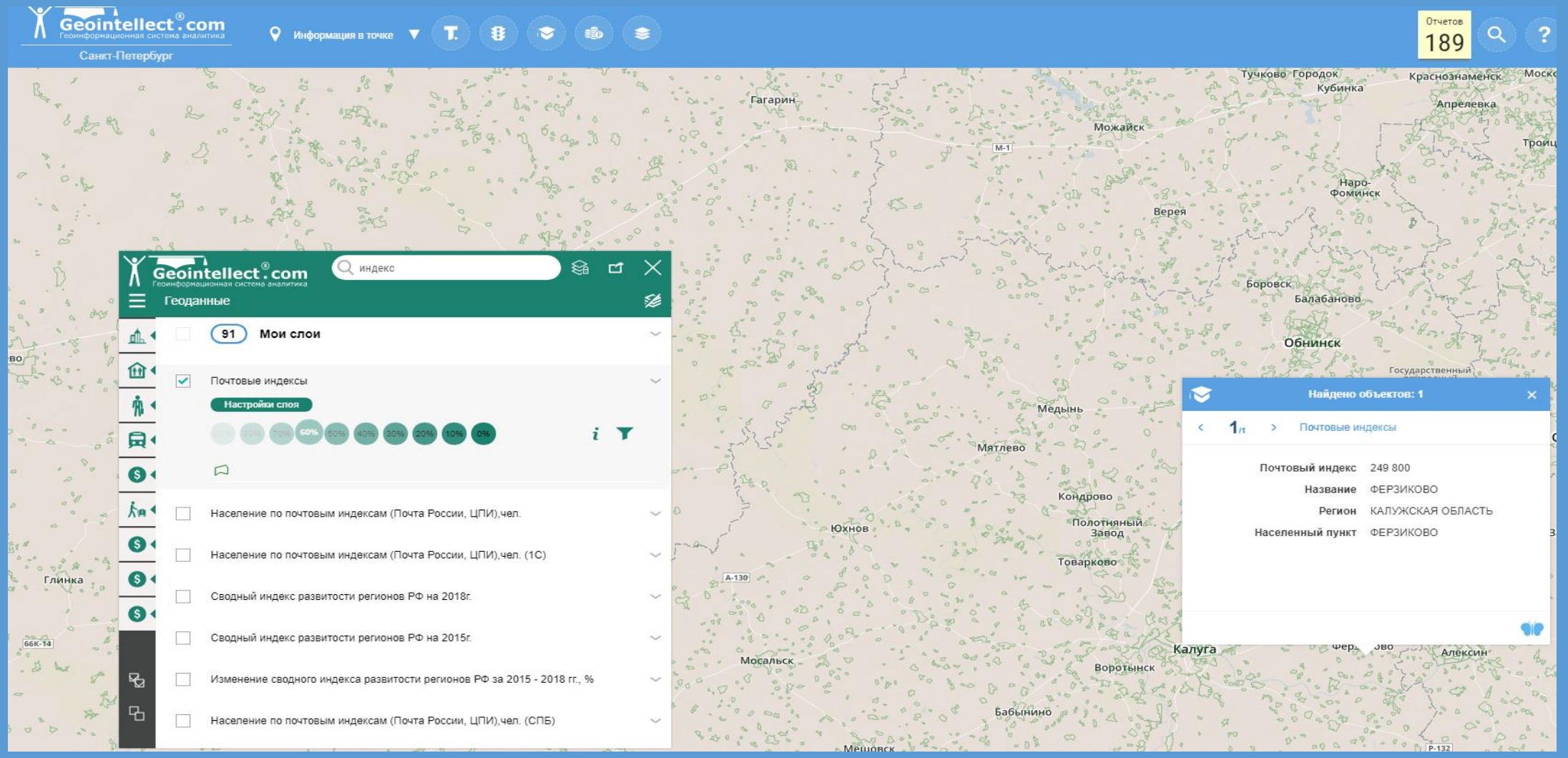


Степени вложенности:

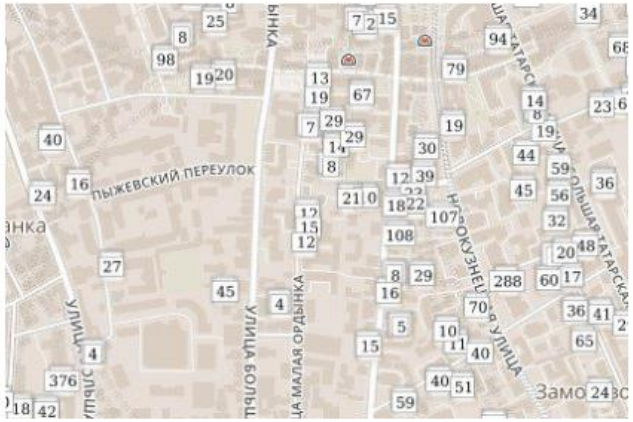
- region
- municipality
- administrative
- district
- city block
- zip code



