



# Location Intelligence

## Retail & Hospitality

*Decision-ready location insights for retail and hospitality*

# Who is BizziRex?



*click to watch a video about BizziRex*

## ABOUT US

BizziRex is a premier provider of advanced location intelligence and geospatial analytics. We specialise in transforming complex "human movement" data into actionable insights for hospitality and retail business owners, marketers, advisory consultants, and more.

In an era defined by rapid changes, BizziRex provides the "real-life" view of how people use places. Traditional modelling approaches or simply looking at historical trends is no longer able to keep up.

At BizziRex we aren't just software developers; we bring 20 years of specialised urban analytics and transport modelling experience, ensuring that our insights are grounded in "know-how" and technical excellence.

At BizziRex, we believe that every person moving through a commercial precinct carries a story—where they came from, why they stayed, what they are likely to do next and if they come back. We harness advanced geospatial data, mobile signal analytics, and demographic mapping to translate these movements into high-impact business intelligence.

Our mission is to empower retail and hospitality owners with the same level of granular insight that e-commerce giants have enjoyed for decades. With BizziRex, you no longer have to "guess" why a store is underperforming or where your next branch should be; you have the data to know.



# Why BizzziRex?

## 100% REAL, RELIABLE DATA

Privacy-compliant mobility data, no estimates. Processed by our spatial experts, the data provides a solid evidence base for confident strategic decision-making.

## DEEP URBAN ANALYTICS EXPERTISE

Beyond software development, our 20 years of expertise in urban analytics and transport modeling ensures that all insights are grounded in historical context and proven technical excellence.

## ACTIONABLE, NOT OVERWHELMING

We do the heavy lifting. We process millions of data points into beautifully designed, easy-to-read reports, delivering the immediate insights you need.

## READY TO DELIVER

We have a dedicated team of personnel and the specialised resources necessary to meet the specific demands of your project immediately.

## ACADEMIC EXCELLENCE

We are backed by academic excellence. We actively contribute to the research and development of urban analytics.



# The need for Location Intelligence

## RETAIL & HOSPITALITY

For decades, Retail and Hospitality services relied on traditional methods of market research manual foot counters, customer surveys, postcode collection at POS, static census data - often years out of date and fails to account for how people actually move during work hours or tourist seasons. These analogue methods suffer from critical blind spots, failing to capture the dynamic reality of how people actually move and use spaces. BizziRex fixes that by:

## TEMPORAL PRECISION

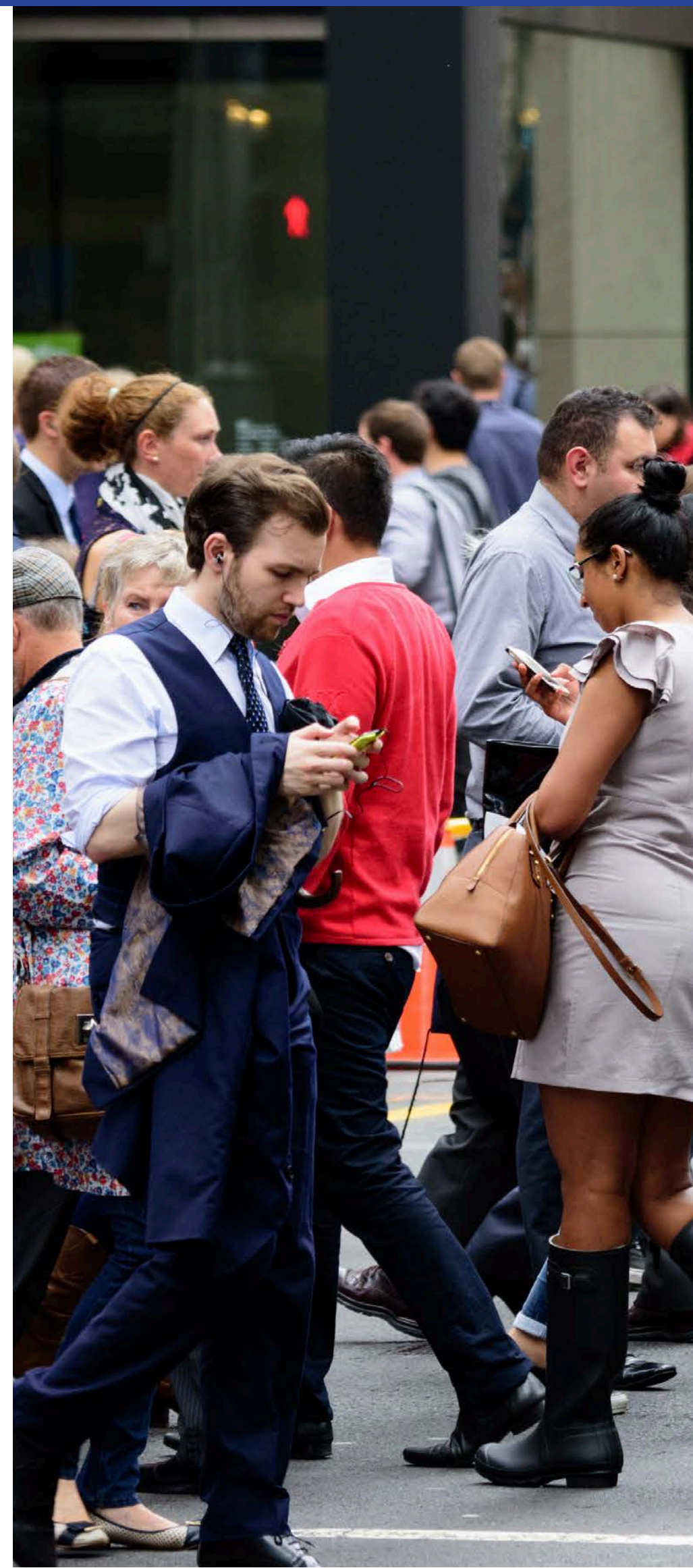
Traditional surveys often miss the "micro-peaks" of urban life, like the 3:00 PM school run or the late-night hospitality surge. BizziRex breaks data down into specific hours and days of the week, showing exactly when a plaza is overcrowded or a town square quiet. Knowing exactly when provides the information for targeted strategies.

## COMPETITIVE INTELLIGENCE

Users can gain unprecedented insights into competitors by monitoring their specific trade areas, busy periods, and customer return rates. This capability allows businesses to track a competitor's growth following advertising campaigns or changes in their offering.

## ZERO-FRICTION FULFILLMENT

BizziRex operates on an on-demand basis where our team runs proprietary code for each specific order, removing the need for clients to maintain a complex self-service software subscription. Instead of navigating a dashboard, you receive all site-specific analytics combined into one easy-to-read report exactly when you need it. This approach removes lengthy waiting times and the financial overhead associated with traditional software as a service platforms.



