



## Superhuman Investing in Pre-AI World

By Katya Chupryna, Chief Strategy Officer



How many of you have heard  
about **Alternative Data**?



# ALTERNATIVE DATA

What is it?

**Alternative data** (in finance) refers to data used to obtain insight into the investment process.

These data sets are often used by hedge fund managers and other institutional investment professionals within an investment company. Alternative data sets are information about a particular company that is published by sources outside of the company, which can provide unique and timely insights into investment opportunities\*

\*Wikipedia



# ALTERNATIVE DATA

It's actually very broad



SATELLITE & AERIAL



WEB SCRAPING



LOCATION



SEARCH



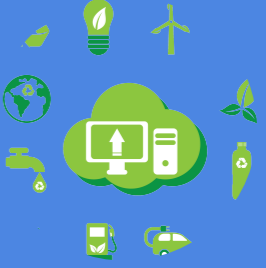
TRANSACTIONAL



ECONOMIC



SENTIMENT



ESG



WEB & APP TRACKING



NEWS



EVENT



FINANCIAL PRODUCTS



SOCIAL MEDIA



CROWDSOURCED



FUND FLOWS



WEATHER



# ECONOMIC ACTIVITY IS MOVING ONLINE

Job listings are published online



Retail is moving from brick and mortar to e-commerce

Product reviews and pricing are listed online

# ALTERNATIVE DATA

JC Penny example -> dirty vs clean data

DAY 8 OF COUPON CODE SAVE60 ENDS IN 10:11:59 \*offer ends 4/25/18

JCPenney Shoes Back To All Athletic Shoes

Nike Tanjun Womens Running Shoes

★★★★★ 2 Reviews | Ask a Question

Top Rated

**\$41.99 clearance**  
was \$65 | 35% off

This product is not eligible for coupons. However, you can earn rewards points on this product.

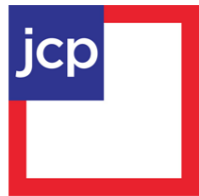
Size  
Select a Size

Width  
medium

Name	T...	Initi...	Size	Waterfall
patch	xhr	jcp...	76 B	
collectorPost	xhr	Other	370 B	
s8341200870...	xhr	VM...	525 B	
collectorPost	xhr	7c9...	589 B	
collector	xhr	7c9...	419 B	
collectorPost	xhr	Other	433 B	
collector	xhr	Other	466 B	
ads?gdfp_req...	xhr	cav...	11.3 KB	
e79aff7fac57...	xhr	cav...	2.1 KB	
e79aff7fac57...	xhr	cav...	305 B	
e79aff7fac57...	xhr	Other	2.1 KB	
e79aff7fac57...	xhr	cav...	305 B	
e79aff7fac57...	xhr	Other	2.1 KB	

```
addToCartMessage
  signals
    0
      last24hourCount
      lastHourCount
      minuteCount
      signal
        count
        signalContent
        signalName
        type
    1
      last24hourCount
      lastHourCount
      minuteCount
      signal
        type
    2
      last24hourCount
      lastHourCount
      minuteCount
      type
```

```
"49 added to cart in last 24 hours"
[ Object { type="ADDCART", minuteCount=0, lastHourCount="6", more... }, Object { type="VIEW", minuteCount="1", lastHourCount="14", more... }, Object { type="SOLD", minuteCount=0, lastHourCount=0, more... } ]
Object { type="ADDCART", minuteCount=0, lastHourCount="6", more... }
"49"
"6"
0
Object { signalName="ONE_DAY_ADDTOCART", signalContent="49 added to cart in last 24 hours", count="49" }
"49"
"49 added to cart in last 24 hours"
"ONE_DAY_ADDTOCART"
"ADDCART"
Object { type="VIEW", minuteCount="1", lastHourCount="14", more... }
"165"
"14"
"1"
Object { signalName="ONE_DAY_VIEW", signalContent="165 viewed in last 24 hours", count="165" }
"VIEW"
Object { type="SOLD", minuteCount=0, lastHourCount=0, more... }
"7"
0
0
"SOLD"
```