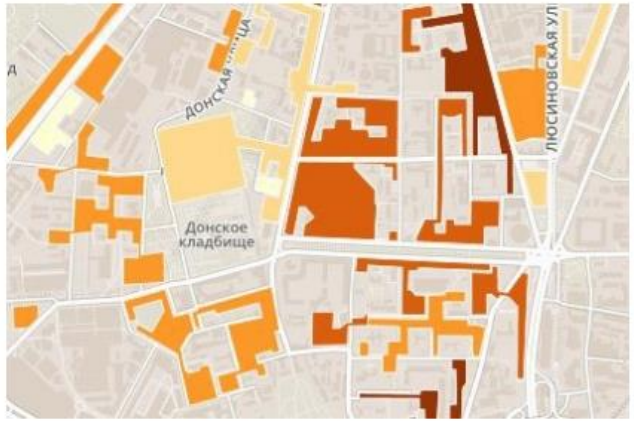
Postal codes (ZIP-code) Zones



Populations and households

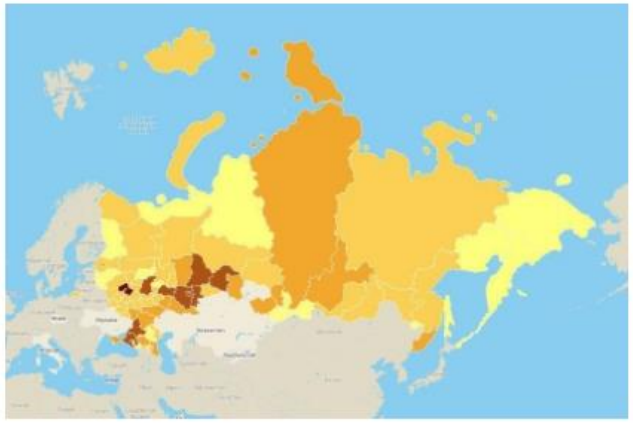


Количество домохозяйств

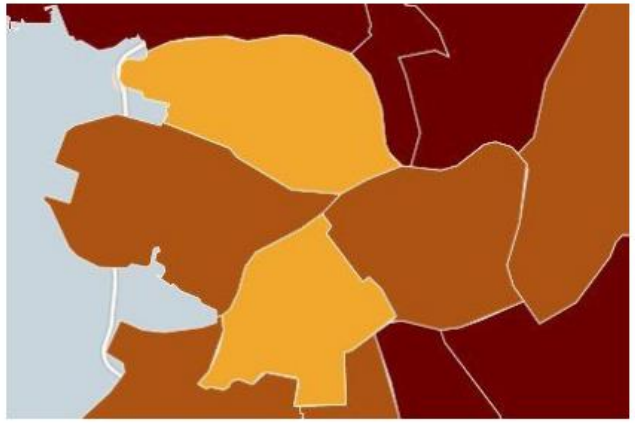


Избирательные участки

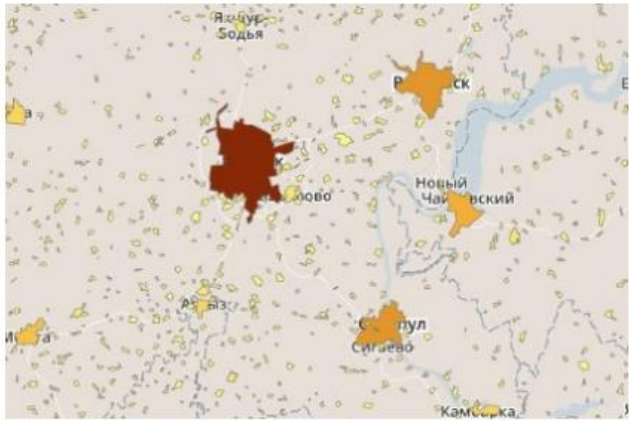
Контуры почтовых индексов



Границы субъектов



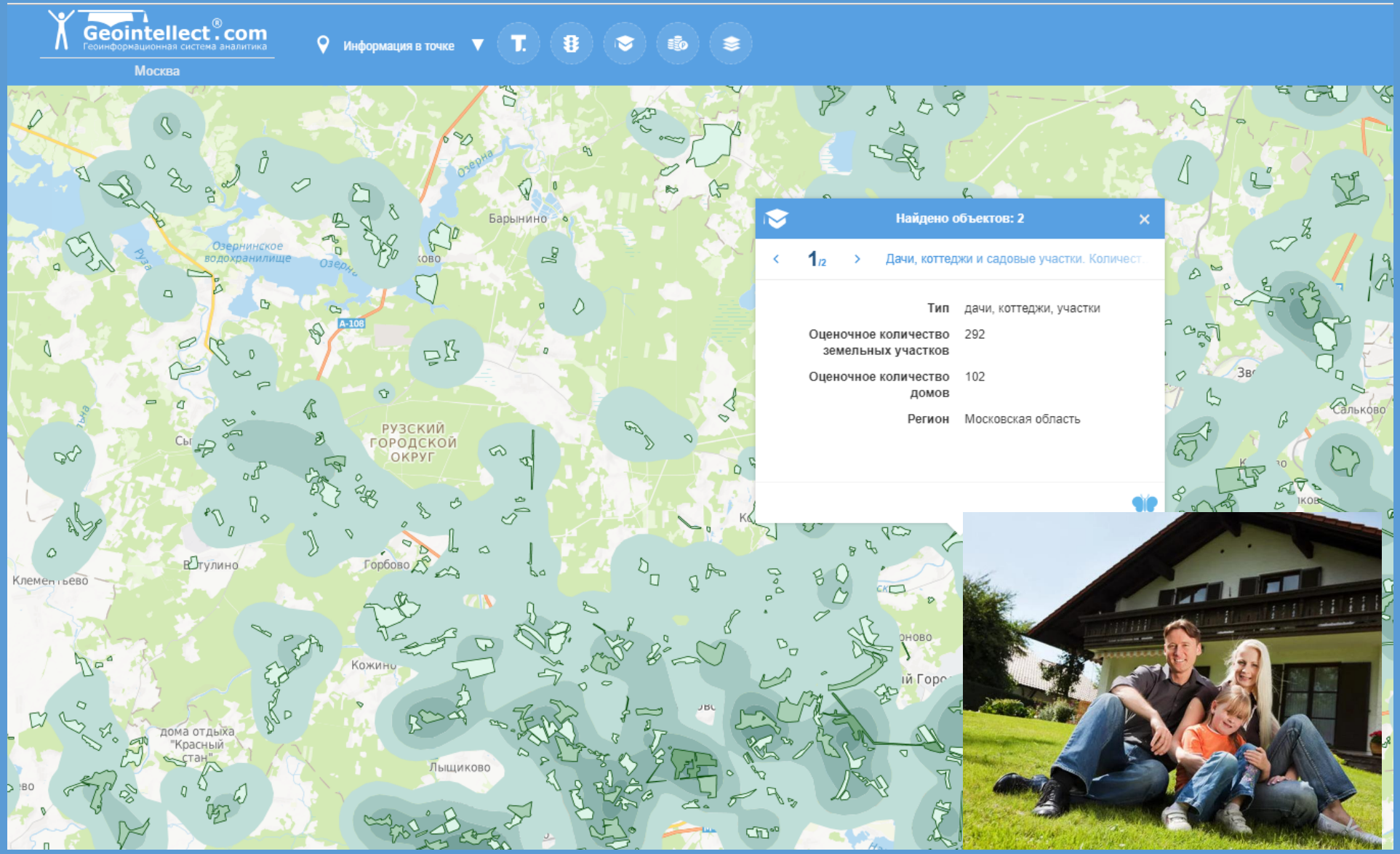
Административные деления



Муниципальные образования и населённые пункты

Geointellect®

Country houses, cottages and gardening establishment with the number of people in them



The number of people in houses under construction and recently built ones

Geointellect®.com
Геоинформационная система аналитика
Казань

Информация в точке

Отчетов
205

Найдено объектов: 1

1/1 Строящееся жилье на ближайшие 3 года. (Т

Адрес	1-я Азинская
Этажность	9
Количество квартир	159
Состояние	строящийся
Год сдачи	2 017
Название	ЖК Новый Горизонт
Застройщик	Стандарт Строй

Geointellect®.com
Геоинформационная система аналитика
стро

Геоданные

Здания - новостройки построенные за последние 5 лет (ЦПИ) (Казань)

Плотность квартир в новостройках, построенных за последние 5 лет, квартир/кв.к...

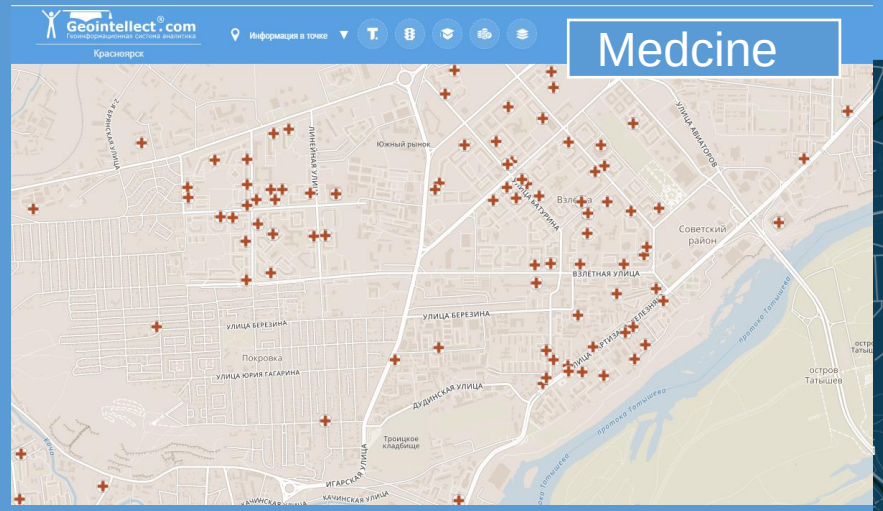
Настройки слоя

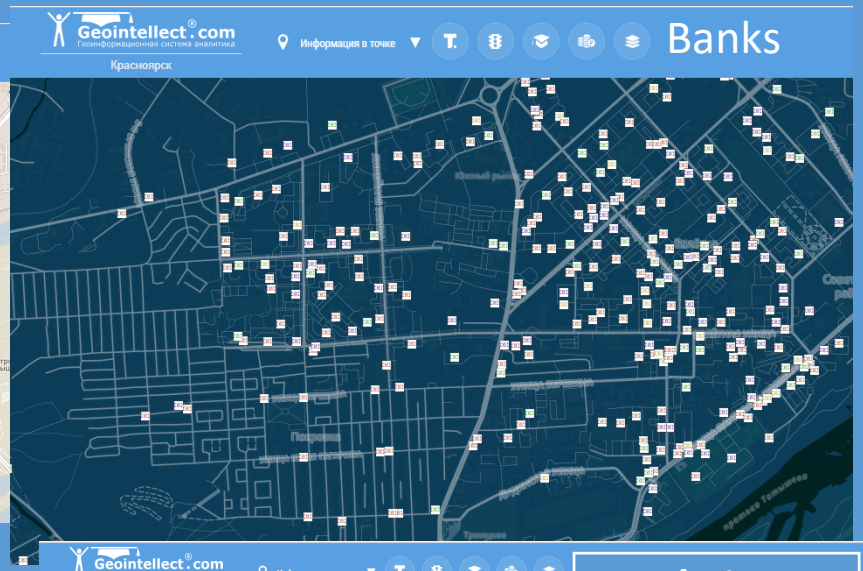
50% 40% 30% 20% 10% 0%

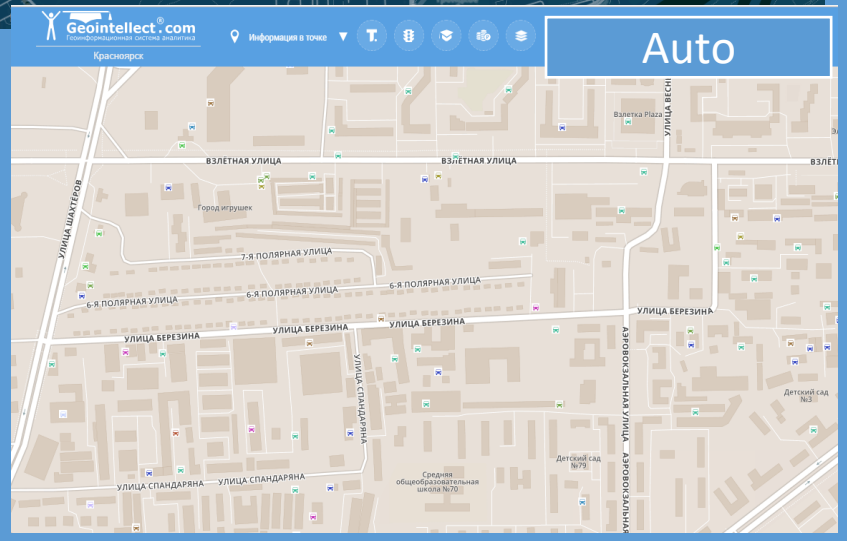
< 72
73 - 239
240 - 429
430 - 644
645 - 894
895 - 1 181
1 182 - 1 515
1 516 - 1 920
1 921 - 2 409
2 410 - 3 041

Строящееся жилье на ближайшие 3 года. (Точки по городу) (ЦПИ) (Казань)

Competitors and POI







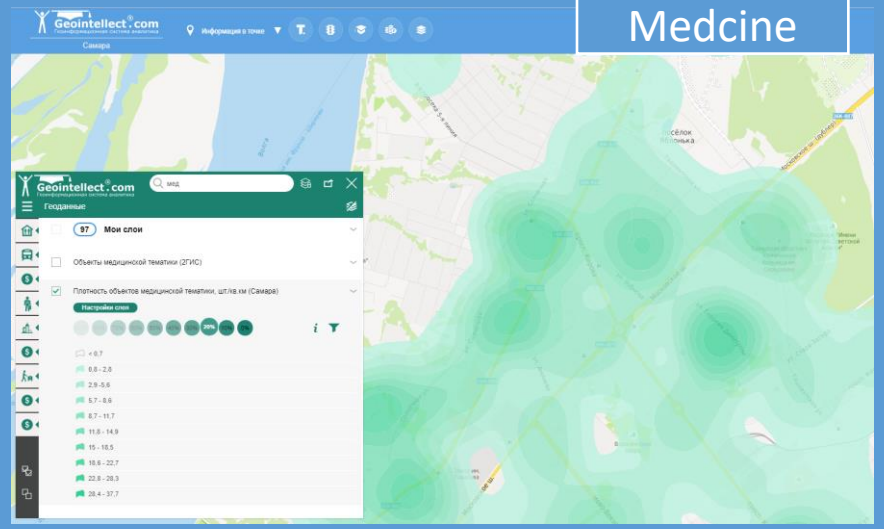
The reclassification of data allows analyzing competitors, urban facilities, places of labor application, and traffic generators.

