

# Retail

## BABEL STREET DATA

With the Retail collection from Babel Street Data, you can gain a deeper understanding of the market and leverage competitors' pricing strategies. Data from the Retail collection can help you make better pricing and discounting decisions with the help of a more informed competitive context from rich historical data from hundreds of online retailer websites.

## See How Our Retail Data Powers Your Best Decisions

### Supply Chain Analysis

When you know product demand and availability, you have a direct view into potential supply chain hurdles. Retailer data illuminates product demand to help you identify source material, manufacturing, and logistical challenges.

### Competitive Analysis

Our retail data gives you a complete picture of retail strategies. When you can zero in on pricing, promotional activity, discounts, gross margins, and product reviews, you can accurately analyze business health signals, benchmark your sales performance against your competitors, and stay on top of trends.

### Investment Analysis

Retail data provides investors, equity firms, and financial professionals with critical data insights to understand companies' pricing and discounting strategies to determine margins and better understand revenue, consumer demand signals, and overall market trends. This information provides key insights into understanding company performance for investment opportunities.

## Retail Categories

- Apparel
- Health and beauty
- Electronics
- Appliances
- Sports goods and recreation
- Department stores
- Shoes
- Jewelry and accessories
- Food and groceries
- Furniture and home
- Office supplies
- **And more**

## Typical Fields

- ID
- External ID
- Name
- Review Count
- Average Rating
- Category
- Brand Name
- Site URL
- First Discovered
- Last Discovered
- Size
- Original Price
- Price
- In Stock

*Fields may vary based on website schema*