



Location Intelligence

What is Bizzirex?

*On-demand, location intelligence reports
For those who make decisions about people and places*

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:

- Retail and hospitality
- Planning and design
- Transport and infrastructure
- Property and investment
- Marine and coastal

At BizziRex, we believe location intelligence should be accessible to all users, easy to interpret and affordable.

Every place has a story. The corner retail strip that looks quiet on Tuesday mornings but is thriving at midday. The park that the Council assumes is well-used but rarely sees visitors after 4pm. The marina that feels busy but where two-thirds of the apparent traffic turns out to be boats passing by.

These are not obscure cases. They are the gaps between assumption and reality that shape planning decisions, investment, and operational choices every day. And for most teams, filling those gaps has required either significant technical resources, heavy financial investment or significant time.

BizziRex is a location intelligence service built to change that. If you work in planning, property, design, operations and the like, or physical locations are central to your work, BizziRex gives you clear answers about how people actually use those places.

No platform to learn. No subscription to justify. Just the insights, when you need them.



You define the site.
BizziRex provides
insights about how
people use it.

Why BizzziRex?



PRECISION & BESPOKE INSIGHTS

- **Hyper-Local Accuracy:** We deliver high-precision data tailored to your exact area of interest, bypassing the limitations of generic, pre-processed, or aggregated datasets.
- **Actionable Intelligence:** Our reports go beyond basic charts. We provide expert recommendations, interpreting what the insights mean and outlining specific actions to take.
- **End-to-End Integration:** We offer a seamless spectrum of location intelligence, ranging from standardised rapid reports to bespoke, high-level consultancy services.

COST EFFICIENCY & FINANCIAL FLEXIBILITY

- **Zero Overhead Model:** Eliminate the need for costly software subscriptions or the internal overhead of employing specialised in-house data analysts.
- **Project-Based Billing:** Our "pay-per-report" structure allows you to pass costs directly to specific projects or clients rather than absorbing them as a company expense.
- **Transparent Upfront Pricing:** Streamline your procurement with instant ordering and transparent pricing—no meetings, no quotes, and no delays.

EXPERTISE AND RELIABILITY

- **Decision-Ready Deliverables:** Receive polished, comprehensive reports designed to be attached directly to briefings or technical documents, optimised for review in the office or on the go.
- **Qualified and experienced:** Every insight is backed by a highly qualified team of specialists available for high-end consultancy, ensuring your data is grounded in professional expertise.
- **User-Centric Clarity:** We bridge the gap between complex data and practical application by providing user-friendly explanations on what the metrics represent and how to apply them.

The BizziRex Solution

BIZZIREX LOCATION INTELLIGENCE REPORT

The BizziRex Location Intelligence Report centers on key pillars of information.

1. You draw a boundary on a map
2. We run the analysis on what happens inside it
3. You receive a BizziRex Location Intelligence Report with actionable insights!

HOW LONG VISITORS STAY, AND WHETHER THEY COME BACK

Average stay time broken down by day of the week, and by time period across the day. Plus the percentage of visitors who return more than once, and how frequently they do.

WHEN A SITE IS ACTUALLY BUSY

Hour-by-hour visitor counts across the week, including both the people who enter the site and those who pass nearby.

