Investor Activity Indicator (IAI) Nordic Baltic Equity Retail vs Professional

Frequently Asked Questions

Prospect FAQ

Q: What is the IAI Retail vs Professional dataset?

A: The IAI Retail vs Professional dataset provides an exchange-sourced view of how equity trading activity is split between retail and professional investors across Nasdaq Nordic and Baltic markets.

Q: What does this product help clients understand?

A: The product helps clients understand who is driving turnover, net buying or selling, trade frequency, and participation shifts across instruments and time periods.

Q: Why is the distinction between retail and professional investors important?

A: Separating retail and professional activity helps users assess whether price movements are supported by broad professional activity, retail sentiment, or divergence between the two investor groups.

Q: Who is this dataset designed for?

A: The dataset is designed for retail brokers, data vendors, investment houses, hedge funds, proprietary traders, market makers, and risk teams.

Q: What markets are covered?

A: The dataset covers Nasdaq Nordic and Baltic equity markets.

Q: What instruments are covered?

A: The broader IAI product coverage includes more than 1,200 stocks across small, mid-sized, and large-cap companies, as well as over 100 derivatives.

Q: What type of metrics can clients analyze?

A: Clients can analyze turnover, net buy or sell activity, trade frequency, pricing behavior, and participation trends between retail and professional investors.

Q: How often is the data updated?

A: IAI datasets are updated daily on a T+1 basis.

Q: How much historical data is available?

A: Historical data is available from 2018 onwards.

Q: How is the data delivered?

A: The data is available through Nasdaq Data Link in machine-readable formats such as CSV, XML, and JSON.

Q: Where does the data come from?

A: The dataset is built directly from Nasdaq Nordic trading and clearing data.

Q: Is the data quality controlled?

A: Yes. The data is collected from Nasdaq source systems, processed, anonymized, and verified through rigorous quality assurance processes.

Q: Does this dataset show individual investor activity?

A: No. The data is anonymized and presented as investor activity indicators rather than individual-level investor information.

Q: What are the main client use cases?

A: The product can be used to identify whether market moves are driven by retail sentiment or professional activity, detect divergence between investor groups, and monitor accumulation or distribution behavior across segments.

Q: Can the product help identify short-lived retail momentum?

A: Yes. The dataset can help distinguish short-term, retail-driven activity from more systematic professional flows.

Q: Can this product help identify contrarian opportunities?

A: Yes. The dataset can help detect divergence between retail and professional investors before broader market consensus shifts.

Q: How can hedge funds and proprietary traders benefit?

A: Hedge funds and proprietary traders can use the dataset to understand market drivers, identify popular or unpopular stocks, and improve interpretation of sentiment and positioning.

Q: How can risk teams use this dataset?

A: Risk teams can use IAI indicators to monitor positioning, participation breadth, and potential crowding risk.

Existing Client FAQ

Q: Where can I access the dataset?

A: Clients can access the dataset through Nasdaq Data Link.

Q: What file formats are supported?

A: The dataset is available in CSV, XML, and JSON formats.

Q: Can the data be integrated into internal systems?

A: Yes. The dataset is designed to be machine-readable and easy to integrate into existing client systems.

Q: Can I compare retail and professional activity over time?

A: Yes. The dataset enables analysis of participation trends across instruments and time periods.

Q: Can I monitor net buying and selling?

A: Yes. The dataset helps users identify net buying or selling behavior across retail and professional investor groups.

Q: Can I use this data for trend validation?

A: Yes. Clients can use the dataset to evaluate whether price trends are supported by professional activity, retail participation, or divergence between the two groups.

Q: Can this dataset be combined with other IAI datasets?

A: Yes. The broader IAI universe includes complementary indicators such as domicile, high frequency versus natural trading, and concentration index indicators.

Q: Who should I contact to get started or request support?

A: Clients can contact EUdatasales@nasdaq.com

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