



# Location Intelligence Planning & Design

*Decision-ready location insights for planning and design*

# 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, town planners, urban designers, engineers, infrastructure providers, engineers, 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.

Bizzirex analytics utilises big data, mobility patterns, and demographic analysis to help professionals understand how people use places.

Our mission is to empower decision-makers with actionable insights that lead to more vibrant, efficient, and sustainable urban environments.

Now, more than ever, professionals are expected to have the evidence to support their work. With BizziRex, planners and designers now have the tools to move from intuition to data driven decisions. Architects can design spaces that accommodate actual peak usage; developers can prove the commercial viability of a site to investors; and planners can ensure that public infrastructure, housing and community needs are planned for.



# 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

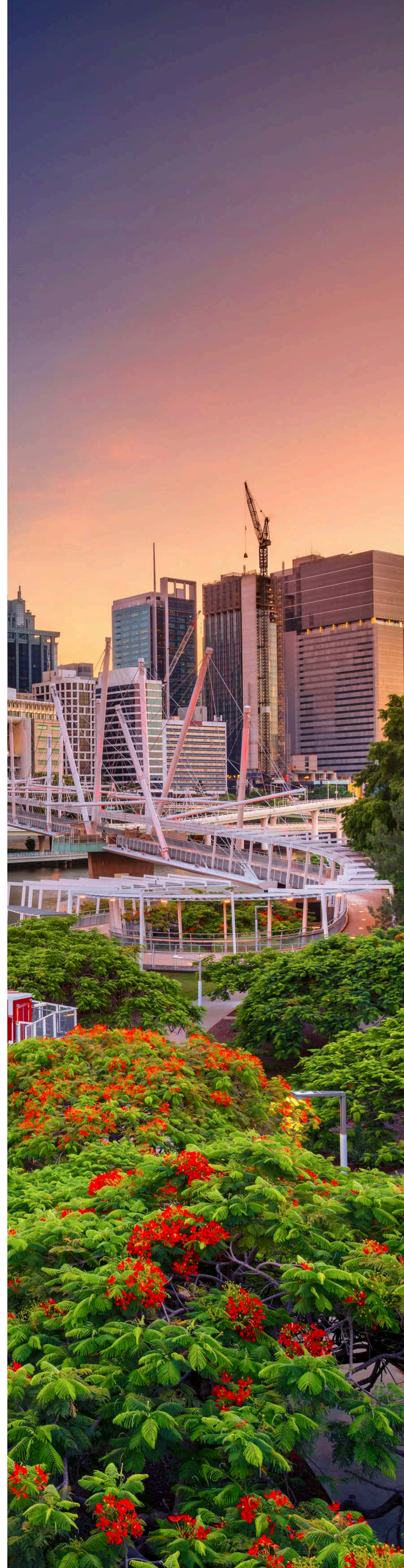
We do the heavy lifting. We process millions of data points into beautifully designed, easy-to-read reports, delivering the immediate insights you need.

## 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

## PLANNING & DESIGN

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

### REAL-TIME DATA

Traditional planning often relies on old and aggregated survey data that doesn't fit an area of interest. Bizzirex is real-time intelligence, showing exactly how people use an area. This allows designers to react to current urban trends at any level of detail, such as site master planning, shifting hybrid work patterns or new commuting habits, as they happen.

### GRANULAR ORIGIN

While traditional methods guess a site's reach based on distance, Bizzirex maps the precise origin and destination of visitors from real-mobile location data. With BizziRex you can see exactly which neighborhoods are underserved and how far people are willing to travel for specific amenities. For example, it turns the "15-minute city" concept from a theoretical model into a data-driven reality based on actual movement.

### 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.





# The Location Intelligence Revolution

To truly understand urban environments, planners must move beyond "average" data. BizziRex provides a level of granularity that makes traditional methods feel like low-resolution snapshots of the past.

## MEASURE SITE LOYALTY

Traditional surveys rarely track if a person has visited a site before, leaving planners unable to distinguish between one-time tourists and loyal local users. BizziRex provides a clear percentage of returning visitors, allowing designers to measure the success of a public space.

## SEASONAL DYNAMISM

BizziRex reveals how site usage shifts across different seasons and weather cycles. This allows designers to see how a sun-drenched plaza in summer might become an underutilized "dead zone" in winter, informing interventions like temporary windbreaks, heating, or seasonal programming to maintain year-round vibrancy.

## REPLICATE SUCCESS

BizziRex enables planners to identify and compare performing and underperforming places. By measuring the differences in dwell times, visitor loyalty, and demographics between two areas, designers can pinpoint which areas and interventions actually work.





# 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 planning and design 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:

- **Land use and growth validation:** Identify underutilised areas by cross-referencing residential demographics with estimated population models, to help better understand real-world, accurate data to inform plan based decision. Advance your analysis by running BizziRex time comparison reports and scenario planning through our consultancy services.
- **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.

