



GEOLYTIX

Company Intro & Data

Christoph Mulligann, Chief Innovator @GEOLYTIX

CUSP Data Dive '25

WHAT WE DO AND WHO WE ARE



Network strategy
Location analysis
Omnichannel analysis
Spatial modelling

Our whole business revolves around location analysis. As trusted advisors we help our customers gain additional insight through tackling the spatial challenges they face



Team of 65+ location specialists

We have led in-house location planning teams for major grocery retailers

We are experts in spatial modelling and analytics, building forecasting tools, web development and systems

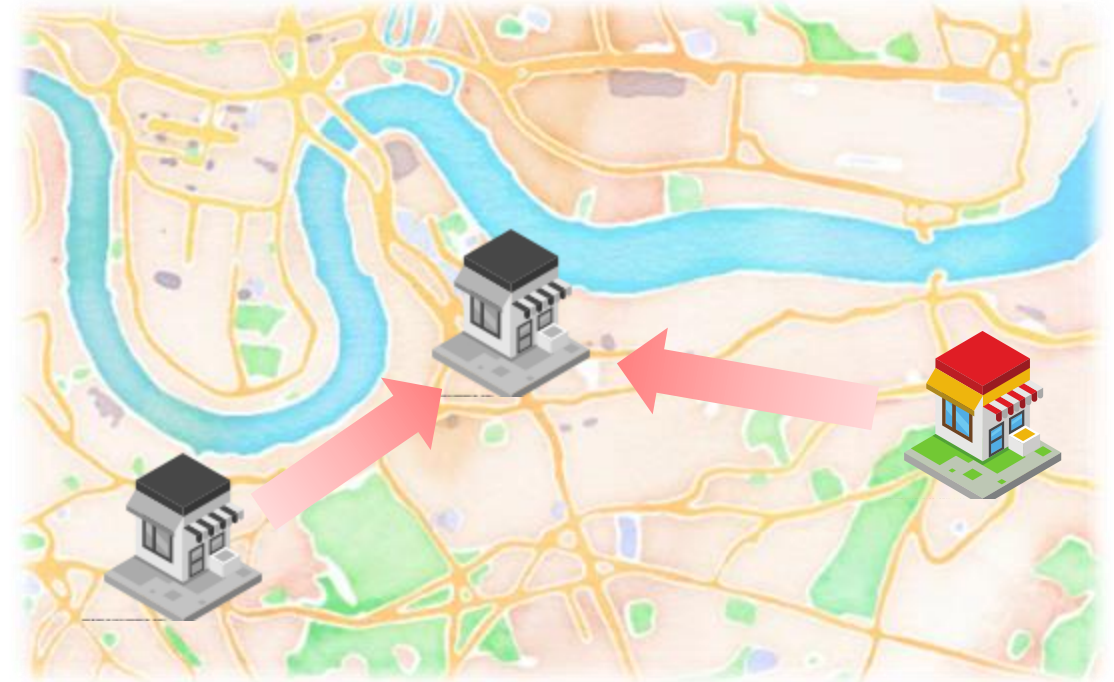
We create innovative new datasets bespoke for local markets



A global company

We are a growing team with offices in London (HQ), Leeds, Warsaw, Guangzhou, Tokyo and Melbourne

