



Polaris

The alternative data industry's most powerful foot traffic signal, built to call market moves first.

Polaris is PassBy's next-generation foot traffic model - new data sources, a new validation framework, and every number reprocessed across the full history. It measures the physical world precisely enough to model store-level revenue ahead of the print.

2.5x

faster to catch real-world disruption

Closings, reopenings & demand shocks — flagged more than twice as fast, via trip-level car-movement data, ahead of consensus.

60%

Polaris improves store-level volume precision by 60%

Brand-level estimates now land within 30% of real-world values — tight enough to model.

What's new

Ground-up rebuild — replaced, not tuned; new data sources

New validation framework — 1,700+ real-world checks

History reprocessed — 7+ years, so trends stay consistent end-to-end

Why it matters

Absolute volumes for earnings models, screens & investment memos

Earlier reads on closings, reopenings & demand shocks

Cleaner catalyst signal, separated from market noise

Auditable accuracy — the validation framework is published for diligence

Polaris was benchmarked against 300+ curated, human-supervised insights covering events, trends, seasonality, and structural shifts — tested specifically on edge cases where models diverge, not easy wins. These are the patterns that matter for investment decisions.

V9 (previous version)

Static model with variations

6 data sources

52 data features fed into model

Some volume inaccuracies at a POI/ticker level

Some missed local catalysts

Polaris

Dynamic model

10+ data sources

150+ data features fed into model

60% volume improvement

150% better event detection