# The Location Intelligence Revolution



The location intelligence market is changing. Customers are demanding higher resolution insights and on-demand reports, as opposed to aggregated data in a self service software subscription platform.

## PRECISION VIA RAW DATA SELECTION

Bizzirex rejects the industry-standard hexagonal aggregation (hexabins), which often leads to a "boundary conflict" where site data is generalized into rigid shapes. Instead, proprietary code is run for every order to filter raw GPS pings based on their literal latitude and longitude, ensuring a perfect fit to the site's unique architecture.

## VISITOR V'S PASSER-BY

BizziRex processes two distinct measures by drawing precise digital boundaries over both the store footprint and the area directly in front of the location. This raw selection approach allows for the accurate measurement of "passer-by" conversion rates by distinguishing between customers inside and pedestrians passing by.

## SITE LEVEL PRECISION

Bizzirex enables users to compare potential sites with a calculated error of less than 2%, whereas traditional hexabin methods suffer from 15% to 40% spatial overlap error. This high-resolution attribution is critical for high-stakes decisions where site-specific intelligence is non-negotiable. With BizziRex, distinguish between who entered your site, premise or building verses who walked by on the footpath and is future opportunity.





# The BizziRex Solution

## THE CORE METRICS

The BizziRex Location Intelligence Report centers on four key pillars of information. Below is how these metrics are applied specifically to solve retail and hospitality challenges.

## 1. VISITOR STAY TIME AND RETURN VISITORS

**The Metric:** Duration of a visit (from arrival to departure) and the frequency of repeat visitors.

Example insights:

- **Optimise turnover:** If stay times are low in a full-service restaurant, it may indicate poor service or a lack of atmosphere. Conversely, if stay times are high but spend is low, you may need to optimise table turnover. Track shifts in stay time before and after changes, events, or promotional activities.
- **Customer loyalty:** High return visitor rates indicate a "destination" store. If return rates are low, a business owner might implement a loyalty program or refresh window displays to recapture local interest.