Monday

**45 min**

Tuesday

**47 min**

Wednesday

**47 min**

Thursday

**58 min**

Friday

**49 min**

Saturday

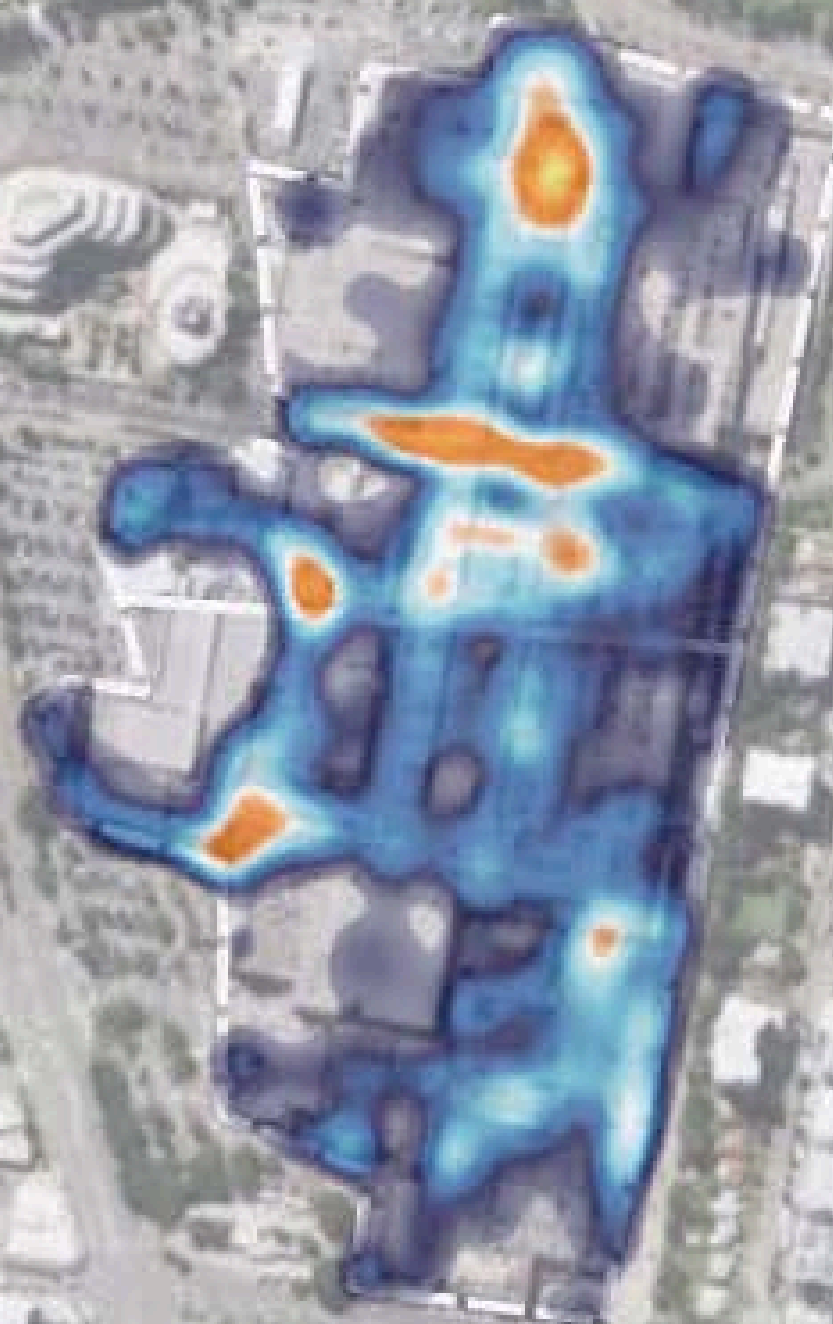
**53 min**

Sunday

**64 min**

**52 min**

Overall average  
visitor stay time



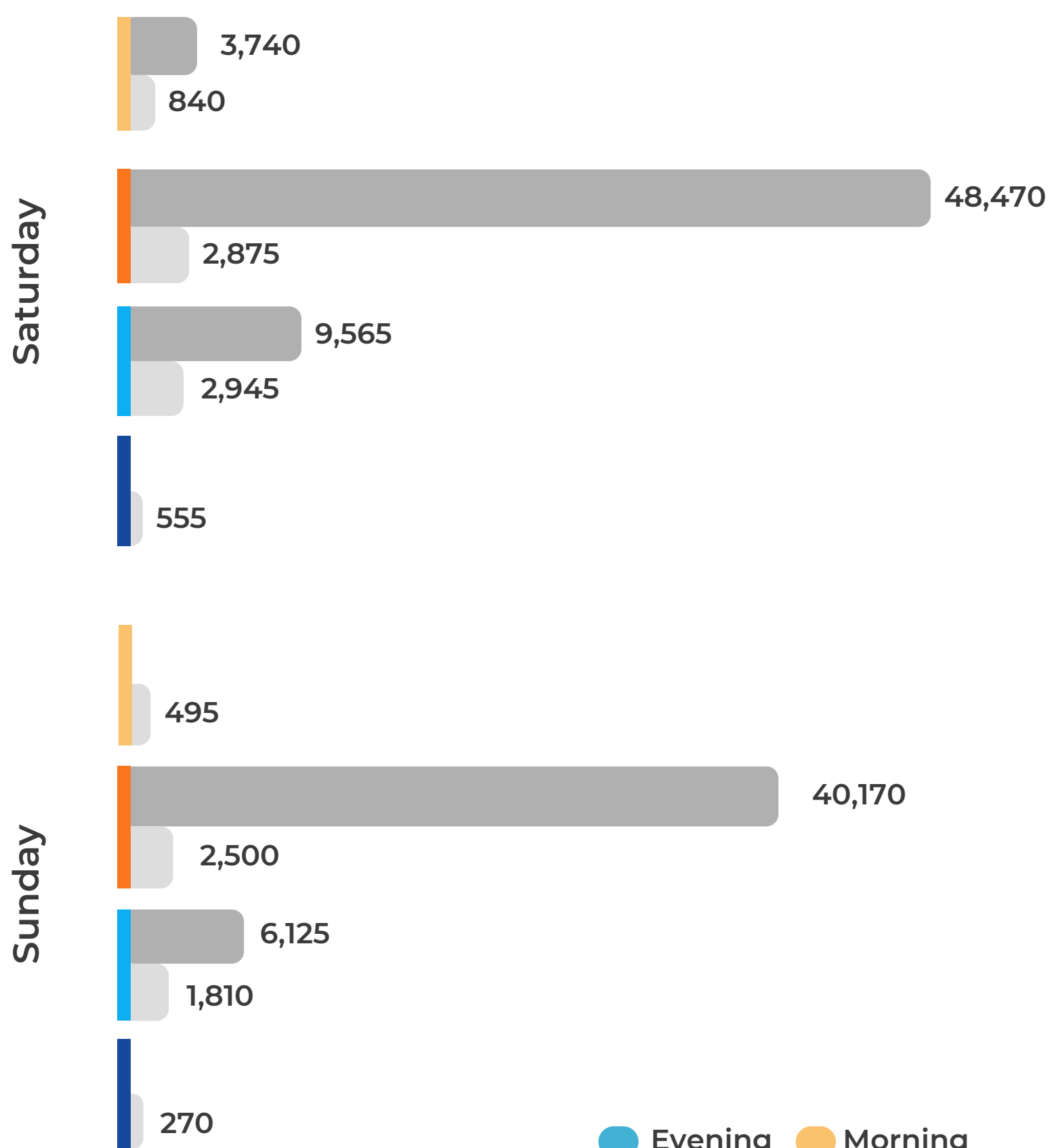
# 2. BIZZI HOURS OF THE DAY

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

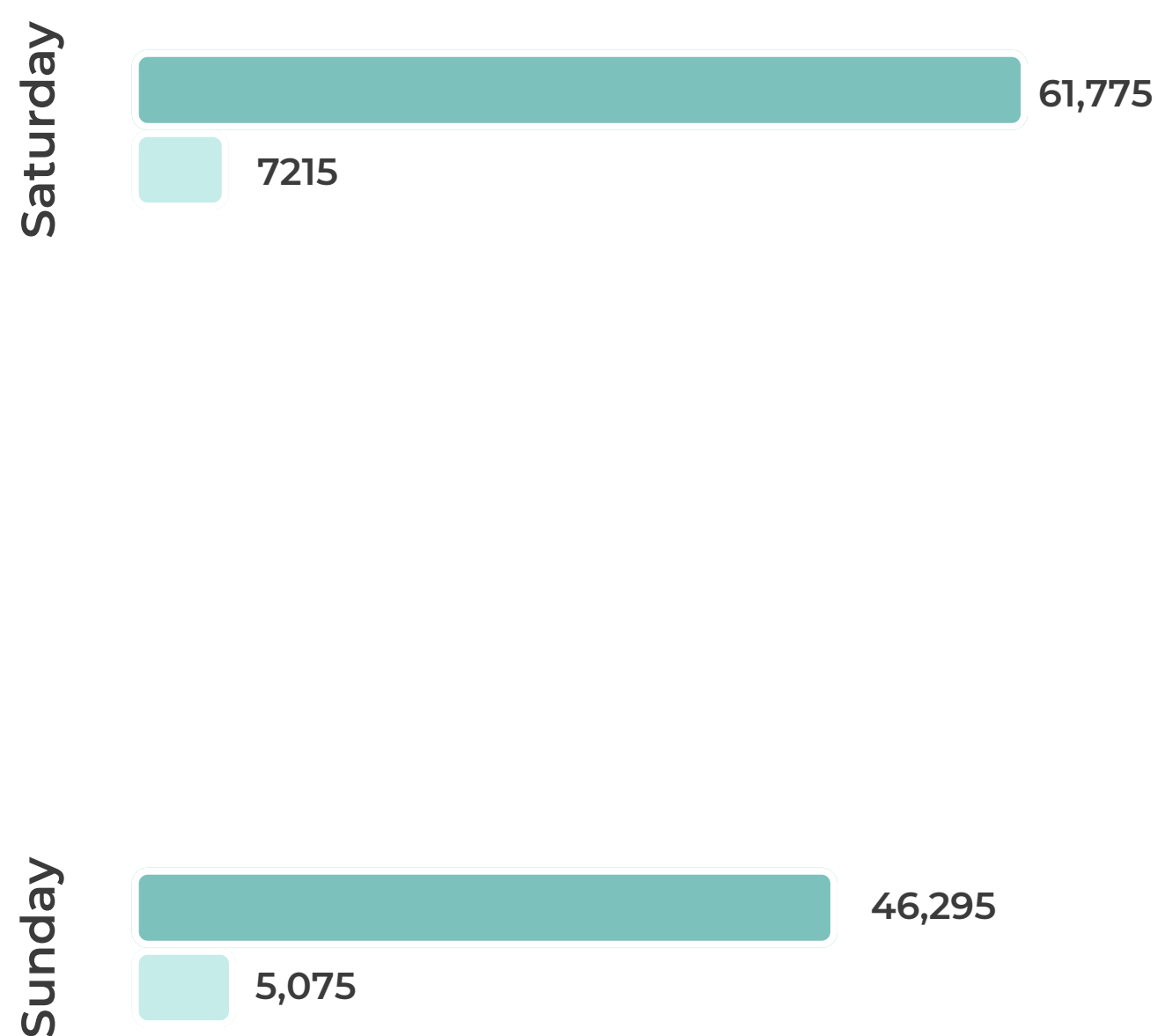
Example insights:

- Optimise public space:** Use foot traffic heatmaps to identify where people naturally gather, helping to determine the best placement for plazas, seating, or public art. Combine visitation data with time-of-day patterns to design shade structures or windbreaks in areas that see peak usage during specific hours. Identify common desire lines (the paths people actually walk) to place signage and lighting where they are most visible and needed.
- 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.

