



Flooid Insights Data Platform

Turn retail data into decisions. The Flooid Insights Data Platform is a powerful suite of products designed to give retailers deeper, faster, and more actionable insights than ever before. Built to unlock the full value of retail data, it empowers businesses to make smarter decisions with confidence.

Retailers generate vast amounts of data every day — but too often, it's fragmented and underused. The Flooid Insights Data Platform brings your trading data together with promotions, discounts, product performance and refunds, giving you a single, reliable foundation for faster, more confident decision-making.

Each component of the platform has been meticulously developed to operate independently or as part of the broader Flooid ecosystem. Together, they enable retailers to unlock the full potential of their data from the Flooid Unified Commerce Platform.

Flooid Insights Data Connector:

Take data, at volume, to feed your own data lake

The Flooid Insights Data Connector streams all your Flooid data continuously into your existing data lake or third party reporting system, supporting unified reporting across multiple platforms.

Data can be pushed to a variety of destinations, including Google Cloud Pub/Sub and Google Cloud Storage. With a range of connectors available across all Flooid datasets, you can choose exactly what you need to power your analytics environment.

Whether you're analysing complex data patterns, running predictive models, or generating ad hoc reports, the Insights Data Connector ensures your reporting includes complete, up to date Flooid trade data.

Designed for data science driven environments, it supports retailers confident in working with high volume, unstructured data across all domains.



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Flooid Insights Data Repository:

POS data, available in near-real-time



Query a centralised and managed data repository.

The Flooid Insights Data Repository is formed by our big data infrastructure, with streaming pipelines that land data in a centralised cloud repository. Providing retailers scalable storage for vast quantities of data that is indefinitely retained and Flooid managed.

Flooid Insights Data Repository is built for retailers who have already invested in business intelligence dashboarding tools and seek accelerated query responses and the convenience of a managed data source. Leveraging Google's powerful BigQuery service, providing a secure, scalable and accessible repository while protecting each retailer's data in a single tenant architecture through a combination of precomputed and near-real-time data processing, delivering optimal querying speed in your existing business intelligence visualisation tool.

The robust SQL, REST, and GraphQL APIs allow end-users to perform a wide variety of analytical queries without needing to build their own data model, ensuring that your team can focus on generating actionable insights rather than managing data.

Data types:

Reference data



Geography



Operator



Register
Type



Stores



Category



SKUs

Transaction data



Transaction



Discount



Payment



Loyalty



Tax



Cash Office
Movements



Stock



Returns



Date/Time



BigQuery



Cloud Storage

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