

Doing data differently



Helping the global financial community make informed decisions through the provision of fast, accurate, timely and affordable reference data services

With more than 20 years of experience, we offer comprehensive and complete securities reference and pricing data for equities, fixed income, and derivative instruments around the globe.

Our customers can rely on our successful track record to efficiently deliver high-quality data sets including:

- Worldwide Corporate Actions
- Worldwide Fixed Income
- Security Reference File
- Worldwide End-of-Day Prices

Exchange Data International has recently expanded its data coverage to include economic data. Currently, it has two products:

- Economic Indicator Service (EIS)
- Global Economic Data

Also, EDI has partnered with other specialist data providers to provide certain niche products. All their data is available under the same EDI contract.

Our professional sales, support and data/research teams deliver the lowest cost of ownership whilst at the same time being the most responsive to client requests.

As a result of our on-going commitment to providing cost-effective and innovative data solutions, while ensuring the highest standards, EDI has achieved the internationally recognized quality and security certifications ISO 9001 and ISO 27001.

Headquartered in the United Kingdom, we have staff in Australia, Canada, China, Germany, Hong Kong, India, Malaysia, Morocco, South Africa and the United States.

Our Prices Support Team is available on **+44 (0) 207 269 8915**, 24 hours a day, Monday to Friday and closed on Christmas and New Year's Day.



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This product is in partnership between EDI and Woobler

About Woobler

Woobler are a data connectivity company creating a global data map of where physical economic activity takes place that connects to other risk factors and content sets in the form of a Knowledge Graph

Product Information

The first of its kind 'AI Ready' Demographic Knowledge Graph connecting 600 million+ demographic attributes that can be easily accessed and exploited via data science, statistical, and data visualization platforms.

Dataset Description

- Data Precision, Data Connectivity and Hierarchical Relationships fully established
- 118,000 Geographic Entities
- 6,000+ attribute types per geographic entity type
- 600 Million+ attribute values
- Simple ways to connect to existing corporate and third-party data sets

AI Ready Data

For data to be considered in an AI ready state. The following 'data' conditions need to be in place

- **Data Connectivity** - All the individual data points need to be directly connected or indirectly connected to one another
- **Data Precision** - Data must be high quality. 'Dirty' data will invalidate ML/AI results every time
- **Standardized Taxonomies** - A consistent approach to classifying and relating data points. ML/AI does not like inconsistent or multiple data schemas

- **Hierarchical Relationship Support** - Hierarchies play a critical factor in mapping data relationships, data networks, and building decision trees. ML/AI 'shines' when hierarchical relationships are fully supported.
- **Data Aggregation/Data Drill Down** - Knowledge Graphs support simple methods for data aggregation and data drill down
- **Point in Time (PIT)** – All nodes or entities in a Knowledge Graph can support attribute values over time
- **Data Visualization Opportunities Increase** - Data connectivity greatly expands and enhances data visualization and data reporting
- **Data Integration** - The ability to provide multiple ways to easily connect to other third party and open data sources
- **Single Data Catalog** - Simple way to drive data discovery and data access

Demographic Knowledge Graph at a Glance

Geo-Hierarchy	Entity Count	Unique Attribute Types	# of Entity Attributes
Country	1	6,016	6,016
State/ Province	51	6,020	312,992
Metropolitan Area	947	5,994	5,434,536
Voting District	439	5,805	2,533,160
County	3,136	5,980	17,485,089
Postal/ Zip Code	40,874	5,805	171,970,678
Census Tract	73,056	5,648	412,960,008
	118,504		610,702,479

Demographic Category	Unique Attribute Types	# of Entity Attributes
Demographic: Economic	1,094	62,755,866
Demographic: Education	1,176	131,422,704
Demographic: Geography	9	865,898
Demographic: Housing	1,616	180,594,464
Demographic: Income	368	41,125,472
Demographic: Population/ Age/ Sex	456	50,959,825
Demographic: Poverty	1,702	143,106,100
Demographic: Race	58	6,481,732
	6,479	617,312,061

