Location Intelligence

Transport & Infrastructure

Decision-ready location insights for transport and infrastructure

BizziRex
DECISION-READY LOCATION INSIGHTS

CAPABILITY STATEMENT

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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 local and state governments, transportation authorities, infrastructure providers, engineers, and planning consultancies.

In an era defined by rapid urbanisation and shifting mobility patterns, BizziRex provides the data necessary to oversee vast infrastructure networks and movement.

We specialise in aggregating anonymised, high-frequency location data, derived from mobile signals, GPS, and other sensors, to provide a granular and validated view of how population interact with the physical world, in the current day.

We aim to replace traditional, outdated and predicted methods with a continuous, data-driven understanding of current human movement.

BizziRex provides clients with data-backed confidence and a "digital twin" approach to transport strategy, making project recommendations and expenditure more defensible.

Whether it is optimising a multi-billion dollar rail project, understanding the benefits of delivering a new pedestrian bridge or improving local traffic flow, BizziRex delivers the intelligence that ensures infrastructure meets the needs of the people it serves.

Why BizziRex?

100% REAL, RELIABLE DATA

Privacy-compilant 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

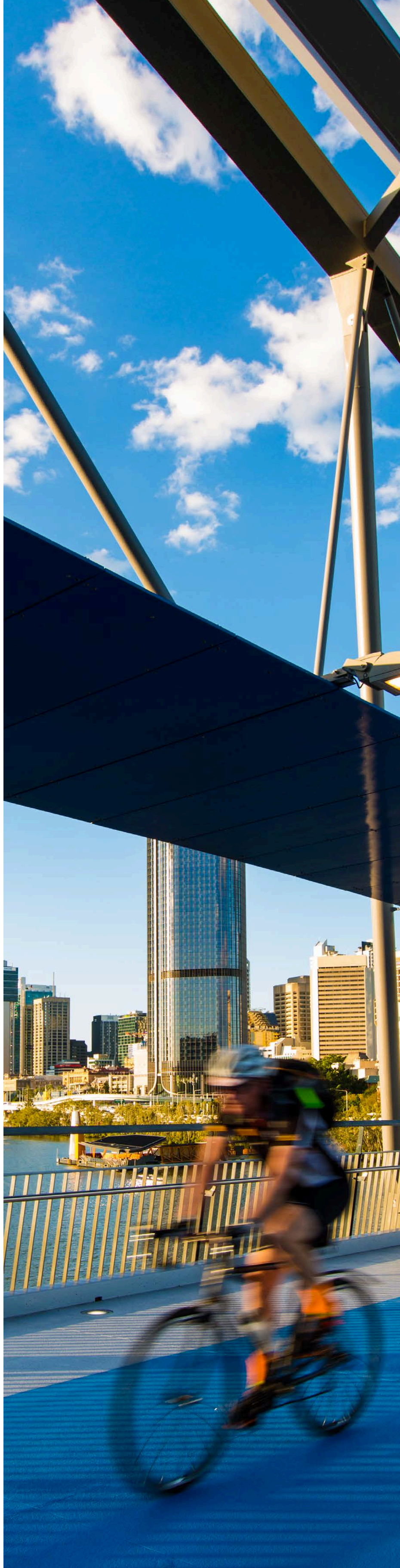
We do the heavy lifting. We process millions of data points into beautifully designed, easy-to-read reports, delivering the immediate insights you need.

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

TRANSPORT & INFRASTRUCTURE

For decades, transportation planning has relied on manual traffic counts, infrequent travel surveys, and static demographic models. 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:

COMPLETE DATA COVERAGE

The lack of complete data coverage is evident in manual counting that only captures a "snapshot" in time, often missing peak events or seasonal shifts. Go beyond macro traffic counts to capture "Last-Mile" ground truth and neighborhood-specific movement patterns.

UNDERSTAND CATCHMENT AREA & USERS

Traditional counters count vehicle number, but they cannot tell you if that visitor traveled 500m or 20km to get there. BizziRex gives you origin-destination insights of where users are travelling from and where they are heading to. Merge movement with demographics to understand who is traveling or breakdown by mode type in our consultancy service.

LOW COST & HIGH SCALABILITY

Deploying physical sensors across the transport network is logistically difficult and expensive to maintain. We do the grant work for you and save costs, time and resources, as well as gaining high data coverage on various metrics. Review more areas for a fraction of the traditional costs.

The Location Intelligence Revolution

BizziRex’s location intelligence offers a holistic, 24 / 7 - 365 view of our cities, transport network and infrastructure. By analysing the digital twin of visitors, we provide urban/transport planning managers with a "perpetual census." In the transport and infrastructure context, this is vital for:

GAP IDENTIFICATION

Identify exactly where the existing transport network is failing to meet demand by comparing current capacity against Bizzirex’s real-world foot traffic and vehicle flow data.

INFRASTRUCTURE PLANNING & MONITORING

Justify the need and urgency for transport infrastructure upgrades and public transit expansions and evaluate network resilience during high-impact events.

PUBLIC SAFETY

Understanding visitor flow to better allocate resources or emergency services during key events.