Visitors and People passing by by day period

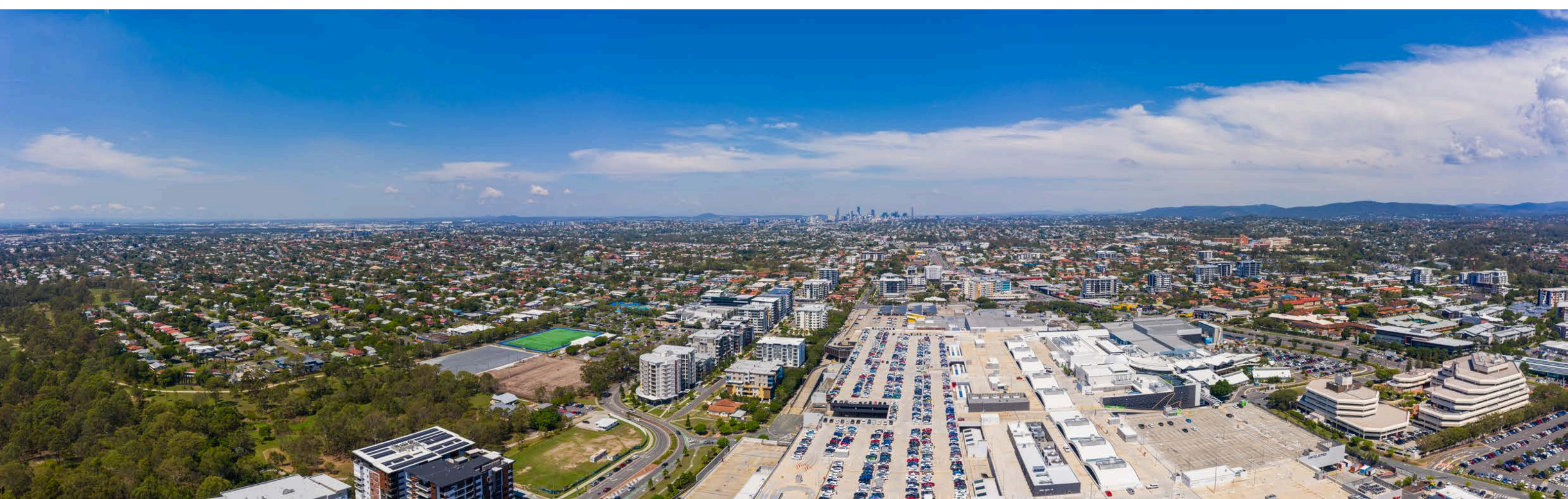


Visitors and People passing by accumulated



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

*Weekend days as an example only - Westfields Chermside*

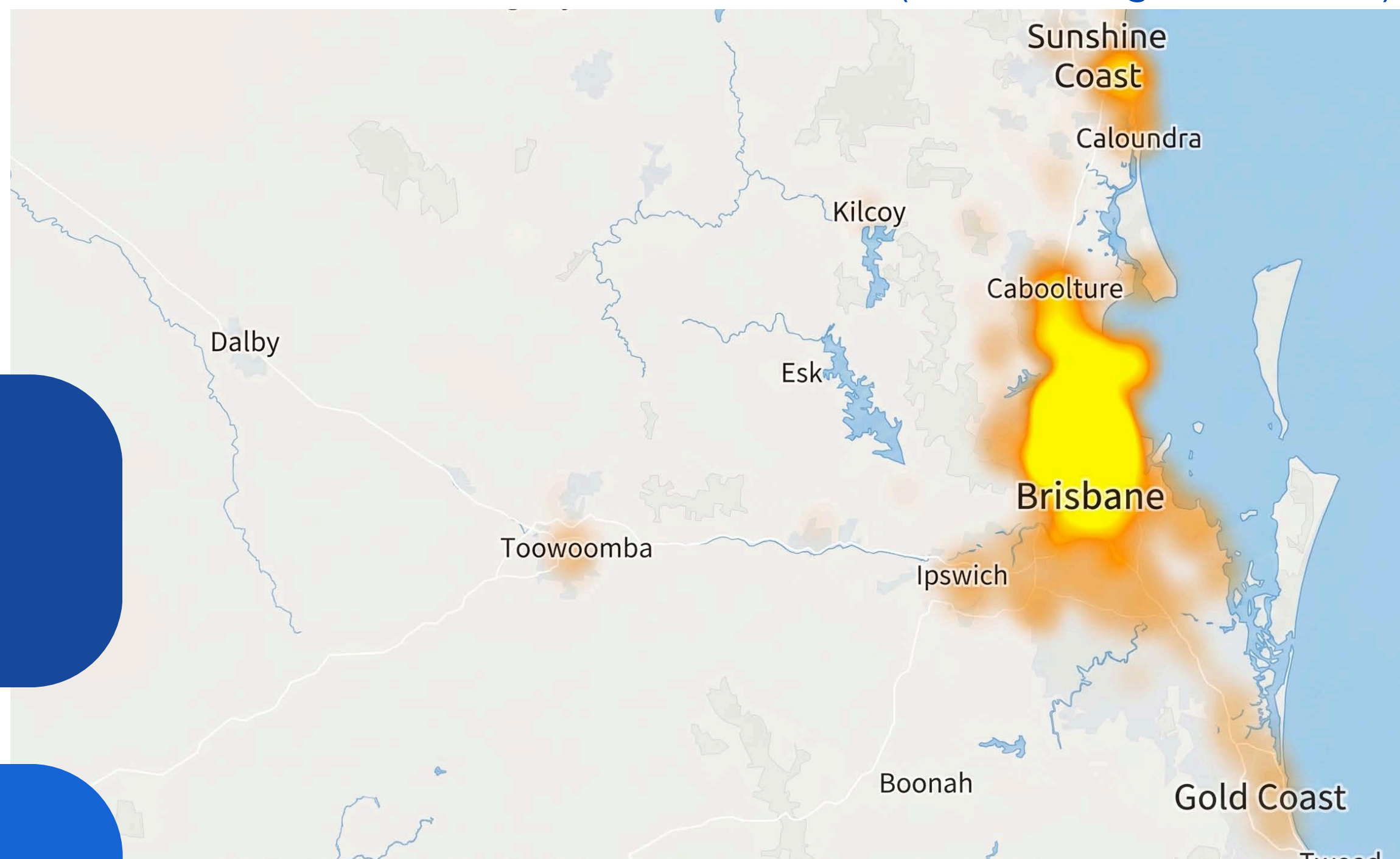


### 3. WHERE VISITORS LIVE

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

- **15-Minute city 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 data to better understand people's movement habits and behaviour to better plan cities and neighbourhoods.
- **Catchment analysis:** Catchment based planning is key within planning and design projects. Better understanding on catchments of community 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)**

