

The Intalytics logo is displayed in a white, serif font with a slight shadow effect, set against a background of a modern commercial street scene with buildings and trees.

Intalytics

PREDICTIVE ANALYTICS IN REAL ESTATE

Intalytics offers a comprehensive suite of services to inform and shape successful real estate deployment strategies. Through decades of experience, our analytical team understands the factors that drive successful location performance and how these factors vary by industry. Intalytics develops customized solutions that provide valuable input for your business's "where-based" decisions.

- Custom **Forecasting Models** quantify the performance potential associated with a prospective location and identify in-fill opportunities within markets.
- In-office and fielded **Forecast Studies** for proposed locations can be conducted using either custom models or ad hoc analysis.
- **Transfer Studies** determine the impact that opening a new location will have on existing locations in that same market.
- **Supportable Analysis** identifies the number and placement of incremental locations that can be supported within a defined area.
- **Disposition Analysis** evaluates underperforming locations for potential closure or relocation.
- **Diligence Analysis** quantifies the buildout potential for a particular brand or concept.
- **Omnichannel Analysis** quantifies the interaction between brick-and-mortar deployments and e-commerce sales, including the relative importance of each consumer segment to overall performance and profitability.

Contact us to discuss how we might effectively partner to support your real estate market planning efforts.



70%

*online shoppers
in the U.S. that have
used buy online,
pick up in stores.*

(Source: eMarketer.com)

EXPLORE THE SOLUTIONS