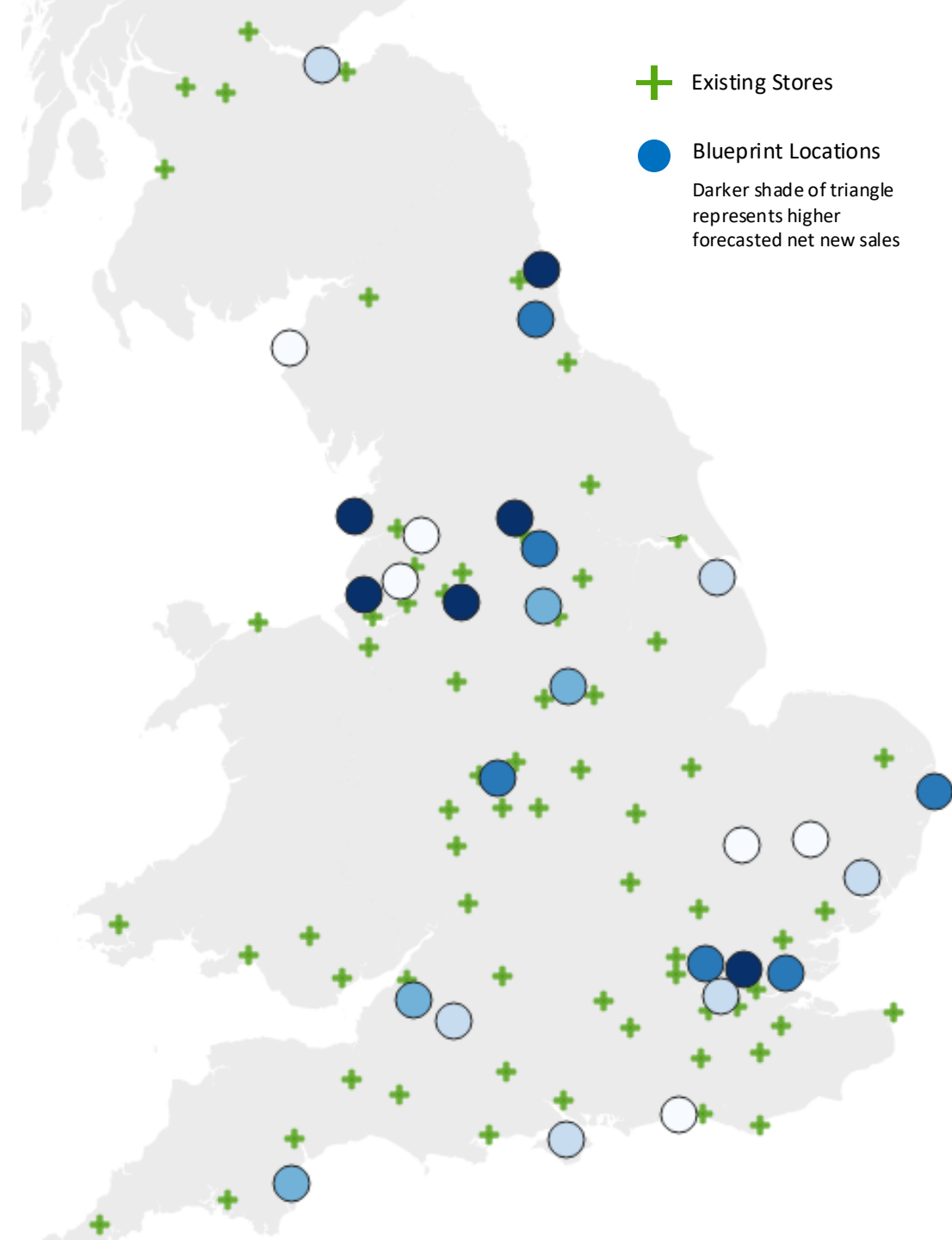
WHAT WE DO AND WHO WE ARE



**Make better decisions
where location matters.**

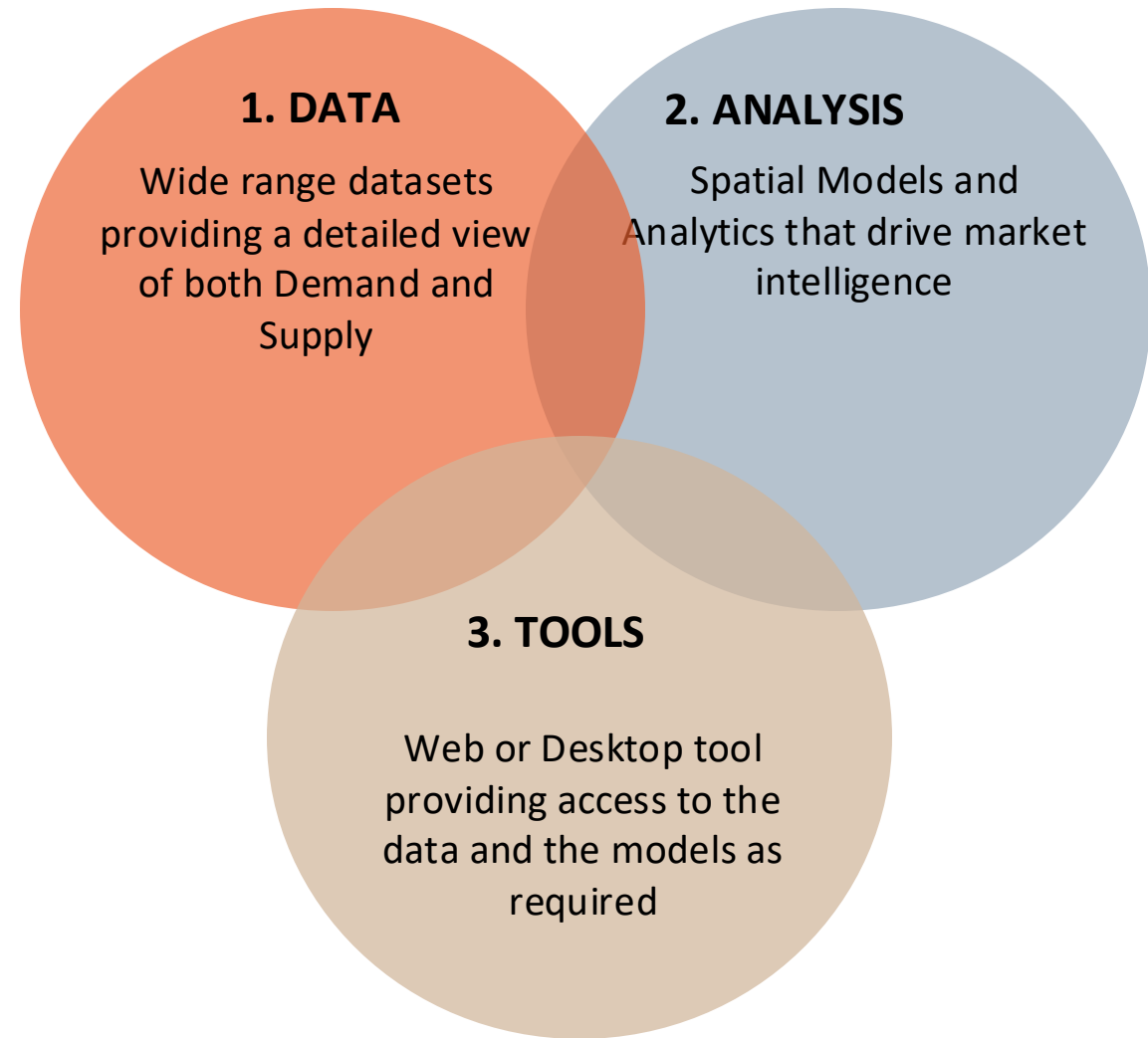
Example Analysis (Network Blueprint)

Retail Place Name	Location	Total annual £m	Net New annual £m
Silverlink RP	Newcastle upon Tyne	7.97	6.24
Cavendish RP	Liverpool	6.12	4.46
Stockport RP	Stockport	5.06	4.19
Eastern Avenue West RP	London West End	5.76	4.02
Harrogate Road RP	Bradford	5.08	3.81
Holyoake Avenue RP	Blackpool	4.23	3.64
Friem Bridge RP	London West End	4.27	3.03
Albion RP	Wakefield	4.39	2.91
Durham City RP	Durham	4.19	2.89
High Rd RP	Basildon	4.10	2.77
North Quay RP	Lowestoft	3.23	2.69
Princess Alice RP	Birmingham	4.13	2.63
Brislington RP	Bristol	4.42	2.62
Giltbrook RP	Ilkeston	3.84	2.60
Riviera Way RP	Torquay	3.17	2.59
Flora Street RP	Sheffield	3.42	2.50
Catford Island RP	London West End	3.93	2.49
The Shires Gateway RP	Trowbridge	3.38	2.43
Wakes RP	Newport : IOW	2.43	2.37
Commercial Rd RP	Ipswich	2.73	2.37
Parkgrove shopping centre	Edinburgh	3.33	2.34
Hewitts Circus RP	Grimsby	2.53	2.25
Robert Bobby Way RP	Bury St Edmunds	2.46	2.24
Coldhams Lane RP	Cambridge	2.59	2.23
Marus Bridge RP	Wigan	3.52	2.21
Derwent Drive RP	Workington	2.40	2.17
The Peel Centre RP	Blackburn	2.80	2.17
Downlands RP	Worthing	2.81	2.06



What we offer

- We offer a one-stop shop
- No two projects are ever the same
- Mix of project constituents depends on budget, the client's own capabilities, available data, type of retail, brand maturity, etc. etc.



