Educated Analytics

Corporate Overview
&
Strategic Initiative

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Thank you for the opportunity to share an overview of Educated Analytics. As the Founder and CEO of Educated Analytics, I am proud to share the tools and insights our team has developed to help early education providers grow with confidence.

Educated Analytics was established to address a critical gap in the early childhood education sector—access to reliable, actionable data. What started as a custom tool for a single preschool network has evolved into a powerful platform used by leading operators nationwide.

Today, our proprietary system tracks over 100,000 licensed childcare facilities and more than 40,000 tuition data points, providing unmatched visibility into market dynamics, demand trends, and acquisition opportunities. We assist our clients in moving at the speed of opportunity—making informed, strategic decisions that are sharper, faster, and more profitable.

Whether you are expanding through acquisition, launching a new site, or analyzing your competitive position, we strive to be your most valuable data partner.
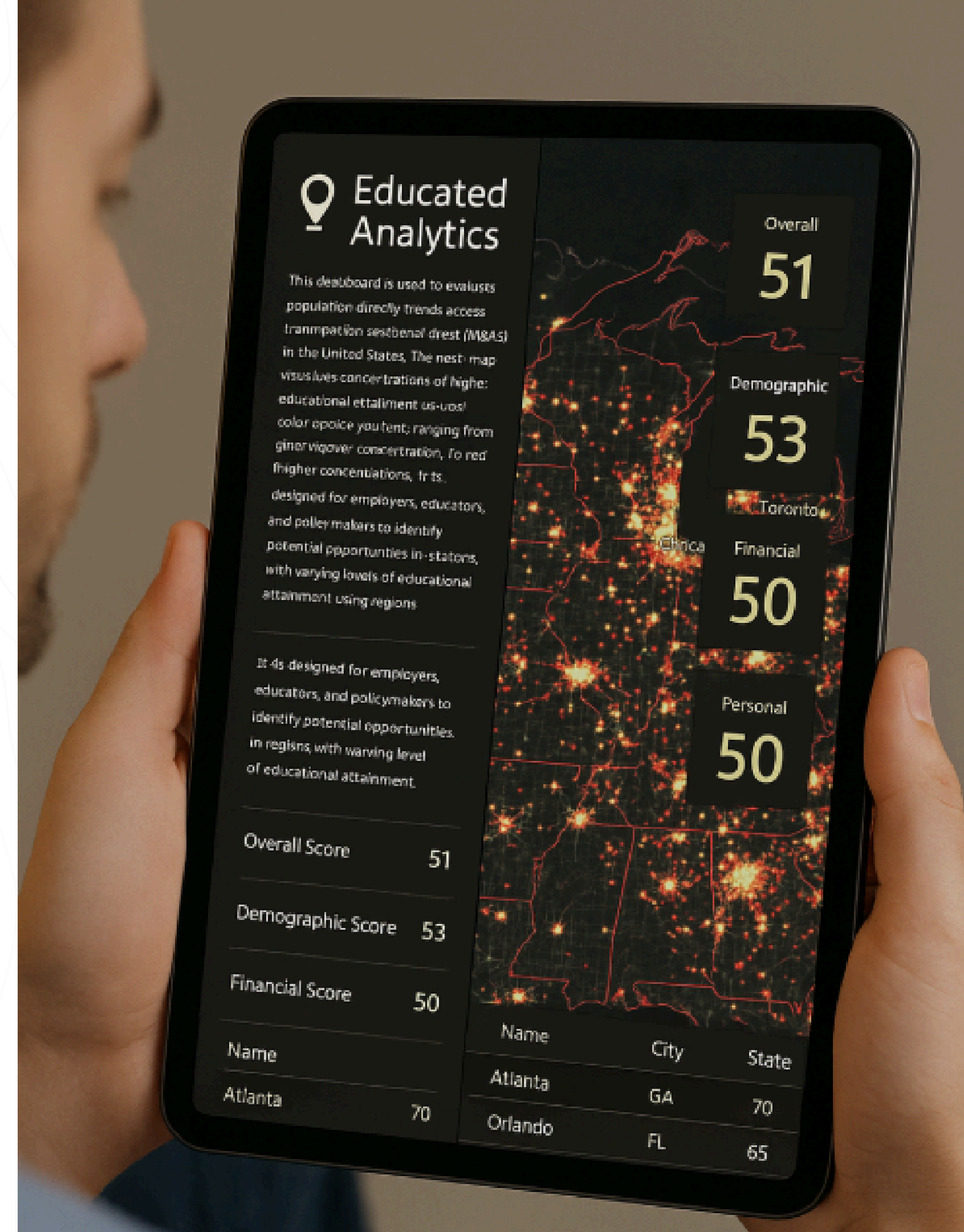We appreciate your consideration and look forward to helping you achieve your goals.

Warm regards,
Carter Bailey
CEO | Educated Analytics

About Us

Educated Analytics is the leading data and decision intelligence platform built specifically for the early childhood education (ECE) industry. With over two decades of experience and a team of experts in real estate, data science, and GIS mapping, we deliver actionable insights that integrate seamlessly into your growth strategy.
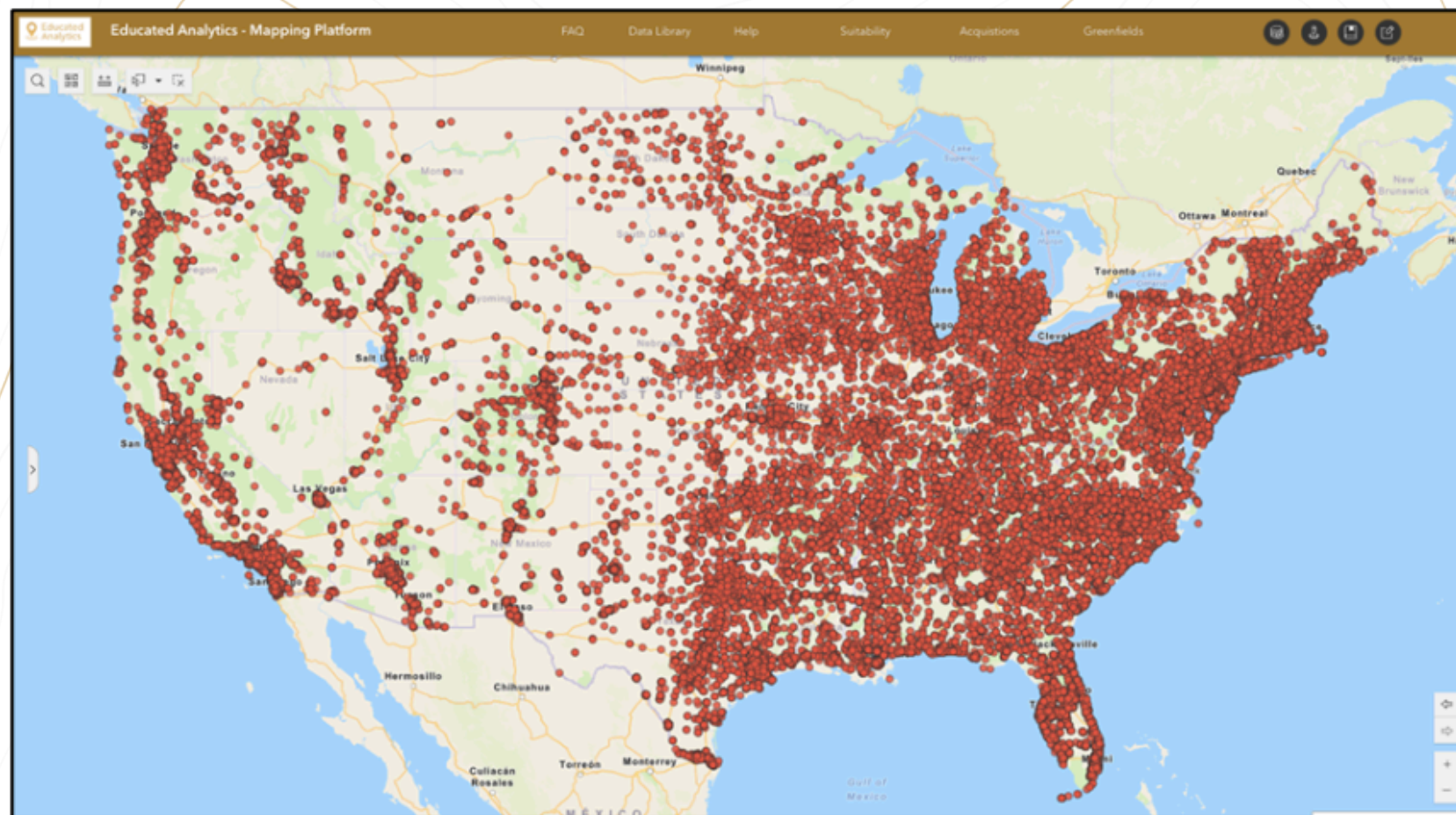
Our platform equips ECE operators with the tools to make faster, smarter, and more profitable decisions—whether you're acquiring schools, developing new sites, setting tuition, or driving enrollment. Backed by the most comprehensive preschool database in the U.S., we track over 100,000 licensed facilities and more than 40,000 tuition points.

