COZY ISLAND
VAST OPPORTUNITIES

by InData Labs

NEXT BEST PLACE FOR YOUR BUSINESS

S ingapore is famous for its highly-developed infrastructure & services. That's great for the Singaporeans and tourists but for businesses it's a challenge. In a city where there is so much competition it is getting harder for companies to find areas with unsatisfied demand and decide where to locate the next store, banking office or restaurant.

Our company believes that there is always a place for further growth and development. To find the free places for business expansion became a major goal of our research. We have found a new data-driven approach that helps decision-makers to pinpoint 'the next best place' for their businesses. Our R&D team have produced a mathematical model that is able to find areas with great growth opportunities for customer-oriented companies.
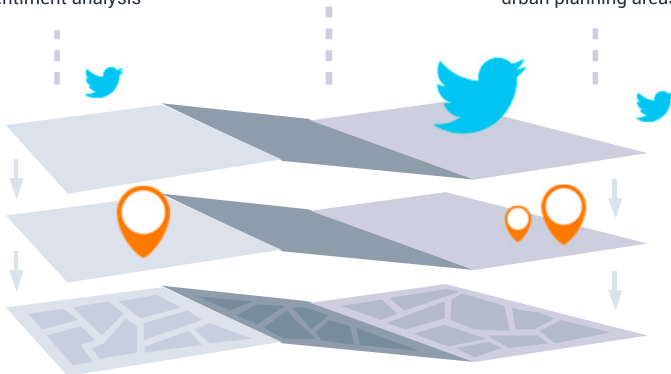
HOW WE COOKED THE DATA?

SOCIAL MEDIA

geolocation filtering
spam filtering
semantic analysis
sentiment analysis

STATISTICS

demographics
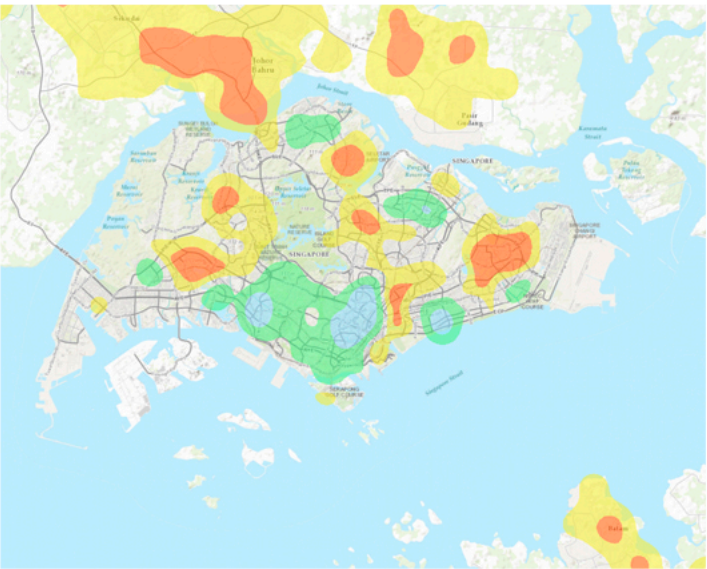services
household income

GIS

Points of interest:
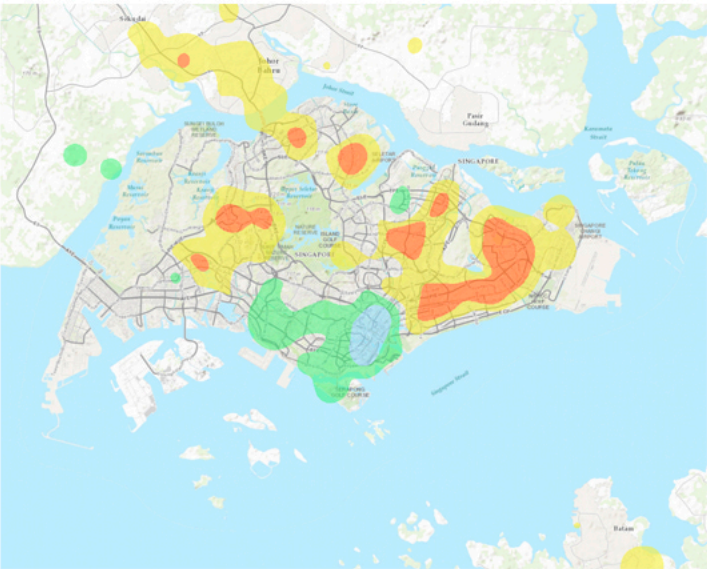stores, banks, cafes
traffic flows
urban planning areas

Layering the processed data on the map we have created helpful infographics.
Now anyone can identify the "next best place" at a glance and make better data-driven decisions!

HERE ARE THESE HOT SPOTS

GROCERY STORES AND SUPERMARKETS

must locate
[Demand > Supply]

worth considering
[Demand > Supply]

neutral places
[Demand = Supply]

better not
[Demand < Supply]

staffed
[Demand < Supply]

CAFES AND RESTAURANTS

must locate
[Demand > Supply]

worth considering
[Demand > Supply]

neutral places
[Demand = Supply]

better not
[Demand < Supply]

staffed
[Demand < Supply]

MORE INSIGHTS ON SINGAPORE

TOP 3 MOST TWITTING PLACES IN SINGAPORE:

1 ———— Singapore sports hub
2 ——— Woodlands Industrial Park
3 ———— ITE College Central

Singaporeans are generally more positive in their expressions. There are 15% MORE POSITIVE messages than negative.

Good news for food services - in Singapore people express DEMAND FOR FOOD 26% more frequently than need for money or entertainment.

The solution has been produced by InData Labs R&D team.
Learn more about this case study and find our latest updates on
www.indatalabs.com/blog