THE REAL CATCHMENT AREA

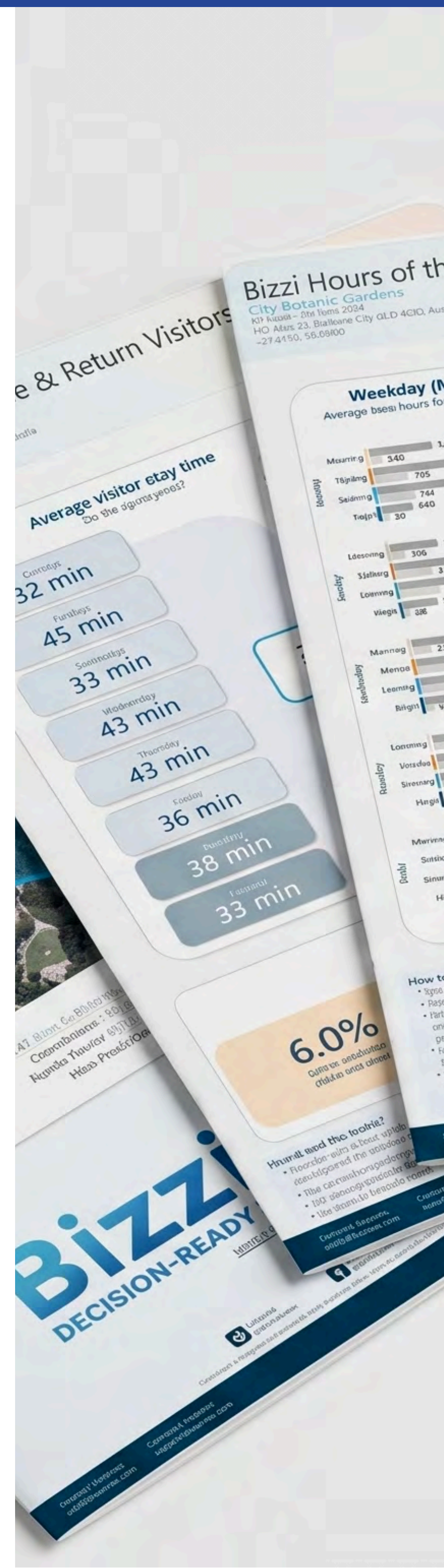
A postcode-level breakdown of where visitors live. The heat mapping shows where more people stay longer and where people movements are higher.

WHO IS VISITING

A demographic profile of typical visitors compared to the national average: age, gender, household income, household size, education, and family composition.

THE VISITOR-PASSERBY SPLIT

BizziRex draws two separate boundaries for each site: one for the area of interest, and one for the foot traffic passerby zone. This gives you a genuine read on how well a location converts the traffic that reaches it.





Who uses BizziRex

BizziRex works for anyone whose decisions are shaped by how people interact with physical places. In practice, that tends to mean:

- **Planning and urban design consultants** needing location intelligence to inform designs, decisions and outcomes, ultimately making places better for people
- **Property advisors and investment teams** assessing site potential, comparing locations, and building due diligence documentation
- **Major event, transport and infrastructure planners** understanding actual usage of facilities against the assumptions that informed their design
- **Marine and waterway managers** tracking vessel movement, understanding usage patterns, and informing operational or infrastructure decisions
- **Retail and hospitality operators** understanding foot traffic conversion, visitor catchments, and peak trading periods

What these users share is a need for clear, credible location insight at a specific moment, without the overhead of an ongoing platform relationship or a lengthy engagement process.





Real movement data

BizziRex Location Intelligence reports are built on mobility data from Quadrant, one of the leading location data providers in the world. Quadrant's data comes from opt-in mobile devices, meaning it captures actual movement by real people who have agreed to share their location.

This is not modelled, estimated, or survey-based. It is real data, captured and processed by the BizziRex team's spatial data specialists who understand how to interpret it accurately for the types of decisions our clients are making.

The result is a report that teams can stand behind. Whether it is going into a planning submission, an investment proposal, a board briefing, or simply informing a project recommendation, the evidence base is solid.

HOW ORDERING WORKS

The process is deliberately simple.

- Go to bizzirex.com
- Draw a boundary around your site of interest on the map
- Complete checkout
- Receive your report within a few days

No account setup. No technical knowledge required. No waiting for a proposal or a scoping call. The report is built by the BizziRex team and delivered ready to use.

Pricing is published on the website. There are no hidden extras and no ongoing commitment.



click to download a free sample report in seconds!





Custom Requests & Consultancy Service

WHEN THE QUESTION IS BIGGER THAN A STANDARD REPORT

Standard reports cover most single-site questions well. But some projects call for something more. A larger study area, custom analysis built around a specific need, a specific time period or custom data outputs to fit.