The BizziRex Solution

THE CORE METRICS

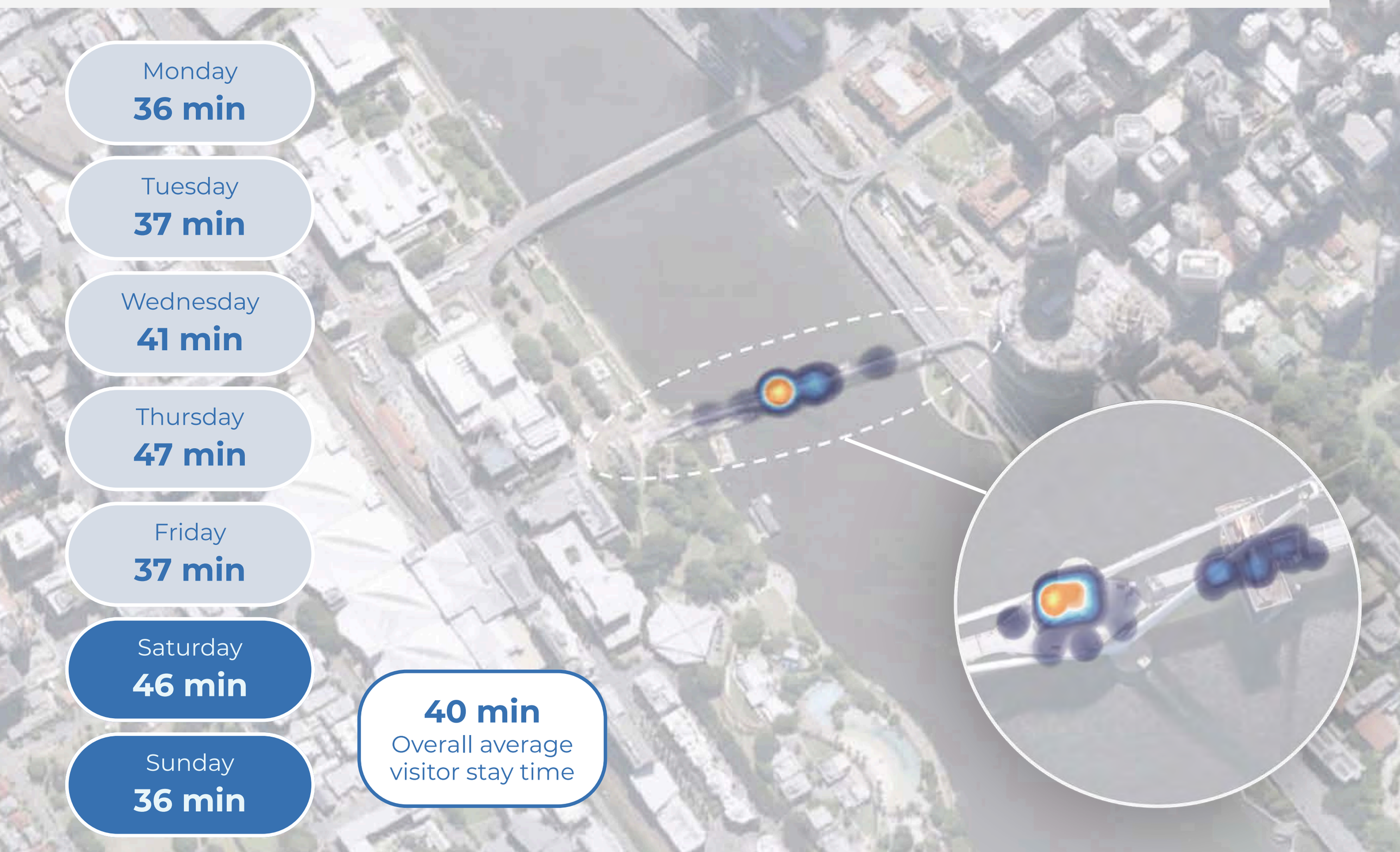
The BizziRex Location Intelligence Report centers on four key pillars of information. Below is how these metrics are applied specifically to solve transport and infrastructure challenges.

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:

- **Transit hub placement:** Identify high-density mobility corridors to determine the most effective locations for new rapid transit stops or bike-share stations. Analyse origin-destination data to and from stations, to improve journey to work and connection to essential services.
- **Connection planning:** Use population growth and mobility trends to identify locations for new infrastructure to relieve pressure from existing pressure spots or provide key connections to isolated or difficult to reach high functioning areas.



