

URL <http://geolytix.co.uk/>

Quick facts

- Company: Geolytix
- Sector: Retail and Real Estate/Housing
- Product / service: Paid service
- Type of data: Geographical
- Origin: United Kingdom



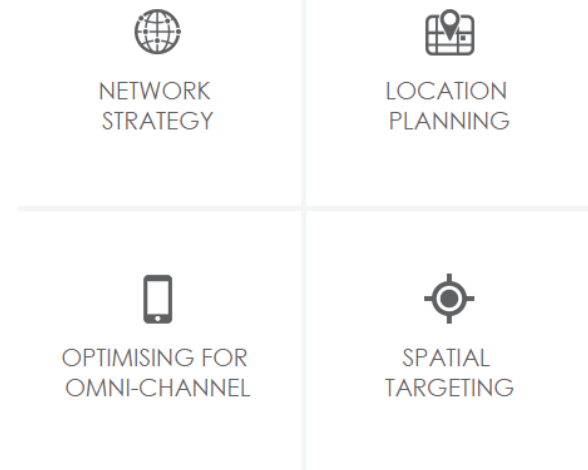
Benefits

- Businesses will be better able to objectively assess optimal retail locations, thus avoiding inefficiencies due to store location.



How Open Data is used

- Geolytix both uses Open Data from the Ordnance Survey to accurately render 3D models of locations and publishes Open Data.
- Through an analysis of demographic data, Geolytix can help retailers predict what to sell and how much to keep in stock.
- Geolytix also helps businesses combine different types of data, such as demographic, geospatial, or customer.



Future plans

- Geolytix will continue to need to draw on more sources of Open Data.