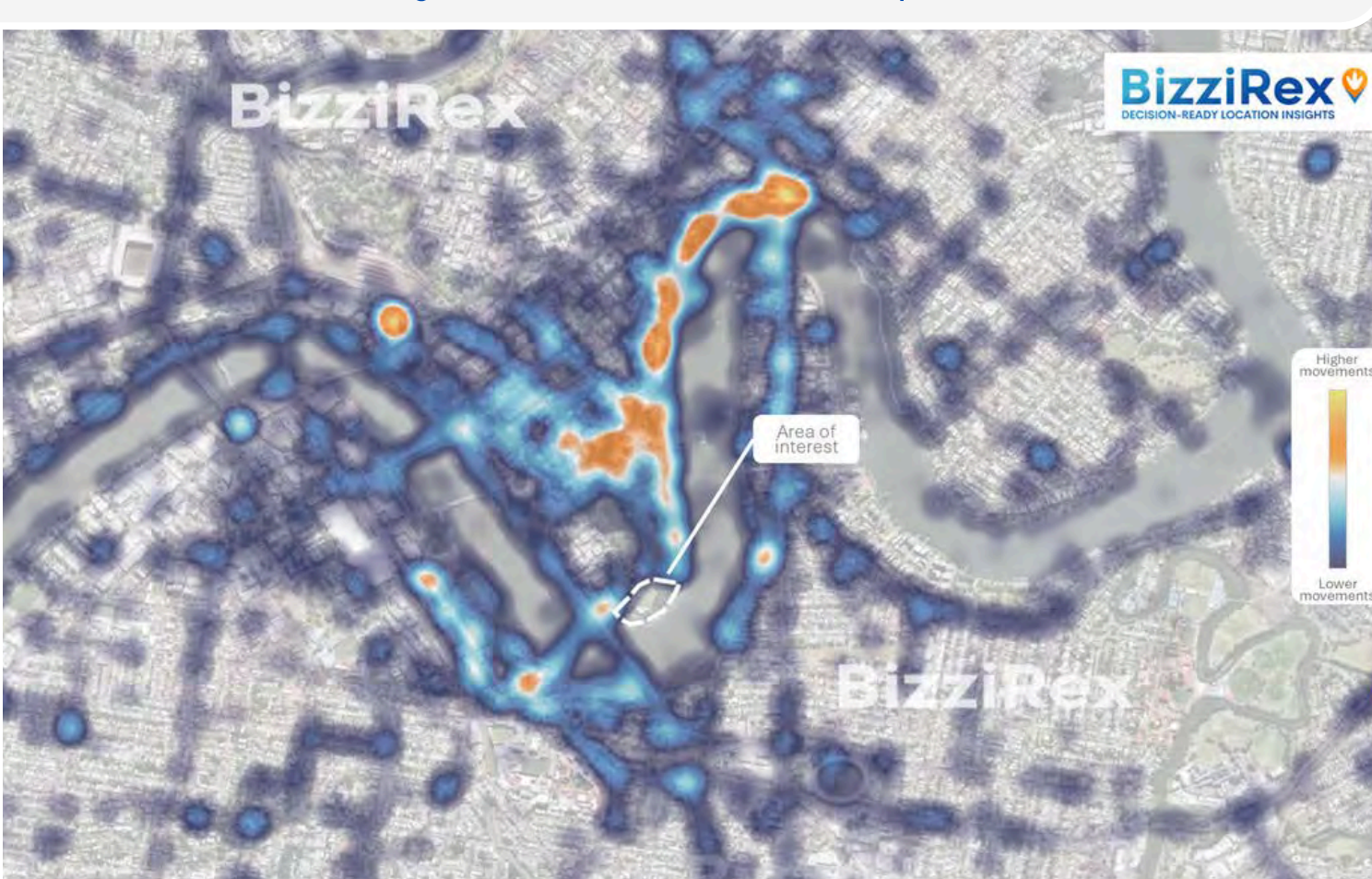
BizziRex offers custom solutions for exactly these situations. The same data, the same analytical rigour, but scoped and structured to fit the specific need. That might mean a city scale project, a one day of the year event or comparison across a transport corridor.

Custom work is quoted on scope. If you have a project in mind and are not sure whether a standard report covers it, the team is happy to discuss it before you commit to anything. Contact us directly or submit a custom request via our website [here](#).