Google

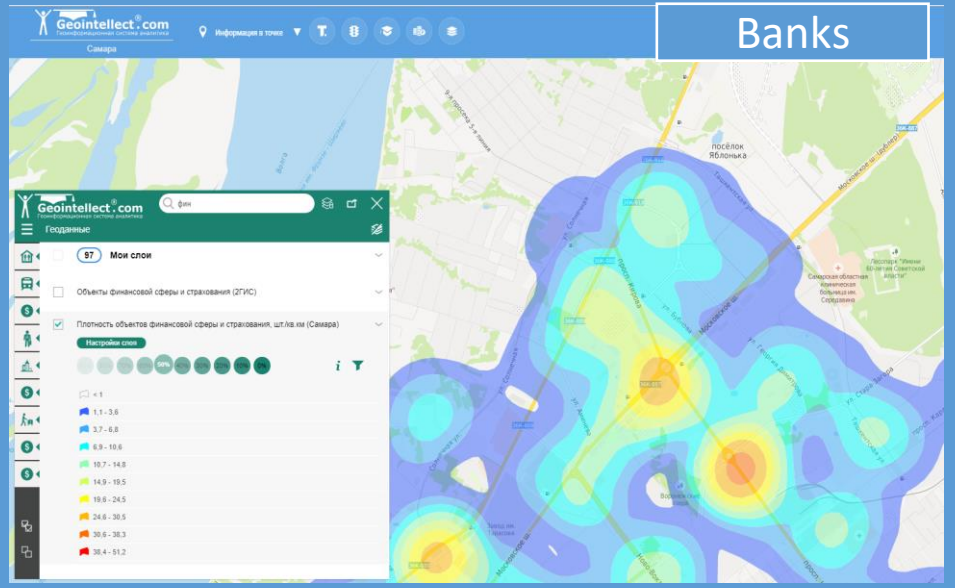
+ other categories

Heat Maps of competitors

Medcine



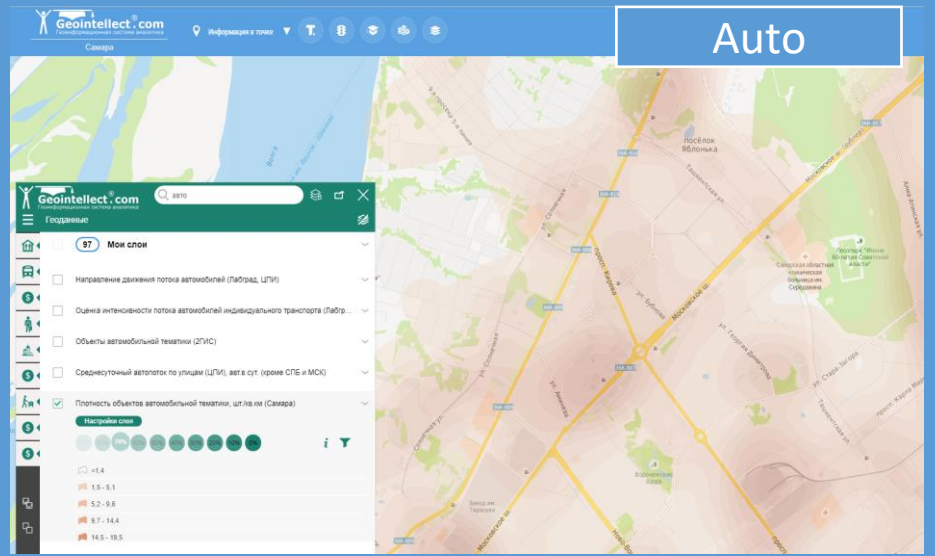
Banks



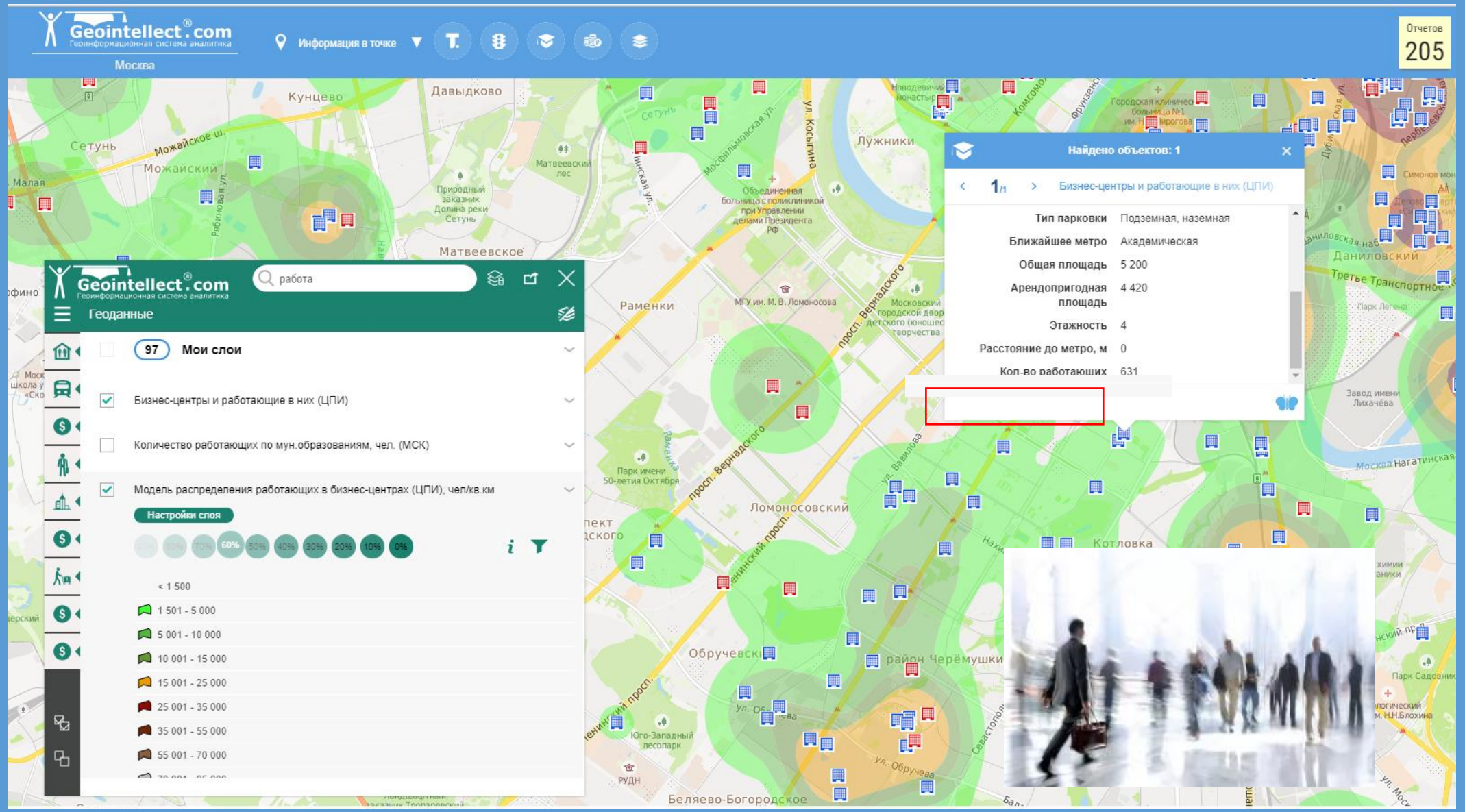
+ other categories

Google

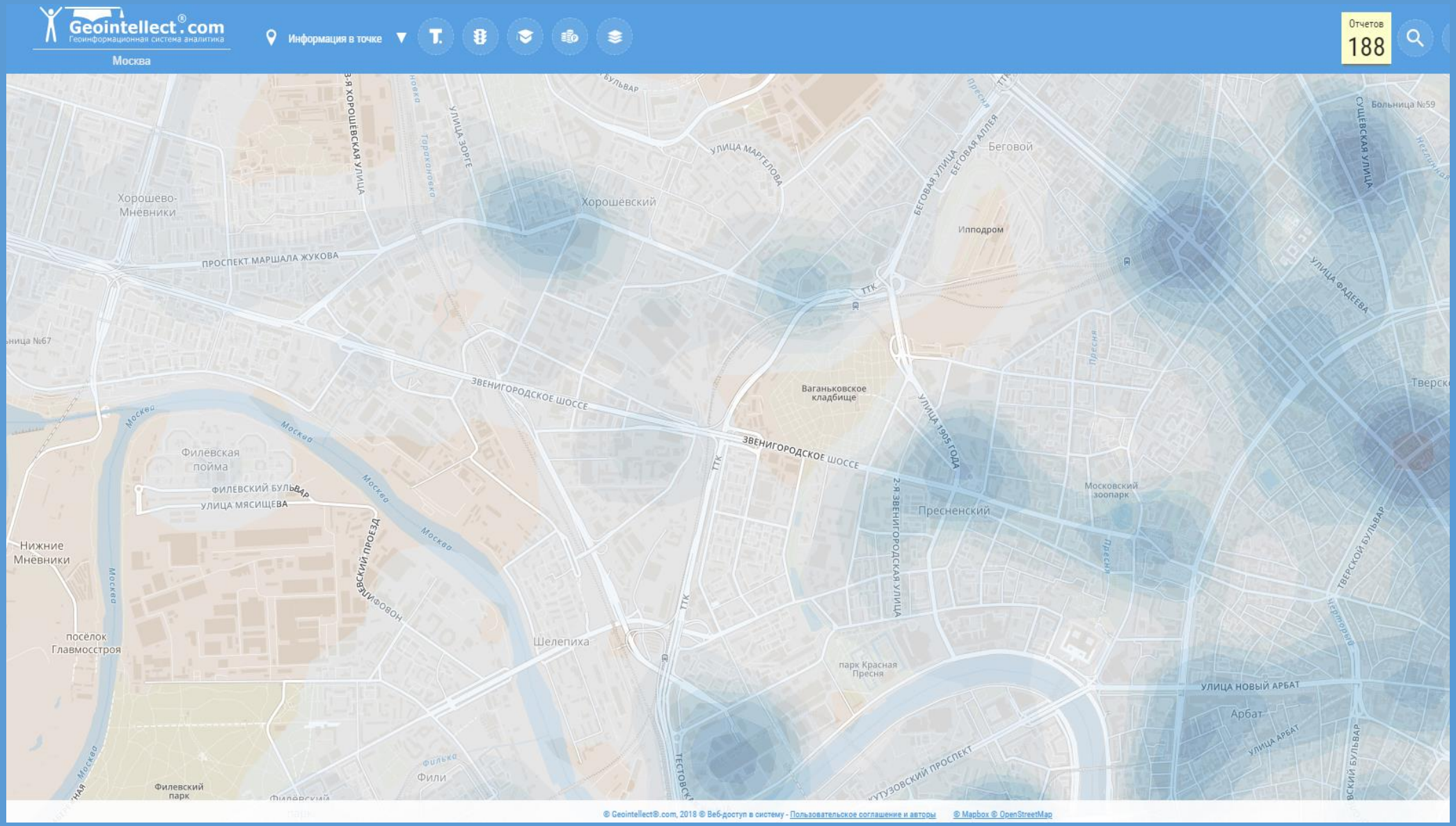
Auto



Modeling of working people

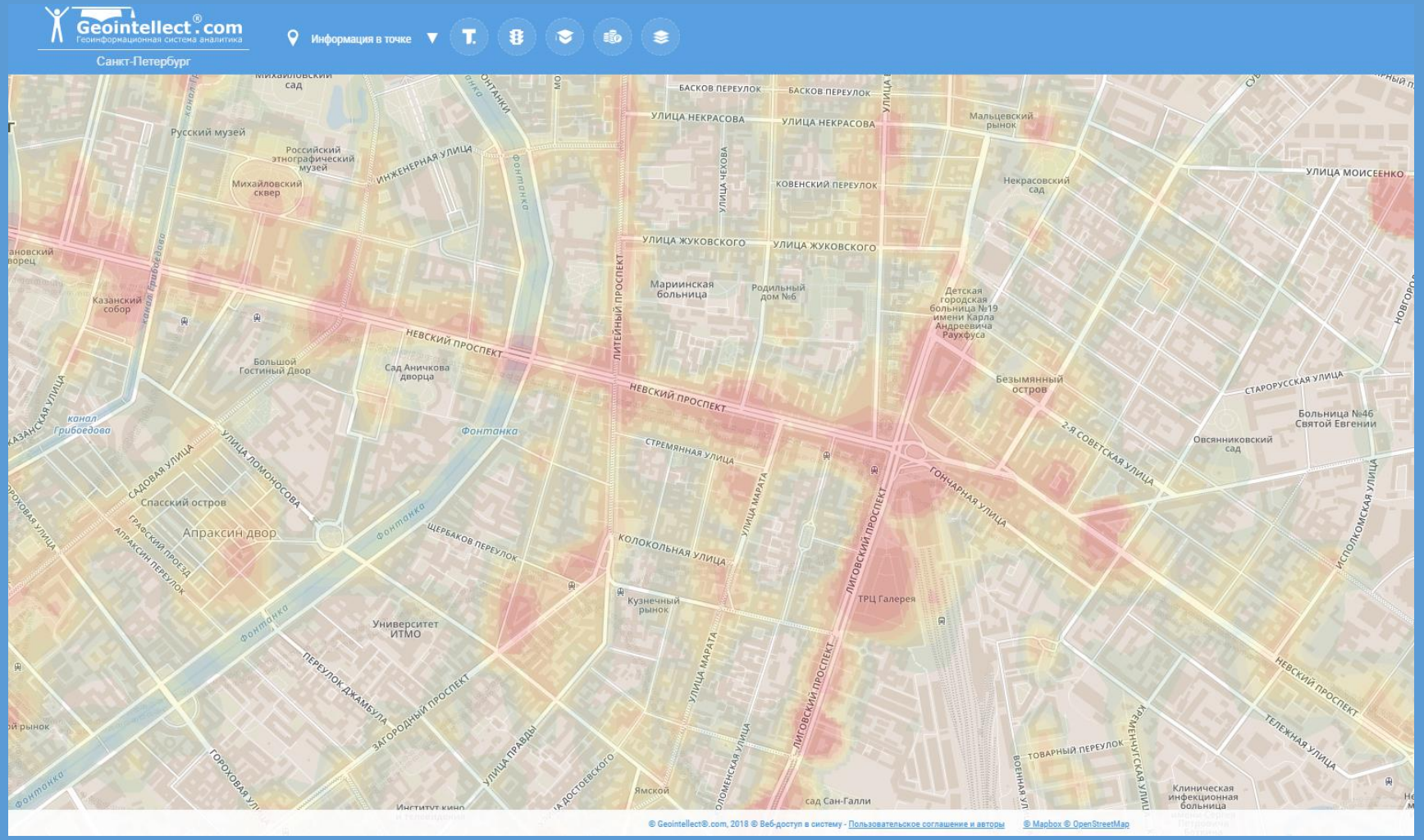