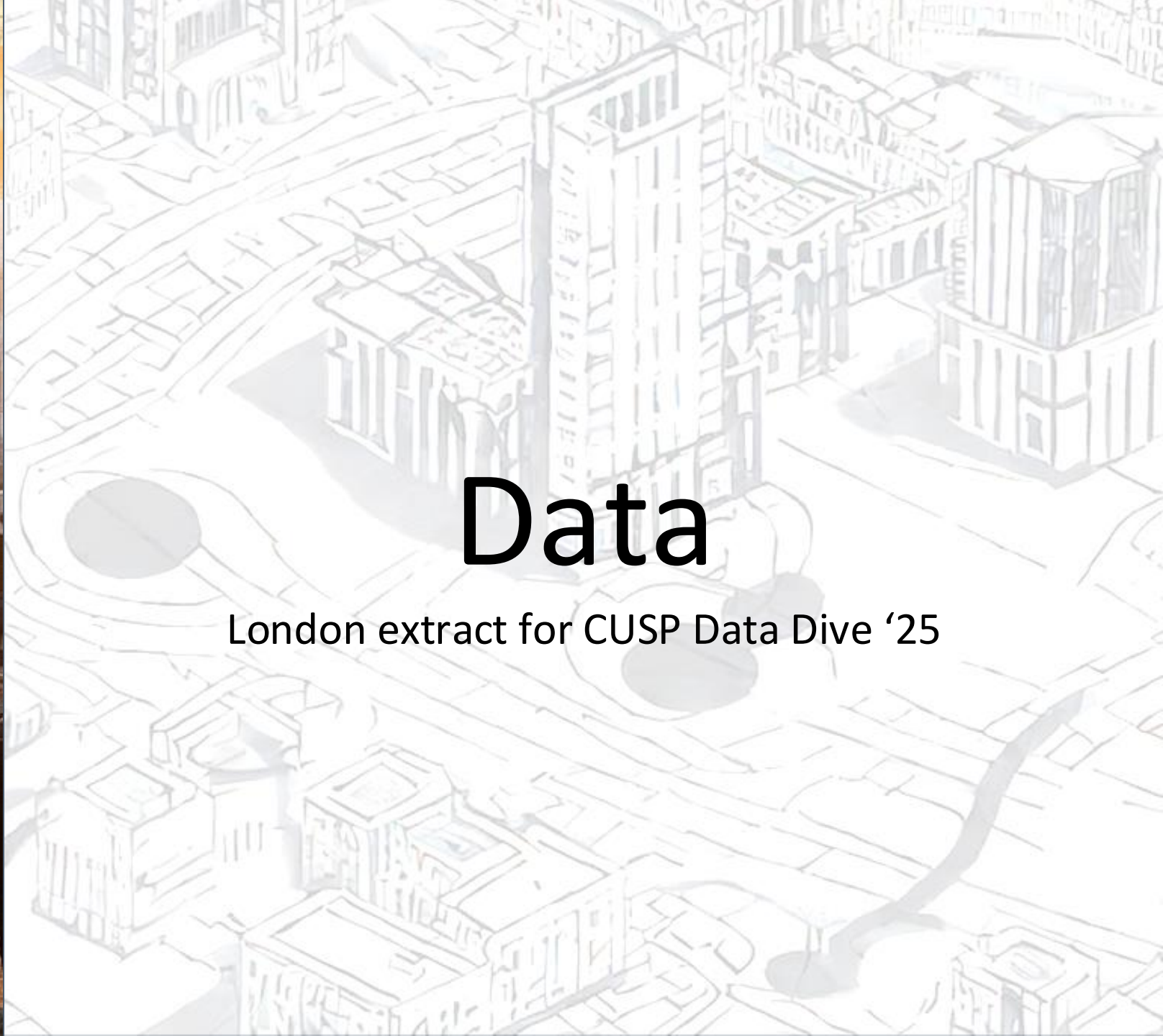
Co-op Wellbeing Index



communitywellbeing.coop.co.uk

OUR CUSTOMERS INCLUDE



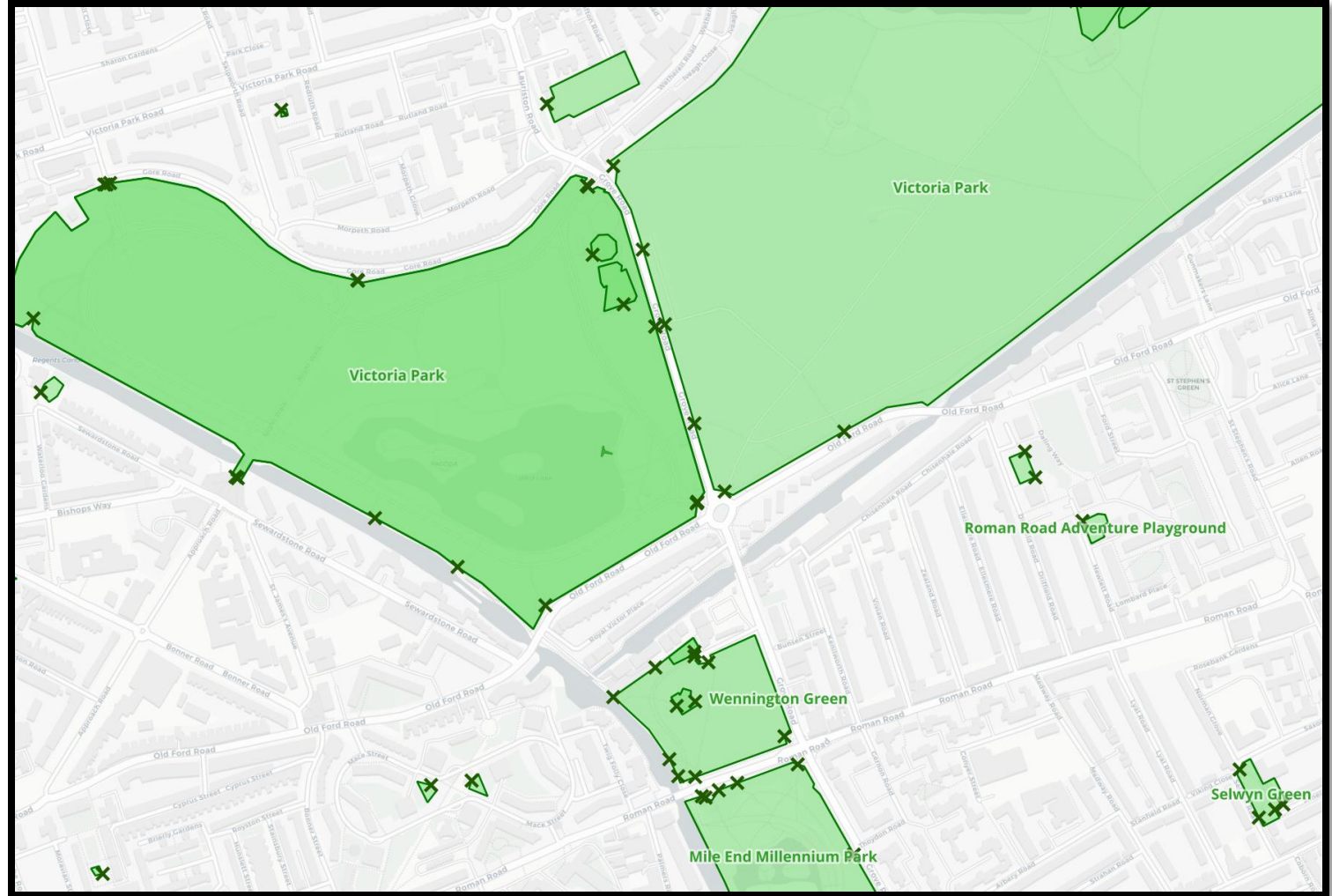


Data

London extract for CUSP Data Dive '25

OS Open Greenspace

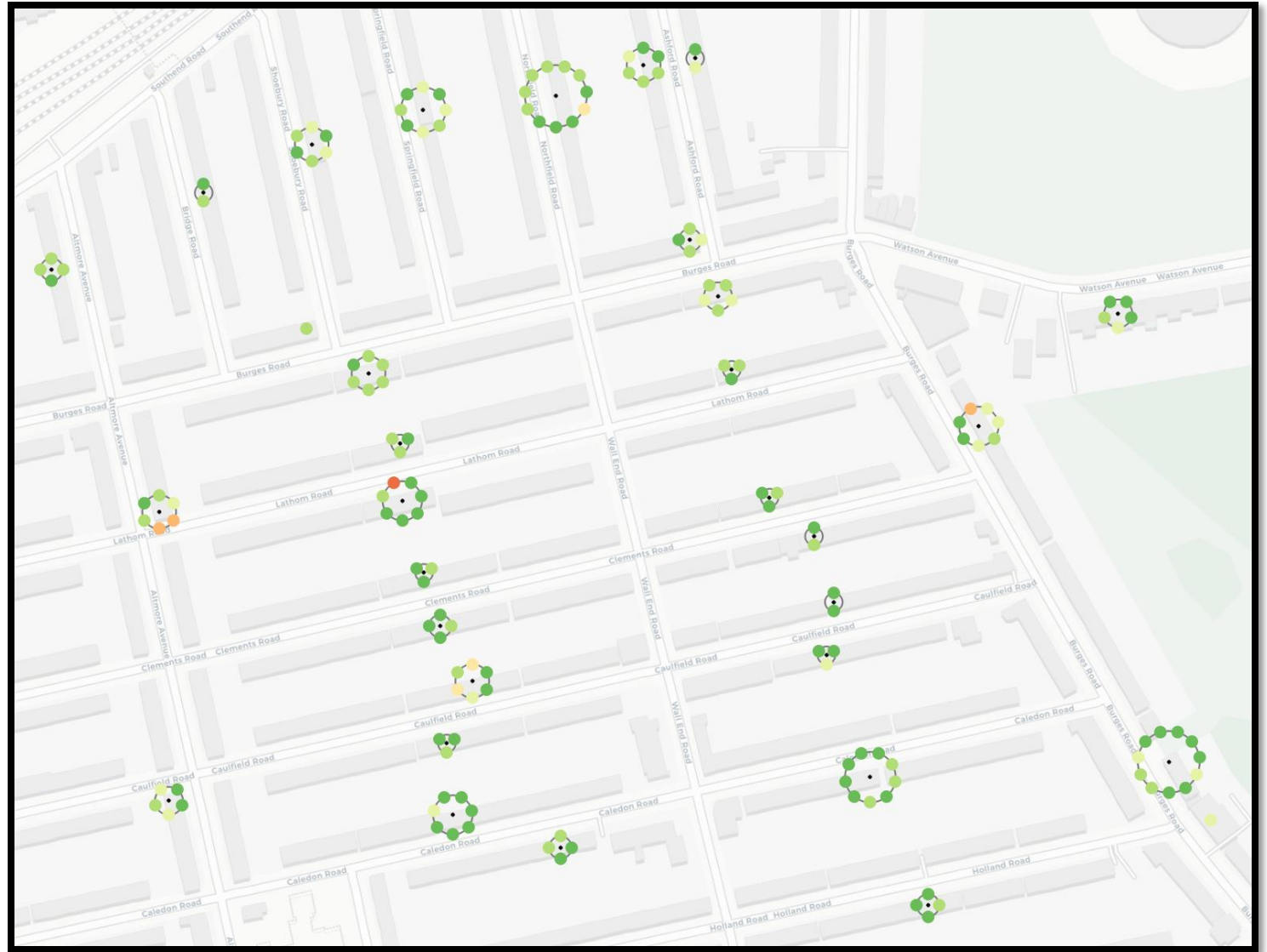