HEATMAP TIME SERIES

Understand exactly how people navigate and interact with your area of interest. Our **Movement Heatmaps** trace the dynamic flow of 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



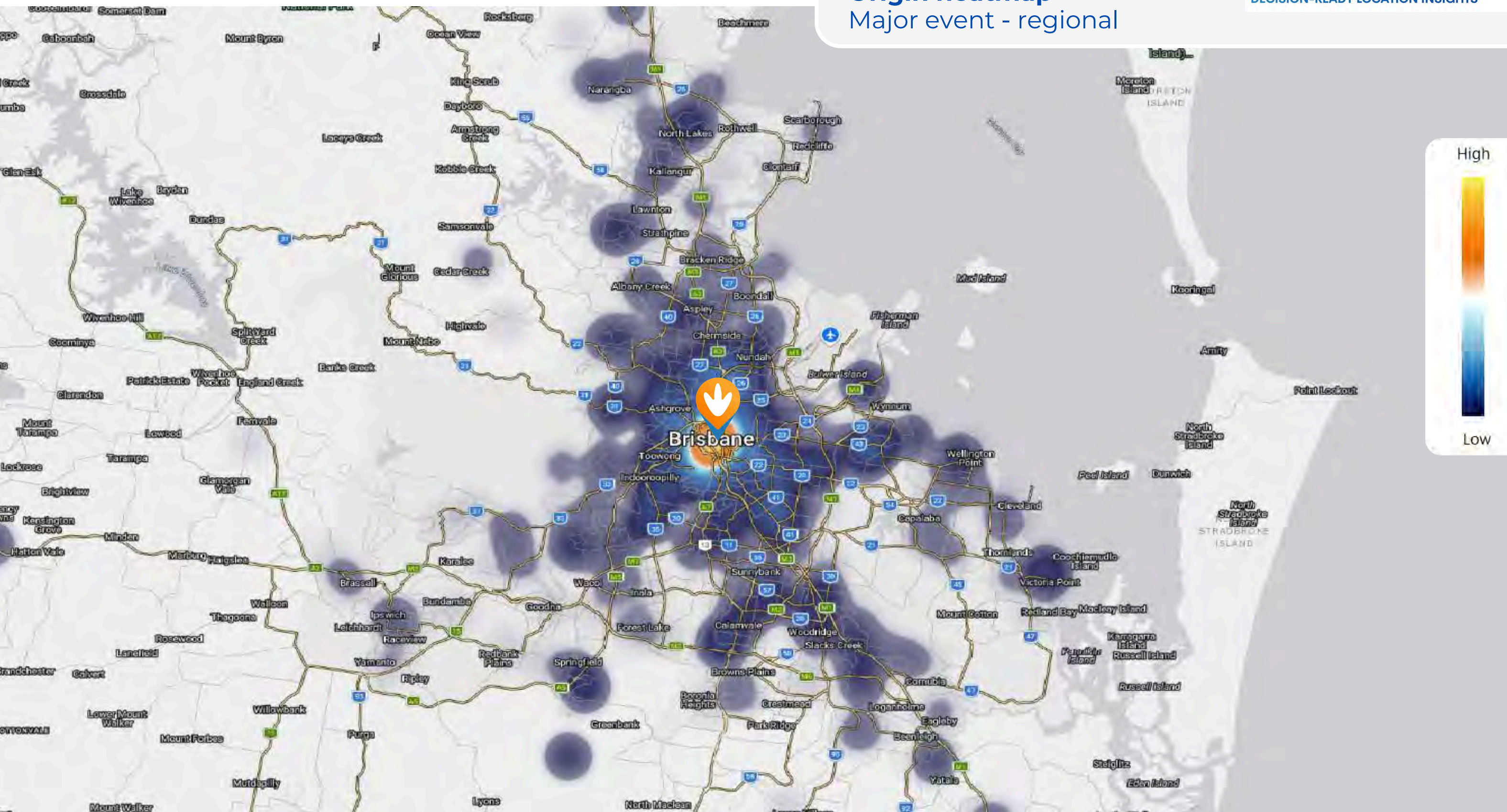
Replace dense spreadsheets with intuitive heatmaps to visually communicate complex data about movement patterns, hotspots, scenarios and recommendations in a simple and powerful way.