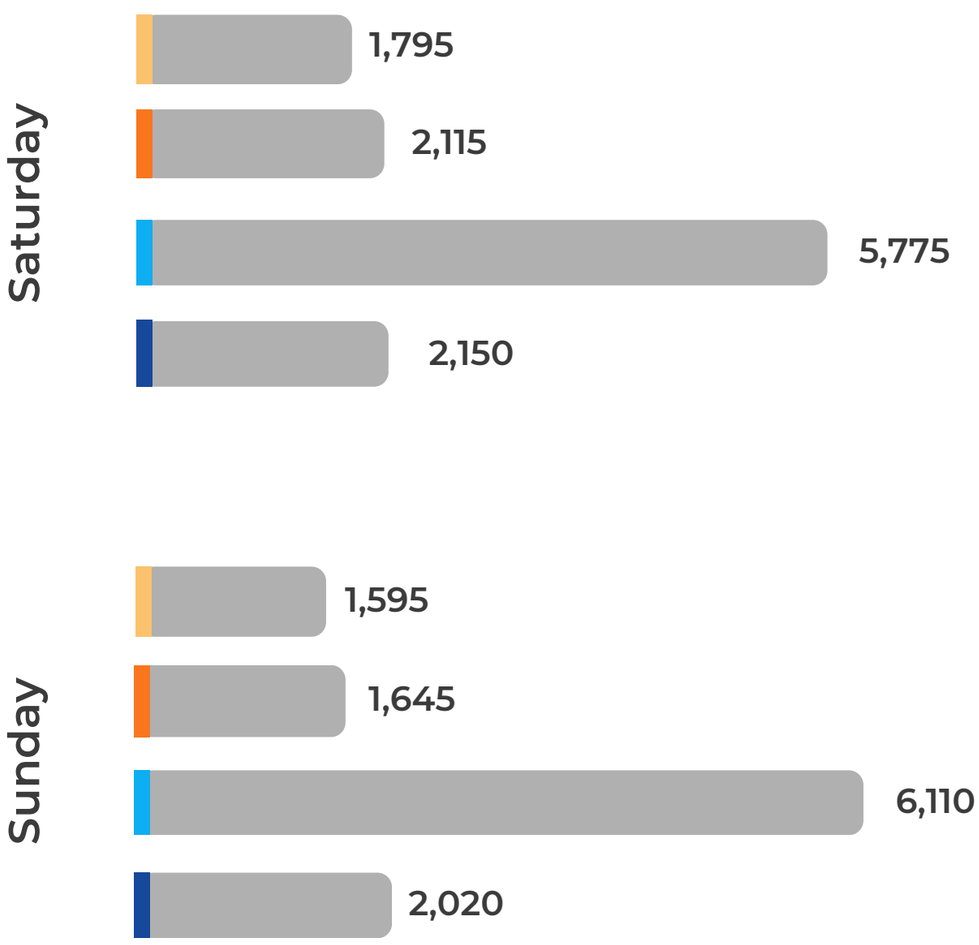
2. BIZZI HOURS OF THE DAY

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

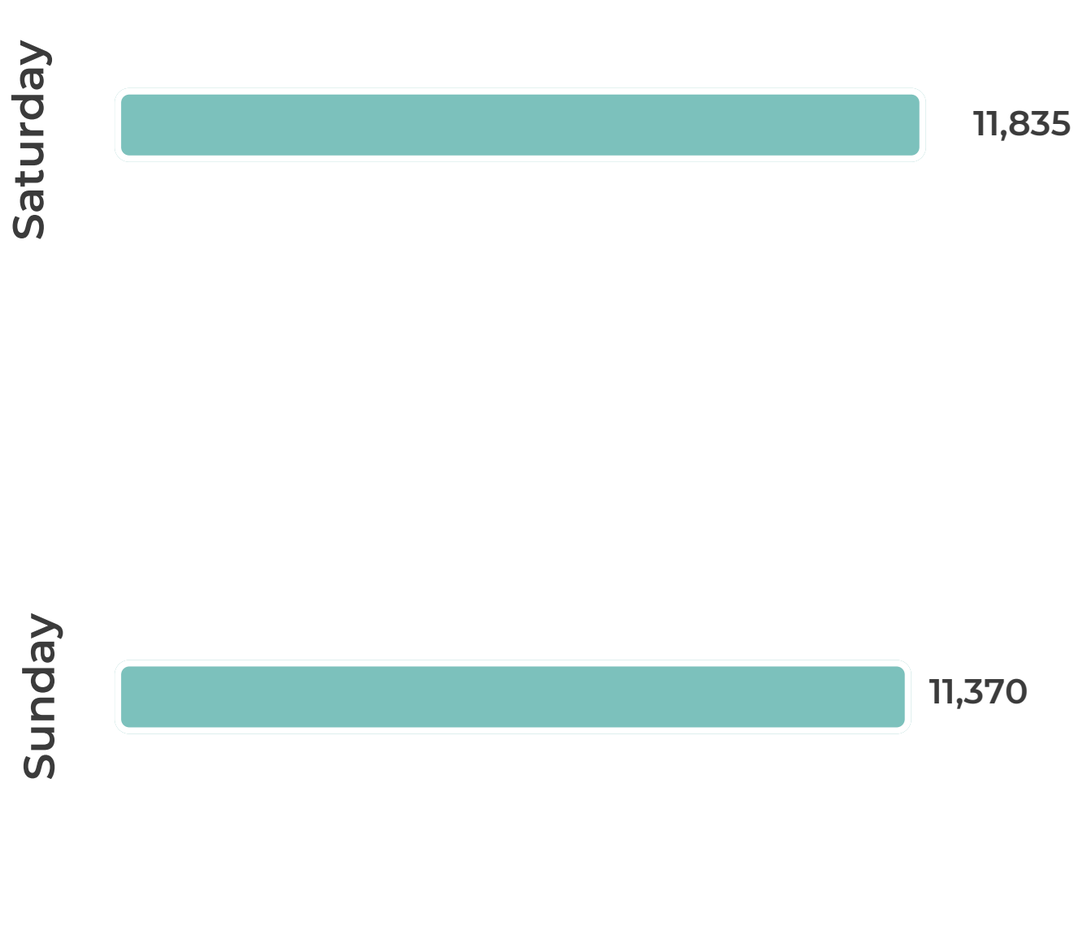
- **Network planning:** If data shows that 40% of rail passengers live in a suburb 5km away with no direct bus link, planners can confidently invest in new feeder routes or Park and Ride facilities. It removes the guesswork from network expansion and ensures that new infrastructure connects the right dots.

- **Dynamic scheduling:** For public transport agencies, this allows for the precision scheduling of buses and trains, aligning supply exactly with demand. For road infrastructure, it informs the timing of Smart Motorway signals and the scheduling of essential maintenance to minimize economic disruption.

