



Introducing Flooid Insights Data Platform

Flooid are proud to announce the launch of our Flooid Insights Data Platform, an inspired suite of products empowering retailers with the most advanced, comprehensive data insights available today.

Introducing: Flooid Insights Data Lake, Flooid Insights Data Warehouse, and Flooid Insights Business Dashboards!

Retail trade generates extraordinary volumes of data. The Flooid Insights Data Platform equips retailers with complete access to that data. It also provides the opportunity to combine point of service data with data from other sources and workflows such as promotions, refunds and loyalty, yielding clear actionable insights relevant to your business.

Each component of the Insights Data Platform has been meticulously developed to work individually or as part of the broader Flooid ecosystem. The Flooid Insights Data Platform supports retailers by unlocking the full potential of their data from the Flooid Unified Commerce Platform.

Flooid Insights Data Foundation: Integrate to the centralised data repository

The Flooid Insights Data Foundation is formed by our big data infrastructure, with streaming pipelines that deposit data in a centralised repository that leverages Google's powerful BigQuery service to provide scalable storage and analysis over vast quantities of data.

The Flooid Insights Data Foundation combines data feeds from all areas of a retailer's instance of the Flooid Unified Commerce Platform. Utilising Google's BigQuery service, we provide a secure, scalable and accessible repository while protecting each retailer's data in a single tenant architecture.



Behind the scenes, data arrives in the Insights Data Foundation with low latency via streaming data pipelines. Historical data can be retained indefinitely, powering current and future predictive analytics and enabling AI use cases.

Imagine being able to extract data for use by other systems, and even streaming data in near-real-time to any destination. Whether you're exploring complex data patterns, performing predictive analytics, or generating ad-hoc reports, Flooid's Insights Data Foundation ensures that your data is not only accessible but manageable at scale.

Flooid Insights Data Warehouse: Curated data, available in near-real-time

The Flooid Insights Data Warehouse is built for retailers who have already invested in business intelligence dashboarding tools and seek accelerated query responses. By combining the familiarity of traditional data warehousing with data marts and streaming data capabilities, Flooid transforms raw data into meaningful business insights through a combination of pre-computed and near-real-time data enabling optimal querying speed. The robust APIs allow end-users to perform a wide variety of analytical queries without needing to alter the data model, ensuring that your team can focus on generating actionable insights rather than managing data.

Flooid Insights Business Dashboards: Self-serve analytics

To complete the platform, we proudly introduce Flooid Business Dashboards. This ready-to-use collection provides pre-built dashboards designed by Flooid retail experts to satisfy critical information requirements, with a core focus on store operations. Dashboard collections such as Management & Audit facilitate loss prevention activities, while the Performance collection dashboards help monitor and grow sales.

With a user-friendly interface and intuitive design, Flooid Business Dashboards transform data analysis into a seamless, straightforward process, enabling all technical skill levels to quickly glean actionable insights from their data.

Looking Ahead

The launch of the Flooid Insights Data Platform marks the beginning of our journey to revolutionise retail data analytics. We are actively planning additional capabilities to expand the possibilities of what retailers can achieve with their data. We are particularly excited for our upcoming self-serve analytics solution that empowers retailers to create, customise, and consume reports and dashboards.