

URL <https://www.thinknum.com/>**Quick facts**

 Company:	Thinknum
 Sector:	Economy & Finance
 Product / service:	Platform
 Type of data:	Demographic & weather data
 Origin:	United States

**Description**

Thinknum is a platform that combines and indexes data from government sources, companies' websites and social media activity. Primarily, the platform targets investors who lack access to relevant data and insights at one central location. As an example, the platform allows users to view certain store locations and overlay it with stores of a competitor, and subsequently connecting these data to median household income for instance. This combination can then be used to gauge store profitability.

Benefits

This data allows companies to create and alter their strategy based on relevant data, creating more transparency as to what drives valuation.

**How open data is used**

Thinknum collects demographic data, U.S. Zip codes and unemployment rates from the U.S. Census, and weather data from the U.S. National Oceanic and Atmospheric Administration.

