FISD Alternative Data Council: A Guide to Alternative Data

July 7, 2020

Executive Summary:



While usage of alternative data is becoming more common, alternative data supply is still in a nascent stage. Increasingly, alternative data users are frustrated with suppliers. While there many be some hurdles to conquer, the opportunity is in reach for alternative data suppliers to tap into the $4 billion addressable market. This guide intends to aid alternative data vendors through the alternative data ecosystem, including the end users of the data - the buy side.

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