We combine rich geographic and demographic analytics to show you where families live, what they pay, where demand is unmet, and how to strategically position your schools for growth. From site selection to market analysis, Educated Analytics simplifies complex decisions—so you can move forward with clarity and confidence.
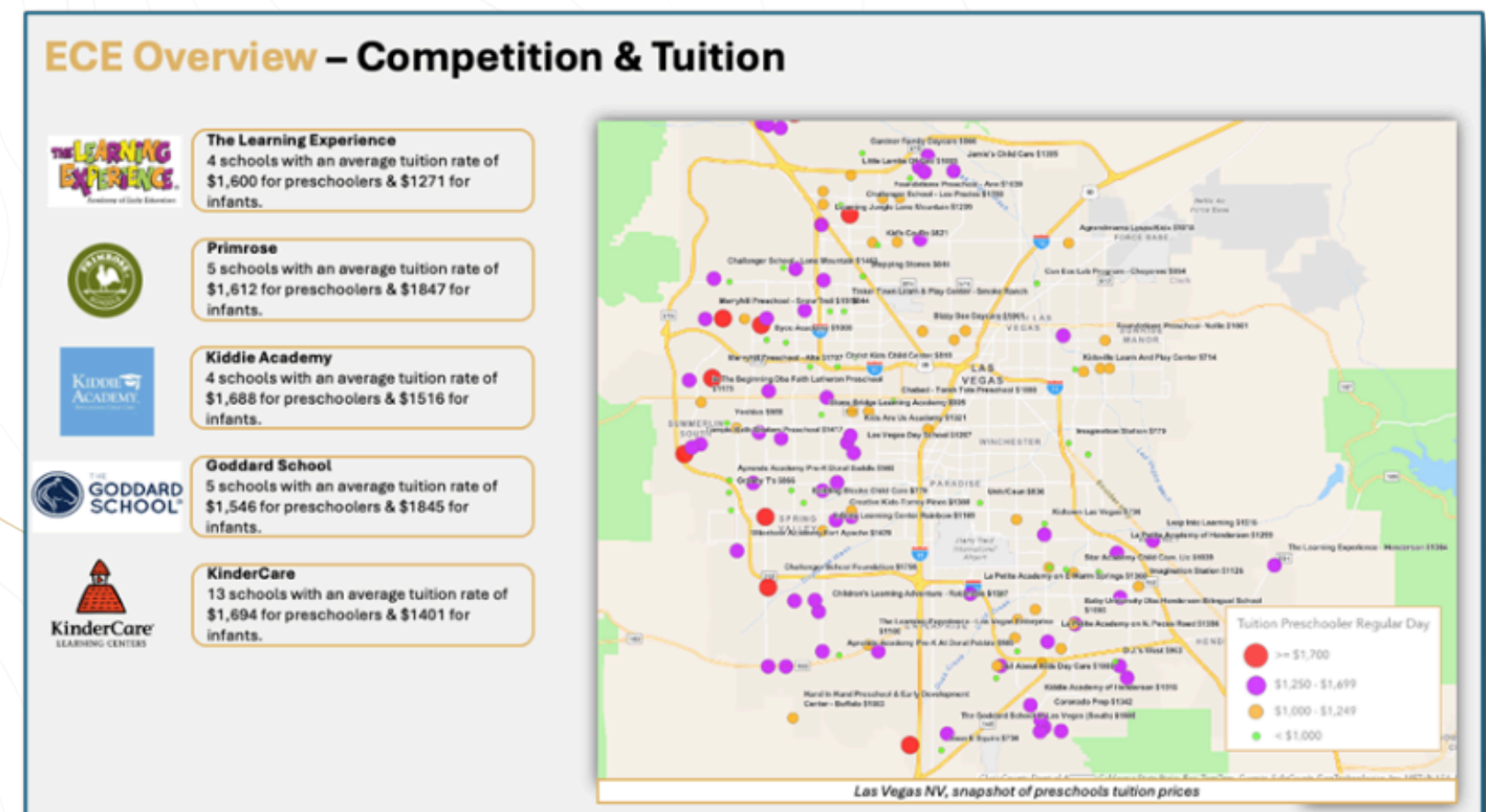
Solutions & Features