Monday

**45 min**

Tuesday

**47 min**

Wednesday

**47 min**

Thursday

**58 min**

Friday

**49 min**

Saturday

**53 min**

Sunday

**64 min**

**52 min**

Overall average  
visitor stay time



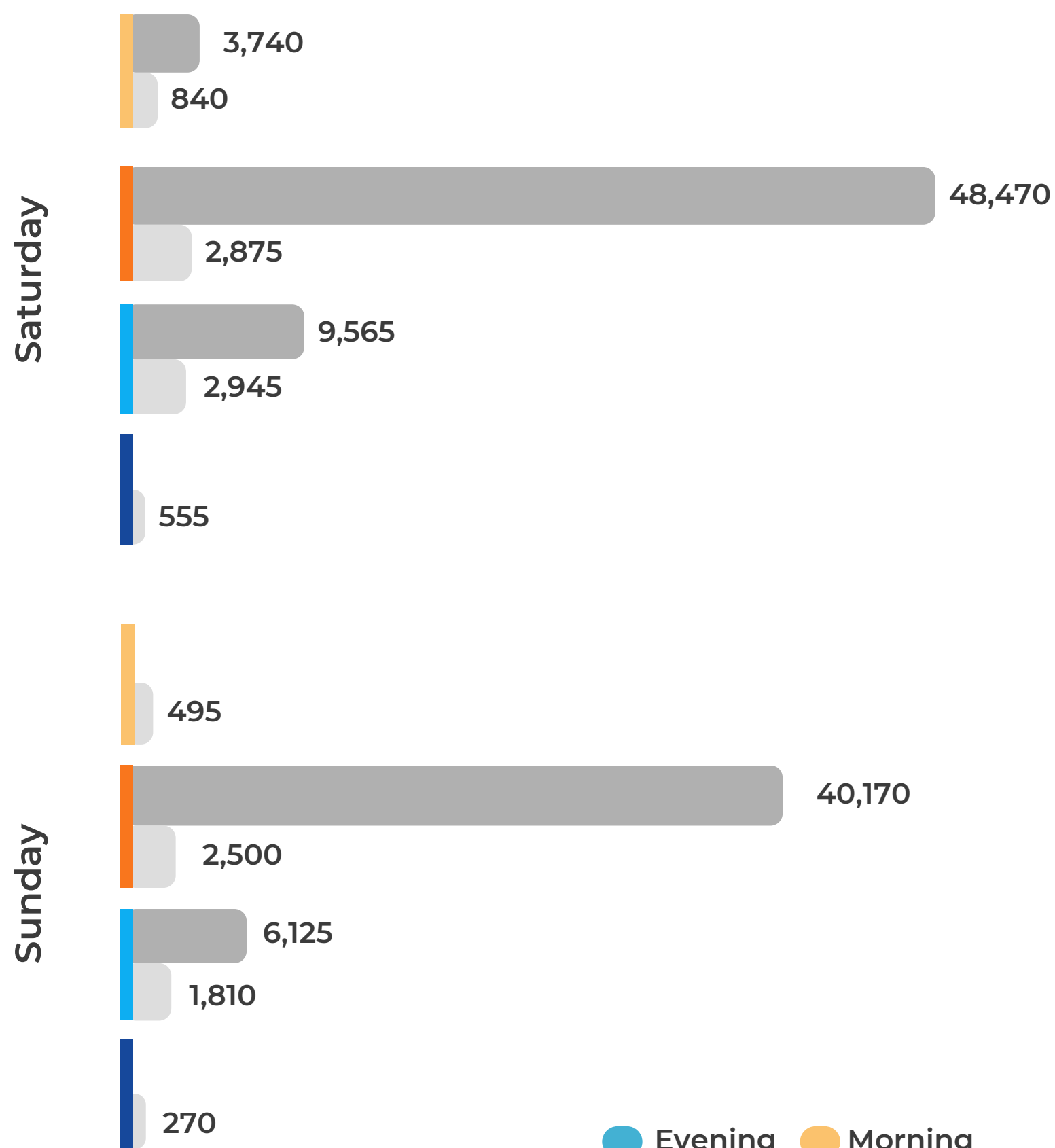
## 2. BIZZI HOURS OF THE DAY

**The Metric:** Average visitor count for each day, by day period (morning, midday, evening and night).

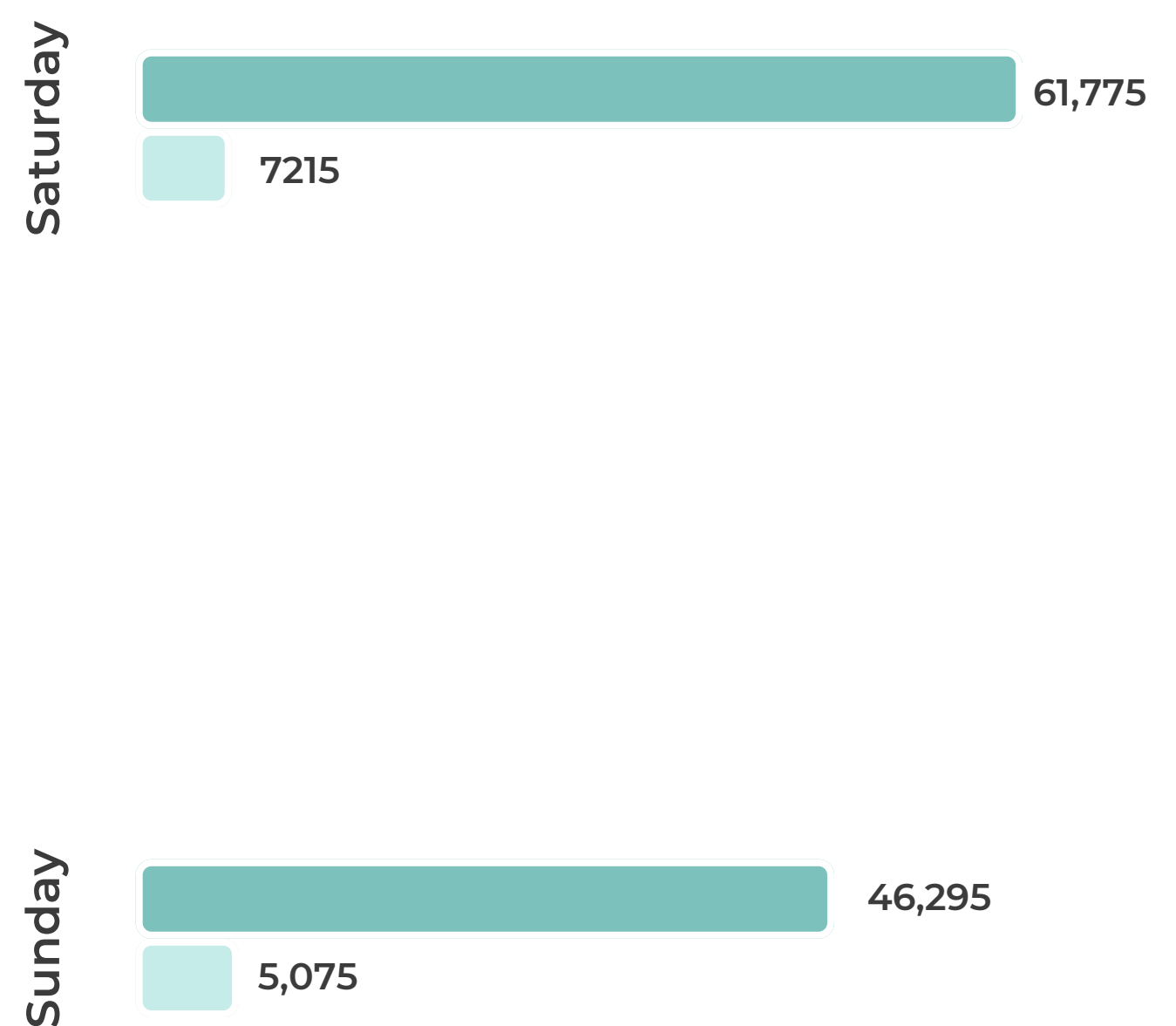
Example insights:

- **Staffing optimisation:** Stop overstaffing on mornings based on assumptions. Use precise data to align your labor costs with actual visitor surges.
- **Commercial viability:** For retail and mixed-use design, return visitor rates indicate "loyalty." We help designers determine if a precinct is a "one-off" tourist destination or a habitual community hub, allowing for a tailored service for the actual behavior of the user.
- **Conversion rates:** shows how many passer-by convert to visitors. Target campaigns during busy periods to increase conversion rates. Monitor its effectiveness by comparing BizziRex reports.

Visitors and People passing by by day period



Visitors and People passing by accumulated



● Evening    ● Morning    ● Visitors  
● Night    ● Midday    ● People passing by