Pedestrian flow modeling



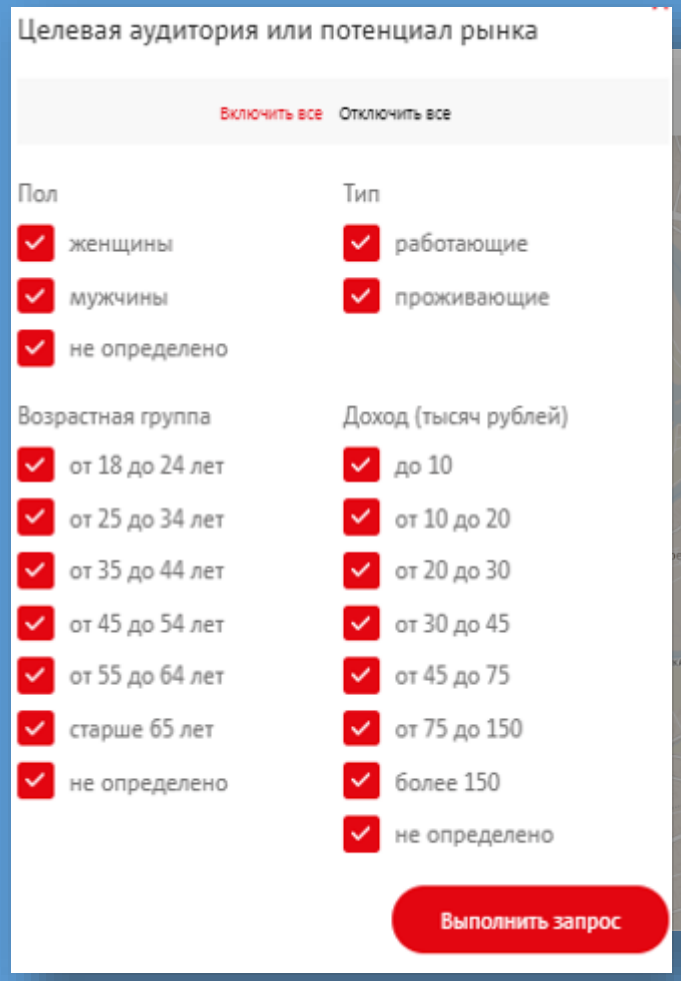
...by smartphone signal data

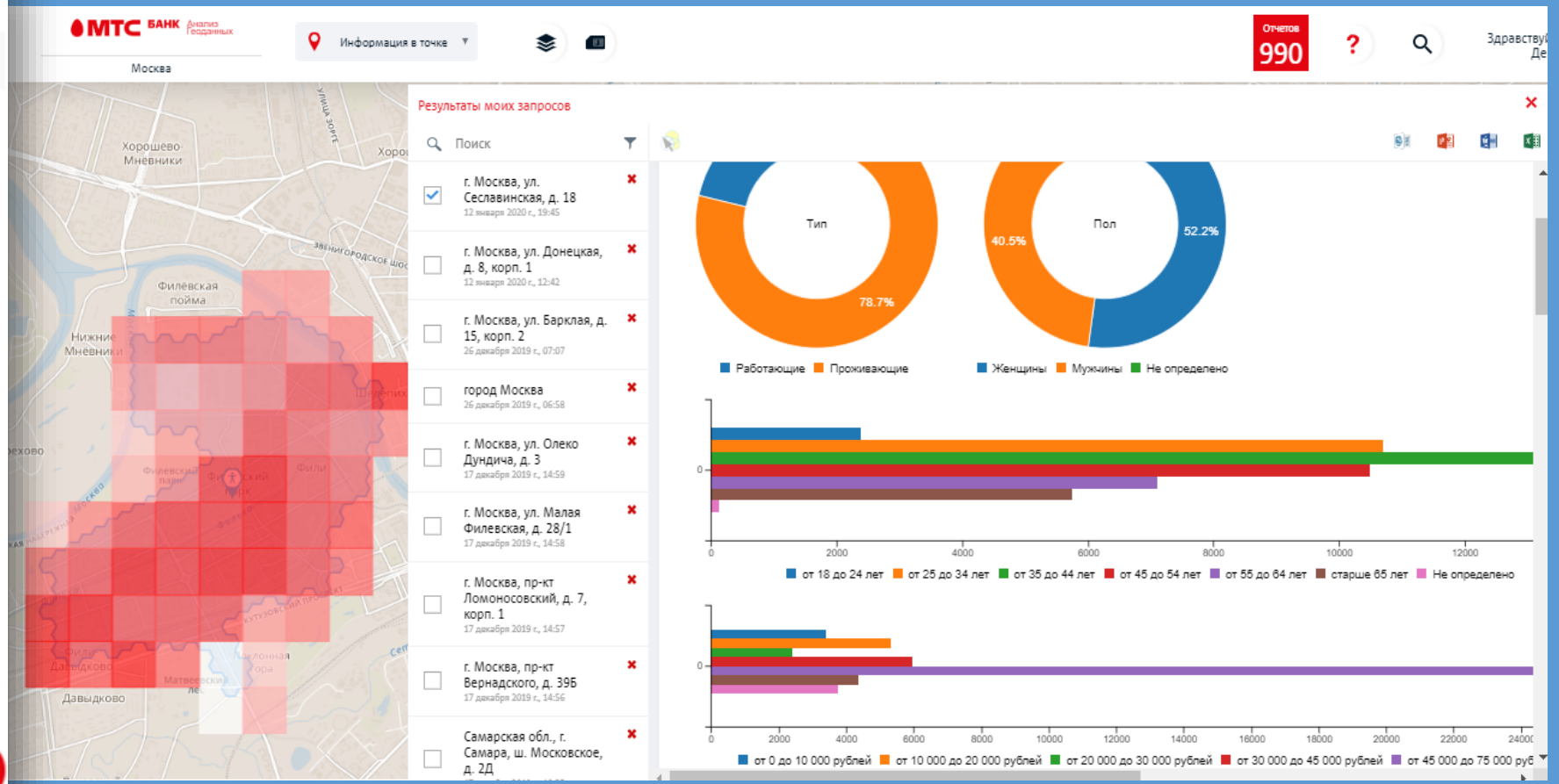
Signals from smartphones for positioning without GPS provide a high-quality overview of people's locations in the city. The geomodel is based of millions of signals: the brighter and the redder, the more signals there are.



