

# SiteZeus and Environics Analytics Partner for Retail Planning



SiteZeus has entered into a partnership agreement with Environics Analytics. The deal brings together data with SiteZeus' artificial intelligence (AI) based platform, to provide market planning capabilities for restaurants, retailers, and convenience store brands, among other industries with a multi-unit presence.

SiteZeus is a SaaS cloud-based Location Intelligence technology platform available, building higher intelligence around location based decisions by the use of Machine Learning and Artificial Intelligence. Combining expertise and the power of big data, SiteZeus allows individuals and organisations to mitigate risk, discover efficiencies, and interpret actionable insight from technology that analyses more data points than humanly possible.

Through the partnership, SiteZeus will offer authoritative demographic data to its base subscribers, allowing brands, brokers, and developers to evaluate their markets and trade areas with the most up-to-date information available in a mapping platform. Users will be able to visualise their ideal customers across the United States, as well as understand which blend of demographics drives higher revenues. Environics Analytics' data augmentation to The Olympus Data Exchange, SiteZeus' proprietary data stack, will also offer add-on packages, including data developed by Environics Analytics and its partners Claritas and Infogroup, covering consumer spending, businesses, retail potential and PRIZM Premier segmentation.

## Pioneering Machine Learning and AI

SiteZeus, which is pioneering the use of AI and machine learning in the commercial real estate industry, offers users services such as site selection, sales forecasting, competitive analysis, network optimization and predictive modeling. Environics Analytics has extensive experience providing thousands of organizations with high-quality data and analytics services—from customer profiling and segmentation to network optimization, market potential analysis and analytics-based consulting.

Environics Analytics joins a list of SiteZeus partners, including Google, INRIX, UberMedia, Restaurant Trends, CAP Locations and Black Box Intelligence.

To showcase the value of this partnership, SiteZeus and Environics Analytics will host an [hour-long webinar](#) on 30 November 30, at 2:00 PM EST. Register at for the event.

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<https://www.gim-international.com/content/news/sitezeus-and-environics-analytics-partner-for-retail-planning>

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