# ALTERNATIVE DATA

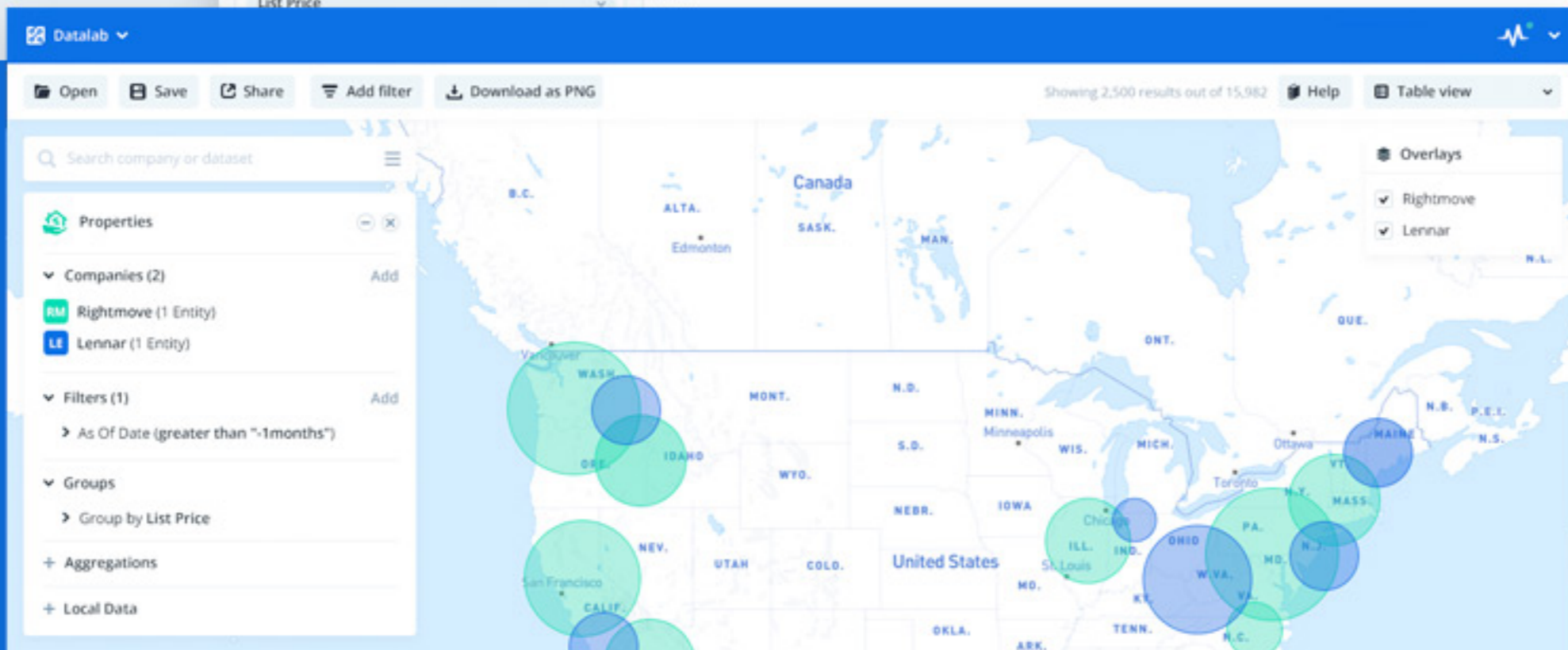
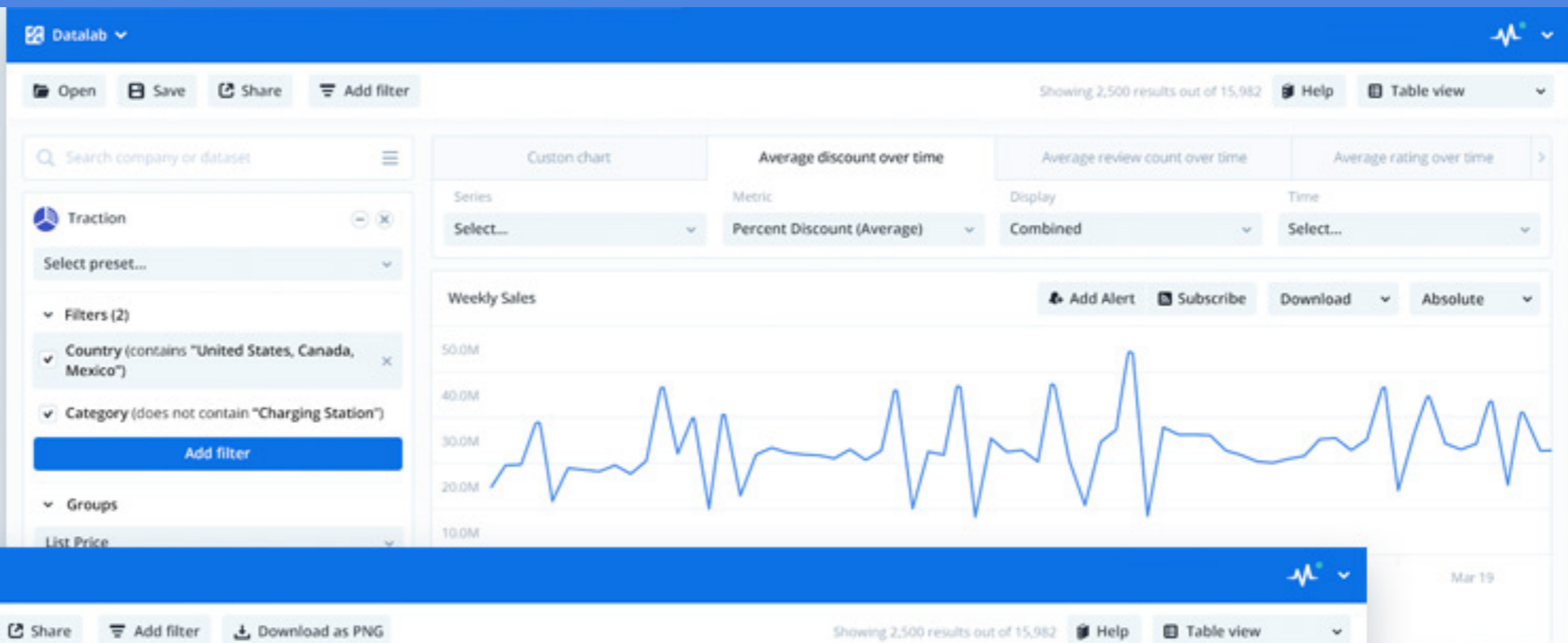
Why use it?

- **Supplement tradition research**
- **Generate new investment ideas**
- **Perform due diligence**
- **Proxy for economic indicators**
- **Develop new quantitative and quantamental strategies**





# DEMO



begin

