



Beyond the Dashboard: Delivering Decision Ready Location Intelligence

Customer Success Story



BizziRex

DECISION-READY LOCATION INSIGHTS

ABOUT BIZZIREX

Website: www.bizzirex.com

Industry: Data Infrastructure and Analytics

Headquarters: Brisbane, Australia

PROFILE

BizziRex is an innovative location intelligence company built by the team behind [UACS Consulting Pty Ltd](#) and [Map and Data Co](#). Leveraging advanced urban analytics, the company transforms location data into meaningful, decision ready insights that help organizations plan, develop, invest, and expand with confidence. Founded by a team of specialized geospatial analysts, data modelers, and cartographers, BizziRex provides on demand location intelligence reports, tailored mapping, and spatial consulting services for projects of all sizes. Powered by high quality mobility data, its reports reveal how people actually use physical places through visitor analytics including stay time, return visitation, busiest hours, catchment areas, and demographic insights. BizziRex's mission is to make location intelligence accessible through affordable, expert interpreted reports that enable better business decisions.

USE CASE HIGHLIGHTS

- Visitor Movement Analysis
- Catchment Area Mapping
- Foot Traffic Analytics
- Dwell Time Insights
- Return Visitor Analysis
- Peak Hour Identification
- Audience Demographic Profiling
- Competitor Performance Analysis

OVERVIEW

As demand for location intelligence has expanded across commercial property, retail, hospitality, and precinct planning, accessing actionable insights has remained complex and resource intensive. BizziRex addresses this challenge by providing on demand, expert interpreted location intelligence reports that eliminate the need for SaaS subscriptions, specialist analytics teams, or complex data infrastructure. Powered by Quadrant's high quality location data, BizziRex transforms raw mobility data into decision ready insights that organizations can use immediately.

MARKET CHALLENGE

Location intelligence relies on massive volumes of mobility data generated by mobile devices. While this observed data provides an accurate representation of real world movement, it requires sophisticated cleansing, processing, storage, privacy preservation, and proprietary analytical methods to produce meaningful insights.

Organizations are typically left with two choices: build expensive in house data science capabilities or invest in enterprise SaaS platforms that require onboarding, training, and ongoing subscriptions

For many businesses conducting one off site assessments or periodic location analysis, these options introduce unnecessary cost & complexity.

The challenge is clear:

- How can organizations access reliable location intelligence without specialist infrastructure?
- How can location insights become decision ready without technical interpretation?
- How can businesses obtain site specific intelligence without long term commitments?



SOLUTION

BizziRex bridges the gap between raw mobility data and decision making through an on demand reporting model. Rather than requiring customers to purchase software or build internal analytical capabilities, users simply define their area of interest and receive an expert interpreted PDF report within one to two days.

Powered by Quadrant's processed location data, each report analyzes observed movement patterns within the selected boundary rather than relying on aggregated or modeled datasets. This enables highly detailed analysis while removing the technical complexity traditionally associated with location intelligence.

The delivery model combines advanced geospatial processing with expert interpretation, making sophisticated mobility analytics accessible to decision makers rather than only technical specialists.

BizziRex simplifies access to location intelligence through five core principles:

- No subscriptions through a pay per report model.
- No platform training or specialist hiring requirements.
- No dashboards to learn or manage.
- Transparent upfront pricing.
- Expert interpreted reports delivered within one to two business days.

WHY BIZZIREX

BizziRex provides organizations with a practical alternative to traditional location intelligence delivery models. Instead of requiring ongoing platform subscriptions or significant technical investment, businesses receive expert interpreted insights designed specifically for their project.

The model combines the accuracy of observed mobility data with fast delivery, transparent pricing, and specialist interpretation, making location intelligence more accessible to commercial decision makers.

KEY BENEFITS



Decision ready location intelligence without SaaS platform overhead.



Expert interpreted reports delivered within one to two business days.



Pay per project pricing with no long term subscription commitment.



High precision insights powered by Quadrant's observed mobility data.



Reduced technical complexity while maintaining analytical depth.



Actionable insights for data-backed, commercial decision making.



POWERED BY HIGH QUALITY LOCATION DATA

BizziRex reports are generated directly from Quadrant's processed location data using the exact customer defined location boundary.

Unlike many SaaS platforms that rely on pre processed spatial aggregation, BizziRex captures mobility activity precisely within the selected area of interest. This approach preserves the granularity of observed movement patterns while delivering highly targeted location intelligence.

Using observed rather than modeled data enables organizations to answer business questions including:

- Where visitors originate and the size of a site's catchment area.
- The busiest periods throughout the day.
- Foot traffic comparisons between competing locations.
- Visitor return rates and dwell time.
- Asset utilization.
- Campaign performance and return on investment.
- Visitor demographic profiles including age, gender, income, and household composition.



[Read The Full Report](#)



“

"Building a new product on someone else's data means depending on them, and Quadrant made that easy. They were open from the first conversation, quick to answer questions, and willing to work around our requirements. That support is a big part of why we got our on-demand location intelligence product to market in May 2026." ”

~Nick Patorniti PhD , Company Director – BizziRex

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point-of-Interest (POI) data. With coverage across 200+ countries, Quadrant delivers trusted, high quality geospatial datasets that help organizations build location powered products, applications, and solutions.

[BOOK A MEETING](#)

[VISIT OUR WEBSITE](#)