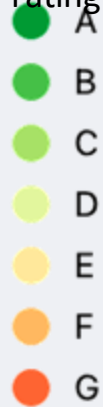
- urban green spaces and access points
- OS product “as is”, added for convenience



Open EPC ratings

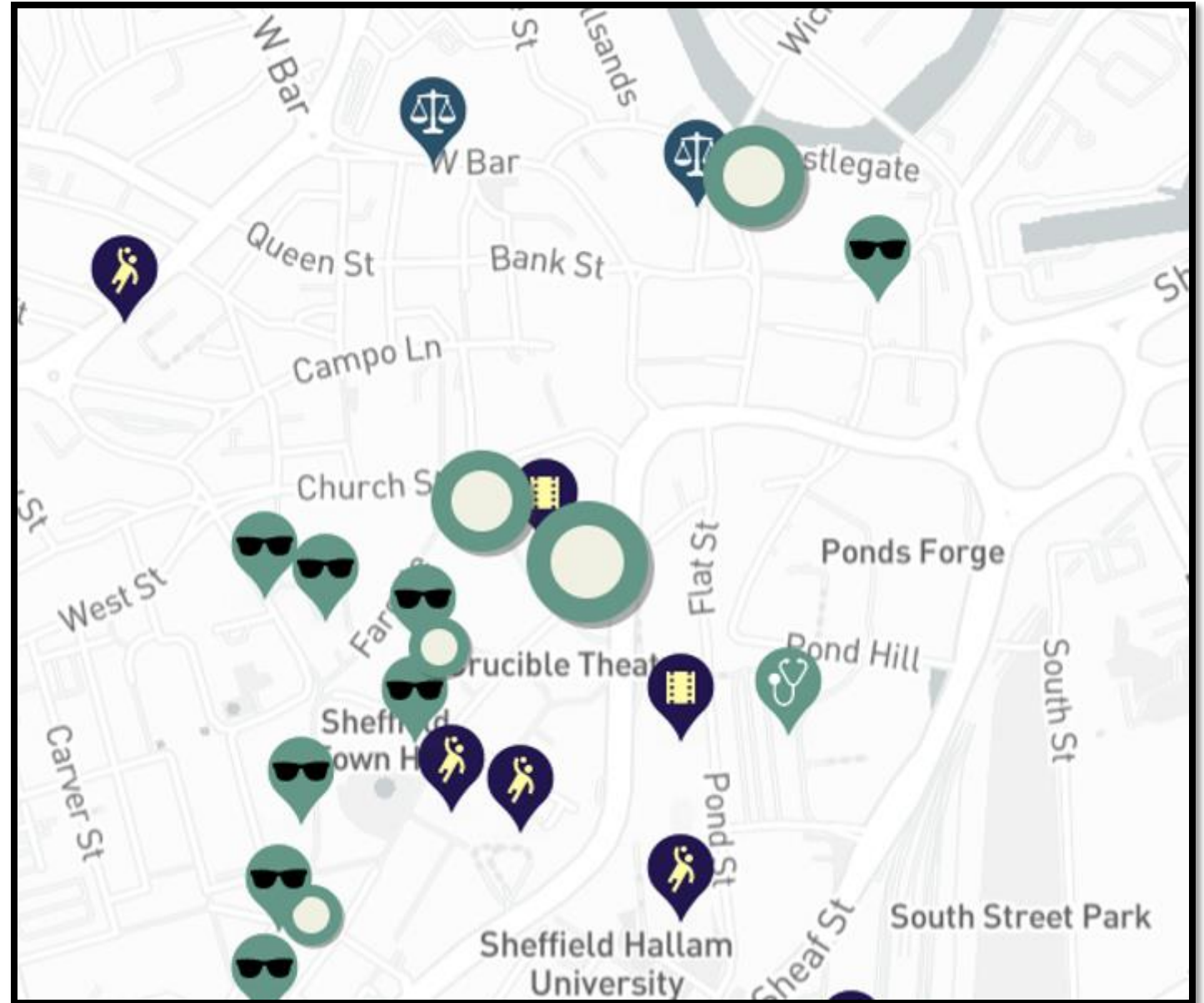
- postcode-geocoded version of open data product
- attribute-rich dataset on properties' energy efficiency