The Nation's Most Comprehensive Preschool Database

Tuition and Waitlist Intelligence

We maintain and clean a nationwide database of over 100,000 licensed childcare centers, updated annually through a rigorous state-by-state collection process.
- Standardized across states to ensure clean, reliable comparisons.
- Tracks license type, capacity, ages served, and ownership structure.
- Includes quarterly growth tracking of the top 50 childcare operators nationwide, helping clients stay ahead of competitive expansion.
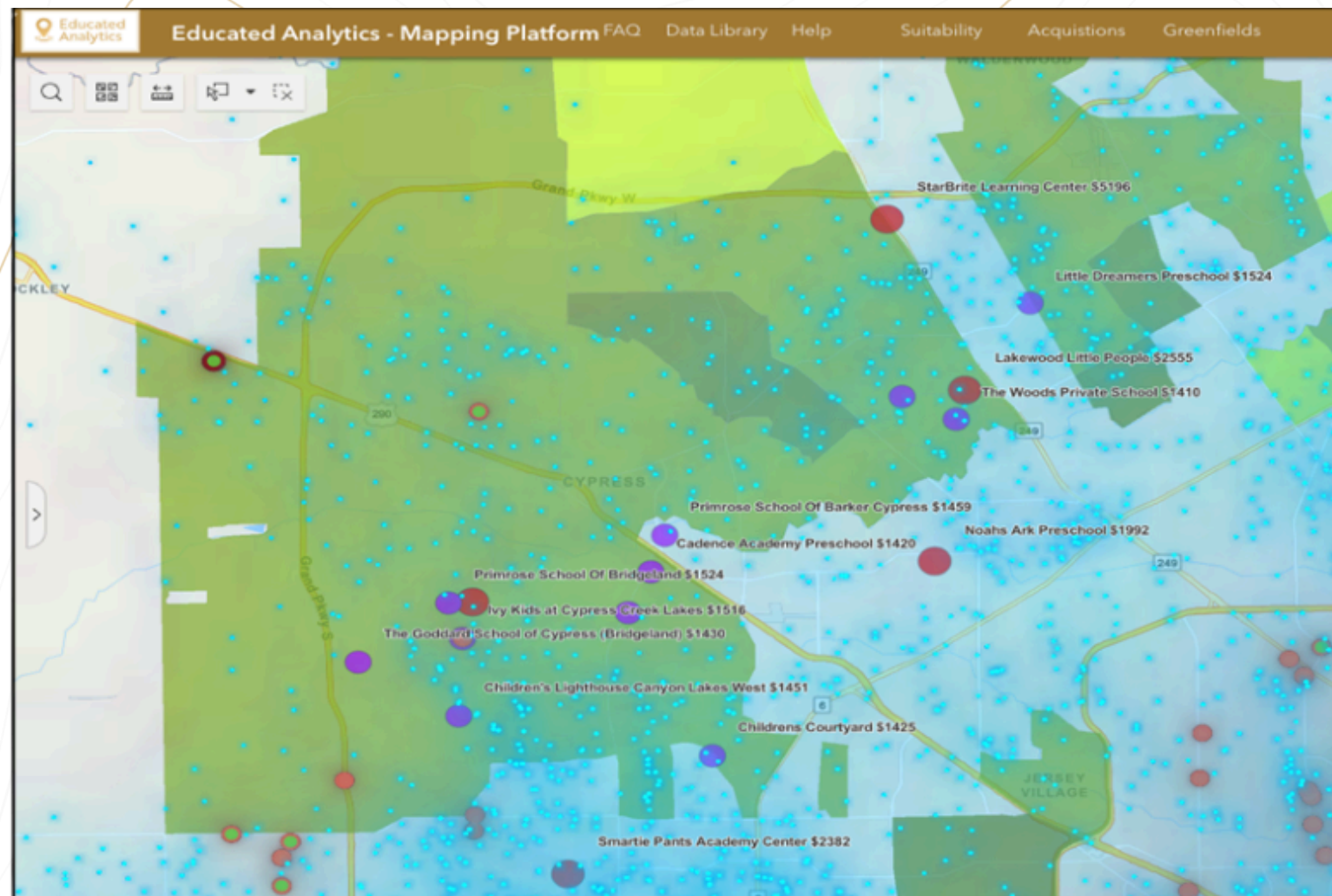
We make over 32,000 calls every six months to gather real-time tuition and waitlist data from licensed centers across the country.
- Benchmark tuition by zip code, market, and operator
- Identify waitlist bottlenecks and unmet demand
- Gain a competitive edge in pricing, program planning, and expansion

Solutions & Features

Demographic and Population Trends
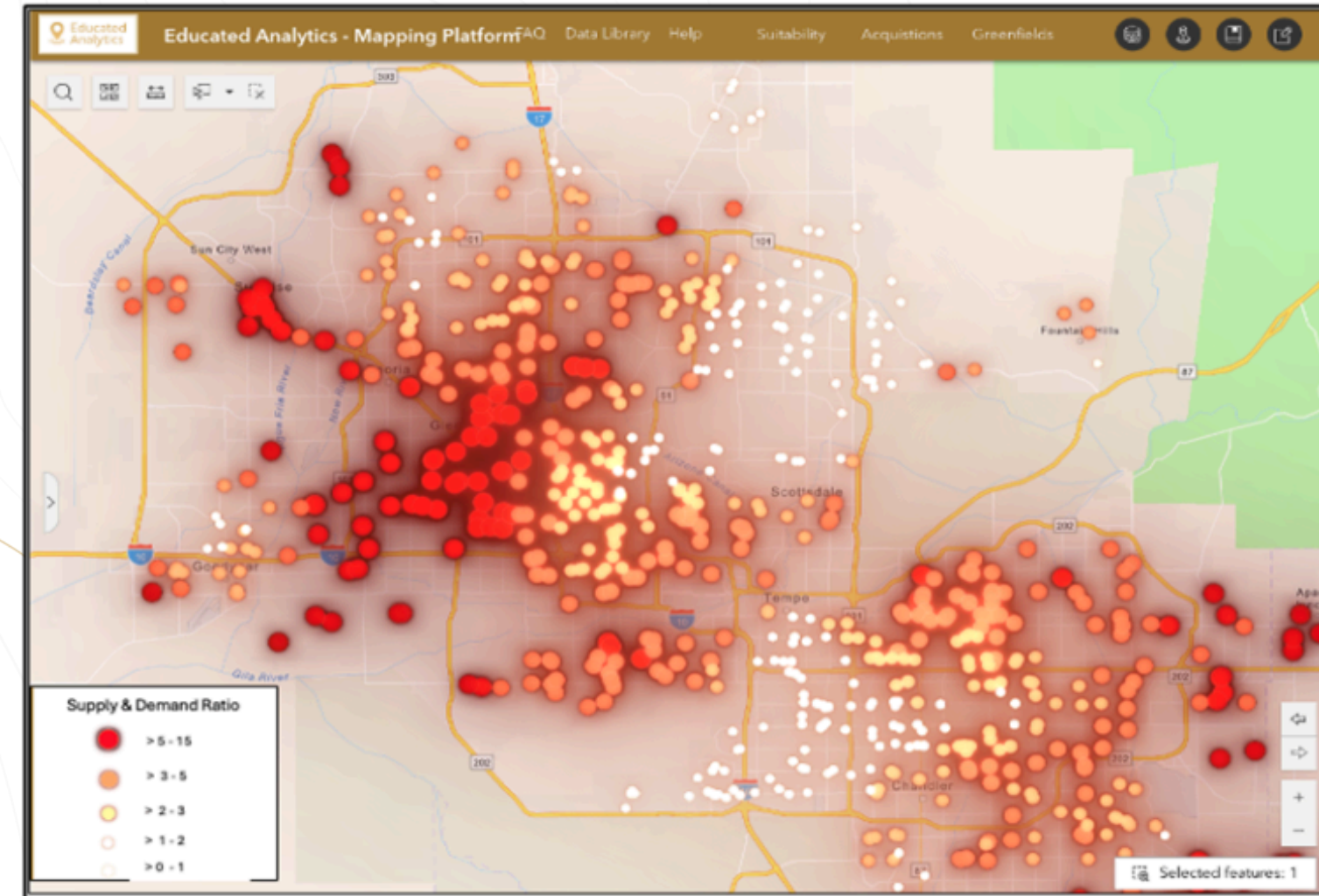

Supply and Demand Modeling

We integrate key U.S. Census and Esri datasets to highlight:

- Population Growth
- Household Income
- Children Ages 0–4

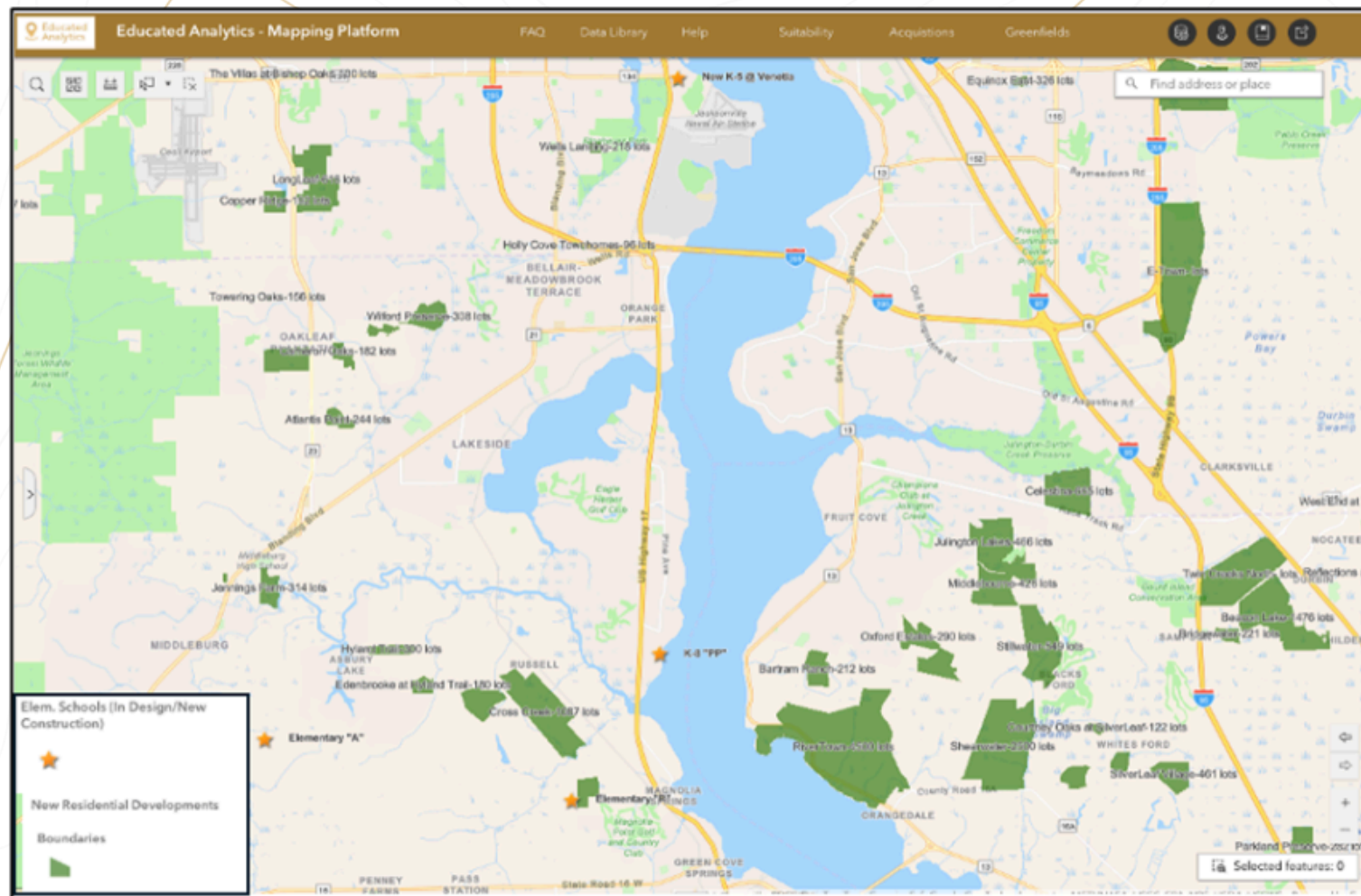This allows you to evaluate any market's growth potential and demand drivers in seconds.

Our supply-demand algorithm overlays licensed childcare capacity against the local 0–6 child population, identifying:

- Underserved markets with high unmet demand
- Oversaturated areas to avoid
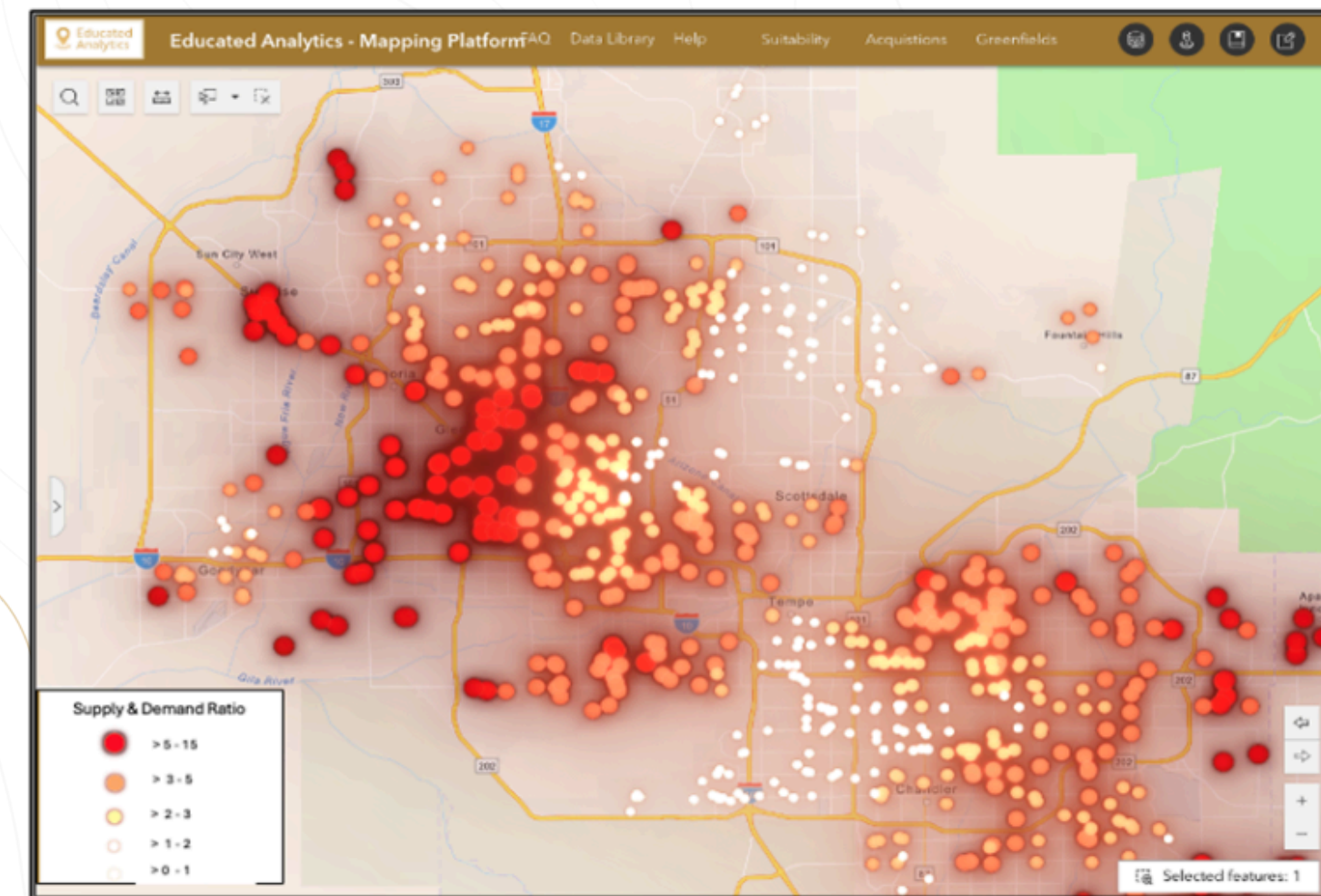- Real-time indicators of opportunity by zip code

