



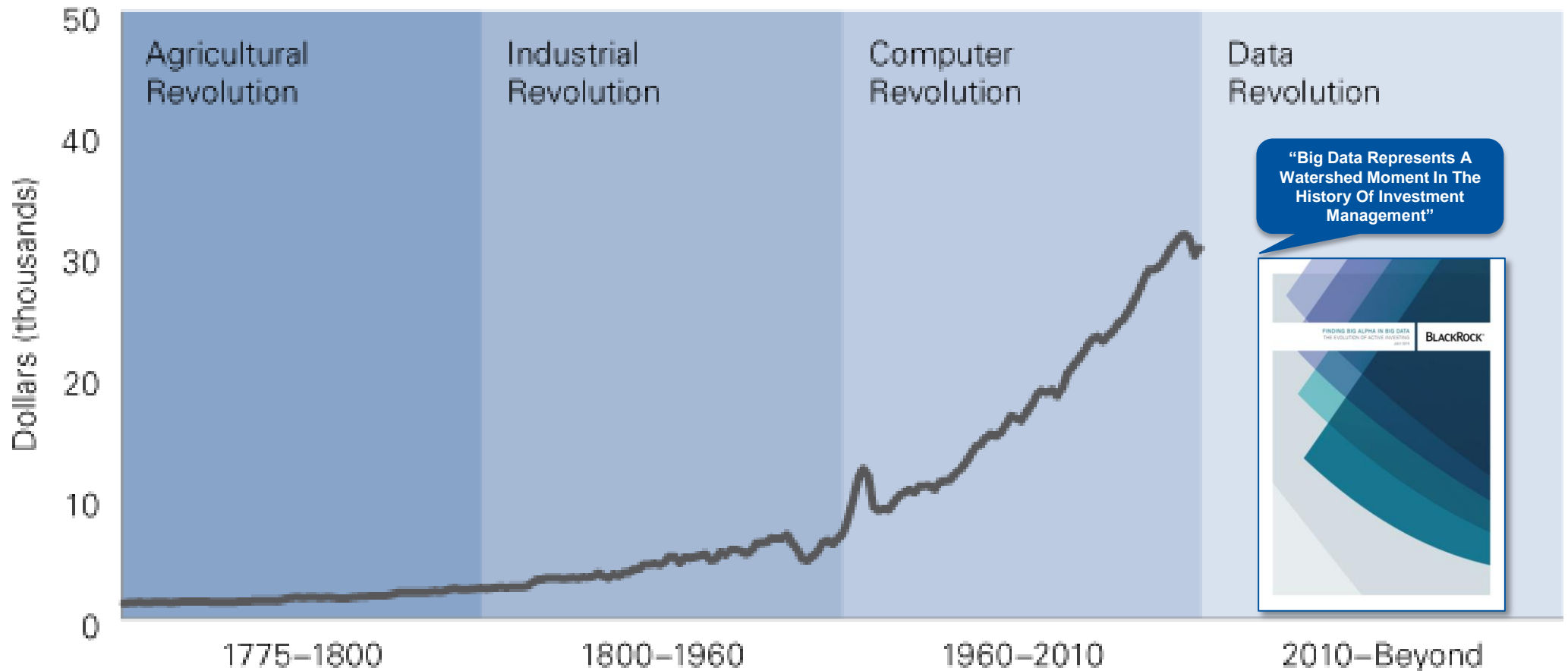
Alternative Data Applications

Emmett Kilduff, CEO of Eagle Alpha

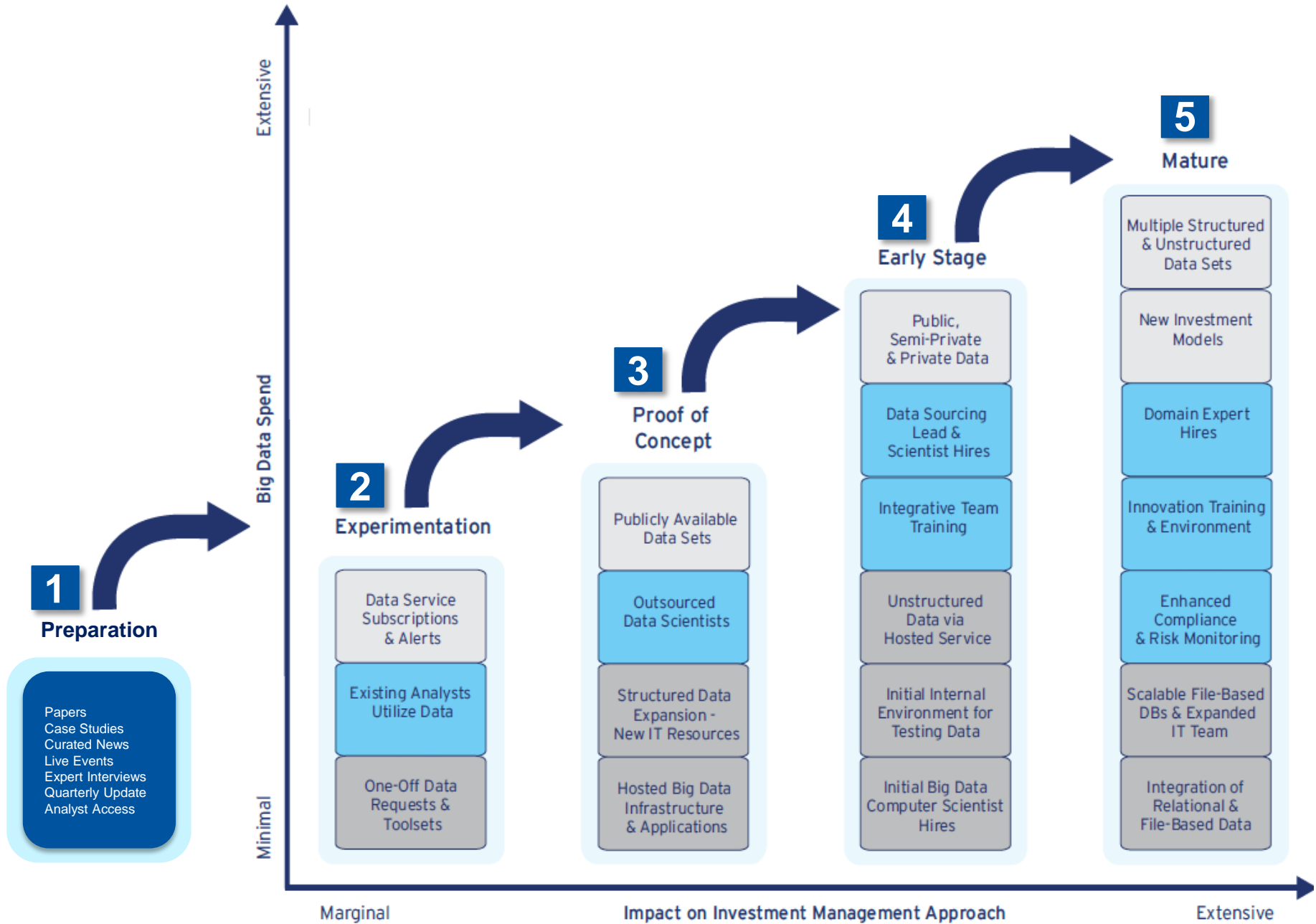
9th June 2016

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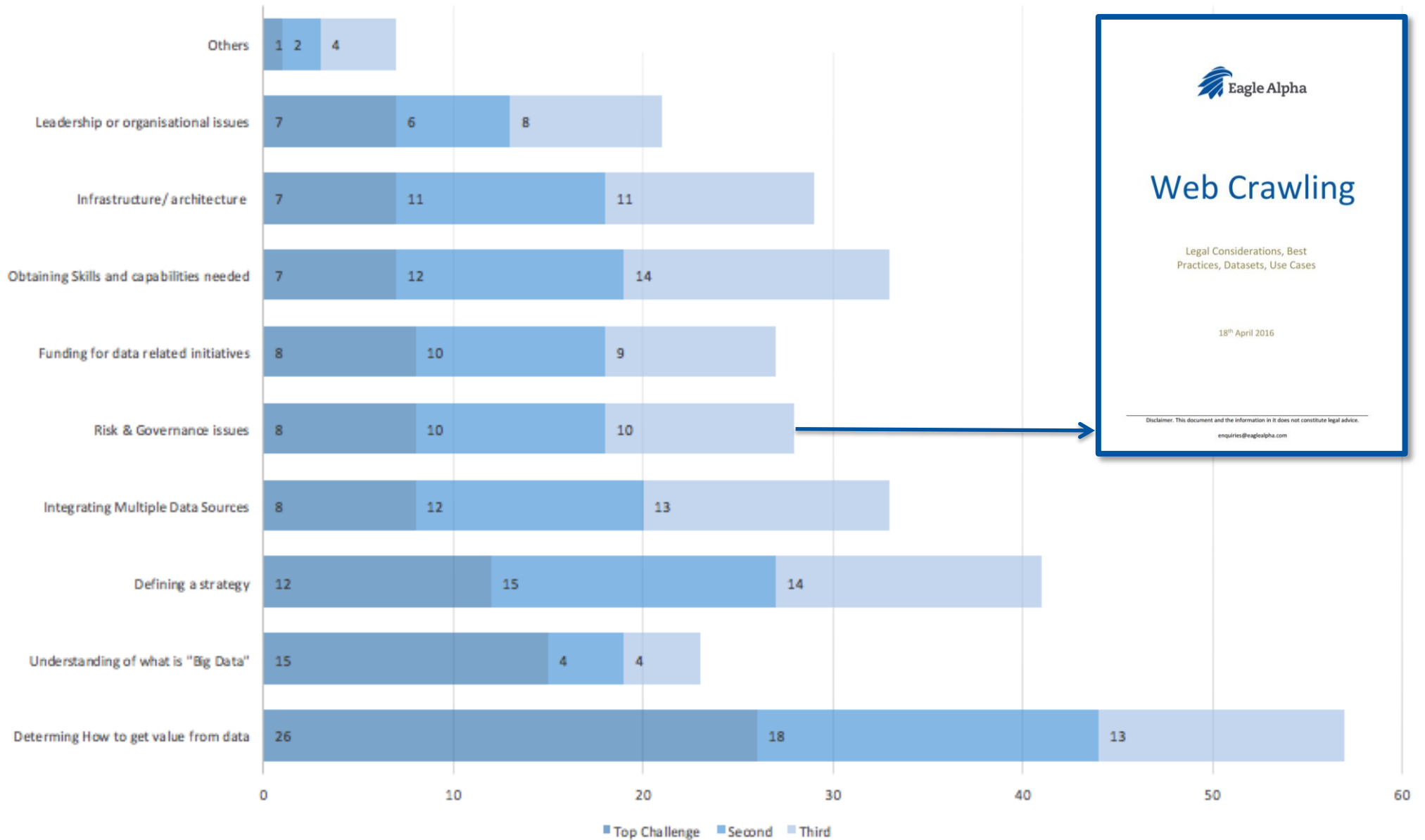
UNITED STATES GDP PER CAPITA: 1775-2010



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1. Advertising
 2. B2B Datasets
 3. Consumer Insights
 4. **Consumer Transactions** **Email receipt data provides signals for consumer stocks.**
 5. eCommerce Insights
 6. Economic
 7. Employment
 8. EPOS
 9. Events
 10. Expert Views
 11. **Geo-Location** **Footfall data of retailers can be obtained from companies that supply wi-fi.**
 12. IOT
 13. Location
 14. Online Search
 15. **Online Search Indices** **Blackrock builds indicators based on Google data e.g. US Retail Sales.**
 16. Opinions & Commentary
 17. Pricing Pricing of autos in China can be sourced through web crawling.
 18. Public Sector
 19. Reviews & Ratings
 20. Satellite
 21. Sentiment
 22. Social Media
 23. **Trade** **A Trade Nowcasting dataset is used for short-term alpha and risk mitigation.**
 24. Web & App Traffic



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Web Crawling

Legal Considerations, Best Practices, Datasets, Use Cases

18th April 2016

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