

pomerol

Market Intelligence

Understand consumer demand, market trends, and opportunities through location data metrics.



77bn rows of data!

**Location
Data**

View

**Brand
Data**

View



Location Data

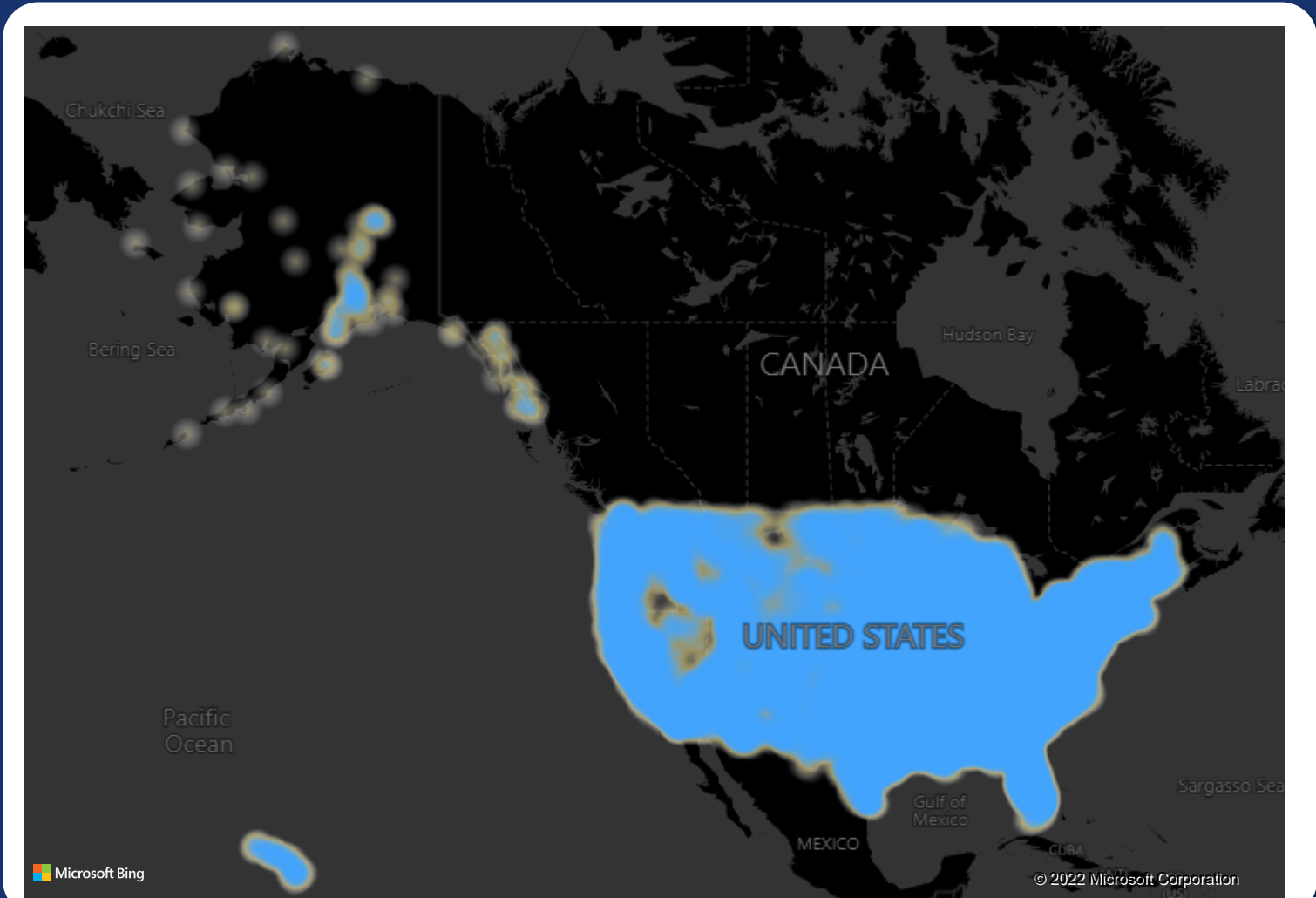
Visits
45,853,071,091

Visits YTD
45,853,071,091

Visits QTD
3,308,040,812