potential
rating



Points of Interest

- locations from a variety of themes
- from open and publicly available source



Demographics

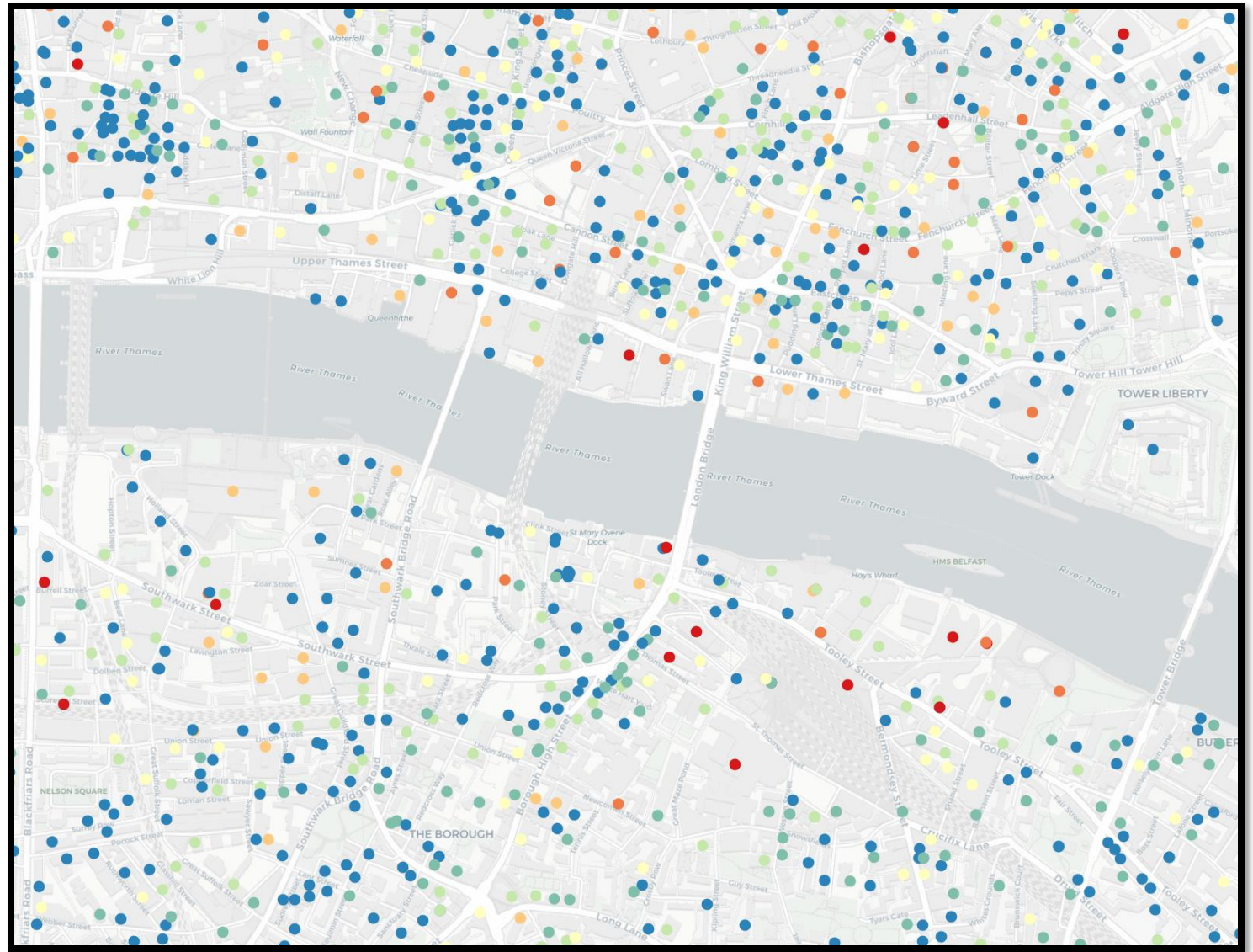
- most important census variables collated into convenient format

