Case Study

Organization
Datastory Consulting

Location
United States

Industry
Real Estate

Quality Data is in the Details

Baltimore, Maryland-based Datastory Consulting is focused on helping companies in the real estate, retail, banking, health care, economic development, and nonprofit industries.

What did they do?

Esri's demographic, lifestyle, and spending data empowers Datastory with more accurate information about the marketplace. With this clarified view of opportunity and risk, analysts help decision makers create strategy around real estate, marketing, and operations for their business. They are able to access lifestyle information including product and media preferences and spending patterns. By using the ArcGIS® platform, including Esri® Location Analytics, data and analysis are shared seamlessly from the back room to the boardroom and even out in the field. Clients can trust that Datastory analysts' "gut" feelings are backed by quantitative data about the market.

Do I need this?

Datastory uses Esri's location analytics to provide a measurable return on investment. The technology is easily integrated by companies that have in the past thought they didn't have the expertise or infrastructure.

> "Esri's location analytics makes GIS technology relevant to the business C-Suite. It has been a great tool for us as we take our expertise and create personalized solutions for each client."
>
> **Matt Felton**
> **President**
> **Datastory Consulting**

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