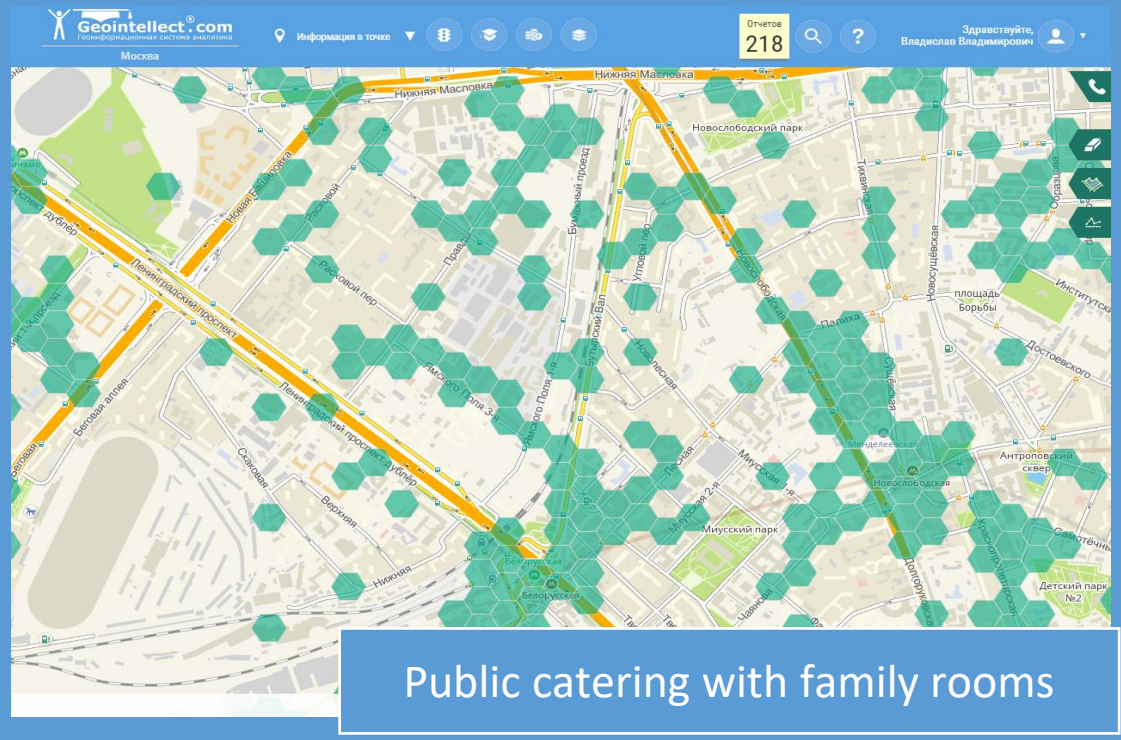
Geointellect®

… by mobile BIG Geodata

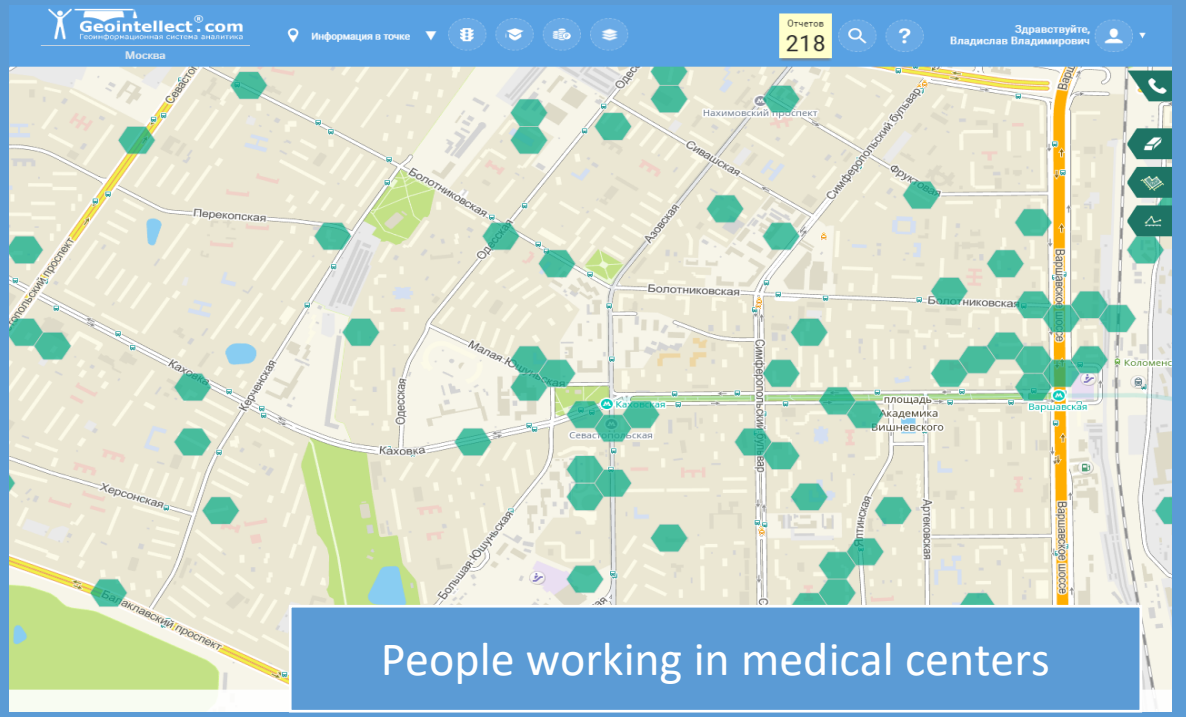




Mapping people's interest in categories of objects



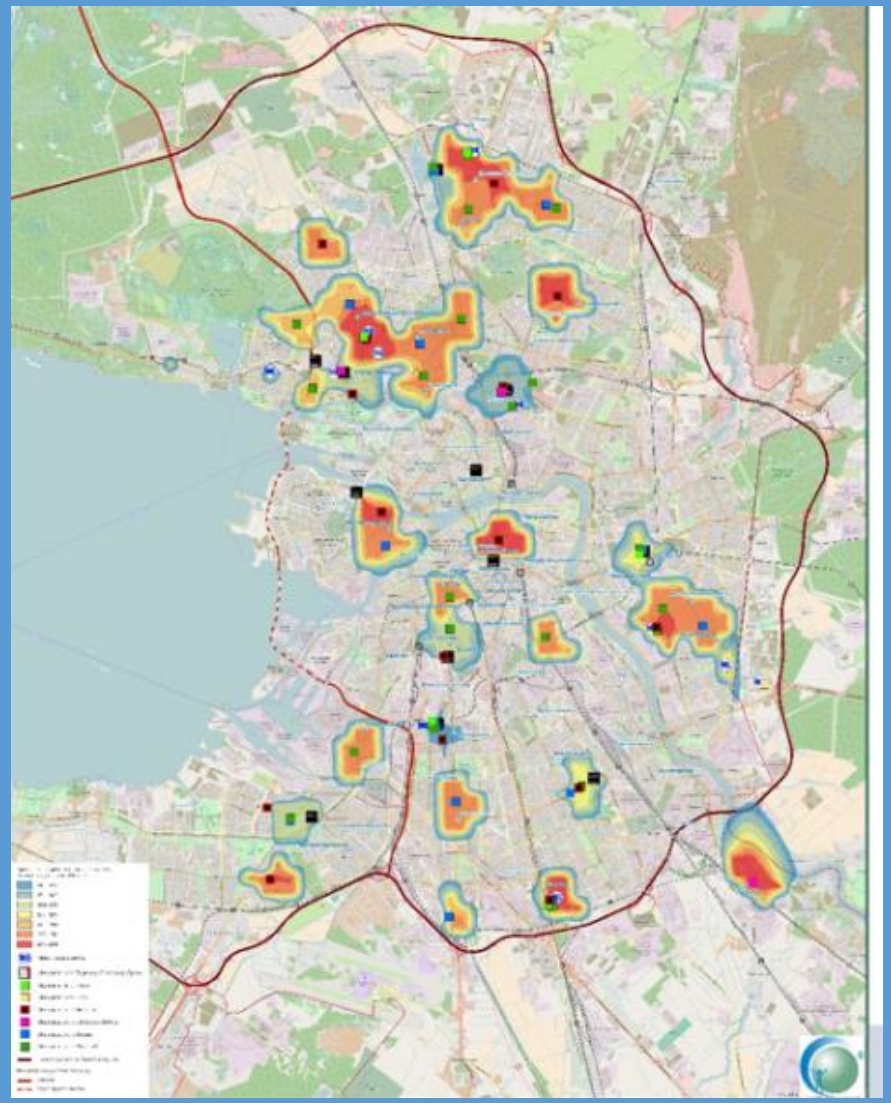
Public catering with family rooms



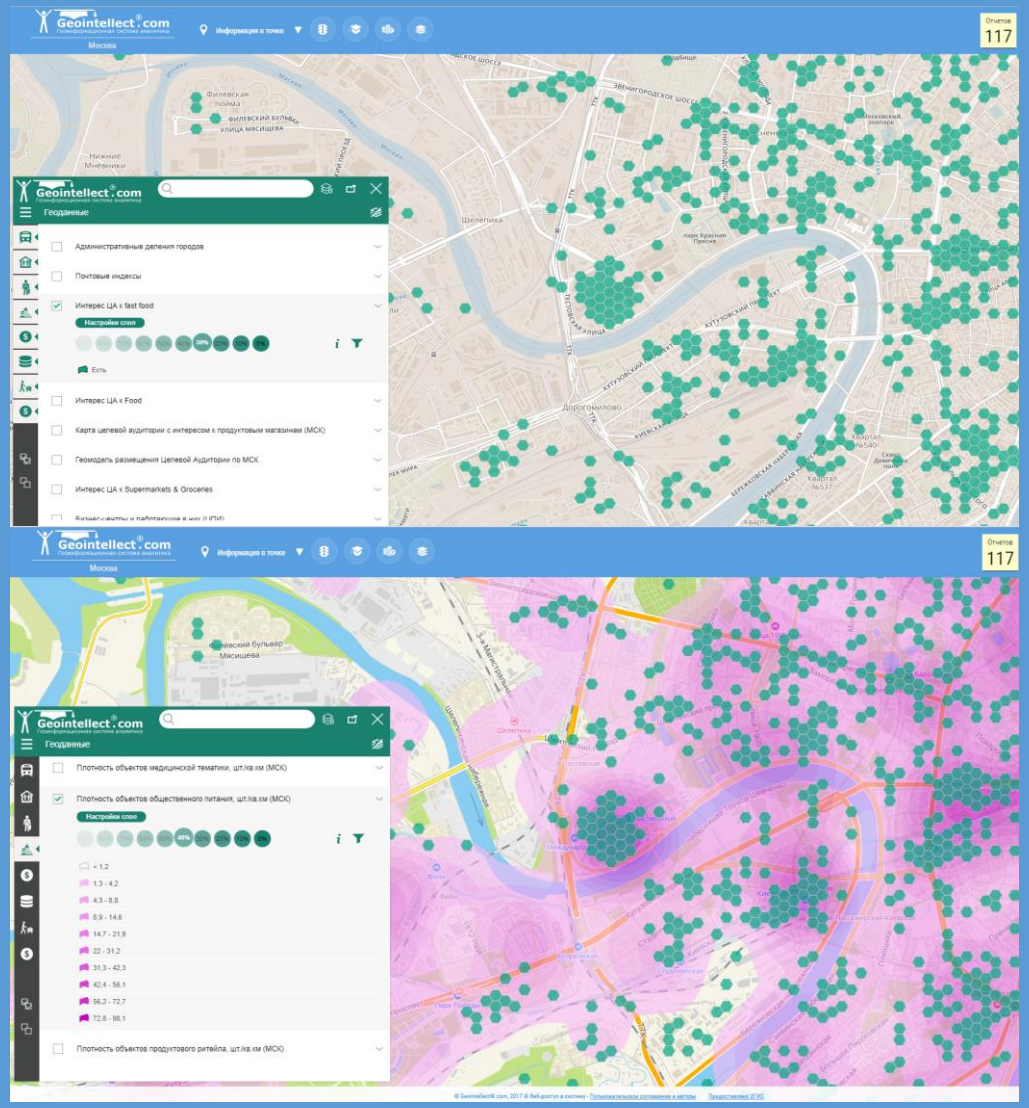
People working in medical centers

