

## **Halstrom Academy Selects Intalytics to Support Continued Expansion**

**Ann Arbor, MI (February 12, 2018)** – Halstrom Academy, a premier 1:1 accredited private school for grades 6-12, has selected Intalytics to serve as its predictive analytics partner for market planning solutions. Intalytics will develop a customized forecasting model that will provide Halstrom Academy with insights that will guide strategy and decision-making related to the placement of future campuses.

“We look forward to providing Halstrom Academy with a market planning solution that will help them achieve their expansion goals,” said Dave Huntoon, President of Intalytics. “Our team is developing the analytical foundation upon which confident decisions regarding market entry and site selection will be made. As Halstrom Academy works to further scale its reach, both within California and throughout the U.S., our custom predictive model will ensure that they will have a data-driven site selection solution at their disposal.”

“Just as we transform the classroom experience, we believe Intalytics will transform the way we select new campus locations,” said Kelly Bozarth, Chief Executive Officer of Halstrom Academy. “With 15 campuses currently throughout California, we are very excited by the impacts that this partnership will have as we look to bring our unique learning environments to communities nationally.”

### **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 Halstrom Academy**

Since 1985, Halstrom Academy’s one-to-one teaching model has helped more than 19,000 students in grades 6-12 achieve educational success. Halstrom Academy breaks away from the traditional middle and high school classroom structure by providing high-quality personalized education based on content mastery offered through full-time and part-time programs, a technology-enriched curriculum and flexible scheduling options. Each campus cultivates a close-knit community fostering academic achievement and personal development. Halstrom is accredited by the Western Association of Schools and Colleges, and offers more than 140 courses including 20 different AP courses, 22 honors courses, and nearly 100 UC, CSU and NCAA approved courses. An in-depth college and career planning program prepares students for life beyond high school and has helped many students go on to prestigious universities such as Stanford, UCLA, USC, Pepperdine, Duke, and NYU to name a few. Students may enroll anytime, and courses are offered year-round in person at 15 campuses throughout California, or face-to-face online. For more information, visit [www.halstromacademy.org](http://www.halstromacademy.org) or call 866.590.8572.