Visits MTD
1,105,825,924

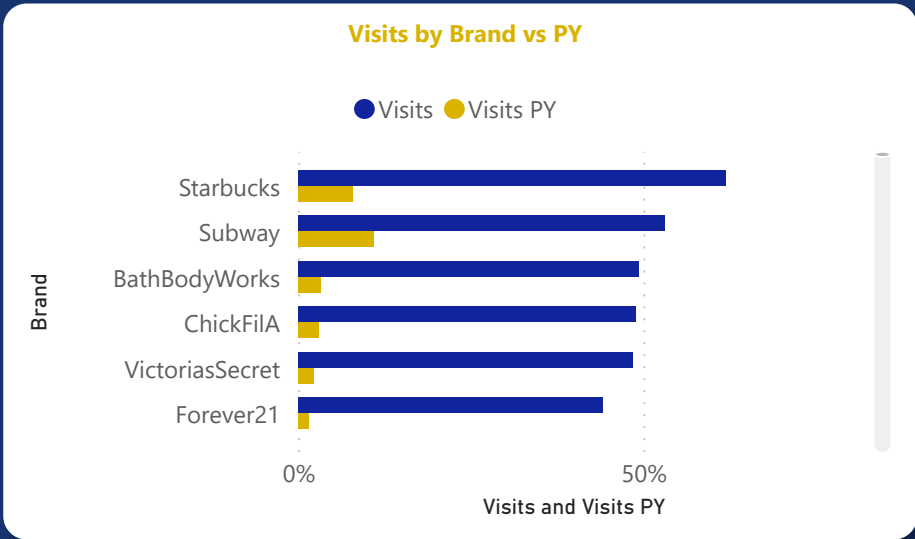
Industry Filter
Multiple selections



Location View

Brand View

Zip Code View





Brand Data

Visits

220,977,347,988

Visits YTD

44,790,818,146

Visits QTD

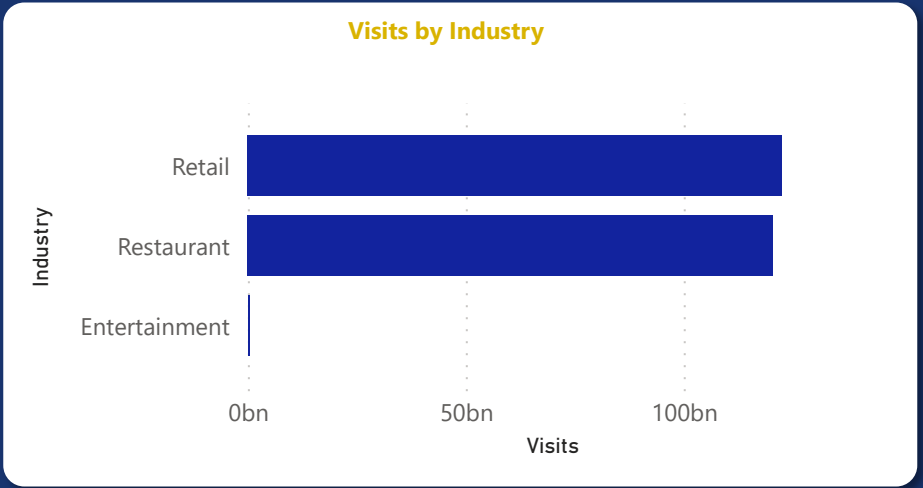
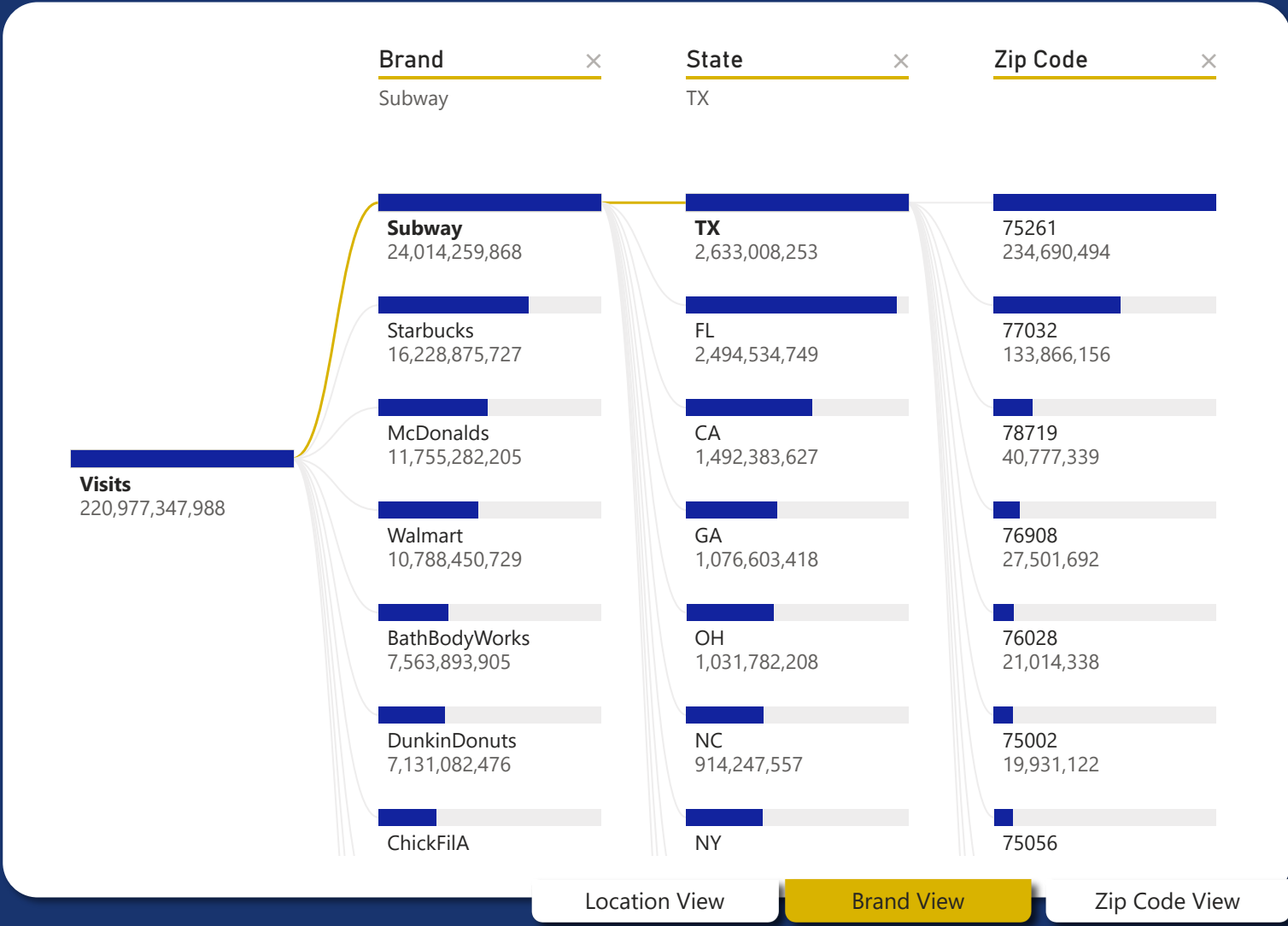
3,229,783,529