Weekend days as an example only - Westfields Chermiside

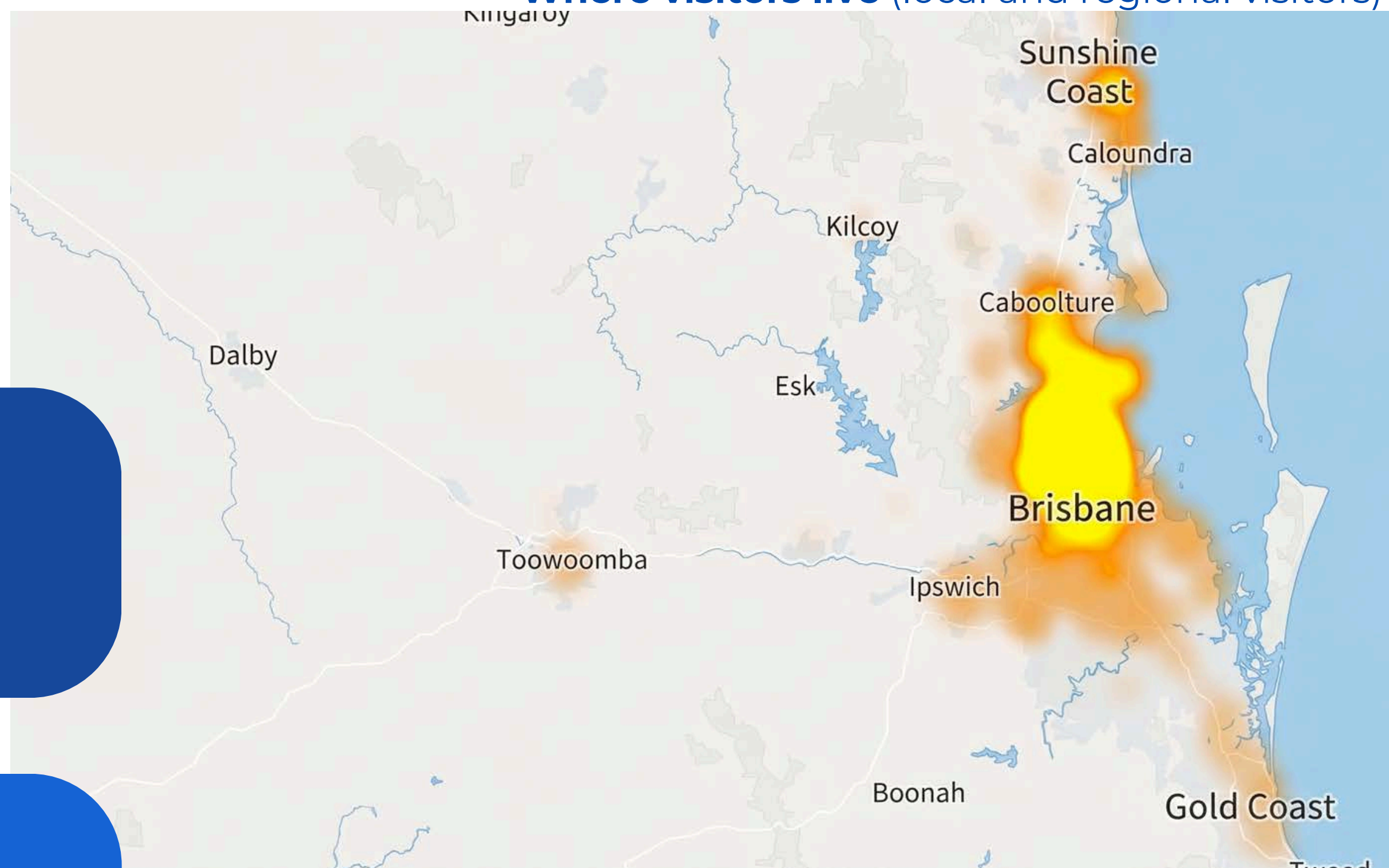


### 3. WHERE VISITORS LIVE

**The Metric:** Mapping the "home location" of visitors at a postcode level. Example insights.

- **Hyper-local marketing:** Instead of a blind ad campaign, a business owner can direct digital spend and physical mailers specifically to the top three suburbs revealed in the report. Or, strategically target new potential customer catchments.
- **Site selection:** If a retail owner sees that a percentage of their customers are driving from a specific suburb far away, that suburb becomes the primary candidate for their next "Satellite" location.
- **Competitive analysis:** Compare where visitors live to your competitors to assess market dominance.
- **Personalise messaging:** Craft different ad creatives and offers based on where your visitors come from.

**Where visitors live (local and regional visitors)**

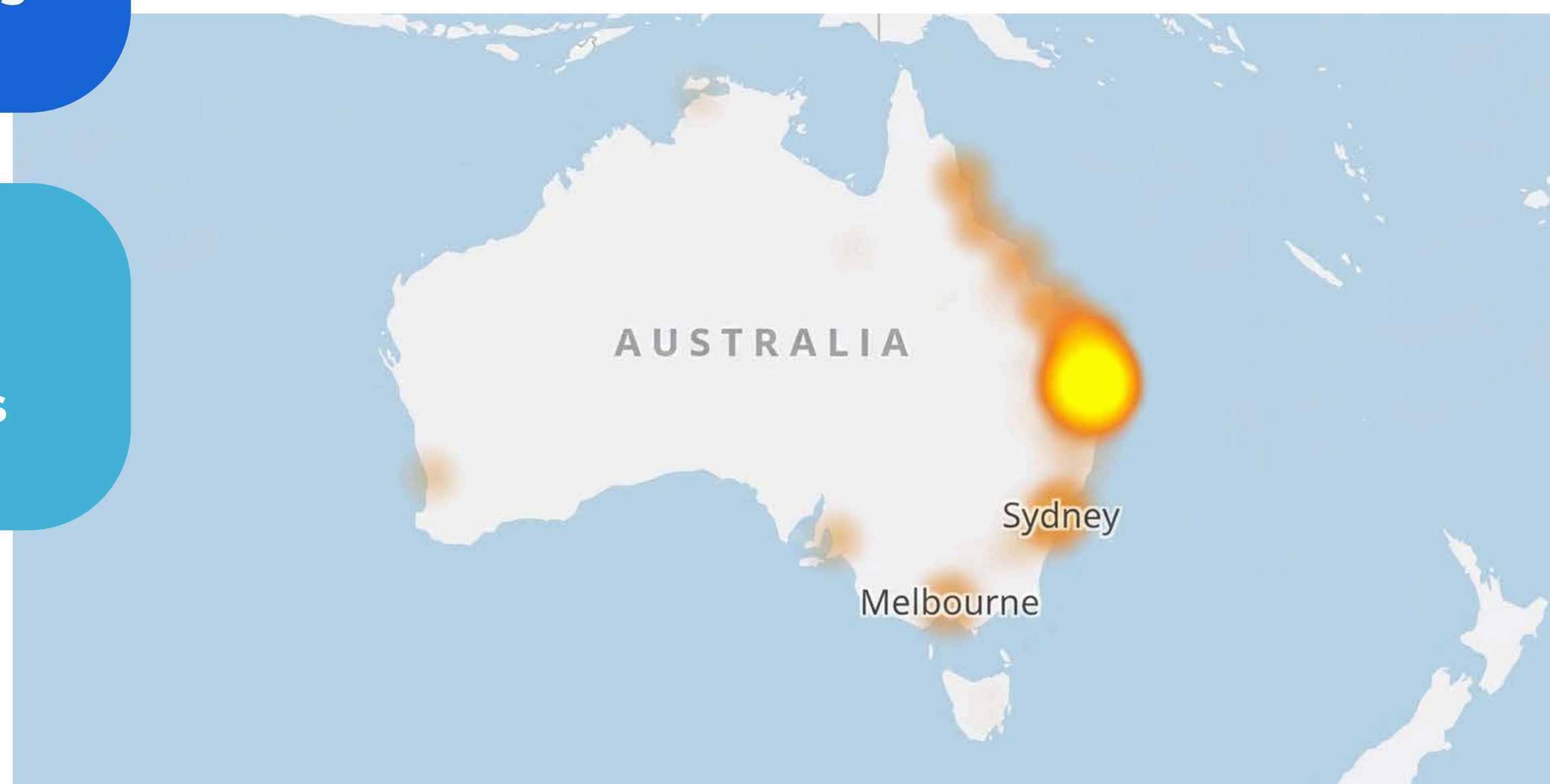


**50.4%**  
**Local visitors**  
(10 km distant)

**39.4%**  
**Regional visitors**  
(10-50 km distant)

**10.1%**  
**Distant visitors**  
(beyond 50km)

**Where visitors live (distant visitors)**



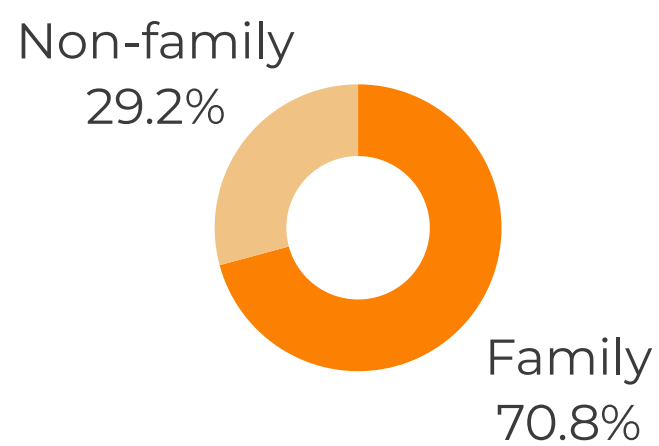
# 4. VISITOR DEMOGRAPHICS

**The Metric:** Understand your average visitor by comparing demographics against the Australian average. Example insights:

- **Pricing and merchandising:** tailor product lines, pricing strategies and services to match visitor demographics.
- **Communication strategies:** select the most effective communication methods depending of the demographics.
- **Investment and growth:** inform long-term investments depending on visitor demographic composition. Identify ideal locations to predict demand and profitability.

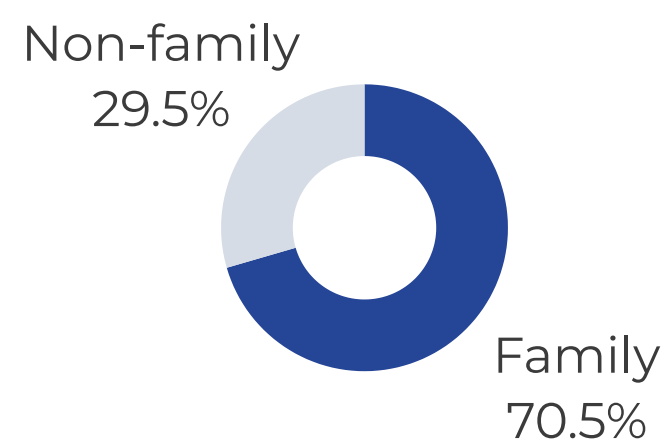
## HOUSEHOLD COMPOSITION & INCOME

**Visitor Average**  
(Selected location)



Household size: 2.5 persons  
Weekly income: 2,351.66 AU\$

**Australian Average**  
(ABS postcode data)

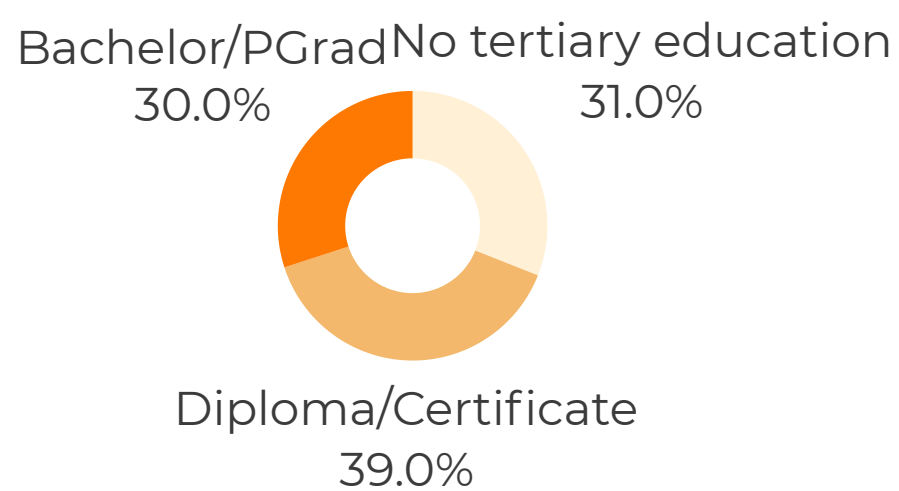


Household size: 2.4 persons  
Weekly income: 1,881.00 AU\$

## AGE, MARITAL STATUS AND EDUCATION

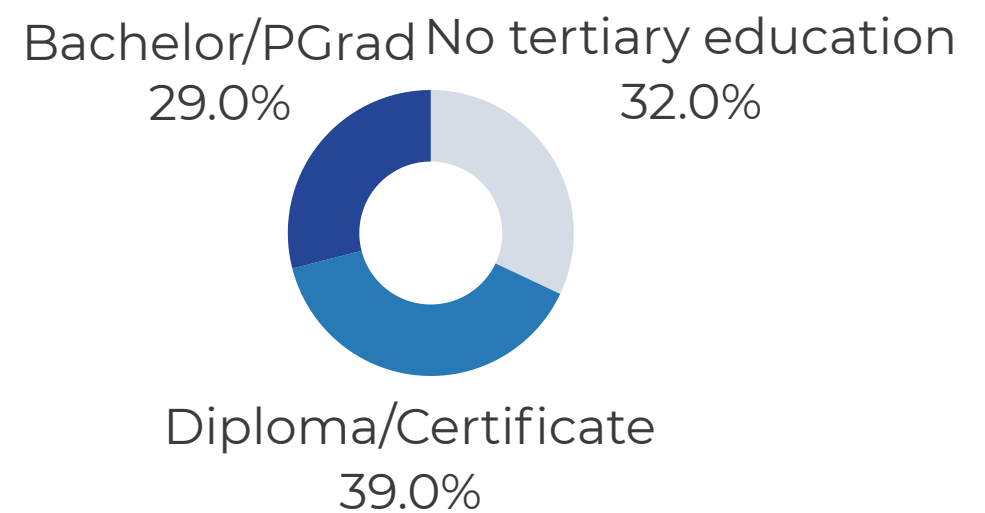
**Visitor Average**  
(Selected location)