Visitors and People passing by
by day period



Visitors and People passing by
accumulated



Weekend days as an example only - Neville Bonner Bridge

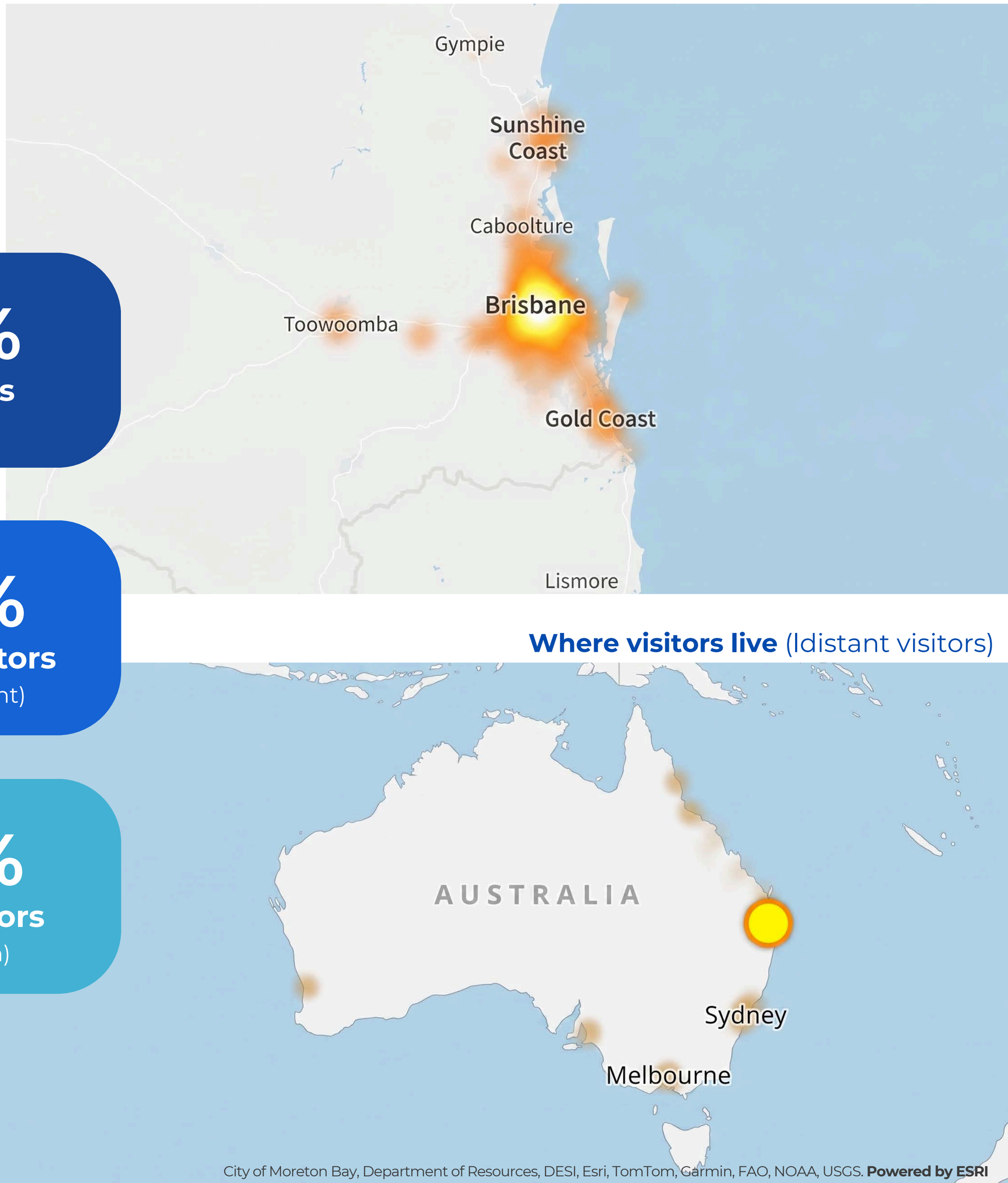
3. WHERE VISITORS LIVE

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

- **Origin-Destination analysis:** Measure the actual travel distances residents are willing to take for essential services to assess neighborhood walkability and service accessibility. Combine this with origin-destination and demographic data to better understand people's movement habits and behaviour to better plan cities and neighbourhoods.

- **Catchment analysis:** Catchment based planning is key within transport and infrastructure projects. Better understanding on catchments of facilities such as schools, libraries, health facilities and open space, can validate facility hierarchy, identify gaps in the network and support the need for upgrades and expansion programs.

Where visitors live (local and regional visitors)



70.7%
Local visitors
(10 km distant)

15.9%
Regional visitors
(10-50 km distant)

13.5%
Distant visitors
(beyond 50km)

Where visitors live (ldistant visitors)

4. VISITOR DEMOGRAPHICS

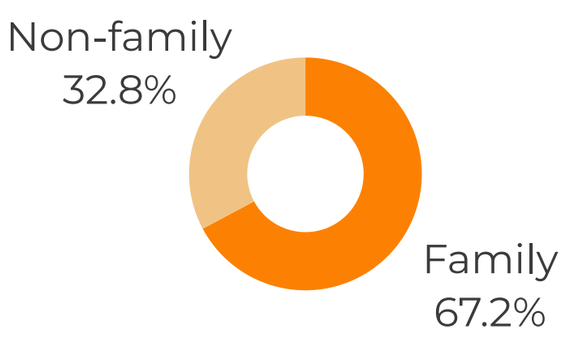
The Metric: Understand your average visitor by comparing demographics against the Australian average. Example insights:

- **Infrastructure solution:** By layering location data with demographic insights (age, income brackets, household types), BizziRex provides a profile of who is using the service.