100+ categories in total: from restaurants with family rooms to golf lovers; categories on request (customized) are available

Offline geomodeling methods for the target audience

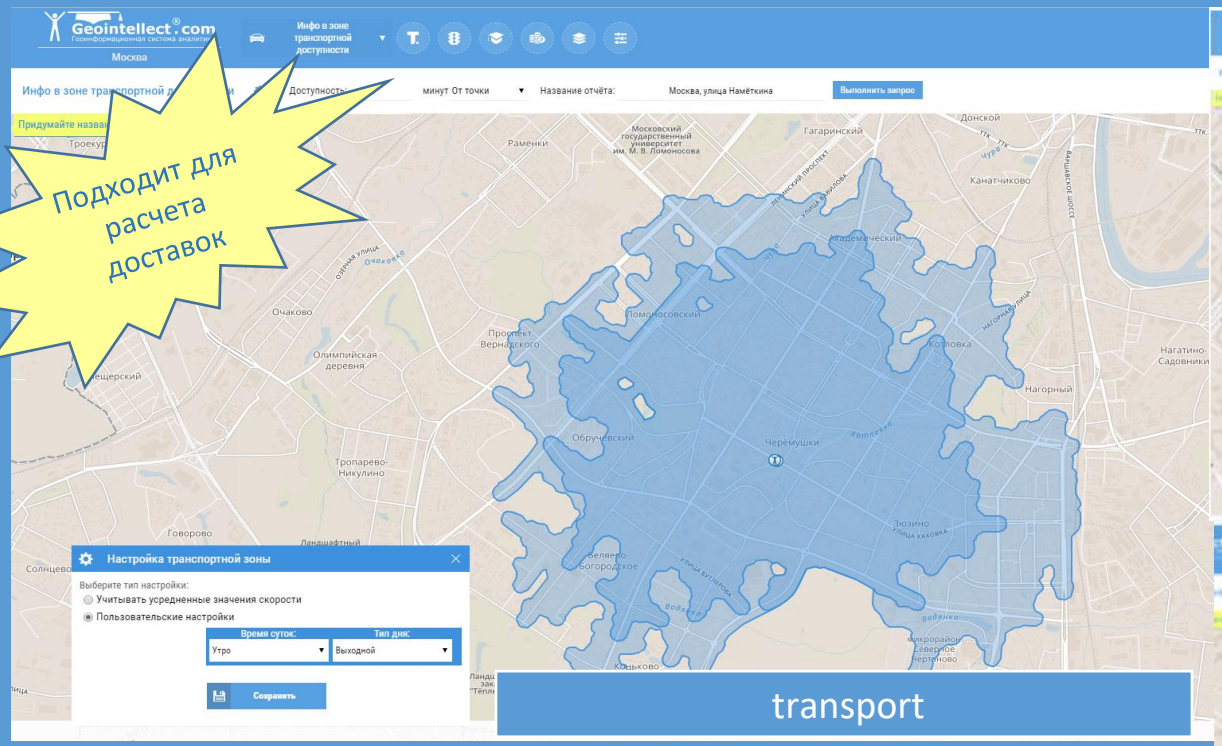


Usefulness zones or potentials



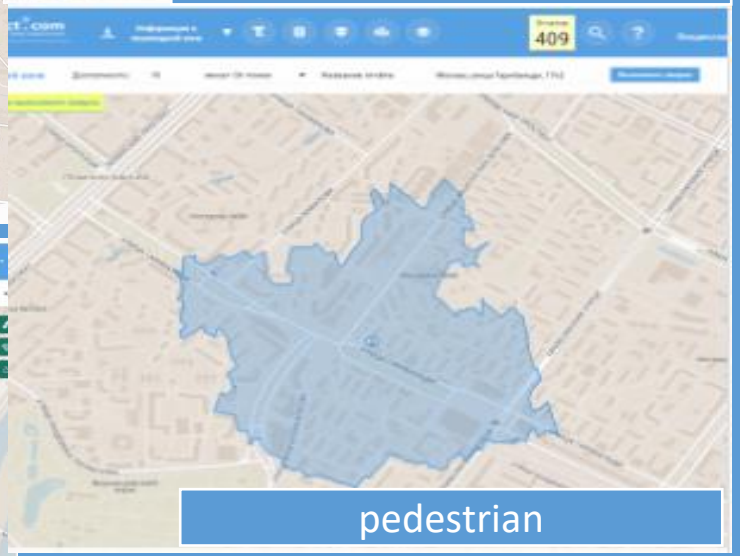
A model factoring in interests based on smartphone signals