avg. rent pm



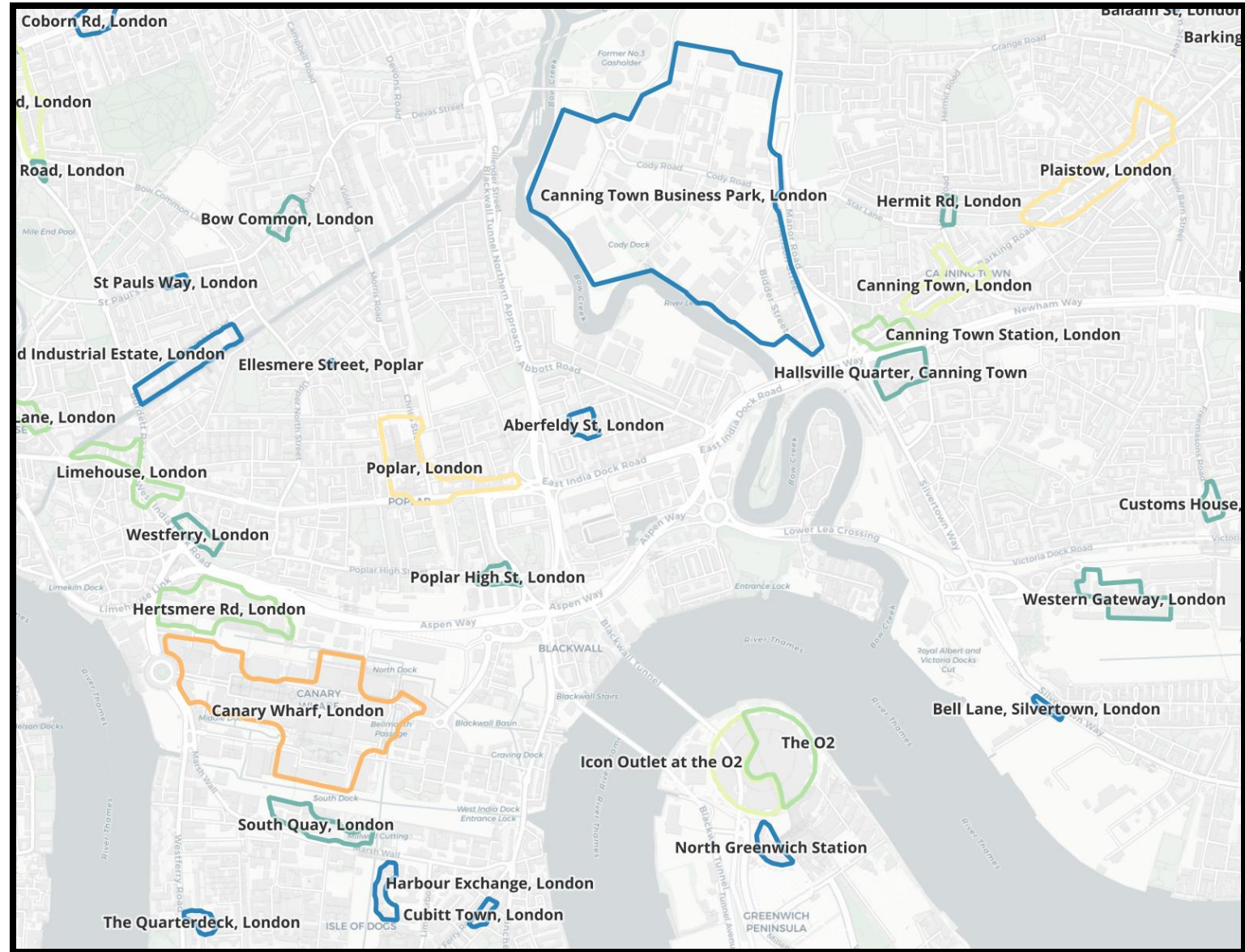
Workers

- high granularity (postcode)
- combination of open data and NLP techniques



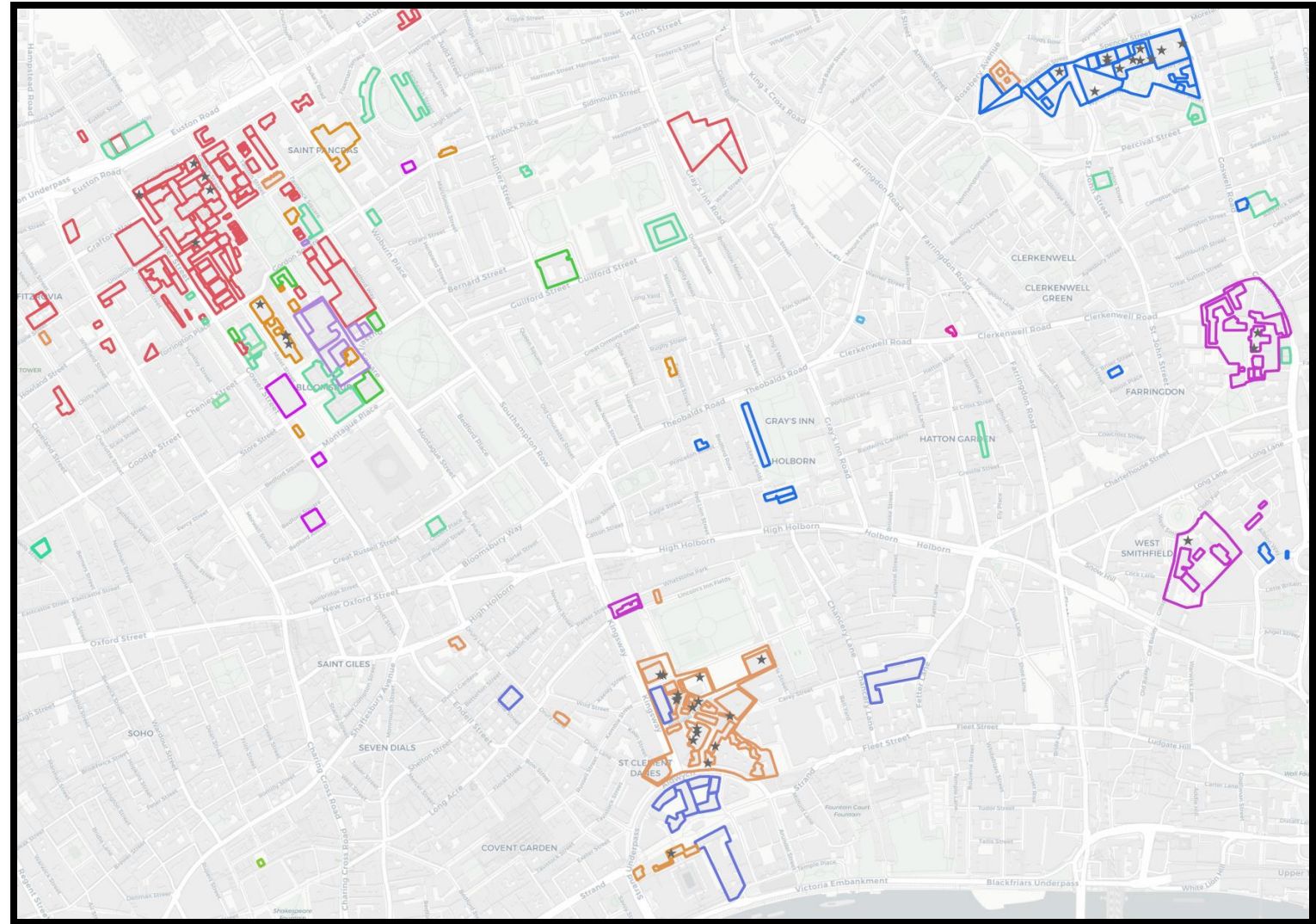
Retail Places

- core product for Location Planning built and maintained by Geolytix
- everything from small parades to regional shopping centres
- attributes: name, type & number of units



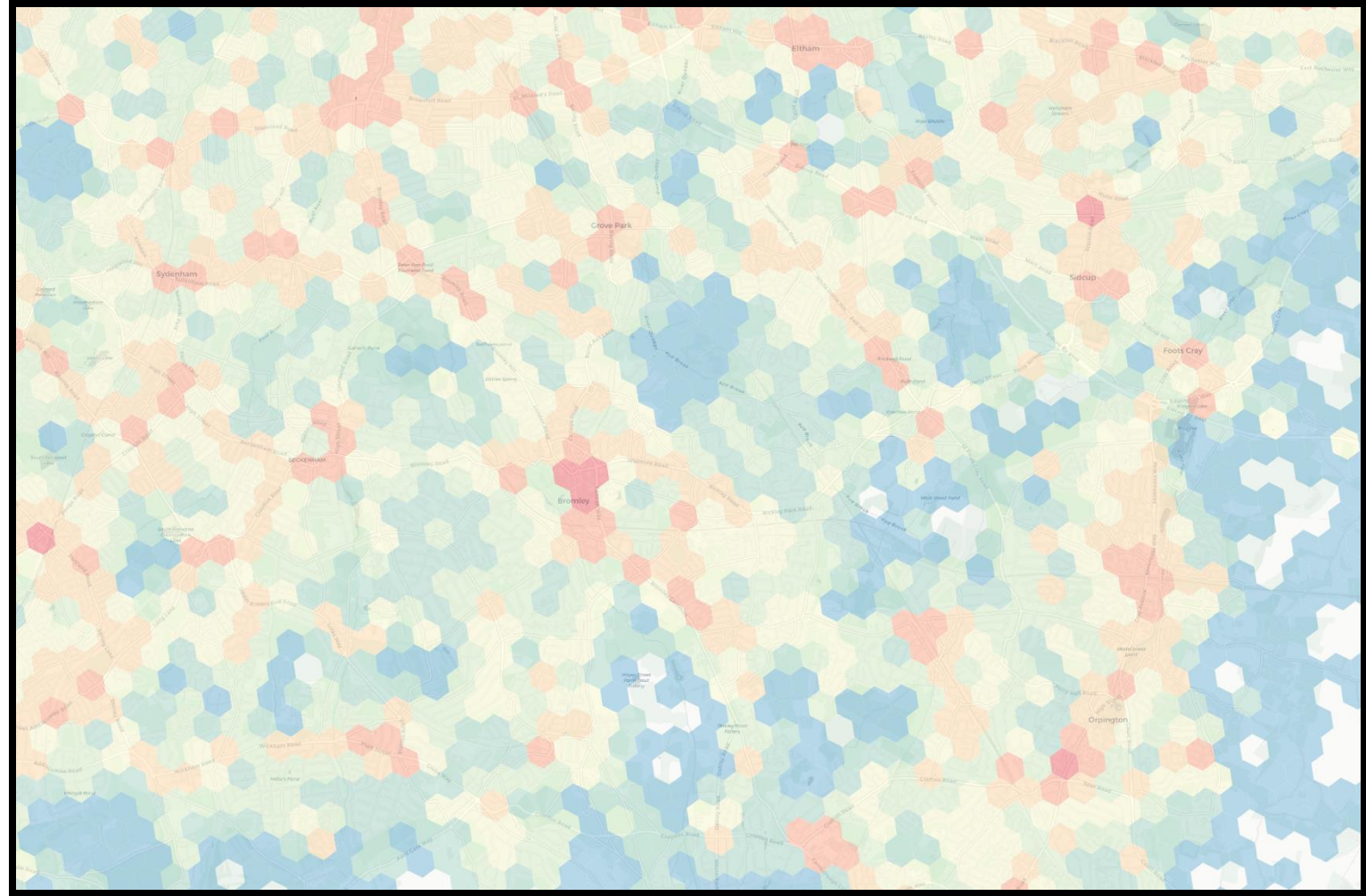
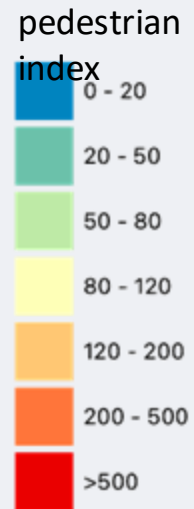
University Buildings & POI