**37 years**  
51.1% female / 48.9% male  
45.0% married



**Australian Average**  
(ABS postcode data)

**43 years**  
50.7% female / 49.3% male  
46.5% married



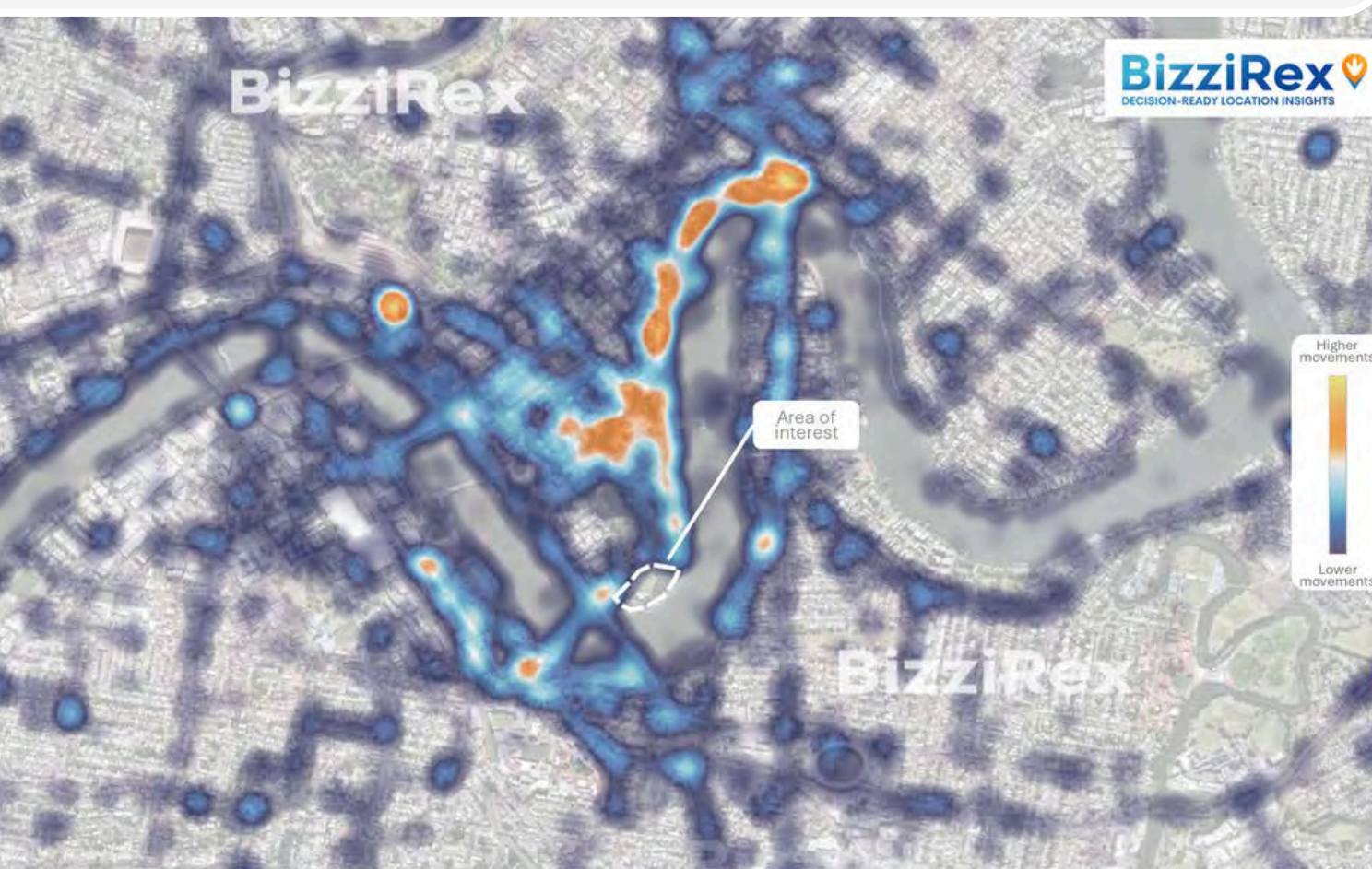


# Custom Requests

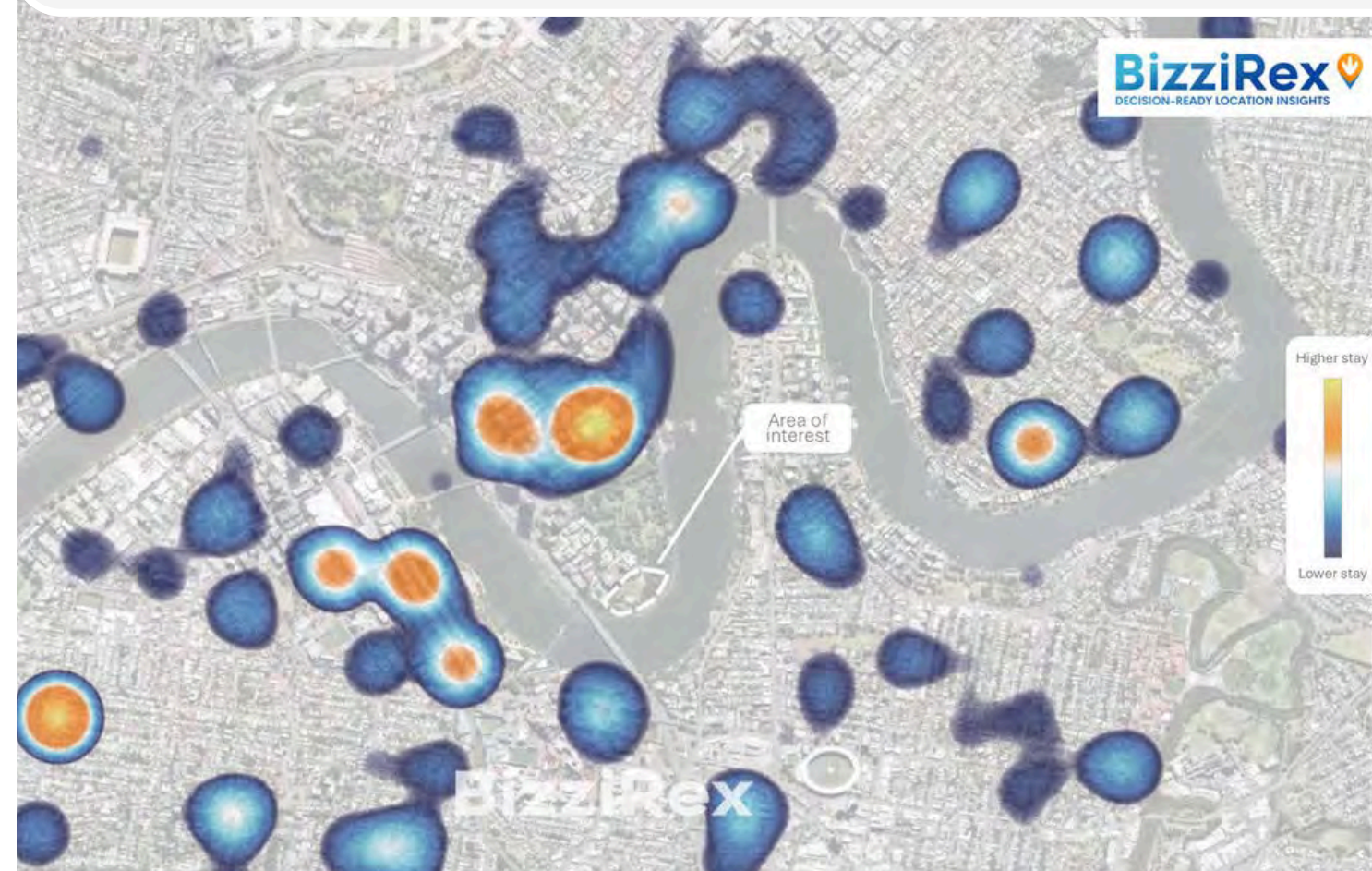
## BEYOND THE NUMBERS

Understand exactly how people navigate and interact with your area of interest. Our **Movement Heatmaps** trace the dynamic flow visitors, revealing the primary paths and corridors they use. **Stay Heatmaps** pinpoint areas with high stay time, where people choose to congregate and spend their time.