- **Equitable planning:** If an area with a high population of elderly residents shows low utilisation of a new transit hub, it may indicate accessibility barriers. Conversely, if a demographic profile shows high-income tech workers, the infrastructure might prioritise high-speed Wi-Fi and micro-mobility (e-scooter) integration. This ensures that the social return on investment (SROI) is maximised alongside the economic return.

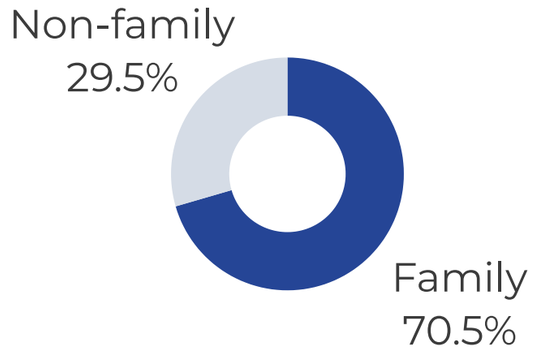
HOUSEHOLD COMPOSITION & INCOME

Visitor Average
(Selected location)



Household size: **2.5 persons**
Weekly income: **2,392.09 AU$**

Australian Average
(ABS postcode data)

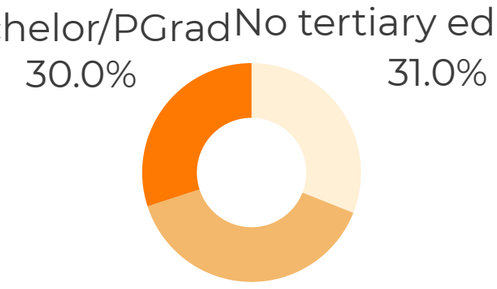


Household size: **2.4 persons**
Weekly income: **1,881.00 AU$**

AGE, MARITAL STATUS AND EDUCATION

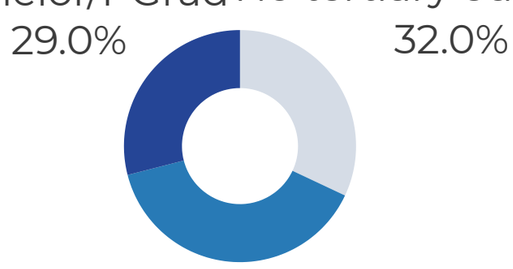
Visitor Average
(Selected location)

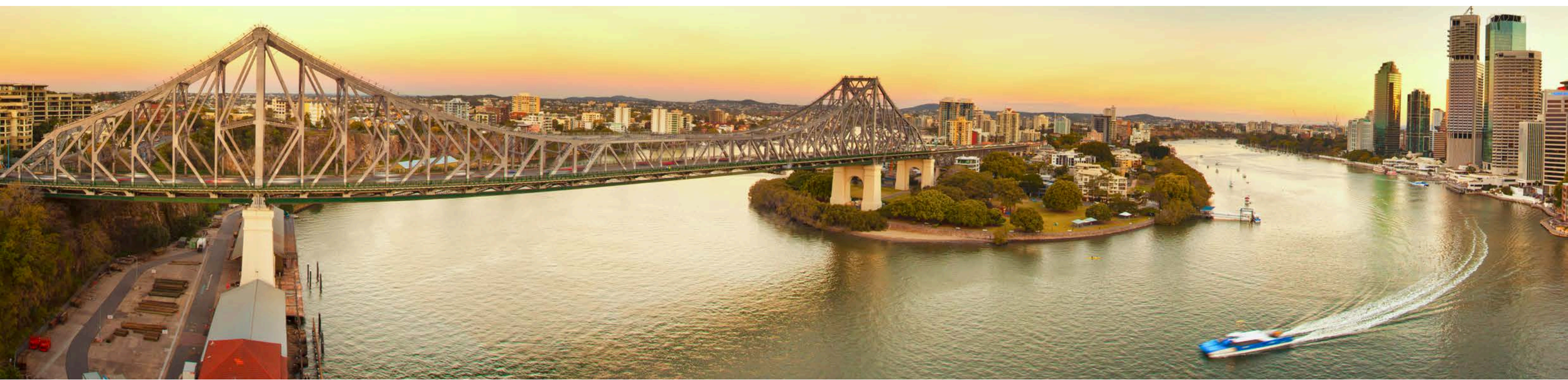
36 years
50.7% female / 49.3% male
42.1% married



Australian Average
(ABS postcode data)