- built and maintained by Geolytix
- including campus boundaries, catering and more



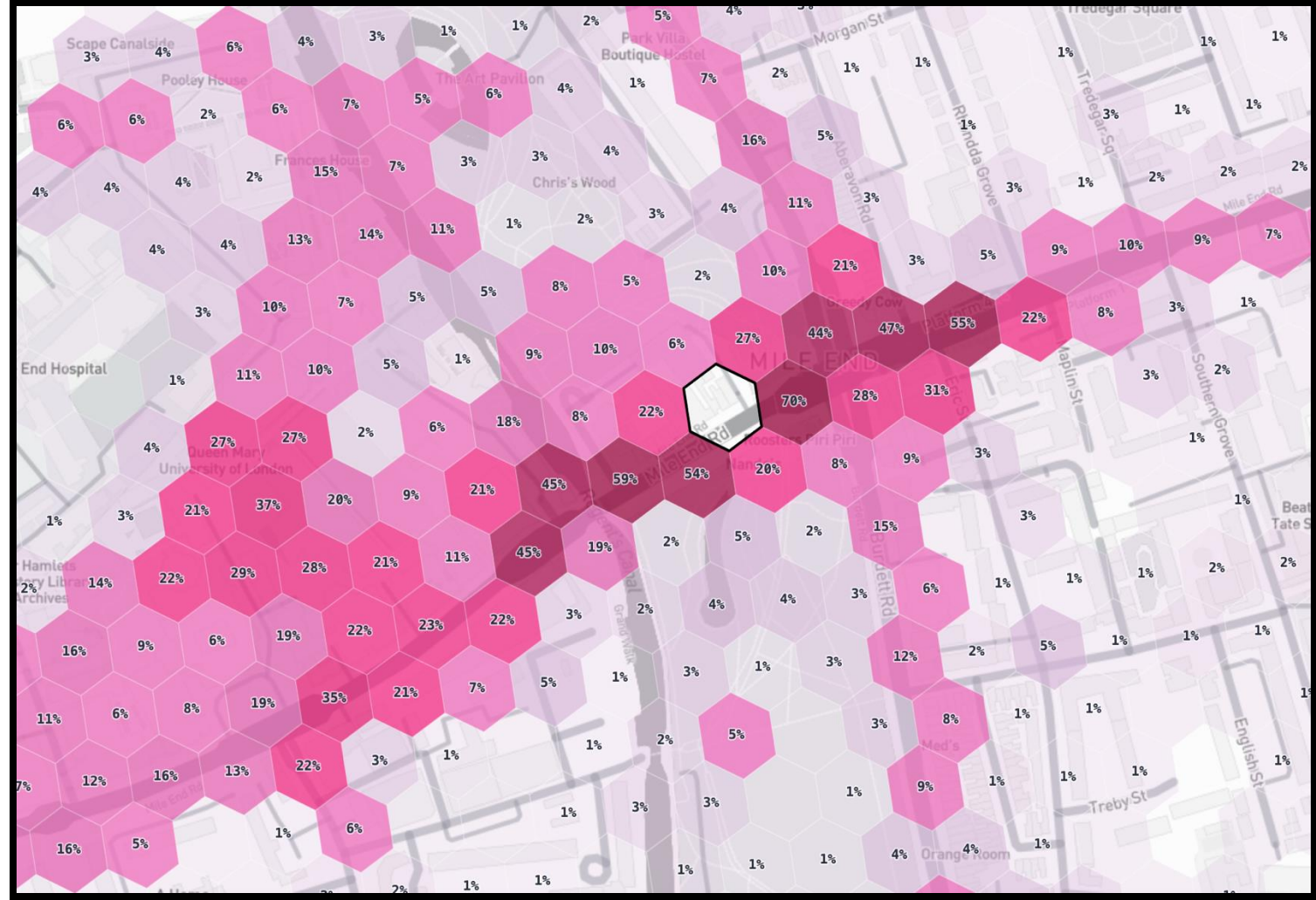
Busyness Index

- mobile device-based indices of human activity
- transient/work/home splits
- pedestrian/vehicular splits
- weekend/weekday splits
- 100 ~= avg. UK retail place activity