Solutions & Features

New Residential & Elementary School Development Layers

Tapestry Segmentation: Know your Customers

We track every residential development built after 2018 and all elementary schools in design or construction across the top 200 U.S. metros.

- Pinpoint future pockets of growth
- Align your site planning with where families are moving and schools are opening
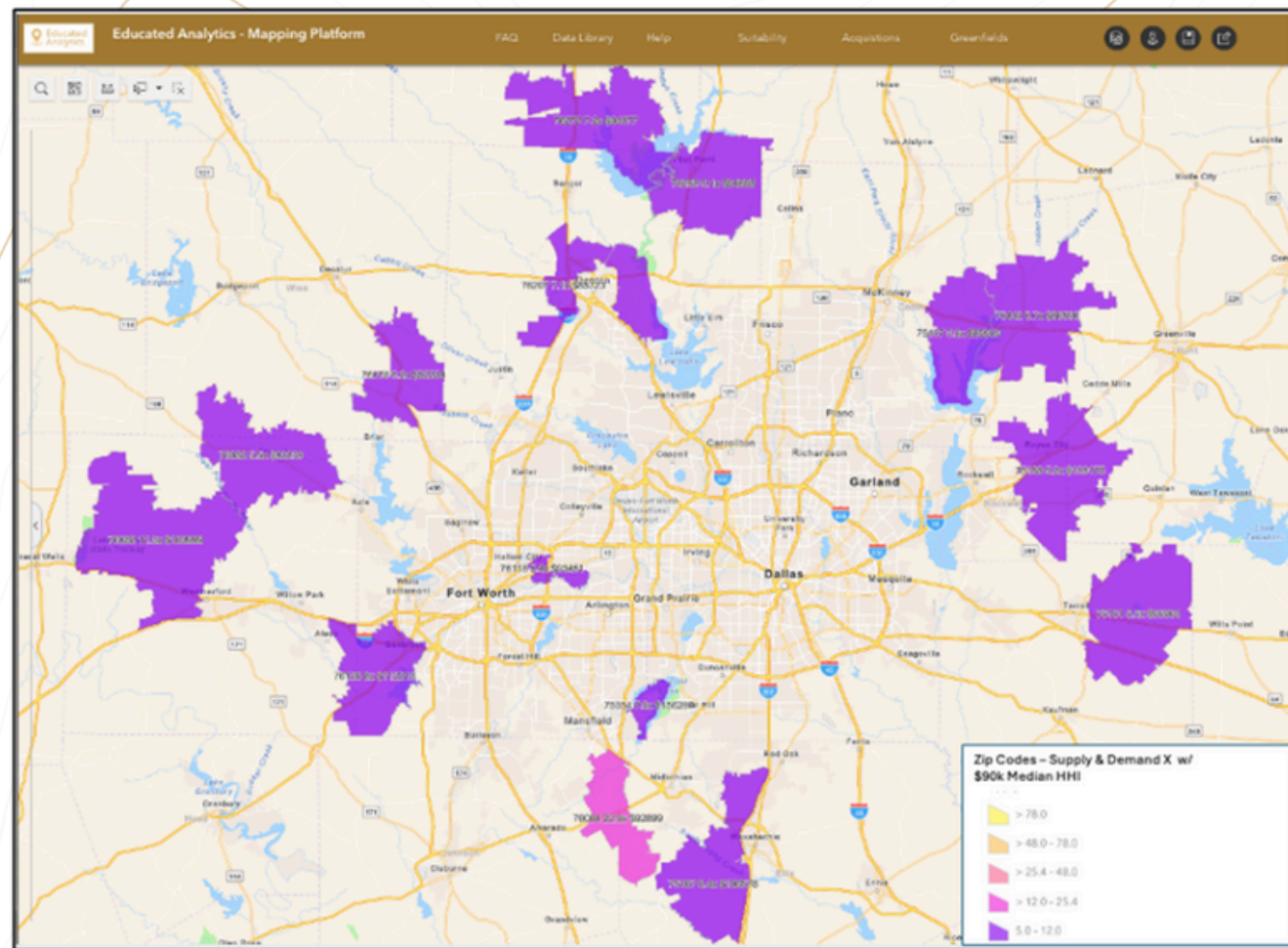- Use this data to get ahead of market demand, not chase it

We've analyzed the country's top-performing schools and identified five key Esri Tapestry segments that consistently align with success.

- Understand who your ideal families are
- See where those families live in your target markets
- Prioritize expansion or marketing in areas with your exact customer profile