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



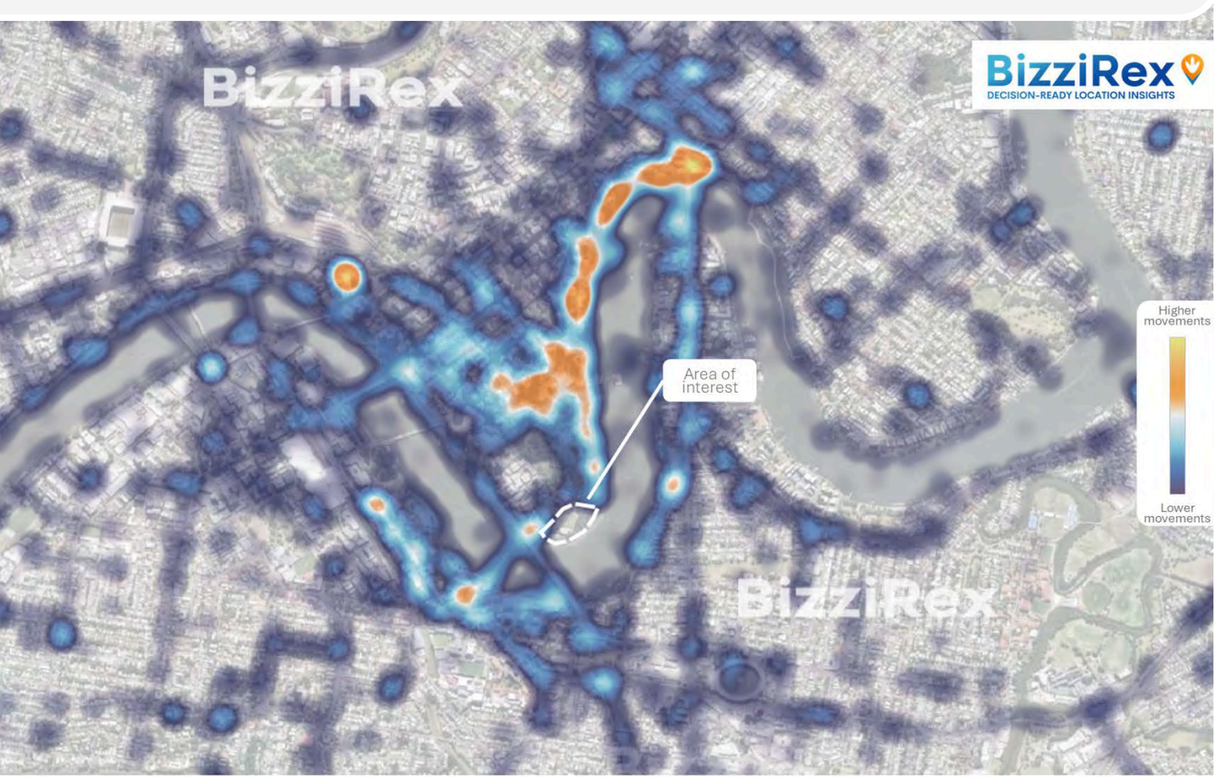


Custom Requests

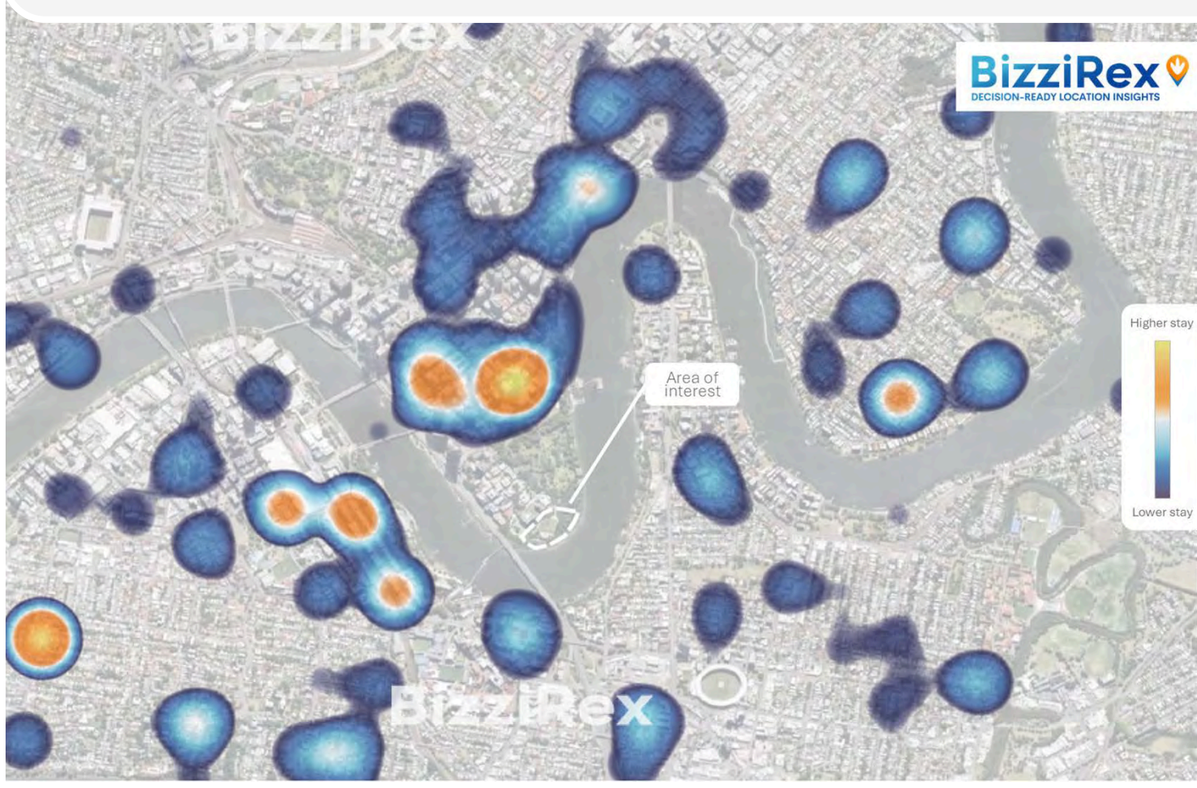
BEYOND THE NUMBERS

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.