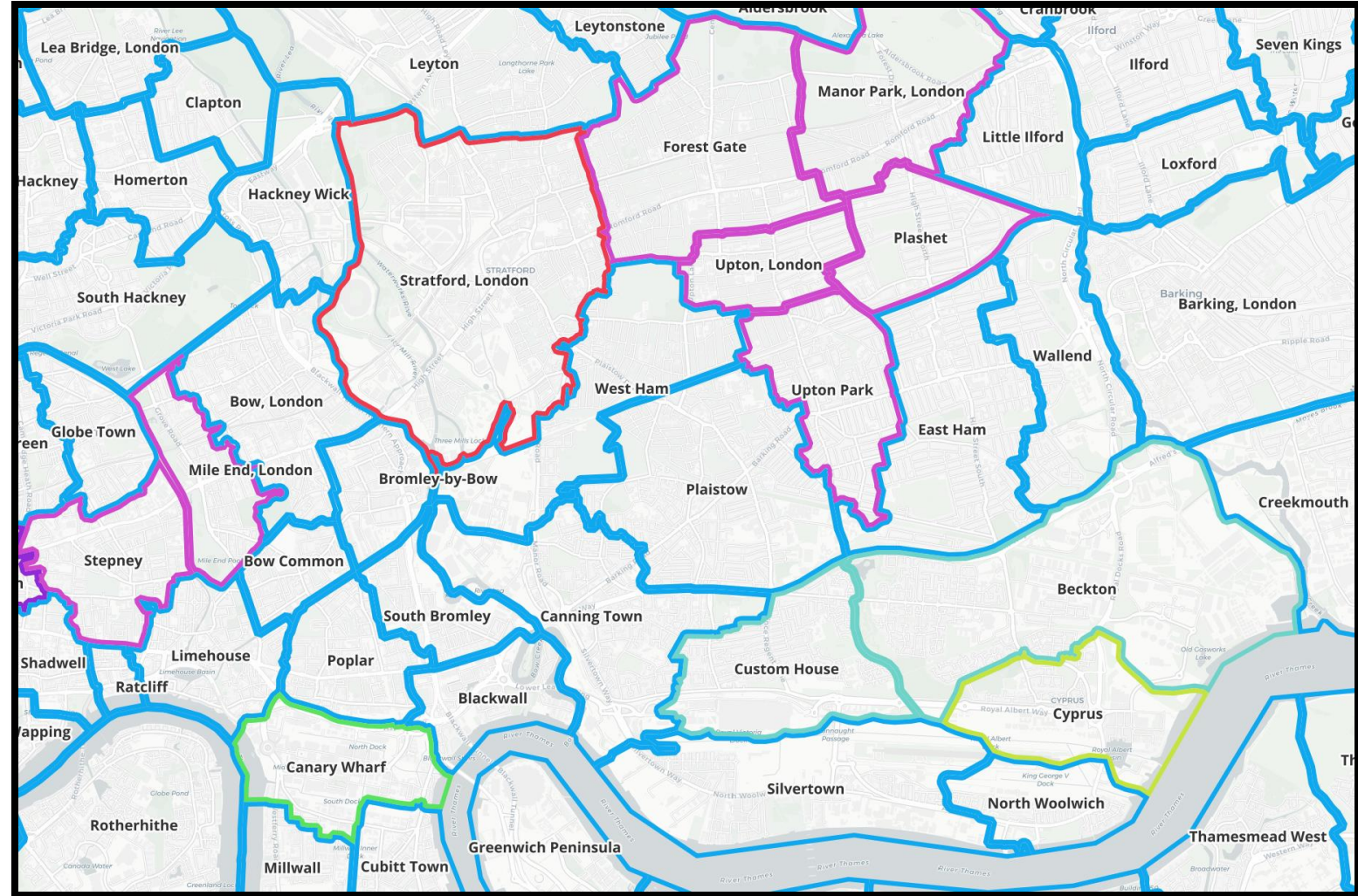
Interaction Surfaces

- API
- Maps pedestrian flow
- based on daily trajectories of mobile devices



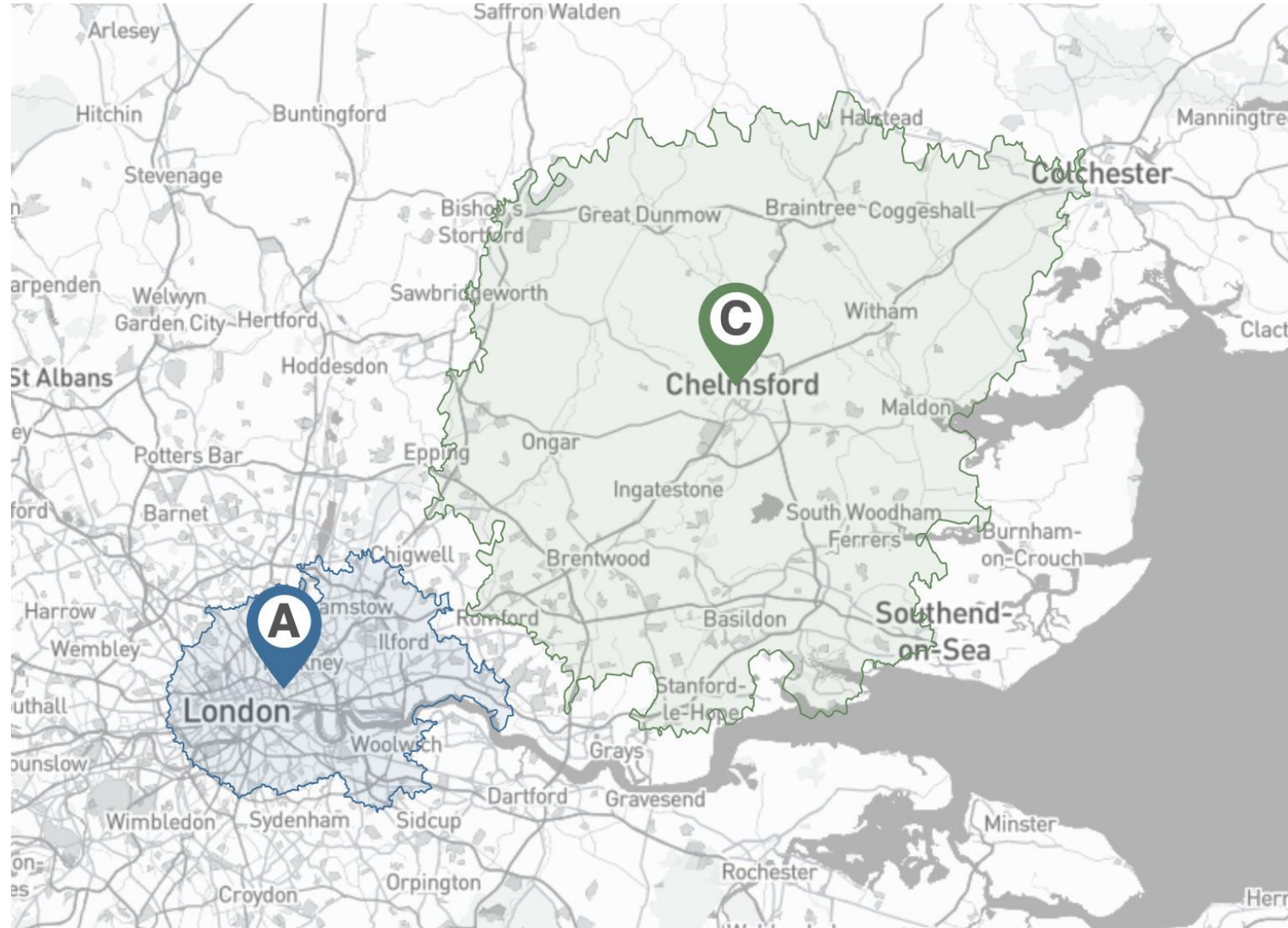
Seamless Locales

- “meaningful” reporting geography
- attributes include seasonality



Drivetime Catchments

- API
- Convenient proxy of accessibility for a variety of use cases



General

- Data to be supplied in geopackage format
- Download link and API keys to be shared individually, please contact me on Teams or via email:
christoph.mulligann@geolytix.co.uk
- Data is part of commercial products and supplied for research purposes
- Only use as part of the workshop, to be deleted afterwards

Other data sets included:

- Supermarket Locations
- Bank branches
- Oyster Zones
- Listed Buildings
- Crime
- Schools/Colleges
- Routable Road Network and DfT traffic volumes
- Underground, Rail, Light Rail Lines and Stations
- Public Transport POI
- Population Projections



THANK YOU!

geolytix.com

