

Alternative Data

Non-traditional data that can provide an indication of the future performance of a company outside of traditional sources. These data sets can be compiled from various sources such as financial transactions, sensors, mobile devices, satellites, public records, and the internet. Alternative data can be compared with data that was traditionally used by organizations to make strategic decisions.



Types



Individual



Business



Sensor

Alternative Data Sets

- ◆ Social media & news feeds
- ◆ Product reviews
- ◆ Logistics data
- ◆ Data generated by AI/ML
- ◆ Satellite imagery
- ◆ Email & consumer receipts
- ◆ IoT captured data
- ◆ Geolocation data
- ◆ Credit/Debit card information
- ◆ Search engine & web data
- ◆ Weather & satellite data

Impact & Use

- ◆ Alternative data is helping 62 million Americans with financial inclusion & credit-worthiness
- ◆ 27% of private equity firms rely on alternative data to make investment decisions and a further 25% are expected to do so in the near future
- ◆ Eagle Alpha's data suggest that 90% of investors using alternative data are seeing a return on their investment
- ◆ The global alternative data market size is estimated to reach USD 17.35 billion by 2027