Uses Cases

- **Transaction Based Analytics/Trip Data**
 - Credit Cards
 - Point of Sale (POS)
 - Consumer Profiling
- **Quant Finance/Alternative Data:** Working with a quant team, combining anonymized credit card data, consumer trip data, and demographic data yielded new insights and into consumer behavior and resulted in new trade ideas
- **Retail Chain:** Data Science and Site Selection. Data Science team leveraging hundreds of demographic attributes with existing corporate data created a sophisticated model in identifying new areas for growth and predicting performance at existing locations
- **Insurance**
 - Catastrophe Modeling
 - Exposure Management
 - Risk Analysis
- **Commercial Insurer:** Connecting hundreds of Demographic and Crime data items to existing data models increased the confidence level in resulting risk exposure-based signals.
- **Banking/Credit**
 - Branch Consolidation
 - ATM Optimization
 - Geo-Marketing
- **Major Bank:** Enhancing existing consumer-based demographics data played an important role in improving outcomes in physical location selection and customer acquisition initiatives
- **Geo-Encode Existing Data Sets**
 - Expose Thousands of Additional Demographic Based Variables for Use in Data Science/Machine Learning/AI
- **Corporate Data Governance:** Large multi-national company data science team enriched their existing data lake by seamlessly connecting demographic data which resulted in exposing thousands of additional variables that are actively being employed on their data science modeling
- **Financial Sponsors**
 - M&A Analytics (Retail Trade/Commercial Real Estate)
 - Supply Chain/Network Analysis
- **Investment Bank:** Leveraged demographic data to model M&A based location consolidation scenarios

- **Buy-Side Research:** By exposing thousands of additional demographic variables and connecting COVID-19 case data the research was able to extend visibility into existing supply chain networks and generate new trading insights.
- **Alternative Data Integration**
 - Simple and Direct Integration with Alternative Data Sets
 - Postal Codes, City Name, County Names, etc..
- **Alt Data/Market Data Providers:** Worked with a number entities and connecting and enriching existing data sets with select demographic data
- **Commercial Real Estate Investment & Management**
 - Long-Term Planning
 - Commercial REIT: Mid-Sized REIT developing models to assess the impact of remote working and the long-term need for commercial real estate space.
 - Population, Education, Average Commuting Distances are key factors in long-term data science modeling
- **Government Entities/Agencies/Authorities**
 - Evaluating & Managing Risk
 - State Agency: Tapping into thousands of demographic attributes is helping data science team in building long-term assessment and risk exposure models for investment and planning purposes.

Product Data Delivery

Data Options

- Amazon S3
- SFTP

Data Format

- PIPE Delimited



Contact Information

United Kingdom - Headquarters

5 Highgate Road, London,
NW5 1JY

Telephone: +44 207 324 0020

Jonathan Bloch

Chief Executive Officer

Cell: +44 7785 550 043

Email: j.bloch@exchange-data.com

Andrew Sabourin

Head of Sales - UK, Europe and Asia

Work: +44 207 324 0048

Cell: +44 7931 906 569

Email: a.sabourin@exchange-data.com

Robin Newton

Business Development Manager

Cell: +44 7545 428 552

Email: r.newton@exchange-data.com

United States

Exchange Data International Inc
1250 Front Street, no. 260 Binghamton,
NY 13901, USA

Telephone: +1 607 238 4438

Nora Cervara

Head of Sales - North America

Cell: +1 732 670 - 1935

Email: n.cervara@exchange-data.com

Tom Hyland

Business Development Manager

Cell: +1 718-354-0392

Email: t.hyland@exchange-data.com

Canada

Stephen Straker

Business Development Manager

Cell: +1 647-228-9151

Email: s.straker@exchange-data.com

Morocco

Bloc A
Numero 46 Lotissement Azaitoune
Tikiouine, Agadir 80650

Telephone: +212 528 290 255

Samy Rajendran

Director, International Business Strategy

Cell: +44 7517 857 896

Email: p.rajendran@exchange-data.com

South Africa

PO Box 2176
Cape Town 8000

Ilze Gouws

Head of Economic Data & Sales

Cell: +27 (0) 82 782 3750

Email: i.gouws@exchange-data.com

Other Locations

(Incl. Austria, Bulgaria, Croatia, Czech Republic, Estonia, Germany, Hungary, Latvia, Lithuania, Moldiva, Poland, Romania, Serbia, Slovakia, Switzerland)

Michael Abraham

Business Development Manager

Cell: +49 160 7188 340

Email: m.abraham@exchange-data.com