All types of zones and overlays

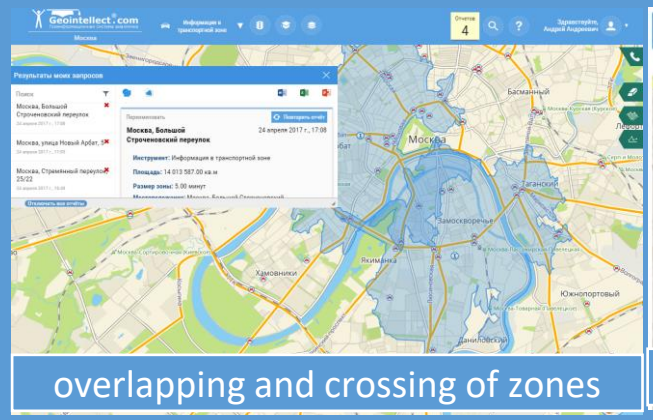


transport

radius with and without cropping



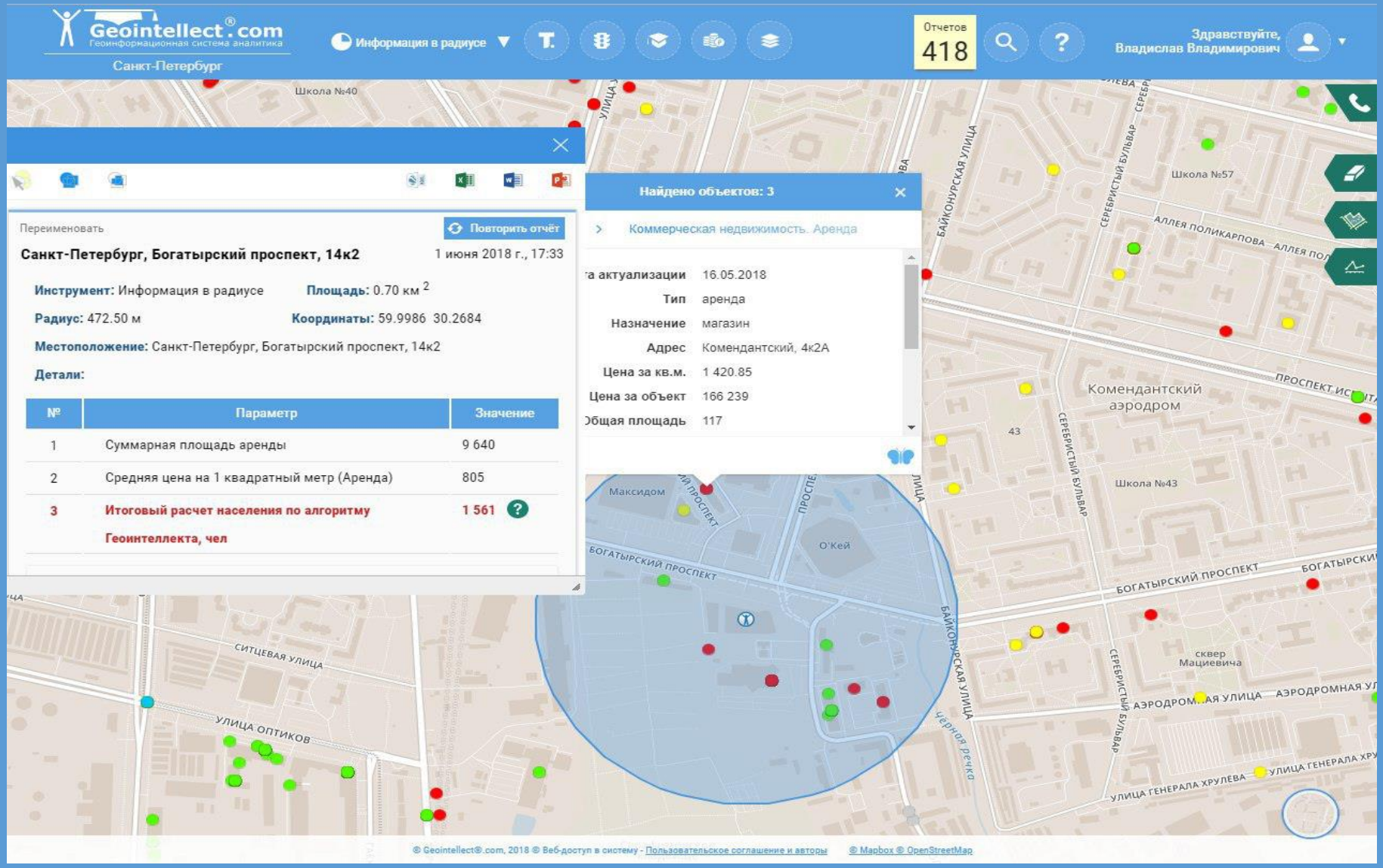
pedestrian



overlapping and crossing of zones

arbitrary

Geointellect® Average rental in the zone + filters



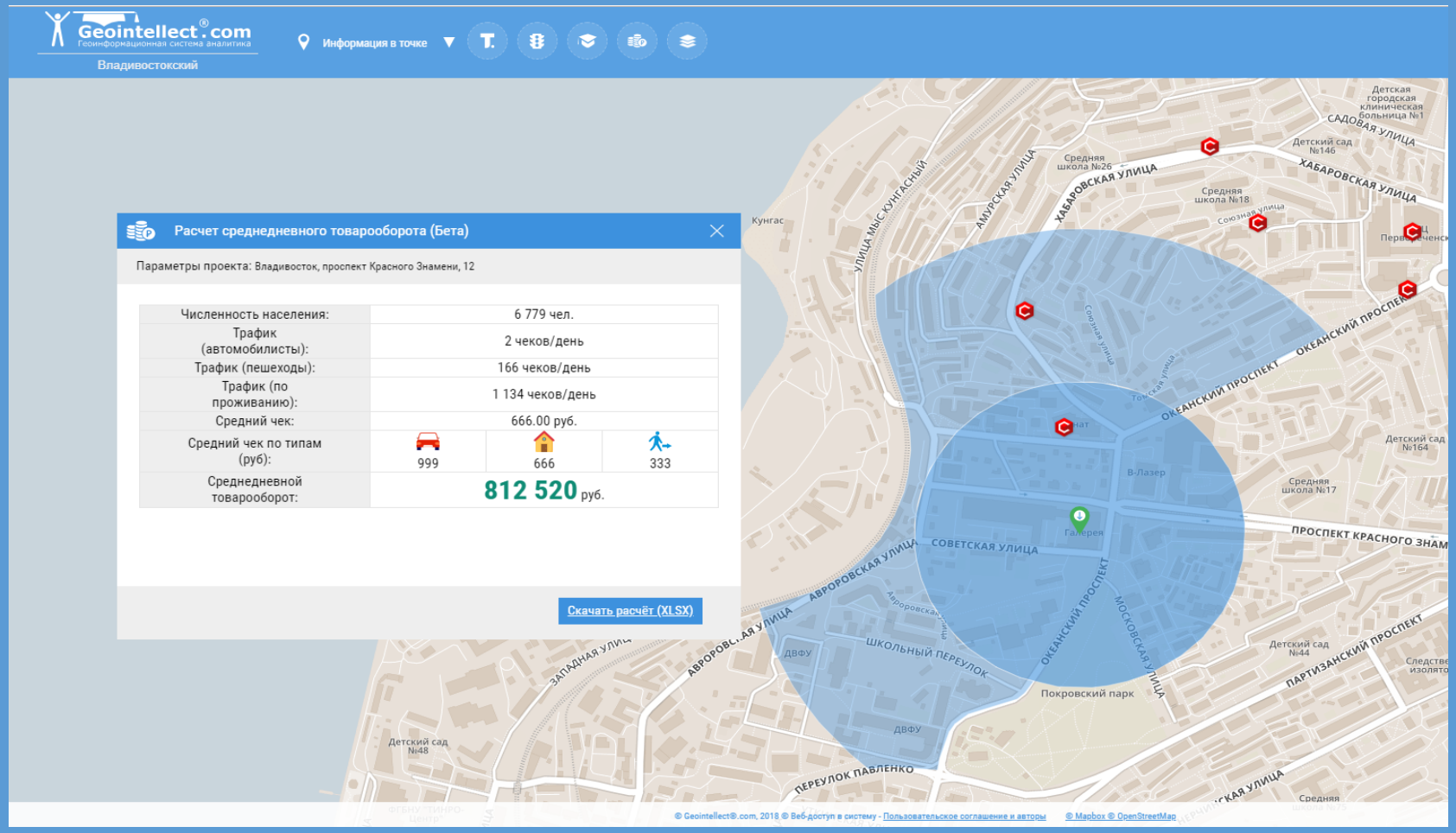
Turnover calculators for different businesses.

There are about 30 mathematical turnover calculation models with different approaches.

There are empirical average daily turnover calculators for different types of businesses.

There are custom approaches calculated using machine learning on request.