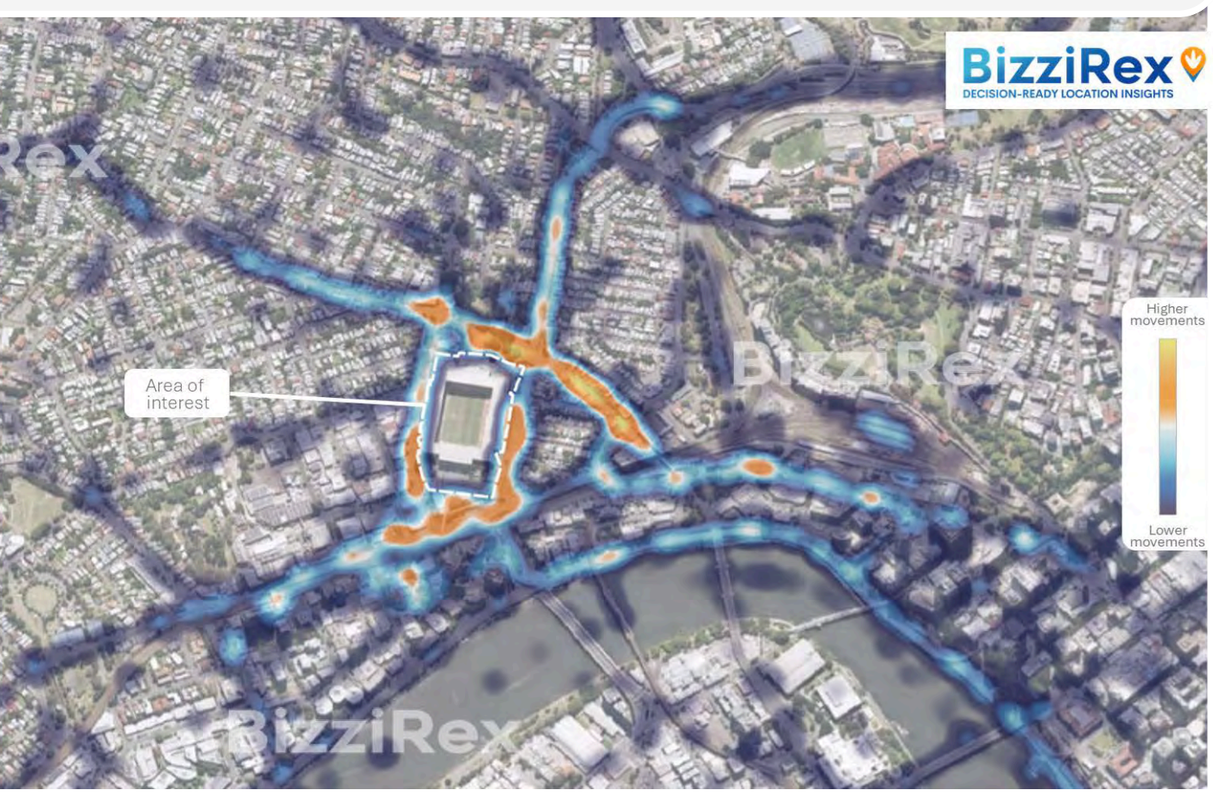
Movement heatmap
of major event attendees prior to the event



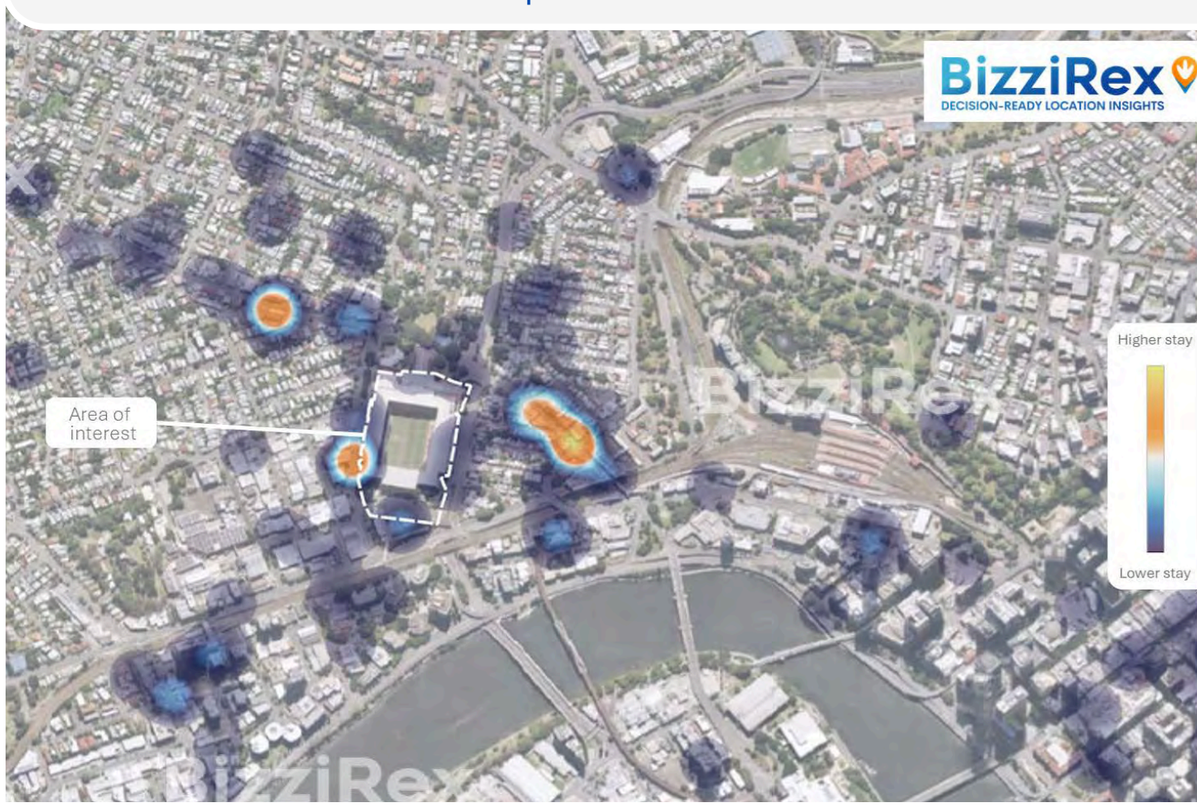
Stay heatmap
of major event attendees prior to the event



