

Data-Driven Tools to Power Your Business

These advanced tools are designed for entrepreneurs, new businesses, and growing companies that need data-driven insights. Unlike standard small business resources, these platforms offer in-depth insights rarely found in typical support services.



- Identifies high-potential customer segments using demographic and lifestyle data.
- Analyzes market demand by ZIP code, city, or custom trade areas
- Visualize competitor density to inform site selection or service area expansion

USECASE:

A new café owner in downtown Loveland could use SimplyAnalytics to analyze neighborhood demographics and lifestyle data. By identifying high-potential customer segments and mapping demand by ZIP code, they can target the right areas for advertising and adjust their menu to better match local preferences.

SimplyAnalytics
SimplyAnalytics.com



- Builds targeted B2B or B2C marketing lists with detailed firmographics
- Research competitors and identify local industry saturation, feasibility, and competition
- Discover contact info and decision-makers of listed businesses and competitors

USECASE:

A Loveland-based B2B services company could use Data Axle to build a targeted list of potential clients within Larimer County. By accessing decision-maker contacts and industry details, they can launch a focused outreach campaign that generates qualified leads.

Data Axle
Data-Axle.com



- Map customer demographics to choose optimal store locations
- Perform drive-time and trade area analysis to assess market reach
- Combine geographic and spending data to refine product offerings

USECASE

A local fitness studio in west Loveland could utilize ArcGIS Business Analyst to run drive-time analysis and identify ideal neighborhoods for expansion. The tool highlights demographic clusters that could align with their customer base, guiding their site selection process.

ArcGIS Business Analyst
Arcgis.com

Small Business Toolkit

Tools to Guide Smarter Business Growth



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- Tracks anonymized mobile location data
- Reveals how people move and interact with physical spaces
- Helps analyze customer behavior and competitor traffic
- Provides audience psychographics for deeper insight

USECASE:

A retail shop near Centerra Marketplace could use Placer.ai to study anonymized foot traffic data. The owner can learn when customers are most likely to visit, compare competitor traffic patterns, and adjust staffing and promotions to capture peak hours.

Placer.ai
[Placer.ai](https://www.placer.ai)



- Offers in-depth industry profiles for strategic planning
- Supports risk assessment and opportunity identification
- Includes industry trends, economic analysis, and emerging sector insights

USECASE:

A manufacturing company in Loveland could leverage First Research industry reports to stay informed about national supply chain challenges. With this insight, they can adjust operations and build risk management strategies to stay competitive.

First Research
[FirstResearch.com](https://www.FirstResearch.com)

Census Business Builder

- Provides essential demographic and economic data for market assessment
- Helps identify customer segments, market saturation, and workforce stats
- Useful for feasibility studies, commute patterns, and local business trends

USECASE:

A Loveland boutique owner could use the U.S. Census Business Builder to analyze local demographics and income levels. By combining this data with psychographic insights from Placer.ai, they can identify the best target customer segments and adjust inventory to match neighborhood demand.

U.S. Census Business Builder
CBB.Census.Gov

Small Business Toolkit

Market Insights at Your Fingertips



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- Aggregates data from 22,500+ sources across 80,000+ topics
- Ideal for industry benchmarking with global and national KPIs
- Enhances presentations and proposals with charts and infographics
- Tracks consumer behavior, tech adoption, and market trends

USECASE:

A Loveland marketing firm can utilize Statista to benchmark digital advertising trends and consumer behavior. They can incorporate credible charts and data into client proposals, strengthening their pitch with national and global context.

Statista
[Statista.com](https://www.statista.com)



- Provides detailed data on commercial properties, leases, and tenants
- Supports site selection and market analysis for leasing or investment
- Identifies business clustering and market saturation for feasibility studies
- Tracks trends like vacancy rates, rent shifts, and area development

USECASE:

A growing Loveland brewery can use CoStar to evaluate available commercial properties and track local vacancy rates. With insights into lease trends and neighborhood development, they can select the best site for a new taproom.

CoStar
[CoStar.com](https://www.coStar.com)



- Analyzes workforce data including employment, wages, and skills
- Evaluates local talent availability for hiring and expansion planning
- Identifies emerging skills and workforce trends to inform training needs
- Strengthens grant and loan applications with credible labor market data

USECASE

An advanced manufacturing business in Loveland could use Lightcast to evaluate local workforce skills and wage data. This can help them anticipate hiring needs and design competitive compensation packages.

LightCast
[LightCast.io](https://www.LightCast.io)

Small Business Toolkit

Turn Data Into Business Advantage



- Tracks venture capital activity, investor trends, and startup benchmarks
- Identifies which business models are attracting funding in your sector
- Supports competitive analysis through data on exits, mergers, and rounds
- Benchmarks growth metrics to guide fundraising and strategic planning

USECASE:

A Loveland tech startup could consult PitchBook to identify investors funding similar companies in Colorado. By tracking valuations and funding rounds, they can refine their pitch and connect with the right venture partners.

PitchBook
PitchBook.com



- Step-by-step tool for creating fundable business plans
- Guides users through market analysis, financials, and marketing strategy
- Ideal for turning early-stage ideas into lender- and investor-ready plans
- Helps prepare capital acquisition documents with structured, professional formatting

USECASE:

An aspiring Loveland entrepreneur could use Gale Business: Plan Builder to turn their idea for a home-based catering company into a structured business plan. With financial projections and a clear marketing strategy, they'll be prepared to seek startup funding.

Gale Business: Plan Builder
Gale.com



Contact Us Today!

To learn more and book your business advising session, check out our website.



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