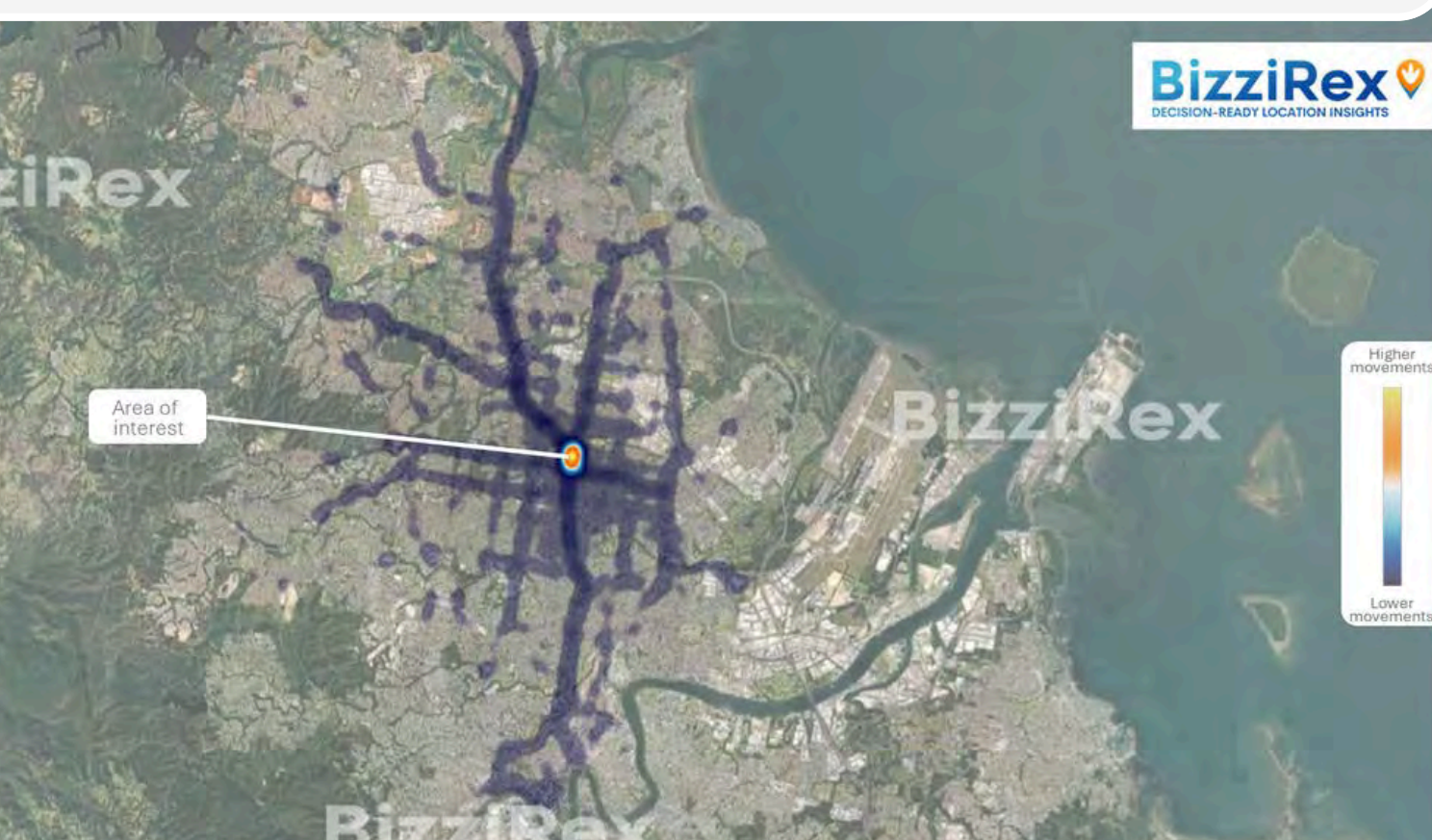
**Movement heatmap**  
of major event attendees prior to the event