Solutions & Features
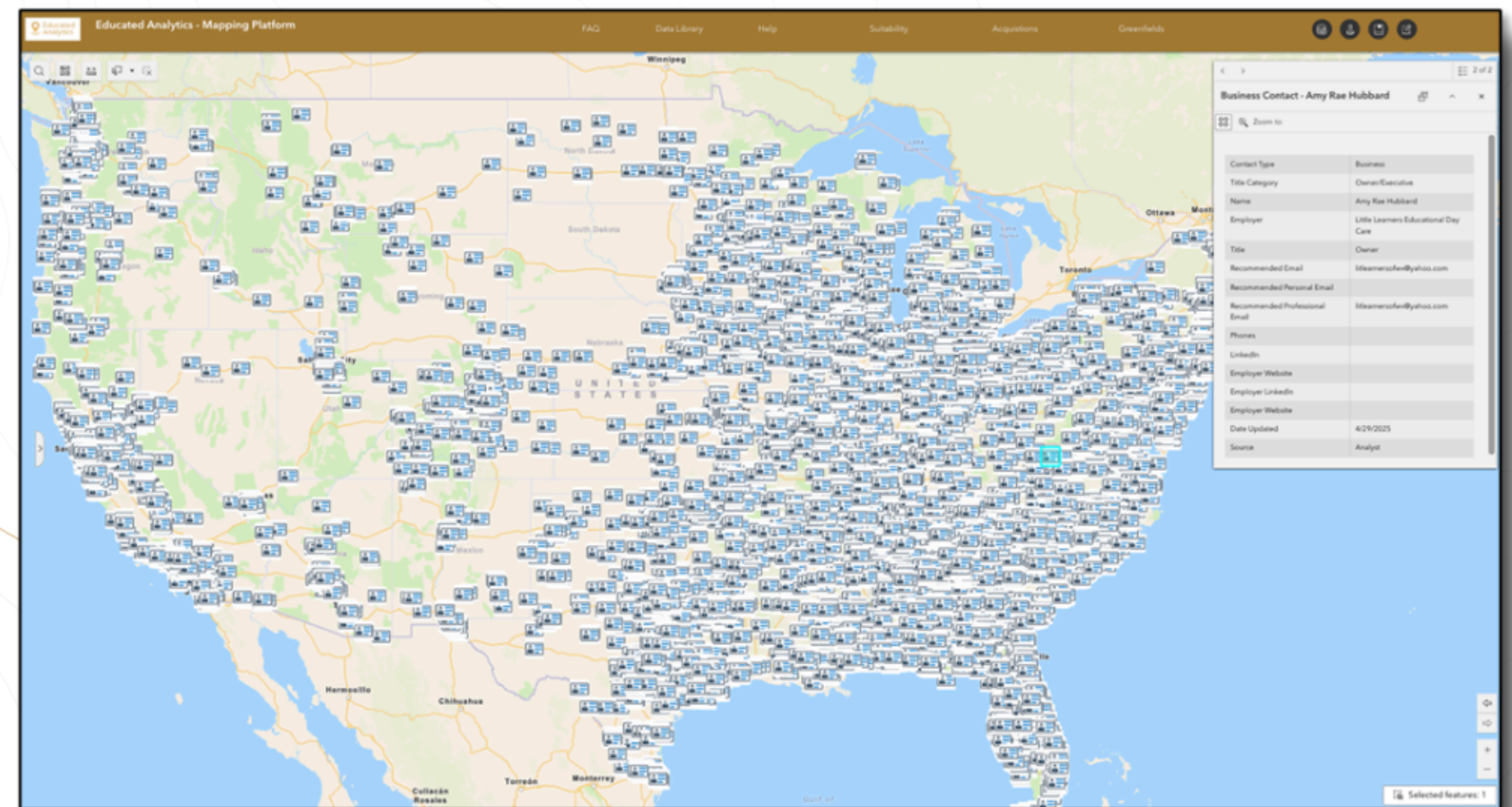
Zip Code Opportunity Analysis

We combine every data layer—demographics, capacity, tuition, customer profiles, residential growth, and schools—into a Zip Code Opportunity Index. This ranking tool shows you where:

- Your customers are most concentrated
- Demand is greatest
- Competitive saturation is low
- All benchmarks align for success

Perfect for de-risking development and acquisitions.
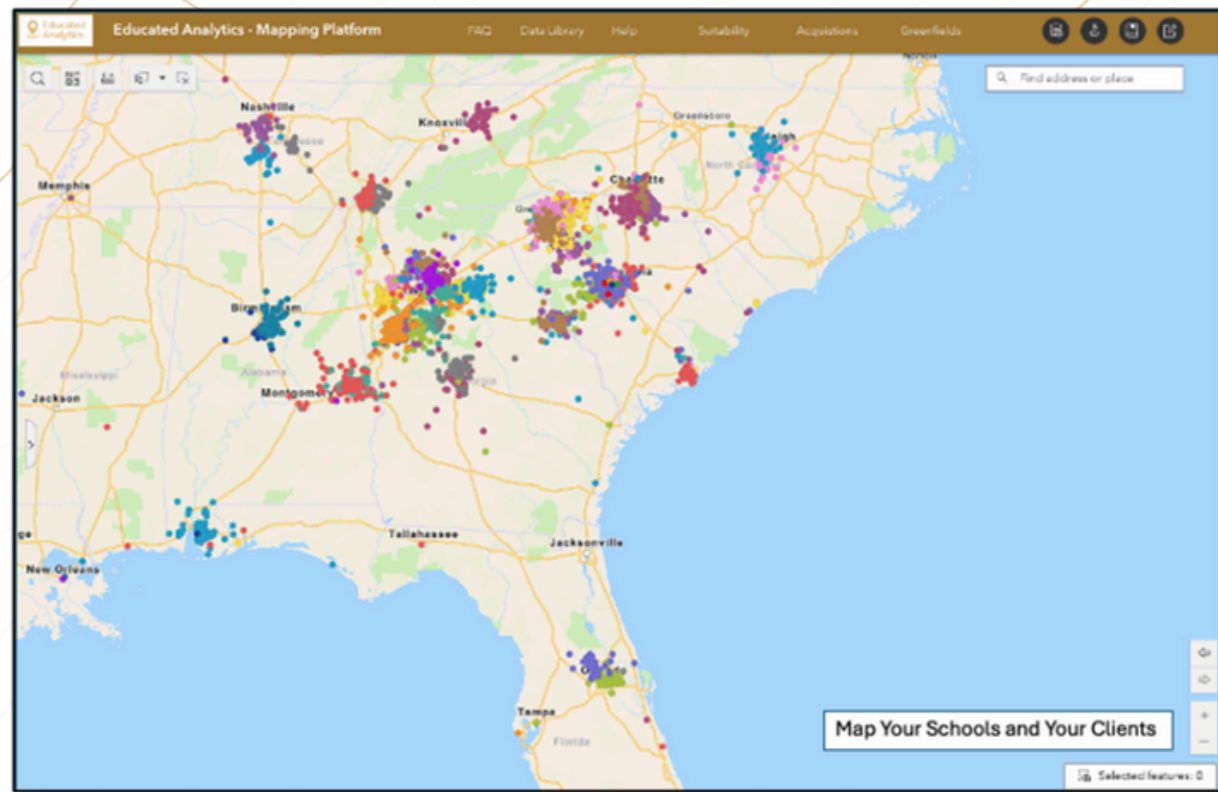
Business Contacts: Grow Your Network

We've analyzed the country's top-performing schools and identified five key Esri Tapestry segments that consistently align with success.

