CartoDB launches a self-service Location Intelligence tool and rebrands itself to CARTO

07 JULY 2016, NEW YORK, USA

SUMMARY

CartoDB launches CARTO Builder to enable Data Analysts to build location intelligence applications without coding. It integrates a new visual language for performing spatial analysis and ready-to-use widgets that allows for filtering, drill-down, and exploration of location data. CartoDB is rebranding the company to CARTO to further connect with its non-developers audience.

Everything happens somewhere, in fact 80% of data has a location component. This provides a huge opportunity to understand and uncover key insights about the optimal location for operating a business or providing a service.

Analyzing and deriving information from location data is called Location Intelligence and traditionally it's only been accessible to key experts or data scientists within organizations. Key companies like Google, Uber, or Apple have entire data scientist teams dedicated to Location Intelligence, but for most organizations, benefiting from location data is difficult and requires custom development projects to enable the organization.

Today, we are excited to announce the early release of CARTO Builder, a web-based drag and drop analysis tool for data analysts and business users to discover and predict key insights from location data. CARTO Builder unleashes the power of Location Intelligence with self-service, actionable dashboards that you can easily share across your whole organization.

CARTO Builder introduces a new visual language to perform spatial analysis without the need for coding skills. The CARTO Builder adds analysis widgets that modify the results in real-time. Users are able to relate to data based on location, predict where things will happen, understand where they matter the most, and overall, uncover insights using Location Intelligence -- all without the need for developers to create spatial applications.

New York and the City of Mexico have been using CARTO to build dashboards to showcase where things are happening. Now, with the new CARTO builder, they will also be able to do optimizations and predictions on where things need to happen. Banks like BBVA develop applications to analyze transactions in an area during a particular event in comparison to other dates in order to estimate the impact it generates on the city.

Consultancy companies analyze the most optimum location for a distribution center, the arrangement

of a fiber optic network, or the key communities to serve by a telecom company when upgrading their cells towers.

QUOTES

> "We have seen Location Intelligence's power to optimize and predict key insights at many organizations; we are now making this core technology available though a new visual language with no coding skills needed to open up the space for an entire new audience"
> — Sergio Alvarez, Chief Product officer at CARTO

> "CARTO integrates seamlessly with our platform and existing workflows, and it has removed the pain from geospatial processing, enabling a rapid development of custom apps and dashboards"
> — Elena Alfaro, CEO at BBVA Data & Analytics

> "Our goal with CARTO Builder is to truly disrupt the industry with a product that does not require complex geospatial skills and that can drastically alter how Location Intelligence is done inside most organizations"
> — Javier de la Torre, CARTO CEO

> "Our goal with CARTO Builder is to truly disrupt the industry with a product that does not

require complex geospatial skills and that can drastically alter how Location Intelligence is done inside most organizations"

— Javier de la Torre, CARTO CEO

CARTOnewsroom