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North America Alternative Data Market By Type (Credit & Debit Card Transactions, Mobile Type Usage, Web Traffic & Scraped Data, Social & Sentiment Data, Geo-location, Satellite & Weather Data, and Others), By Industry Vertical (BFSI, IT & Telecom, Transportation & Logistics, Retail & eCommerce, Energy & Utilities, Media & Entertainment, Real Estate & Construction, and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Alternative Data Market would witness market growth of 42% CAGR during the forecast period (2020-2026).

Alt-data, contrasted with the typical monetary information collected from customary sources, is hard to use in strategic plans. Generally, it is unstructured, lack explicit patterns, and is collected very often. Consequently, the investors require a person who is an expert and different techniques, including analytics platforms, fluid data engineering, data science, and testing devices, to use the important information from this data. Further, Artificial Intelligence (AI) devices, for example, machine learning and Natural Language Processing (NLP) are picking up traction for analyzing the data. AI-based data processing expands the generation of information and assists with extricating undiscovered patterns in the data. Thus, AI-enabled data analytics devices are foreseen to fuel market development over the forecast period.

Alternative data have become significant instruments for IM firms looking for alpha. Collective intelligence investing (CII)— getting the insights of the market from various

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online networks and crowdsourcing platforms—keeps on growing in popularity, creating new development opportunities and new risks. Hedge funds were the trailblazers in this space, yet they are being joined by private equity (PE) and long-only managers today. Alternative data's acceptance is arriving at a tipping point and their utilization is growing significantly.

Some of the popular alternative data forms are Crowd-sourced data and social-media sentiment. Investors have been showing a willingness to pay up for data from credit-card providers and point-of-sale frameworks. Such data sets gather figures directly from the source, Greenwich Associates noted, with certain organizations forming a board of consumers who have given their consent to share Credit-card records, while others work straight with innovation providers that handle retail payments.

Based on Type, the market is segmented into Credit & Debit Card Transactions, Mobile Type Usage, Web Traffic & Scraped Data, Social & Sentiment Data, Geo-location, Satellite & Weather Data, and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Transportation & Logistics, Retail & eCommerce, Energy & Utilities, Media & Entertainment, Real Estate & Construction, and Others. Based on countries, the market is segmented into the U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stakeholders of the market. Key companies profiled in the report include Nasdaq, Inc. (Quandl, Inc.), Advan Research Corporation, Dataminr, Inc., The Earnest Research Company, Preqin Ltd. (Dynamo Software), RevenPack International SL, Thinknum, Inc., YipitData, 1010Data, Inc., and Eagle Alpha Ltd.

Scope of the Study

Market Segmentation:

By Type

Credit & Debit Card Transactions

Mobile Type Usage

Web Traffic & Scraped Data

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Social & Sentiment Data

Geo-location, Satellite & Weather Data

Others

By Industry Vertical

BFSI

IT & Telecom

Transportation & Logistics

Retail & eCommerce

Energy & Utilities

Media & Entertainment

Real Estate & Construction

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

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Nasdaq, Inc. (Quandl, Inc.)

Advan Research Corporation

Dataminr, Inc.

The Earnest Research Company

Preqin Ltd. (Dynamo Software)

RevenPack International SL

Thinknum, Inc.

YipitData

1010Data, Inc.

Eagle Alpha Ltd.

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