Visits MTD

1,105,825,924

Industry Filter

Multiple selections



Visits Narrative

The most recent Visits anomaly was on Saturday, August 27, 2022, when Culvers had a low of 53367.

Across Brand, AubuchonHardware had the most interesting recent trend and started trending up on Thursday, May 5, 2022, rising by 5.27% (694) in 3.27 months.

Visits for Brand BurgerKing was trending up but had a significant change in trend and dropped by 5285493 starting Monday, April 25, 2022. 7 other segments also had a significant change in trend.

- Location View
- Brand View**
- Zip Code View



By Zipcode

Visits
7,735,007,954

Visits YTD
1,700,749,238

Visits QTD
151,619,021

Visits MTD
1,105,825,924

Industry Filter
Multiple selections

Industry	Category	Brand	State	Zip Code	Visits	Visits PY	Visits QTD	Visits MTD
Restaurant	Coffee	DunkinDonuts	FL	32003	545,551	94,104	6,319	1,105,825,924
Restaurant	Coffee	Starbucks	FL	32003	1,181,804	206,060	9,484	1,105,825,924
Retail	ConvenienceStores	BP	FL	32003	363,651	60,626	3,759	1,105,825,924
Retail	ConvenienceStores	CircleK	FL	32003	340,196	67,333	6,239	1,105,825,924
Retail	ConvenienceStores	Murphy	FL	32003	399,890	65,270	4,021	1,105,825,924
Retail	ConvenienceStores	Shell	FL	32003	1,394,337	241,836	10,547	1,105,825,924
Retail	Department Stores	Kohls	FL	32003	1,261,761	194,111	10,914	1,105,825,924
Retail	PetStores	PetcoAnimalSupplies	FL	32003	609,608	112,391	6,874	1,105,825,924
Retail	Pharmacies	CVSPharmacy	FL	32003	660,216	110,480	6,108	1,105,825,924
Retail	Pharmacies	Walgreens	FL	32003	581,213	97,698	4,903	1,105,825,924
Retail	ThriftStores	Goodwill	FL	32003	902,143	349,978	18,123	1,105,825,924
Retail	ConvenienceStores	Marathon	FL	32008	284,588	43,694	3,312	1,105,825,924
Retail	ConvenienceStores	Shell	FL	32008	644,912	66,027	2,965	1,105,825,924
Retail	ConvenienceStores	CircleK	FL	32011	510,832	96,000	5,177	1,105,825,924
Total					7,735,007,954	1,700,749,238	151,619,021	1,105,825,924

Location View

Brand View

Zip Code View

