

# Gravy Analytics and Lagoon: Using Location Analytics to Inform Financial Investment Strategies

# Overview: Generating Insights into Opportunities and Risks Using Location-Based Data

## THE PARTNER

Lagoon is a fintech company that specializes in generating actionable investment insights by the fusion of traditional and alternative datasets, helping asset managers identify investment opportunities and manage risk. Through its data intelligence platform for professional investors, Lagoon strives to make data analysis faster, easier, and more accessible, so that every investor can use the best data to make the most informed investment decisions.

## THE OPPORTUNITY

Typically, only the biggest and most sophisticated investment firms have access to the world's best data and the deep resources required to extract insights from it. However, Lagoon believes that every investor should have access to multiple datasets beyond company earnings reports.

To achieve this, Lagoon developed a data intelligence platform that lets users focus on the most relevant data quickly and easily, automatically generates insights, and helps analysts create explainable forecasts for future company performance.

Although Lagoon had already incorporated datasets relating to a company's workforce, website, social media, and more into its platform, Lagoon wanted to continue to strengthen the uniqueness of the data available to its clients with a new dataset that could provide insight into company performance.

## THE SOLUTION

Lagoon worked with Gravy Analytics to incorporate Gravy's Visitations data into its intelligence platform. Capturing real-world activity at millions of commercial locations of interest, Gravy Visitations measures consumer foot traffic at places and events, such as restaurants, retailers, hotels, services, sports, entertainment, and more. This data can provide insight into consumer activity, preferences, and trends.

By incorporating Gravy's Visitations data into the Lagoon intelligence platform, Lagoon's clients can look at a company's consumer visits and, in turn, gain a better understanding of that company's consumer engagement and overall performance.



**“At Lagoon, we’re continuously developing our platform to offer our customers a wide range of high-quality datasets, so they can make the most informed investment decisions. Because foot traffic reflects consumer engagement in the real world, it can be a strong indicator of company performance. Because of this, we knew that incorporating Gravy’s location-based data into our platform would be a game changer for our customers.”**

**Omri Shtayer, CEO and Founder, Lagoon**

## GRAVY'S VISITATIONS DATA IN LAGOON'S INTELLIGENCE PLATFORM

How exactly could foot traffic data provide insight into company performance?

The places consumers visit demonstrate what matters most to them and where their interests lie. Foot traffic data for a company shows its real-world consumer engagement, a strong indicator of business performance.

For instance, let's take a look at how foot traffic to Apple store locations reflects upon the company's performance.



## AT A GLANCE, THE DATA REVEALED:



In Q4 of 2021, Apple began experiencing a 24.61% increase in foot traffic, with high correlation to the revenues of the company.



In late January 2022, Apple announced its quarterly earnings for the quarter that ended on December 25, 2021, which was an all-time revenue record for the company of \$123.9 billion.



After Apple's earnings announcement, it became clear that the foot traffic that occurred during that quarter was a leading indicator to the increase in revenue Apple gained that same quarter. Combined with other KPIs, this correlation between foot traffic and revenue provided a good signal that Apple would do well that quarter, especially compared to other companies in the sector.

## THE RESULTS

The resulting data and analysis helped Lagoon's investor clients to:



### **Identify investment opportunities.**

Investors who saw this increase in foot traffic occurring in real-time could have recognized this as a leading indicator of company performance and invested before Apple's record earnings report and subsequent increase in stock price.



### **Gain an edge in the market.**

Foot traffic data for Apple stores gave investors more visibility into Apple's performance beyond its quarterly earnings reports, allowing them to understand where the company was going and how it compared to its competition and peers.

## BETTER-INFORMED INVESTMENT STRATEGIES WITH LOCATION-BASED DATA

Asset managers and investors can predict future business performance using location-based data that demonstrates real-world consumer activity. With Gravy Visitations, Lagoon is able to enhance its intelligence platform and provide its clients with new insights to inform their investment strategies and help generate better returns.



**“With Gravy’s Visitations data in the Lagoon intelligence platform, our customers can use location-based datasets, alongside other traditional and alternative datasets, and almost instantly identify new investment opportunities and manage risk. With these insights, investors can gain a better understanding of business performance and make smarter investments before the rest of the market.”**

**Omri Shtayer, CEO and Founder, Lagoon**

## ABOUT LAGOON

Lagoon is a high-performance data platform, enabling professional investors to make smarter investment decisions by seamlessly focusing on the most relevant and reliable KPIs, building and monitoring strategies critical for investment analysis and risk hedging. Uncover the blind spots in your research and enrich it with new sources of data. To learn more, visit [data-lagoon.com](https://data-lagoon.com).

## ABOUT GRAVY ANALYTICS

Where people go and why tells the story of our world. Founded in 2011, Gravy Analytics is the enterprise location technology company providing actionable intelligence to businesses. Using its patented technology, the company brings data about people, places, and events together to understand human mobility, helping companies enhance their sales and marketing strategies and optimize business operations. Today, the company's intelligence powers leading-edge solutions for a wide range of industries—from advertising to market research, financial services to supply chain risk management—that rely on knowing how people, products, and materials move throughout the world. For more information, please visit [gravyanalytics.com](https://gravyanalytics.com).





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