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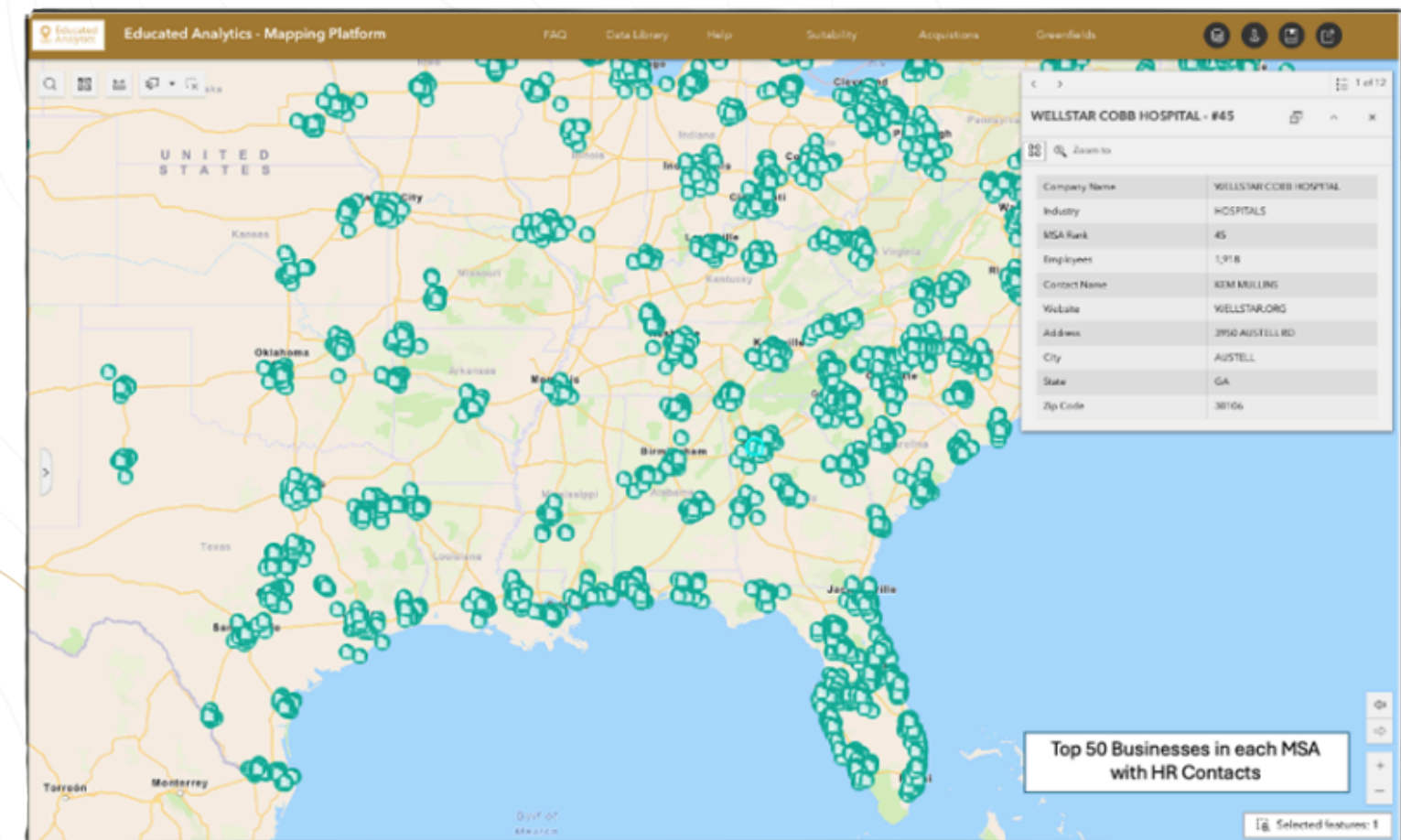
Client Portfolio Hosting and Custom Insights

We go beyond market research—securely hosting your school data to deliver tailored insights and strategic guidance that maximize your portfolio's potential.

- Customer Profile Mapping: Understand who your families are and where they live
- Tuition Benchmarking: Evaluate your pricing against local and national operators
- Route & POI Analysis: Identify top drive-time routes and key enrollment areas
- Marketing Support: Build geo-targeted campaigns and pinpoint high-opportunity zones

Whether optimizing your current network or planning your next school, we provide the data and tools to help every site perform at its best.
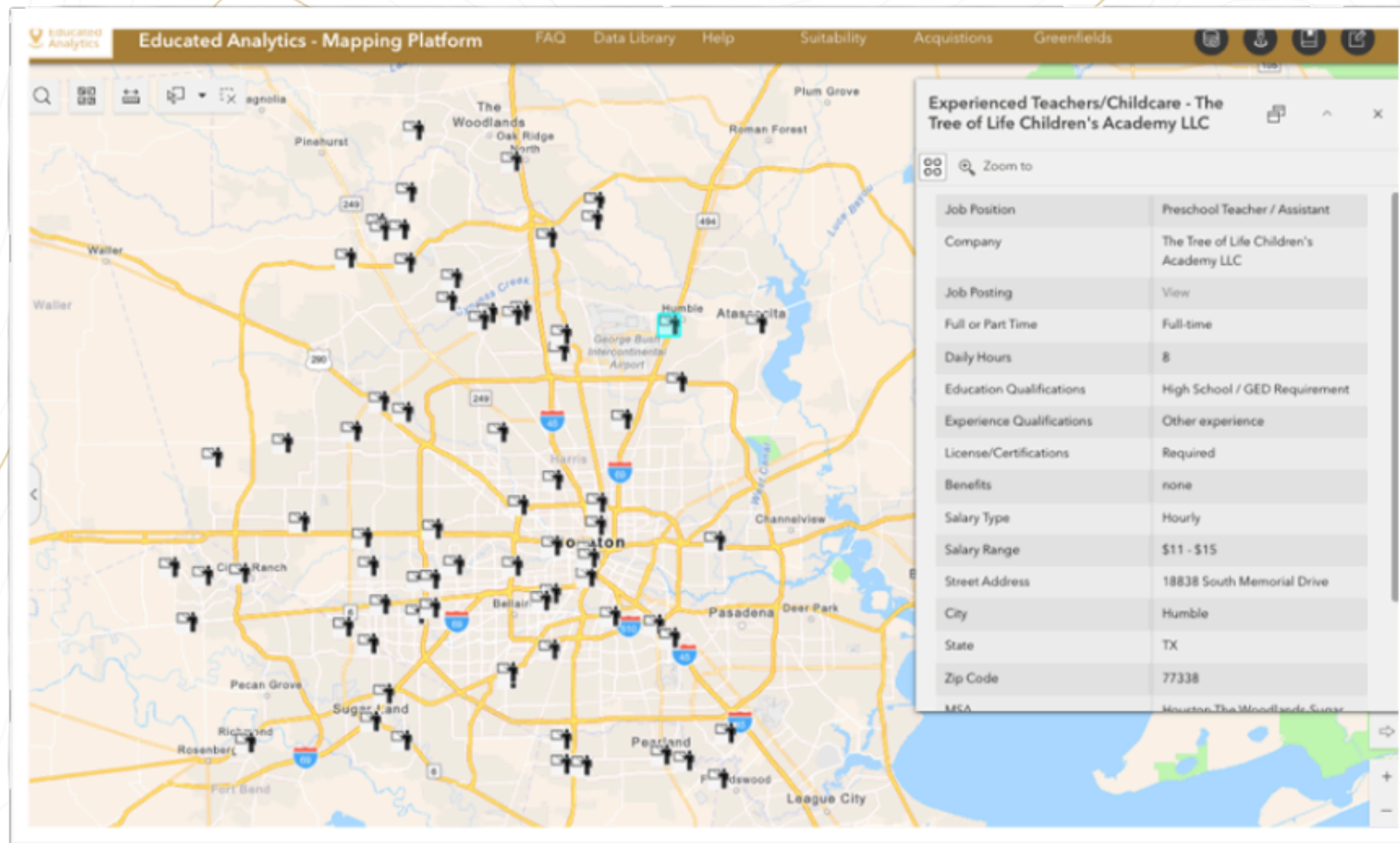
Corporate and Workforce Alignment

We map the top 50 employers in 200+ MSAs and provide HR and benefits department contacts.

