Investor Activity Indicator (IAI)

Retail vs Professional: Nordic & Baltic Equity

Data drives investment decisions. Nasdaq's Investor Activity Indicator provides ready-to-use and frequently updated data sets related to the Nordic & Baltic markets. Investors can better understand sentiment and activity patterns across key market segments and leverage the insights into their trading activity. Built directly based on Nasdaq Nordic trading and clearing data, IAI enables market participants to move beyond price and volume and understand what is driving markets and how risk is distributed.

Direct from the source

Data is collected directly from Nasdaq source systems; processed, anonymized, and verified in rigorous Q/A processes.

Trusted by industry

Nasdaq data products are used by many of the world's largest hedge funds and hundreds of thousands of financial professionals globally.

Ready to consume

The Investor Activity Indicator is built on Nasdaq Data Link – an industry paragon set apart by its usability.

The Key Features of Investor Activity Indicator Data Sets

- **Diverse and wide-ranging indicators:** Get indicators and statistics on the confidence and activity of investors. Compare retail vs. professional, domicile of traders, high-frequency vs natural trading, and concentration index indicators.
- **Timely data:** All data products are updated on a daily basis (T+1), or intraday.
- **Machine-readable formats:** Available on Nasdaq Data Link in multiple formats (CSV, XML or JSON).
- **Broad coverage:** More than 1,200 stocks including small, mid-sized, and large caps; over 100 derivatives.
- **Historical insights:** 5 years or more of historical data is available.

How Does This Data Product Help Me?

Market Participants - Investment houses, hedge funds and proprietary traders

Understand equity, derivatives and open interest market drivers

Identify popular (and unpopular) stocks for professional and retail segments

Improve interpretation of sentiment, positioning, and crowding risk.

Retail brokers and data vendors

Integrate authoritative investor activity and positioning

Help clients make more informed decisions

See trading activity across the Nordics

Show your clients where professionals are focused

Market makers and risk teams

Monitor dealer exposure, hedging dynamics, and liquidity conditions.

Track concentration, participation breadth, and systemic risk signals.

Data Set: Retail vs Professional - Nordic & Baltic Equity

The IAI Nordic & Baltic Equity Retail vs Professional data set provides an exchange-sourced view of how equity trading activity is split between retail and professional investors across Nasdaq Nordic and Baltic markets. By separating investor segments, the data helps users identify who is driving turnover, net buying or selling, trade frequency, and shifts in participation across instruments and time periods. This enables market participants to assess whether price moves are supported by broad professional activity, retail sentiment, or divergence between the two investor groups.

- **Exclusive Retail vs. Professional Insights**
  Provides a unique, exchange-sourced view of how trading activity is split between retail and professional investors, enabling a clearer understanding of who is driving market movements beyond aggregated volume and price data.
- **Understand Investor-Driven Trading Behavior**
  Reveals how retail and professional participants engage across more than 1,200 equities, highlighting differences in turnover, net buy/sell activity, trade frequency, and pricing behavior.
- **Identify Behavioral vs. Institutional Signals**
  Distinguishes between short-term, retail-driven activity and more systematic professional flows, helping detect sentiment shifts, speculative bursts, and more persistent institutional positioning trends.
- **Link Participation to Market Dynamics**
  Connects changes in retail and professional participation to broader market developments, enabling analysis of crowd behavior, divergence patterns, and evolving liquidity conditions across instruments and time periods.

Example Insights

- **Identify whether a stock rally is supported by institutional conviction or primarily driven by retail sentiment:**
  Improve confidence in trend sustainability and reduce the risk of following short-lived retail momentum.
- **Detect divergence between retail and professional investors before market consensus shifts:**
  Uncover potential contrarian opportunities and early positioning signals.
- **Monitor accumulation and distribution behavior across investor segments:**
  Assess whether informed investors are increasing or reducing exposure ahead of price moves.

Getting Started is Easy. Leverage Better Data Today

The Investor Activity Indicator data sets are easy to consume and integrate into your existing systems, and our team is here to help you get started. Visit: www.nasdaq.com/solutions/investor-activity-indicator to learn more or connect with a Nasdaq expert today. Contact datasales@nasdaq.com to get started.

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