

Intalytics Forms Data Partnership with Spatial.ai

Ann Arbor, MI (April 3, 2018) – Intalytics, a leader in predictive analytics, and Spatial.ai, location dataset provider, announce a new partnership that will enable incorporation of social media data into Intalytics’ predictive modeling processes.

Spatial.ai’s proprietary social datasets are generated using a combination of machine learning and social science to analyze location-based conversations on social media platforms to deliver a dataset of the behaviors, experiences, and personalities of people in communities.

“Retail and restaurant operators often rely on proxies for human behavior and personality as they make real estate decisions,” said Dave Huntoon, President of Intalytics. “Spatial.ai’s socially-driven data provides a new way for organizations to directly incorporate the voice of consumers within trade areas of interest. We’re excited to work with this data when developing custom forecasting models for our clients, as well as having the opportunity to make it available for visualization and reporting purposes within our SiteIntel application.”

“Spatial.ai is delighted to work with Intalytics, a leader in real estate and marketing analytics” said Griffin Morris, Head of Growth at Spatial.ai. “This is a key partnership that we believe is a great opportunity for both firms. We look forward to seeing our data in action as restaurants and retailers reap the rewards of the insights gained about their customers.”

About Intalytics

Intalytics (<http://intalytics.com>) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting-edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

About Spatial.ai

Spatial.ai, founded by a team of data scientists and ethnographers, delivers innovative analysis and datasets that capture location-based human experiences and personalities. This data is currently leveraged across the retail, real estate, mobility, and smart city industries to augment or replace existing location-intelligence sources. To learn more visit: retail.spatial.ai