- Understand where your families work
- Build strategic partnerships with employers for on-site care or tuition benefits
- Create referral pipelines and grow enrollment through workforce integration
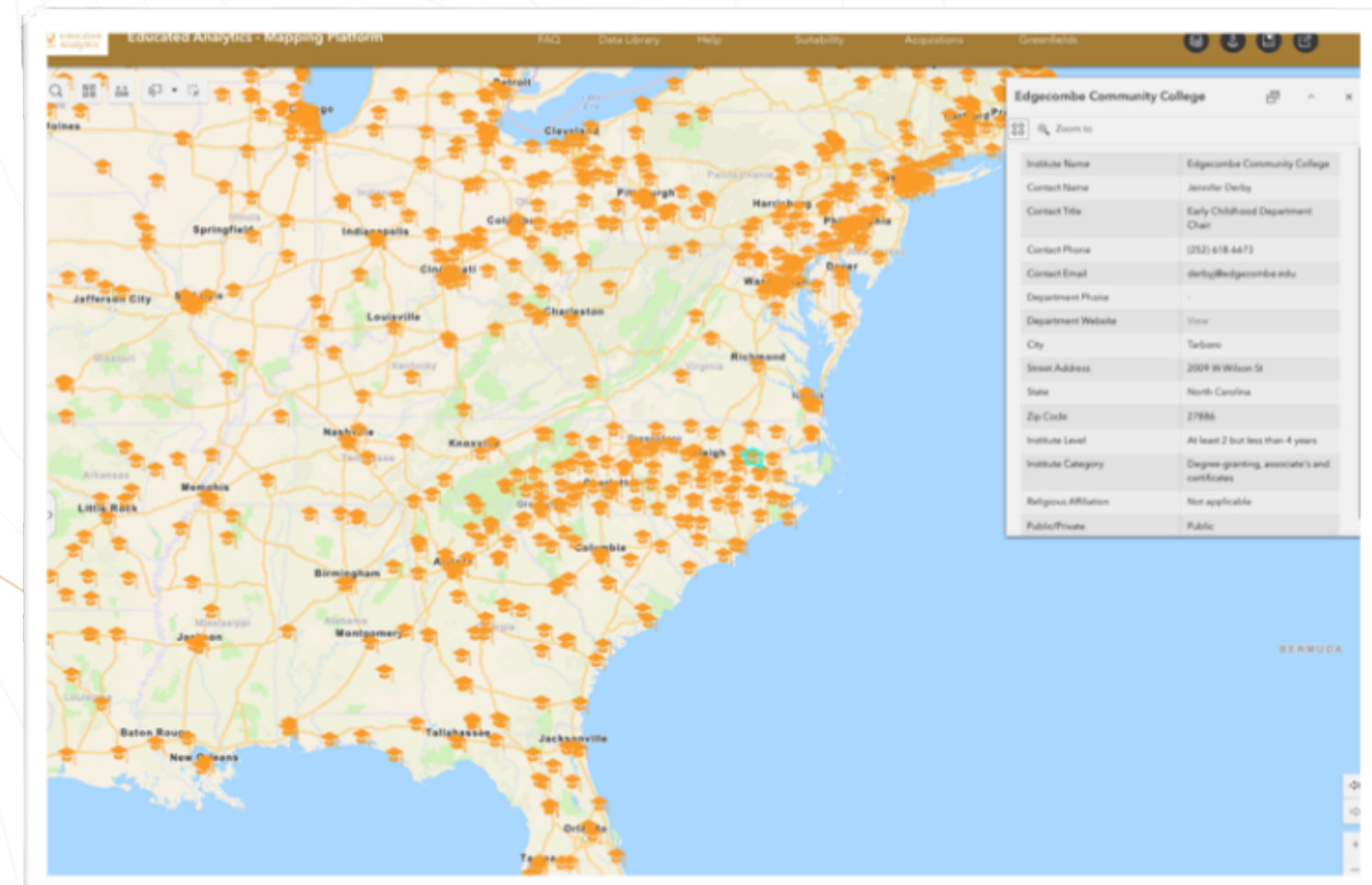
Solutions & Features

Teacher and Talent Market Analysis

ECE Certification & Talent Pipeline Mapping

We aggregate 14,000+ active job postings for teaching and director roles from across the country.
- Analyze salary, benefits, and hiring trends
- Benchmark your employment offers
- Make smarter decisions in recruitment and retention

We've identified every college and certification program offering early childhood education training—and the contact for each program leader.
- Directly access the local pipelines of certified teachers
- Develop partnerships with programs for steady recruitment
- Enhance your long-term hiring strategy

Product Options

Standard Platform	Full Suite Platform	White Space Analysis Reports	Site Analysis Reports	Custom Data Requests
$750/month	Pricing varies	Starts at $5,500	$300/report	Starts at $7/row *minimum project cost applies

Great for monitoring markets and informing pricing/expansion, and 25 site analysis reports per month at a lighter lift.
• Read-only dashboards for core market visibility
• Licensed-capacity coverage, tuition benchmarks, high-level supply–demand by ZIP, and key demographic overlays.
• Email support and quarterly data refreshes
	Best for operators actively opening/acquiring schools and optimizing a multi-market portfolio.
	• Everything in Standard, plus:
	  ○ Full data layer access (supply–demand, Opportunity Index, tuition/waitlist, demographics, segments, residential & school pipeline).
	  ○ Secure hosting of your school data for tailored insights (customer profile mapping, tuition benchmarking, route/POI analysis) and light marketing support.
	  ○ Access to continuously updated ~50,000 ECE business contacts for outreach/partnerships (emails/phones/LinkedIn).
	  ○ Quarterly strategy reviews and proactive competitive tracking (top 50 operators).
		A data-driven roadmap that pinpoints where unmet demand meets growth potential.
		• Benchmarks tuition, waitlists, and competition
		• Maps ideal family segments & demand hotspots
		• Highlights new residential & school growth areas
		• Reveals clear submarkets with the strongest opportunity
		
		The fastest way to see where to expand and why it works.
			Our Site Analysis Reports give you fast, affordable clarity on any address you're considering. For just $300, you'll receive:
			• Competitive Landscape – Local preschool operators, tuition benchmarks, and capacity.
			• Demand vs. Supply – Children (0–6) compared to licensed capacity in the trade area.
			• Demographics – Median household income, disposable income, and net worth benchmarks.
			• Growth Indicators – Population trends, birth rates, and new residential developments nearby.
			• Key Takeaways – A summary of risks and opportunities tailored to your site.
			
			Know your market. Know your competition. Know your next move.
				Not every question fits inside a standard report. That's why we handle custom data pulls to match your exact project requirements.
				With Custom Data Requests, you can:
				• Drill Down Deeper – Get unique demographic, economic, or ECE-specific data for any geography.
				• Answer Specific Questions – Tuition comps, teacher pay, licensing updates, or pipeline tracking.
				• Integrate with Your Workflow – Data formatted for investor decks, site planning, or internal dashboards.
				• Scale Flexibly – From one-off CSVs to ongoing custom data feeds.

Our Commitment

Our work doesn't stop at delivery.

We collaborate closely with our clients and

continuously enhance the Educated Analytics platform

based on your feedback and evolving needs.

From new data sets to platform features, we're

committed to staying one step ahead—so you can, too.

Educated Analytics

Contact Us

🌐 https://educatedanalytics.com

✉️ carter@educatedanalytics.com

📷 instagram.com/educatedanalytics/

in linkedin.com/company/educated-analytics/