

MISSION

Mapping the Right Markets with Creative Analytics

We built a geo-targeting engine that matches demographic profiles, growth trends, and competitor density to guide retail expansion.



Site selection is high stakes—and often low signal. Brokers flood you with options, but how do you know which markets truly match your operational profile and business model? Rocket engineered a spatial analytics engine that filters every ZIP, every census tract, and every square mile to find where your next success already exists.



Architecture

Our tool fused nationwide self-storage data with census trends, grid-based GIS overlays and AI-driven pattern recognition to uncover market dynamics and unmet demand. By evaluating millions of geographic coordinates, we helped investors isolate ideal markets, model expansion scenarios, and validate growth bets using data—not hunches.

"We didn't just show them where to look for new opportunities—our model highlighted places they'd already picked, without knowing."

—Wells Burke, Rocket CEO



Ready to identify the sites that drive the most traffic and value?

Talk to Rocket about analytics that drive growth strategy.



KEY TECHNOLOGIES

National Retail Dataset Integration

Ingested third-party data on unit counts, square footage, and location density.

Census Trend Overlay Engine

Mapped current and historical data to track population growth and income trajectory.

One-Quarter Mile x Three Mile Grid Generator

Across the entire US, created millions of geo-coordinates for hyperlocal modeling.

ZIP-to-Census Apportionment Logic Calculator

Merged cross-boundary census data to improve accuracy of site-level analytics.

Investor-Facing Scenario Tool

Enabled users to input ideal criteria and instantly surface matched markets.

Cloud-Based Compute Scaling

Simulated 100M+ data points using hyperscale cloud compute to drive real-time spatial visualization.