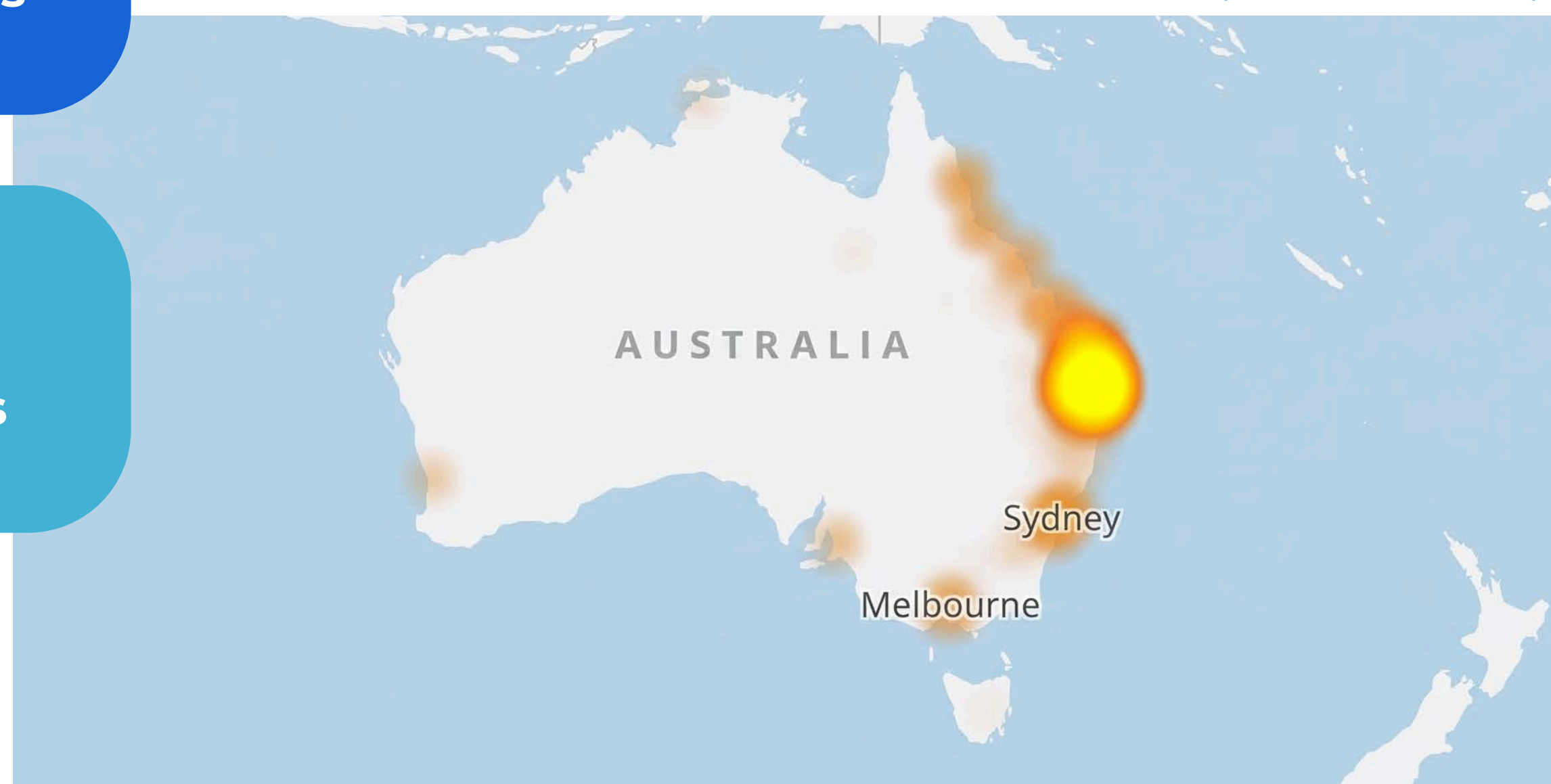


**50.4%**  
**Local visitors**  
(10 km distant)

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

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

**Where visitors live (distant visitors)**



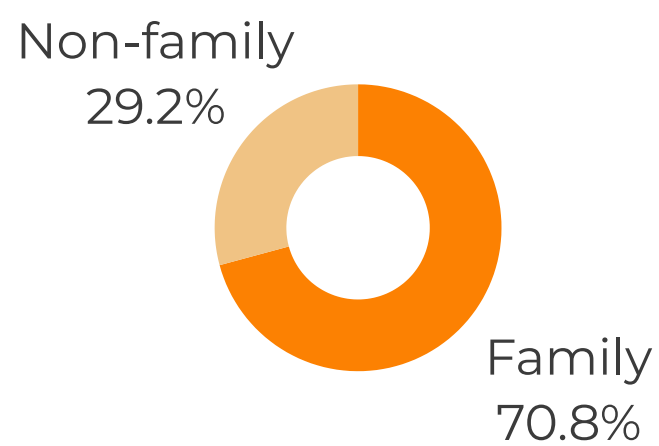
# 4. VISITOR DEMOGRAPHICS

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

- **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.
- **Amenity alignment:** Ensure the vibe and style of a development matches the "DNA" of the visitor. Tailor the requirements to income profiles to ensure costs and architectural style matches the average visitor. Deep dive into extended demographic analysis through our consultancy services to ensure long jeverity and success of projects from the beginning, without assumption.

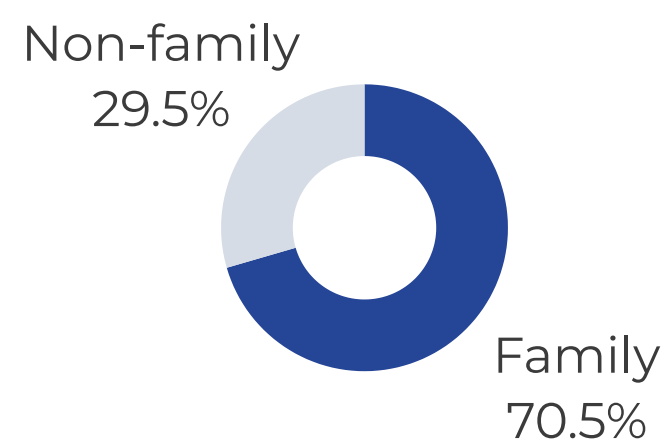
## HOUSEHOLD COMPOSITION & INCOME

**Visitor Average**  
(Selected location)



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

**Australian Average**  
(ABS postcode data)

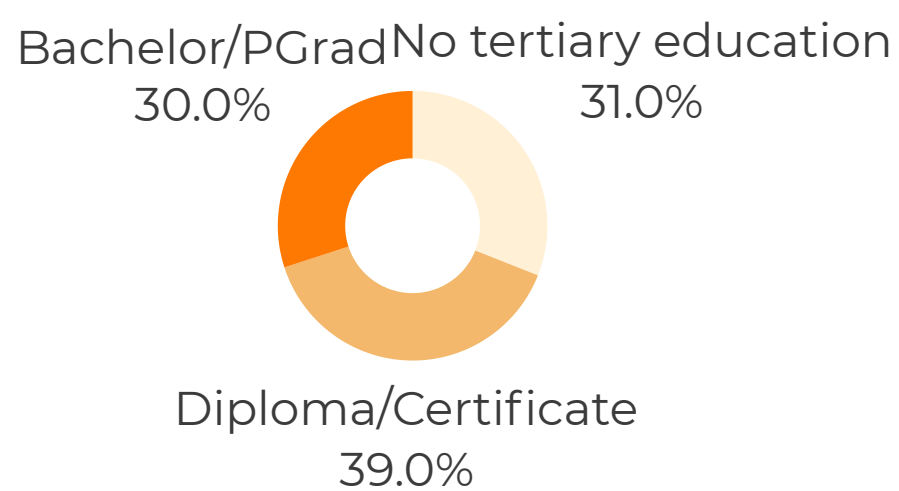


Household size: 2.4 persons  
Weekly income: 1,881.00 AU\$

## AGE, MARITAL STATUS & EDUCATION

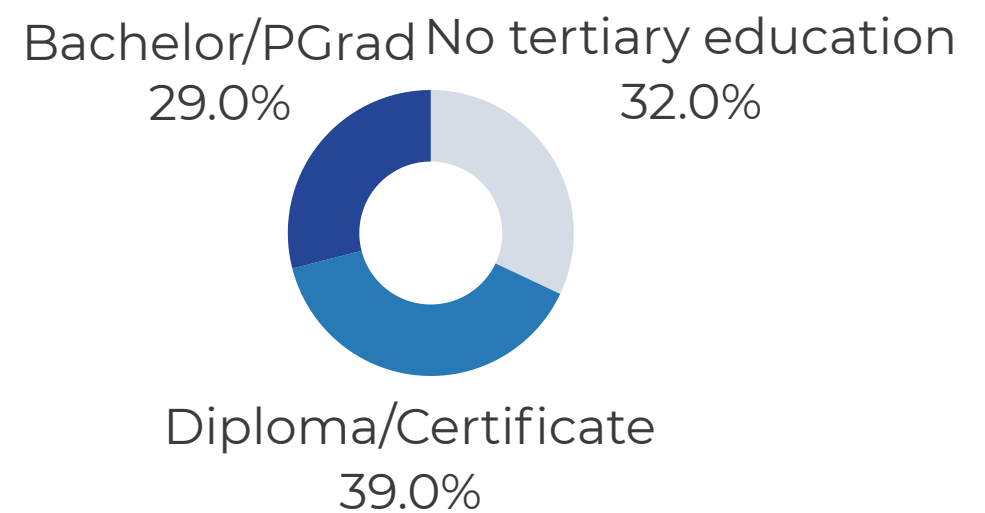
**Visitor Average**  
(Selected location)