Movement heatmap
of stadium attendees prior to the event



Stay heatmap
of stadium attendees prior to the event



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

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Contact us for further information

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UNDERSTAND THE CATCHMENT

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

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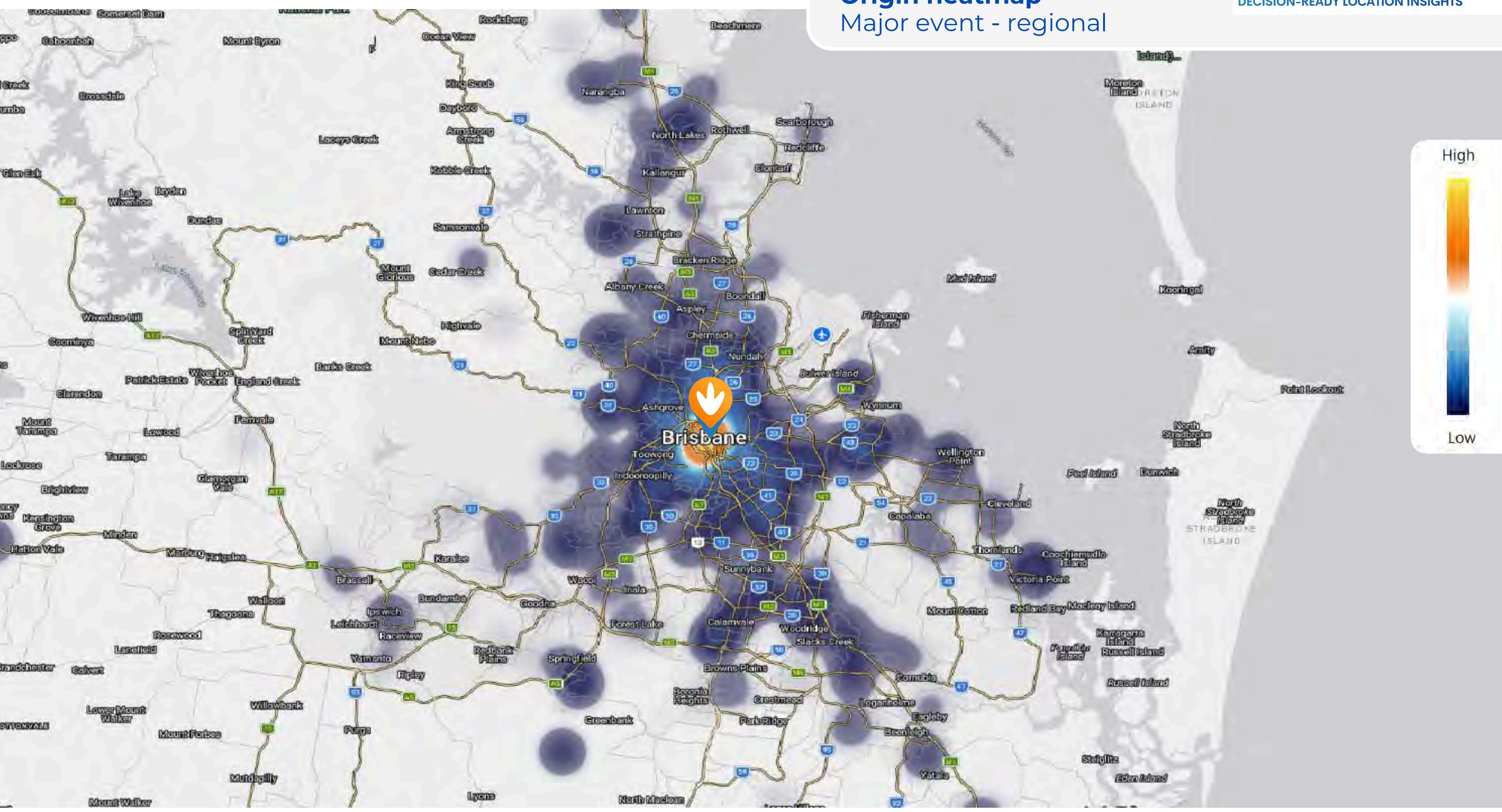
Origin heatmap
Major event - regional



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Origin heatmap
Major event - local

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