



PREDIK Data-Driven

How PREDIK Data-Driven helps businesses across the US and LATAM improve operational and supply chain performance with location data



PREDIK

Data-Driven

ABOUT UNIVERSITY OF AUCKLAND

Website: www.predikdata.com

Industry: Market Research and Intelligence

Headquarters: Coral Gables, Florida, USA

PROFILE

PREDIK Data-Driven is a research and analytics firm that develops data science driven market intelligence solutions for businesses and government organizations across the United States and Latin America. The company builds financial, economic, and commercial forecasting models that help organizations evaluate business scenarios and support strategic decision making. PREDIK serves multinational organizations across retail, real estate, agriculture, financial services, insurance, tourism, sports, entertainment, and other sectors.

HIGHLIGHTS – GOALS

- Analyze urban visitation patterns
- Study mobility trends and shifts
- Understand people and place interactions
- Support urban planning decisions

HIGHLIGHTS – RESULTS

- Research ready mobility data
- Flexible data delivery
- Actionable planning insights
- Tailored New Zealand coverage

OVERVIEW

PREDIK Data-Driven needed a reliable source of location data to conduct foot traffic analysis, generate sales forecasts, and understand relationships between points of interest, including competing businesses, suppliers, and distribution networks across the United States and Latam.

PREDIK Data-Driven partnered with Quadrant based on the quality, coverage, and flexibility of our datasets across their markets of interest and continues to leverage Quadrant data across a growing range of customer projects.

CHALLENGES AND GOALS

Prior to partnering with Quadrant, the team estimated daytime population and visitation activity using a combination of Facebook audience estimates and cell tower coverage data. While useful, this approach lacked the precision required for advanced analytics and predictive modeling.

They required extensive location data coverage to help customers make critical decisions regarding store performance, customer behavior, supplier relationships, mobility trends, and operational efficiency. They evaluated multiple data providers but found that many lacked sufficient coverage in key regions or could not provide the flexibility needed to support specialized projects.

SOLUTION

Using Quadrant's location data together with its proprietary analytics platforms, data science expertise, and modeling capabilities, PREDIK Data-Driven developed customized studies, dashboards, and market intelligence solutions that help customers improve business performance and decision making.



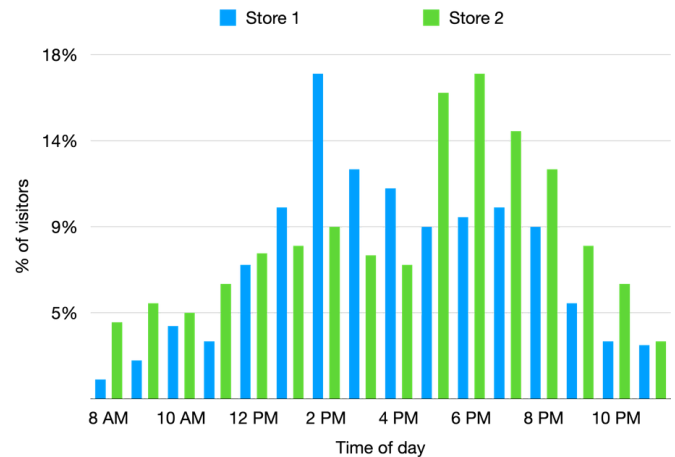
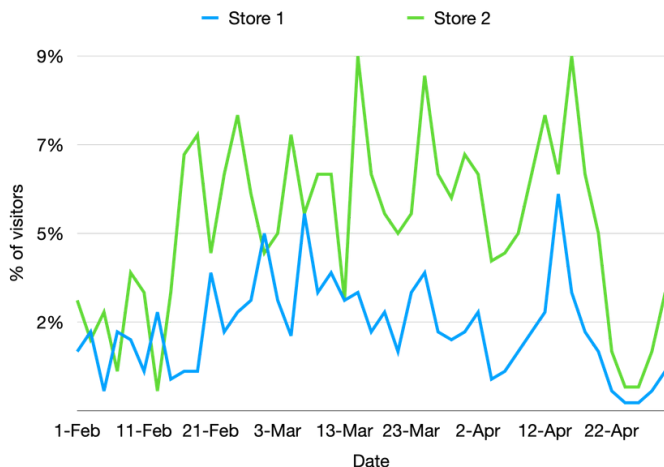
USE CASE: FOOT TRAFFIC AND COMPETITIVE ANALYSIS FOR FAST FOOD FRANCHISES AND SUPERMARKETS IN MEXICO

PREDIK Data-Driven worked with a major fast food brand to analyze visitation patterns across specific restaurant locations. The team geofenced a restaurant in Monterrey, Nuevo León, Mexico, and evaluated mobility activity to estimate customer visits and understand store performance. They then compared visitation patterns against a nearby competitor location to benchmark traffic volumes and estimate potential sales performance.

In another instance they analyzed visitation patterns for two competing supermarket brands in Guadalajara, Mexico. The analysis revealed valuable insights into customer movement enabling the business to improve store layouts, optimize operations, improve sales and enhance customer experience.



Graphical representation: The figures (a & b) above depict the location data heat maps at two outlets under comparison. The neighbourhood where these two store are located has also been geofenced and figure c shows the distribution of potential visitors to the outlets.



Graphical representation: The graphs here show few of many mobility parameters assessed for two stores in comparison. Graph 1 shows us the patterns of visit trends throughout the quarter, while graph 2 further details the foot traffic at a certain time of the day.