UNDERSTAND THE CATCHMENT

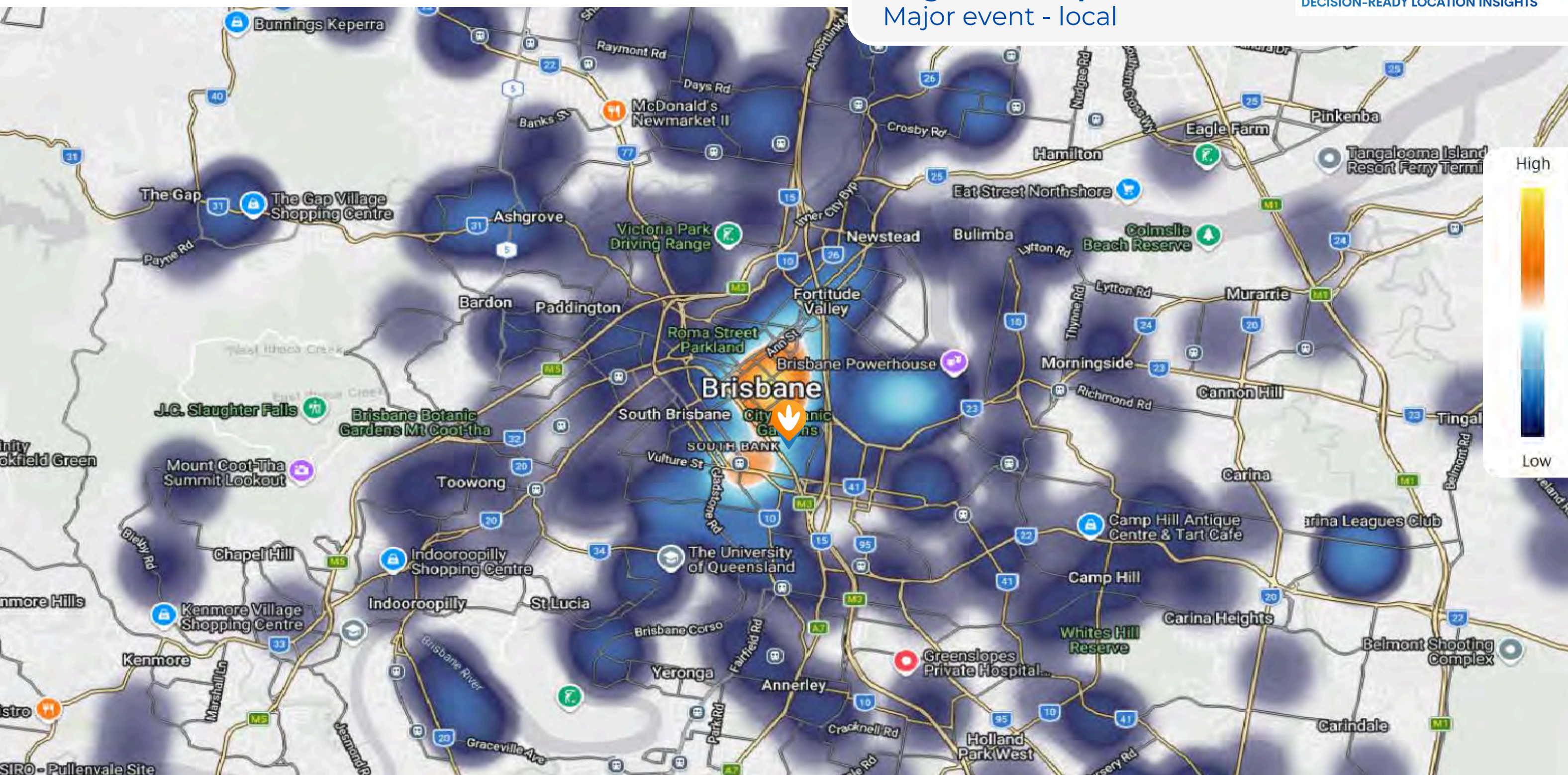
Understand exactly where your visitors are coming from or going to with a BizziRex origin or destination heatmap.



Origin heatmap
Major event - regional



Origin heatmap
Major event - local



Contact us for further information

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