



Nowcast Sales Overview

Investors share their concerns over unrealized Big Data potential



Quant System HF
Data Scientists

“I would like to have holistic cleansing data on individual stocks in Japan. **It is, however, very troublesome to cleanse them one by one before applying our analysis models**”



Long/Short HF PM

“**Because of recent pre-interview regulations** from FSA, we have almost no access to reliable company’s Equity Analyst preview reports to gauge the performance of securities”



Long/Short HF PM

“We do not have trustworthy data and analysis **in emerging businesses such as e-commerce**”



Major Management
Company CIO

“Leveraging big data investment is getting more and more popular, although **it is still unclear whether applications of data into investment hypothesis are actually feasible**”



Global Macro
System HF PM

“I am **concerned about the validity of BOJ’s CPI**, since it is saying that the economic trend is going downwards”



POS/Point card



Credit Card



SNS/News



Satellite



A

Cleansed data

1 Pre-model firm sales data

2 JCB segmented sales data

B

Analysis data

- 3 Nikkei CPI Now
- 4 Firm inflation now
- 5 Firm sales now

6 JCB Now

7 Social Indicator

- 8 Night Light index
- 9 Commodity index