**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



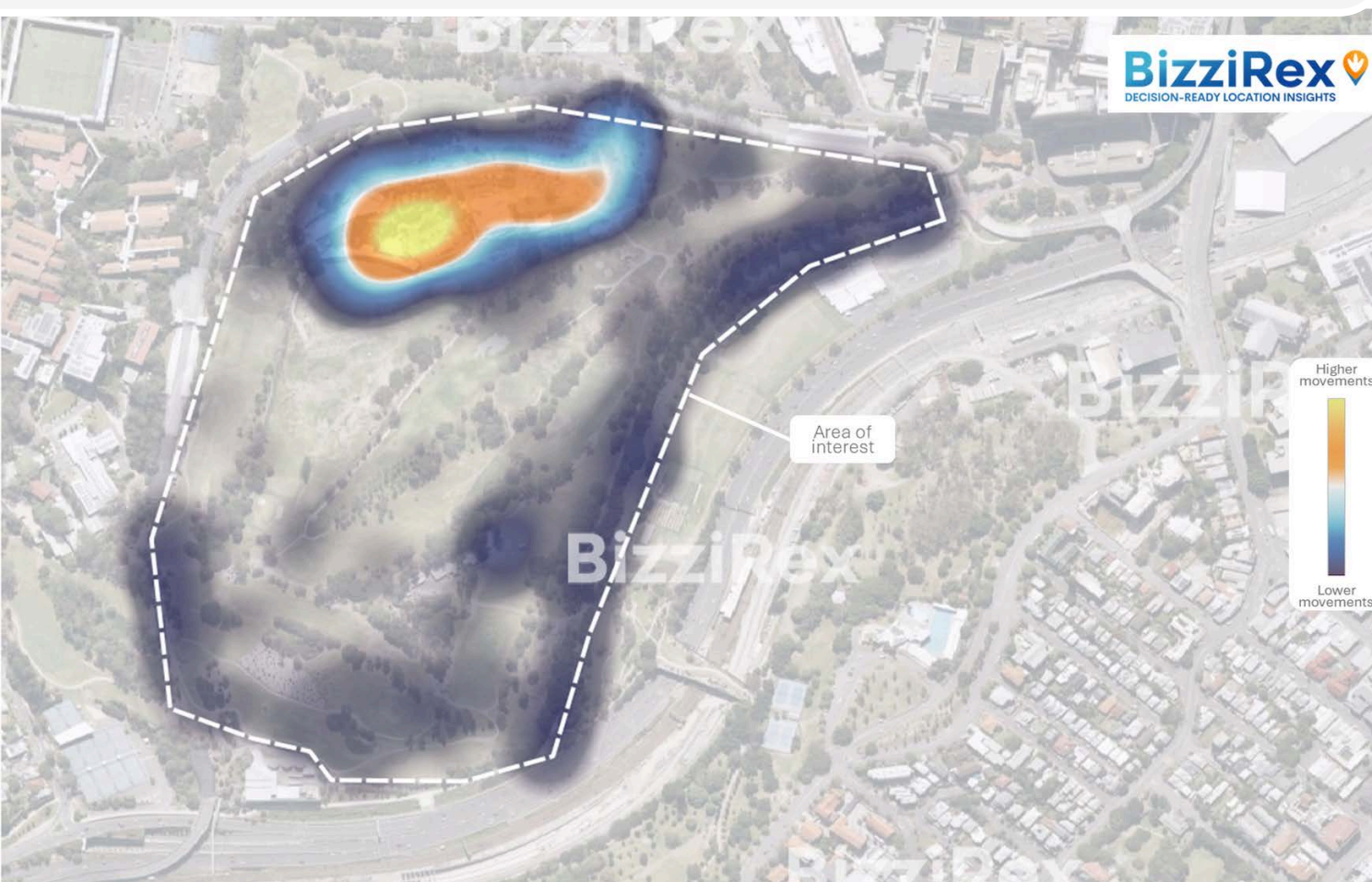


# Custom Requests

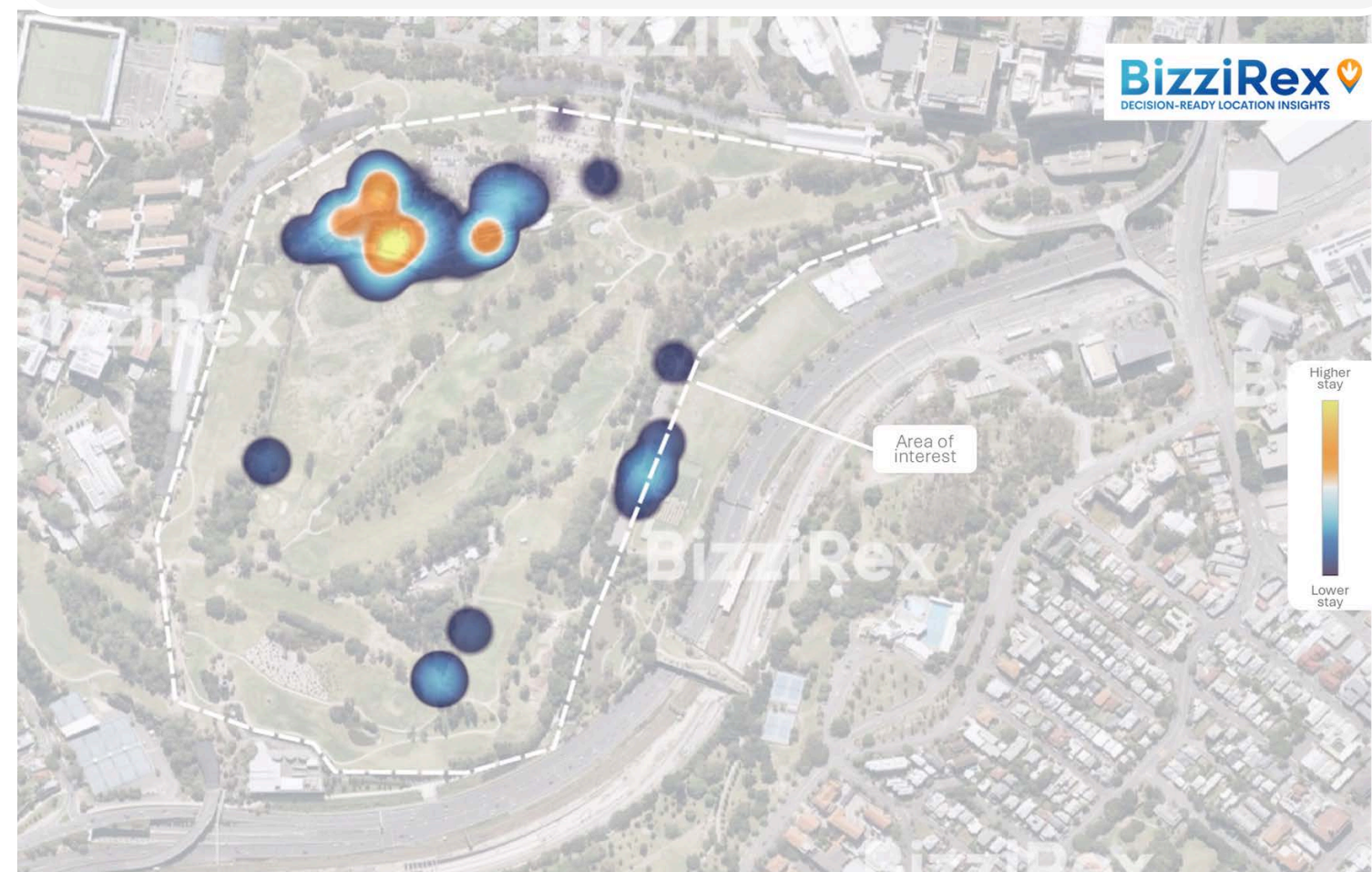