Turnover calculators for different businesses

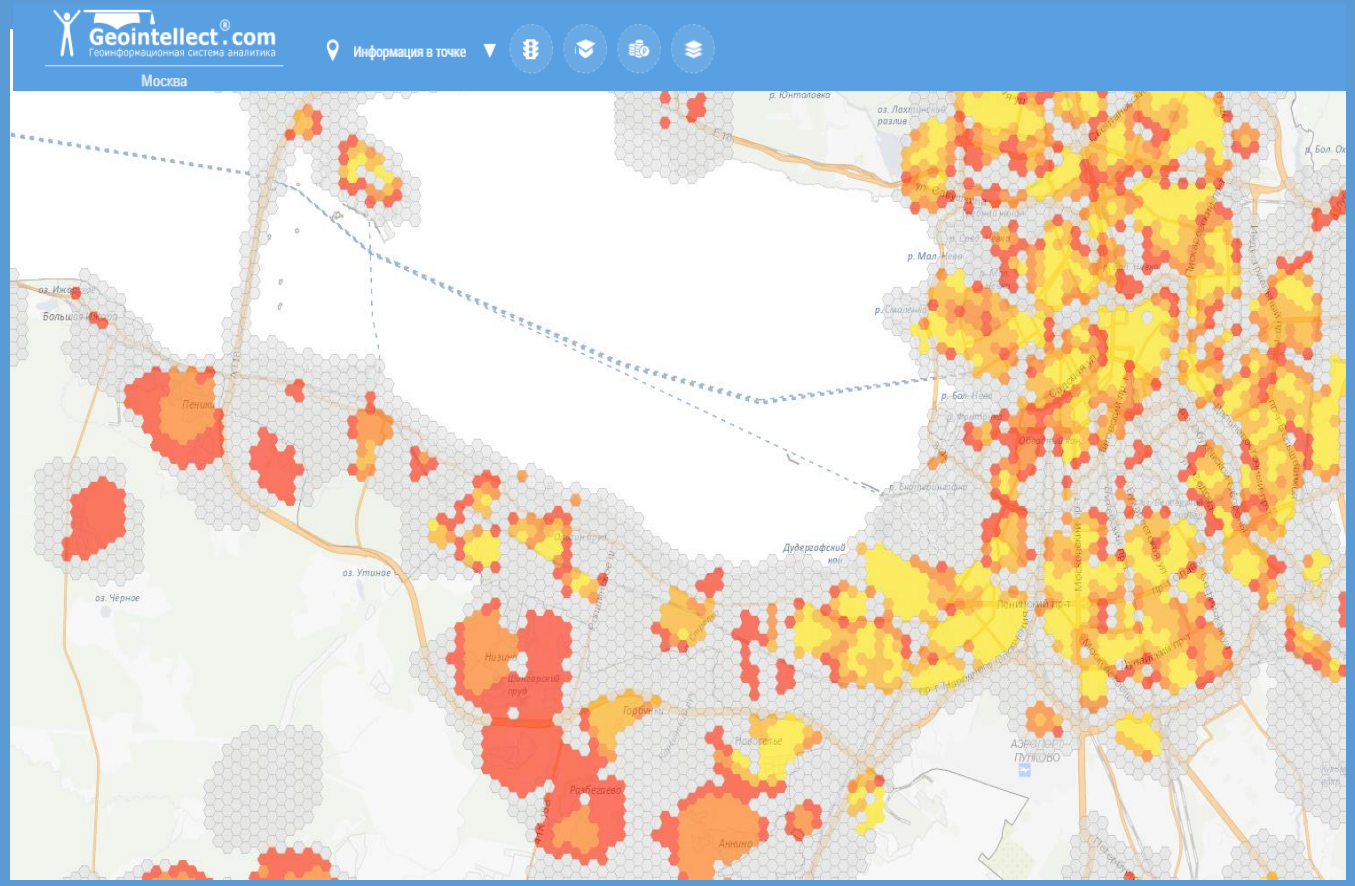


Development roadmap

A development roadmap can be generated for selecting the most attractive locations in the city for opening new facilities by segments.

Each hex may contain a segment:

- Number of shopping bills
- Number of SKUs
- Average shopping bill
- Estimated turnover
- other



Geointellect. Mobile (as is)

- Displaying geodata about free commercial premises.
- Displaying the layers prepared for filling in a field with different fields. The fields are set in the web version and filled in the mobile one.
- Displaying the layers prepared for filling in a field with different fields. The fields are set in the web version and filled in the mobile one.
- Calculating the population in a radius or arbitrary zone around a house.
- Measuring distances and areas
- Replacing maps and snapshots, 2GIS maps, including offline.
- Attaching any files (photo, video, etc.) on the spot.

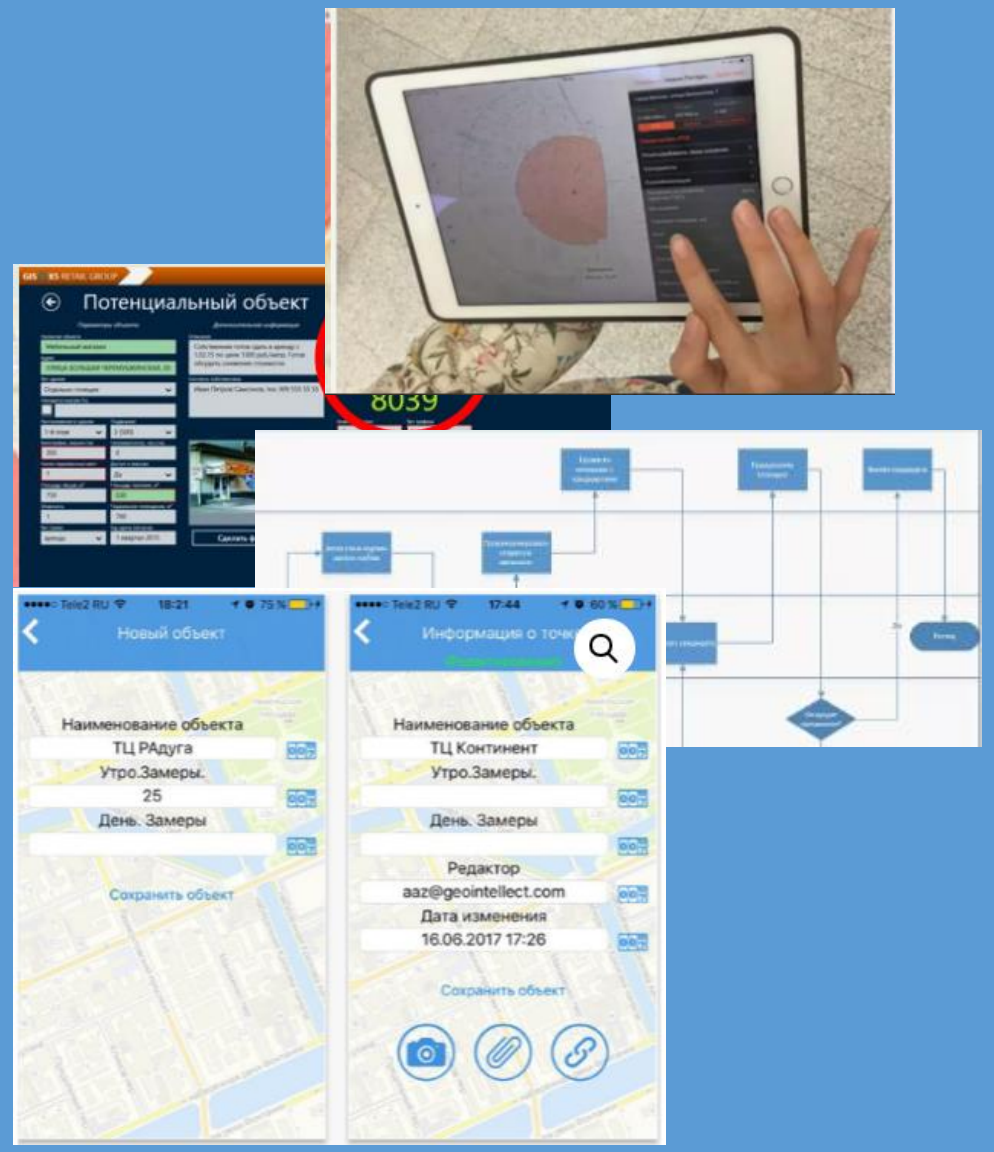
Custom developments:

1. Implementation of a turnover calculation button (or several instruments) in a mobile application.

2. Creation of a software module for recognizing video analytics and sending numbers to a server.

3. Creation of an integration of tasks in the web version with execution in the “field” — integrating with the Customer’s GIS for setting any fields: from collecting data on the object to creating field surveys (adapting the Geointellect. Mobile logic (on the previous slide) to the GIS of the Customer).

4. Workflow of the Customer’s projects, etc.



Configuration of Geodata in the any City

«BASIC»

Populations
Smartphone Data (traffic)
Pedestrian flow modeling
Modeling of working people
Competitors and POI
Density of Competitors
+

All types of zones and overlays

«Advanced or options»

- Revenues
- Postal codes (ZIP-code) Zones
- mobile BIG Geodata (traffic, working people etc)
- Offline geomodeling methods for the target audience
- Mapping people's interest in categories of objects
- Average rental in the zone + filters
- Country houses, cottages and gardening establishment with the number of people in them
- Turnover calculators
- Development roadmap
- The number of people in houses under construction and recently built ones
- Mobile

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Geointellect®.com
Геоинформационная система аналитика

ДЕМО-версия

В МАГАЗИН

https://www.facebook.com/geomarketing.research/

https://www.youtube.com/user/TheGeointellect/videos

https://t.me/geointellect