**Stay heatmap**  
of major event attendees prior to the event



**Movement heatmap**  
of visitors to major shopping centre



**Stay heatmap**  
of visitors in major shopping centre



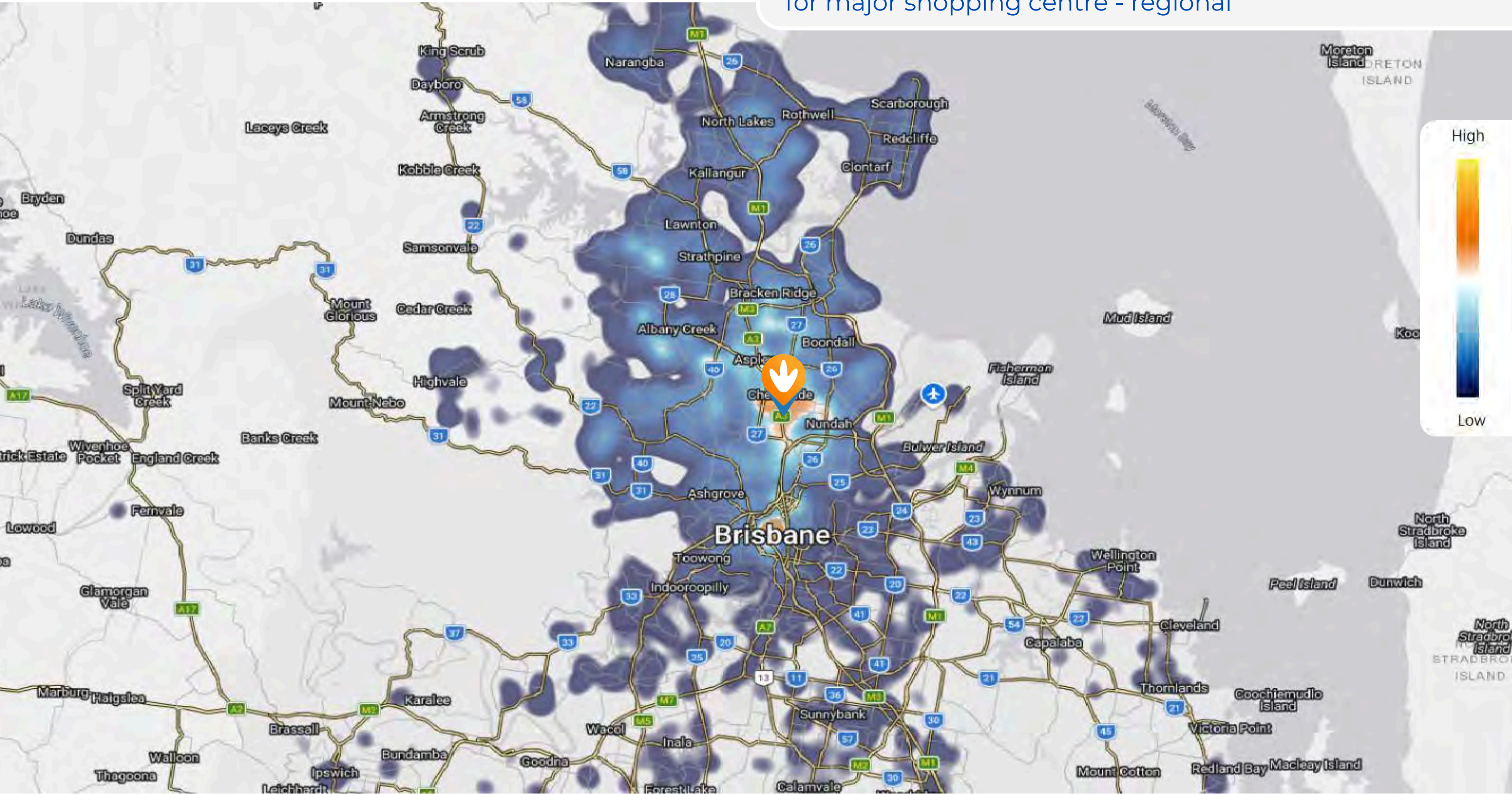
Replace dense spreadsheets with intuitive heatmaps to visually communicate complex data about movement patterns, hotspots, scenarios and recommendations in a simple and powerful way.

# UNDERSTAND THE CATCHMENT

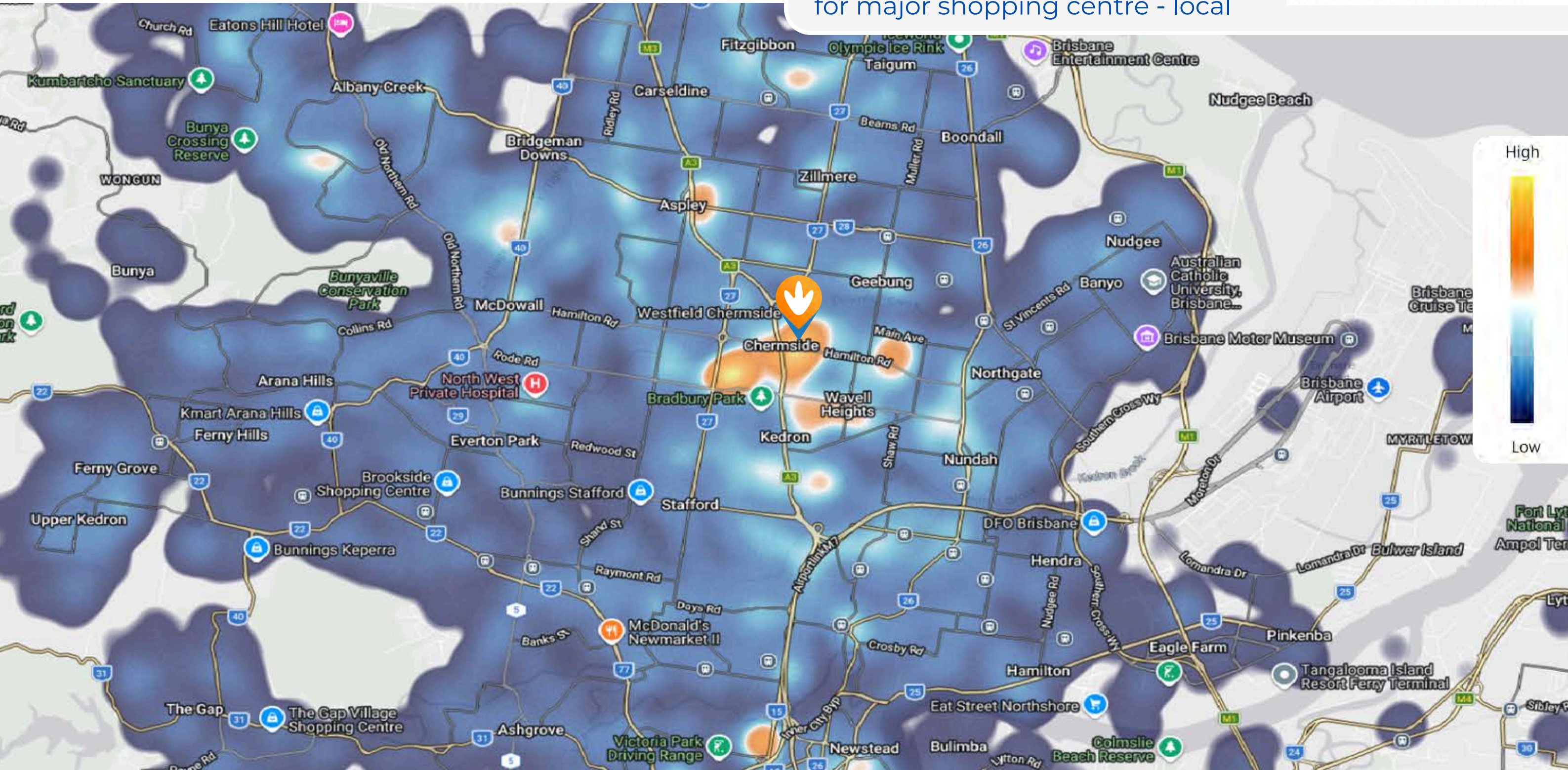
Understand exactly where your visitors are coming from or going to with a BizziRex origin or destination heatmap.



Origin heatmap  
for major shopping centre - regional



Origin heatmap  
for major shopping centre - local



Contact us for further information

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