## BEYOND THE NUMBERS

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.

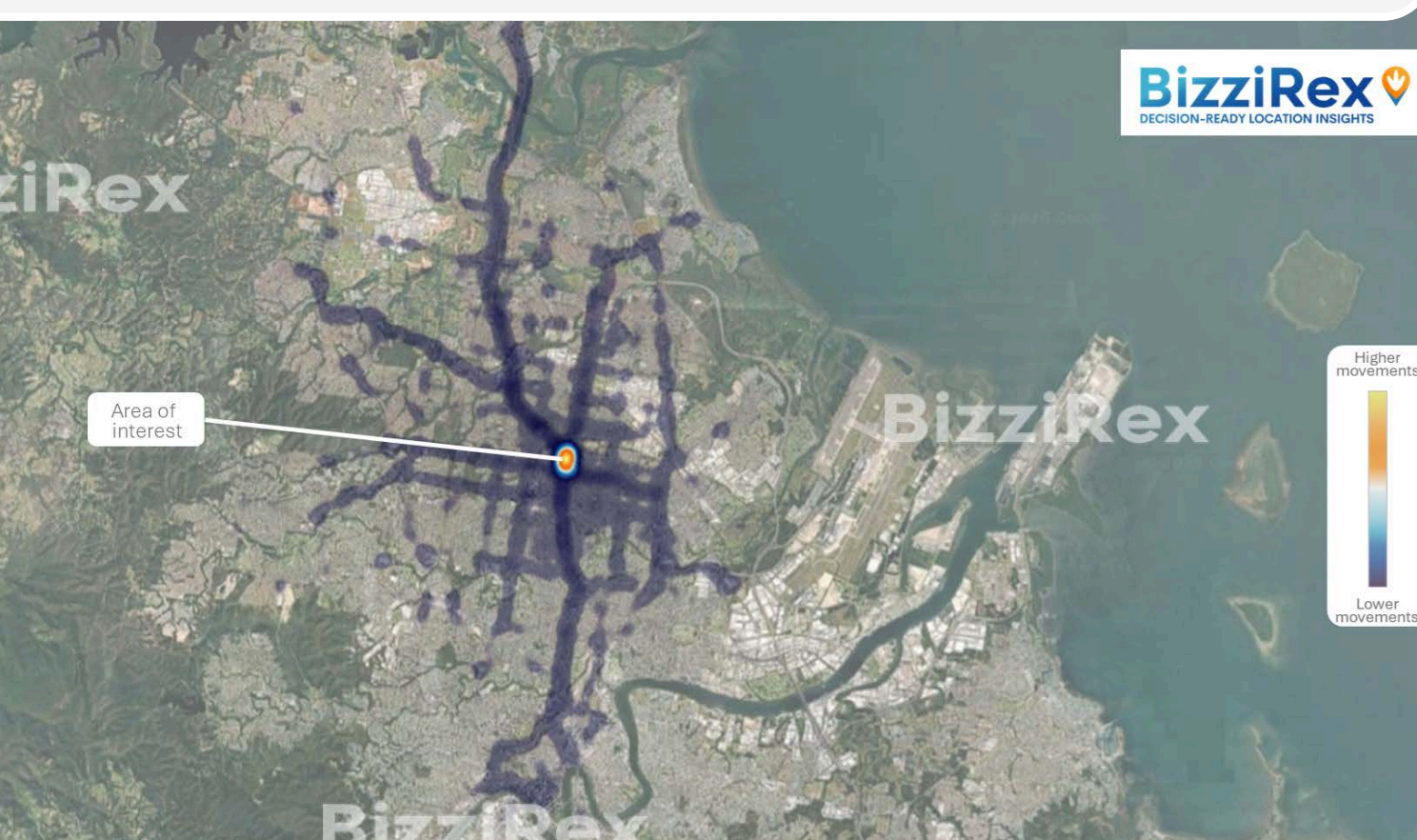
**Movement heatmap**  
Victoria Park - Brisbane