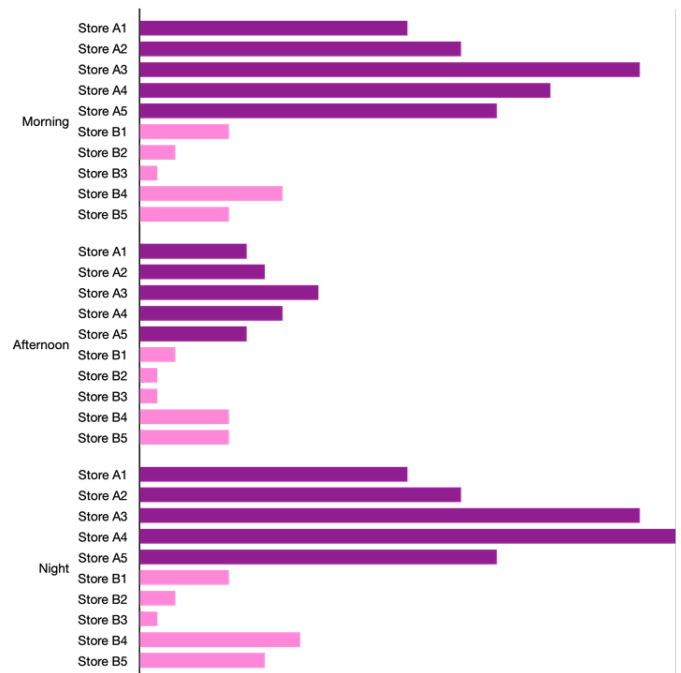
The footfall analysis helped the customer develop rich audience profiles and understand consumer interests and behavior better, resulting in more accurate sales forecasting and better operational planning. The competitive analysis enabled them to estimate competitor performance, evaluate market share, support expansion, and develop more effective marketing programs.

USE CASE: USING MOBILITY PATTERNS AND POI RELATIONSHIP ANALYSIS TO ASSESS MARKET SHARE AND POPULARITY OF RETAILERS

PREDIK Data-Driven conducted a large scale mobility study involving multiple home improvement retailers across California. The objective was to understand geographic demand patterns, visitation distribution, and consumer behavior across competing brands.

The team geofenced ten retail locations, representing two competing brands, and analyzed mobility activity within each location. By examining visitation patterns, dwell behavior, and geographic distribution, they built a comprehensive view of customer engagement across the state.

These insights helped them better understand brand performance, compare competitor activity, identify retention opportunities, and make more informed strategic decisions regarding market positioning and customer acquisition.



% of traffic vs time of day

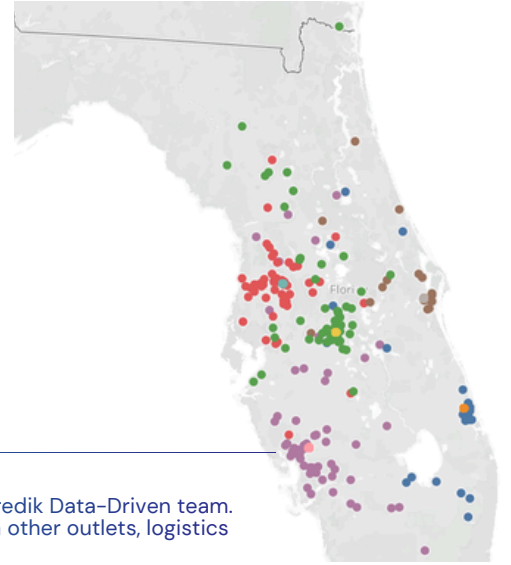
Graphical representation: The heat map above depicts a sample of how the Predik Data-Driven team geofenced and monitored foot traffic in certain neighbourhoods where the home improvement stores were located. The graph on the right depicts the distribution of visits for various stores of a particular brand based on time of the day. They also assessed retention rates by mapping how long consumers stay at a store.



In another similar use case, PREDIK Data-Driven used location data to analyse the relationships between a large retailer's distribution centres and those of other drugstores and supermarket chains across Florida.

By correlating the movement patterns between these distribution centres, the analytics team at PREDIK Data-Driven highlighted notable logistical interactions between two POIs relating to deliveries, recollection, mutual visits, etc.

The mobility and visitation trends from this analysis helped improve supply chain operations, measure and track lost commercial value in churn, damage to goods, etc., and make an accurate projection of sales and profits during a specific period.



Graphical representation: The image is a snippet from an interactive dashboard built by the Predik Data-Driven team. By clicking on a certain distribution center users can reveal insights about its relationship with other outlets, logistics centers and warehouses.

BENEFITS

The insights generated through these studies enabled customers to make more informed investments, strengthen distribution strategies, improve operational planning, and identify opportunities for expansion. Since partnering with Quadrant, PREDIK Data-Driven has reported improved precision across its analytics projects and highlighted the quality of the data, flexibility of delivery, responsiveness, and technical support provided by the Quadrant team.



Bridged gaps in existing data supply for the desired regions



Helped retail clients perform efficient competitor analysis



Revealed granular insights in POI relationship to improve supply chain



Studied foot traffic trends to maximise profitability and improve services



Improved store layouts to boost sales & help customers find relevant goods



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Quadrant's data, as well as its technical and administrative support have allowed us to build creative data solutions to many challenges and questions faced by our customers. The fact that it is a global solution opens the possibilities for us to cater to industries and projects around the world. The attention and the quality of the data is good, the technical support is there for us any time we need them to be. Quadrant has also shown a lot of pricing flexibility, to assist us in making our projects move forward. Being a research company, Quadrant's data assets have proven incomparable for us.”

~Andres Cobas – CEO and Director of Data Analytics and BI

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point-of-Interest (POI) data. With coverage across 200+ countries, Quadrant delivers trusted, high quality geospatial datasets that help organizations build location powered products, applications, and solutions.

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