Data feeds & API
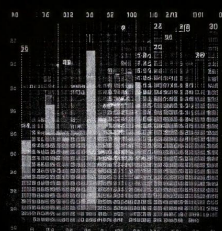
Ongoing feeds for store-level and competitor analysis, directly into your own data infrastructure

Data feeds

Data tables	Delivery options	Format	Frequency

store_visits: Tracks daily visits to stores, detailing the total number of foot traffic occurrences.
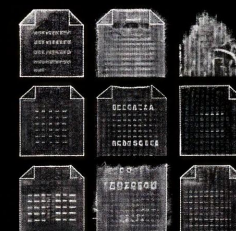
store_visitors: Provides anonymized visitor profiles to understand demographic and behavior patterns.

store_info: Contains detailed information about each store, including location, brand affiliation, and classification.

Bulk API

Push to SFTP

Snowflake Share

Push to S3 Bucket

Pull from S3 Bucket

Databricks Data Share

Push to BCG Bucket

BigQuery

Push to Azure Blob Storage

Parquet

CSV

JSON Lines

store_visits: Delivered daily with a 5 day latency

store_visitors: Delivered on the first Monday of every month containing data for the prior month

Example Schema

STORE_ID	NAME	BRAND	STATE	NAICS_CODE	CATEGORY	SUB_CATEGORY	STOCK_EXCHA…	STOCK_SYMBOL	LOCAL_DATE	DAILY_VISITS
e478c8fd-…	Nike Well…	Nike	NY	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2025-01-20	854
2e19ec02-…	Nike Factory…	Nike	PA	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2020-08-26	1,951
e5763f94-…	Nike Factory…	Nike	AZ	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2023-04-04	2,710
1f311600-…	Nike Well…	Nike	NY	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2024-12-14	2,650
13a64842-…	Nike Factory…	Nike	MI	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2020-07-06	1,239
8e54fc82-…	Nike…	Nike	NY	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2020-05-13	0
17c0c6a0-…	Nike Factory…	Nike	NY	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2022-03-25	1,982
41c97239-…	Nike…	Nike	AZ	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2020-08-07	2,350
41c97239-…	Nike…	Nike	AZ	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2019-04-11	2,396
9cbc7c96-…	Nike House O…	Nike	NY	448210	Shoe Stores	Shoe Stores	NYSE	NKE	2021-11-16	3,635

STORE_ID	:G…	STOCK_EXC…	STOCK_SYM…	MONTH_STA…	MONTH_END…	VISITOR_B…	VISITOR_P…	VISITOR_E…	VISITOR_I…	VISITOR_A…	VISITOR_H…	VISITOR_H…	VISITOR_C…
73e9a4f7-…	›res	NYSE	NKE	2019-07-01	2019-07-31	{{"Simon…	{{"1A",4.0…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
60e14e5a-…	›res	NYSE	NKE	2021-09-01	2021-09-30	{{"Flip…	{{"1A",1.9…	{{"AssocDe…	{{"AccomFo…	{{"0_4",5…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
f7922b31-…	›res	NYSE	NKE	2021-03-01	2021-03-31	{{"CITGO",…	{{"1A",0.4…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
6fbc9e0f-…	›res	NYSE	NKE	2023-06-01	2023-06-30	{{"Simon…	{{"1A",0.9…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
e5763f94-…	›res	NYSE	NKE	2020-10-01	2020-10-31	{{"Tanger…	{{"1A",3.5…	{{"AssocDe…	{{"AccomFo…	{{"0_4",7…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
ca52e898-…	›res	NYSE	NKE	2021-06-01	2021-06-30	{{"Simon…	{{"1A",7.5…	{{"AssocDe…	{{"AccomFo…	{{"0_4",7…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
1dca2fd2-…	›res	NYSE	NKE	2023-08-01	2023-08-31	{{"Crunch"…	{{"1A",0.3…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
c0f9b17a-…	›res	NYSE	NKE	2023-11-01	2023-11-30	{{"Sunglas…	{{"1A",7.8…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
6a29d86d-…	›res	NYSE	NKE	2024-04-01	2024-04-30	{{"Mejuri"…	{{"1A",5.5…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…
96a7ddf6-…	›res	NYSE	NKE	2019-04-01	2019-04-30	{{"Simon…	{{"1A",3.8…	{{"AssocDe…	{{"AccomFo…	{{"0_4",6…	{{"OwnedCl…	{{"0_USD10…	{{"Bike",0…