**Stay heatmap**  
Victoria Park - Brisbane



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



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



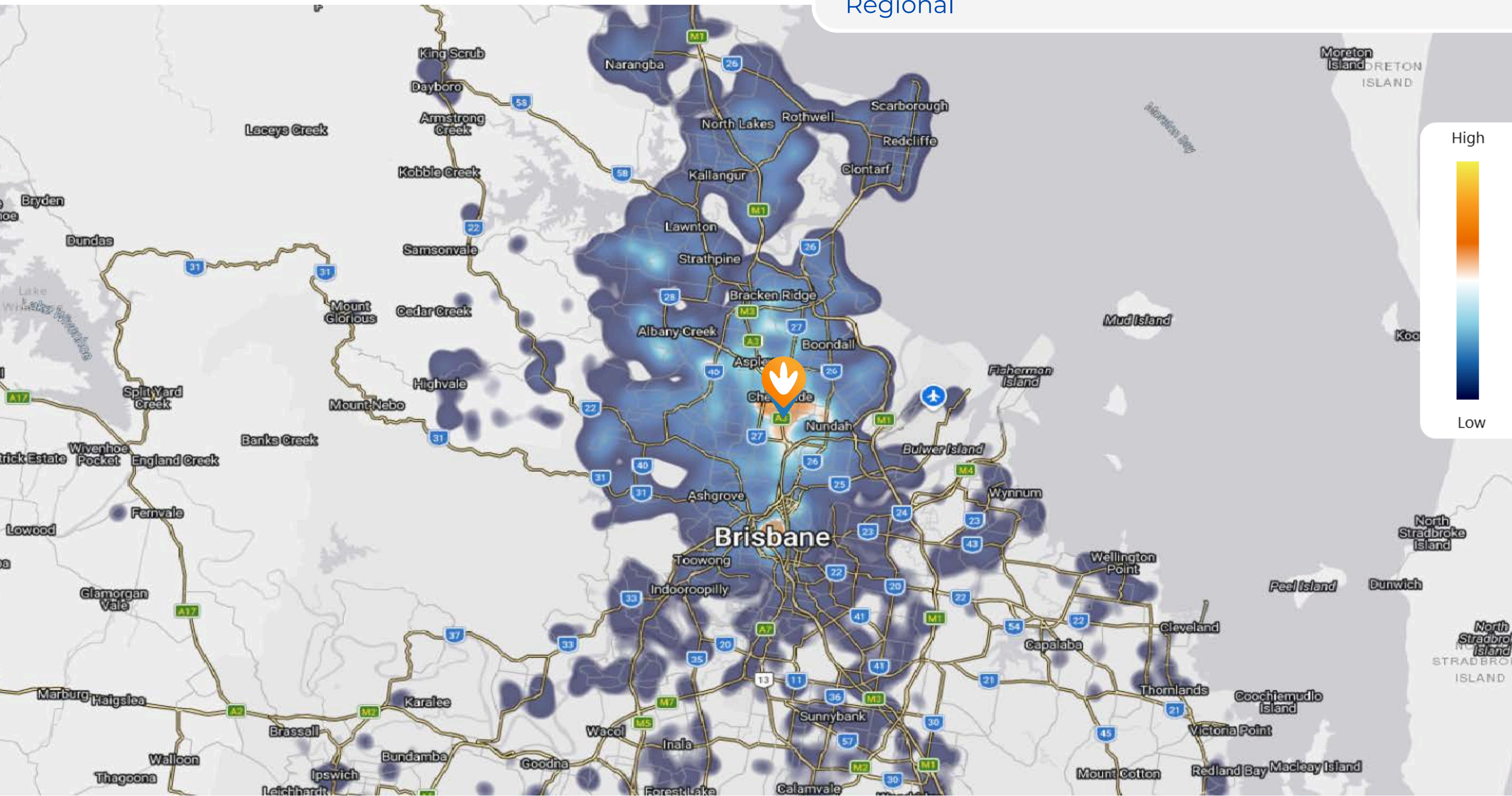
Replace dense spreadsheets with intuitive heatmaps to visually communicate complex data about movement patterns, hotspots, scenarios and recommendations in a simple and powerful way.

# UNDERSTAND THE CATCHMENT

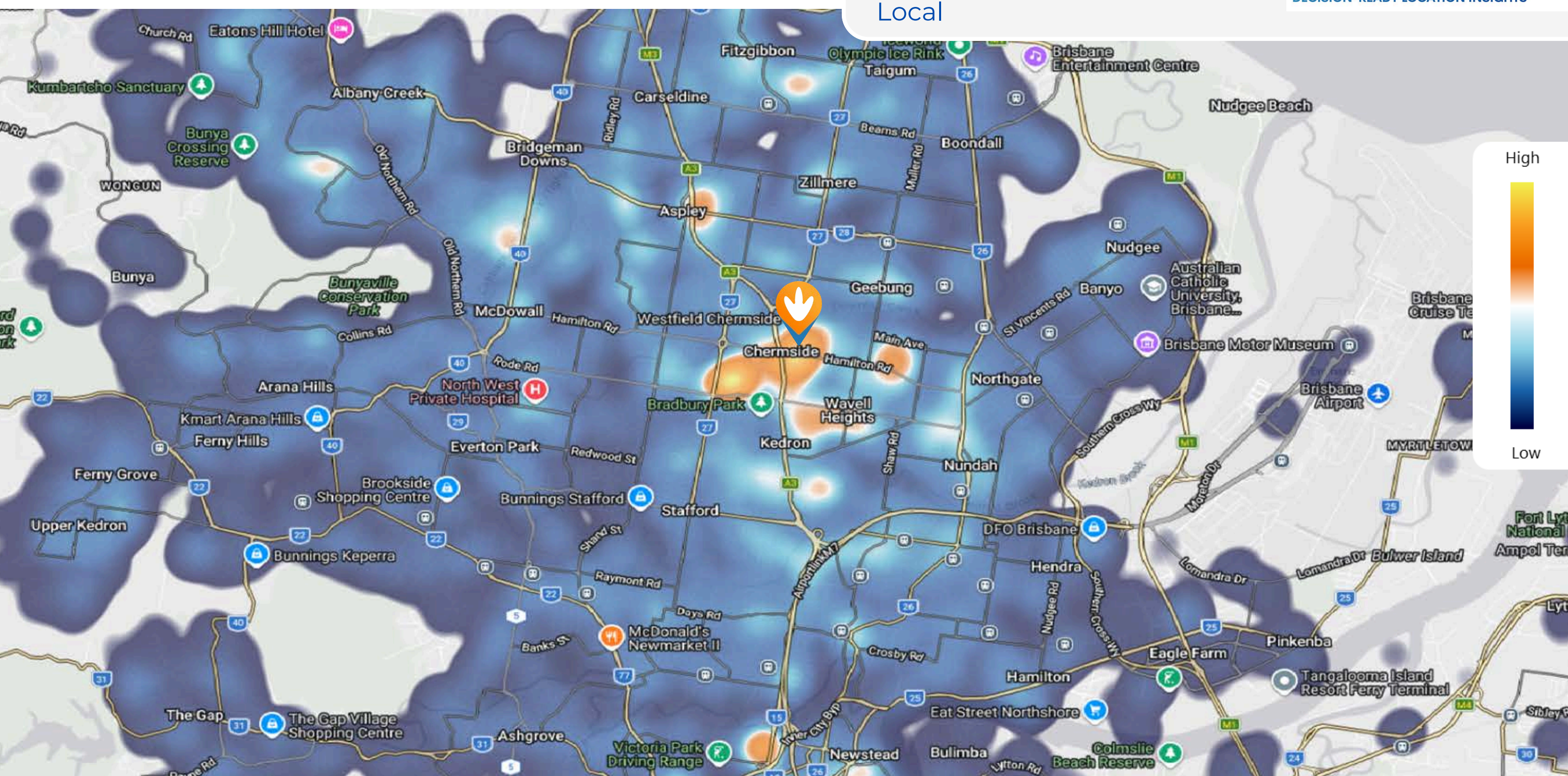
Understand exactly where your visitors are coming from or going to with a BizziRex origin or destination heatmap.



Origin heatmap  
Regional



Origin heatmap  
Local



Contact us for further information

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