Developing a Source of Truth for Business Intelligence

PRESENTED BY

Daniel Angel
Head of UK, SafeGraph
Unless your company is Google, Facebook, Apple, Amazon, Tencent, or 12 other companies ... even analyzing all your data perfectly will only tell you about 0.01% of the world. If you want to see beyond your company’s pinhole, you will need external data.

Right now, most companies spend way more on software than they do on data. They also usually have more than 20 times the number of software vendors as they do data vendors. Alexander Rosen, GP at Ridge Ventures, mentioned “Will this be different in twenty years? I think it will.”

-DaaS Bible
Everything Has a Location

Retail, Real Estate, & Logistics
- Business Forecasting
- Trade Area
- Site Selection

Marketing & Advertising
- Visit Attribution
- Location-Based Ads
- Out-Of-Home Ads

Financial Services
- Hedge Funds
- Private Equity
- Insurance

Everything Has a Location
But Quality Location Data Was Not Easily Available

- Where is it?
  - Latitude & longitude
  - Address
- What is it?
  - Brand
  - Category
  - Sub-category
  - Structure type (in a mall, standalone)
...So We Built It

Our focus is on being the de facto destination to get any data on a physical place.

- Ever-expanding geographic coverage -- UK and Global Brands added in 2021
- Diverse POI -- added industrials and corporate locations in 2021
- Appending partner data attributes to our Core Places POI

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>SafeGraph founded</td>
</tr>
<tr>
<td>2017</td>
<td>Series A funding</td>
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<tr>
<td></td>
<td>US POI</td>
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<tr>
<td>2018</td>
<td>Foot Traffic Patterns</td>
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<tr>
<td>2019</td>
<td>Canada POI</td>
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<tr>
<td>2020</td>
<td>Neighborhood Patterns</td>
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<tr>
<td>2021</td>
<td>Series B funding</td>
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<td>Canada Patterns</td>
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<td>UK POI</td>
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<td>Global Brands</td>
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SafeGraph: The Source of Truth for Physical Places

The leader in places data with over 10MM points of interest across more than 8,500 major global brands
Curating Data for the Geospatial Ecosystem

- POIs
- POI Foot Traffic
- Building Footprints
- Macro Foot Traffic
Data is Only Valuable if it is High Quality

Location Data is Complex

- 59% of location data is inaccurate (Geomarketing)
- 25% of users say there is not enough clarity on location data sources (Insider)
- Quality control work takes up more than 50% of a data scientist’s time (HBR)
Machine Generated, Human Verified

Curated, Accurate Location Data

- Monthly updates to ensure accuracy and freshness
- Rigorous machine learning processes in place to generate data with precision
- World-class team of engineers curating the data
- Detailed technical documentation, bug reports, and fixes
- All data is appended with Placekey, the standard identifier for a place
SafeGraph’s precision-based places data was crucial in allowing us to scale our operations and harness a data-driven approach to expansion.

Eric Kung
Head of Research & Data Insights
Industrial POIs for Supply Chain Analytics

- Locate warehouses and shipping centers
- Measure foot traffic to supply centers
- Deploy geofences for real-time shipment or asset tracking

Measuring activity at industrial POIs can indicate future trends in product availability and supply chain operations.
Modeling Consumer Behaviour

Work-from-Home variable predicts COVID-related channel disruptions at DMA/weekly level
EXAMPLE: DMA = CHICAGO

- Proportion of Daily Traffic in Commute Hours
- Smoothened and Back-Projected Variable

Commute traffic is lower on weekends and holidays.

The Red Lines predict the impact of weekday/weekend, seasonality, holidays, etc. on commute hour traffic. This is removed so that only pandemic-related fluctuation remains.

The Blue Line is the smoothed and back projected variable that is used in models that predict sales.

We needed a smooth curve across the entire COVID-19 pandemic to understand rapid channel shifting and to help our QSR customers take relevant and meaningful action on their TV and digital media investments, loyalty programs, and digital ordering apps.

Mark Garratt
Partner and Co-Founder
Ways to Access SafeGraph Data

- Visit shop.safegraph.com
- Reach out to our sales team safegraph.com/contact-sales