Do you want to know the price of a data asset in the market?

Just type in the description of the data asset…

Demo: Data Products Pricing 🔗

Title:

Consumer Transaction Data

Description:

Access to Consumer spend data of de-identified 4M users over 9 years. Clean tagged consumer transaction data on millions of merchants public and private. Suitable for all investment use cases - Fundamental, Quant, Private Equity, Venture Capital.

Select a file to load:

consumer-transaction-data.json ⌄

[Load file]

[Check category]

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Data Product Category

- ☐ Financial Data
- ☐ Healthcare-related Data
- ☐ Media and Entertainment
- ☐ Telecommunications
- ☐ Gaming Data
- ☐ Automotive Data
- ☐ Manufacturing Data
- ☐ Resources
- ☑ Retail, Location & Marketing
- ☐ Public Sector Data
- ☐ Other types of data

Main features

Units:

4000000

Type of units:

people ▾

History (days):

3285

Formats supported:

sql ✕   txt ✕   ⊗ ▾

Update frequency:

daily ✕   ⊗ ▾

Delivery methods supported:

S3Bucket ✕   ⊗ ▾

Geo scope:

United States of … ✕   ⊗ ▾

Other metadata features

- ☐ Limitations (e.g., limited users)
- ☐ Includes professional services
- ☑ Allows to track individuals' sessions
- ☑ Identifies companies
- ☐ Serves data on demand
- ☐ Real-time data
- ☐ Includes location data

[Submit]

… and some information about its metadata

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The data pricing tool will show you similar datasets offered in public commercial data marketplaces…

Consumer Transaction Data

Similar datasets

DMid	ProductKey	DM	Title
2	779	DataRade	Yodlee's Quant Panel	USA consumer transaction data, highly granular
None	777	DataRade	Yodlee's Complete Panel	US consumer transaction data - highly granular
None	803	DataRade	Fable Data Aggregated European Consumer Transaction Dataset
None	802	DataRade	Fable Data Row Level European Consumer Transaction Data
1	2,708	AWS	Consumer Data Insights - Platinum (Trial)
2	801	DataRade	Money Dashboard UK & EU Consumer Transaction Panel 400 Listed Entities
None	260	DataRade	QueXopa Debit & Credit Card Transaction Data (Spain) - Uniquely Refined Transacti
41	695	Snowflake	DemystData: Consumer Transactions
2	133	DataRade	Facteus Transaction Data - US Consumer Card Payments - Express
None	774	DataRade	Yodlee's 4M Panel (US Consumer Transaction Data, de-identified)

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… a market-price estimation, and an explanation of the feature groups multiplying or dividing the price of your data asset, …

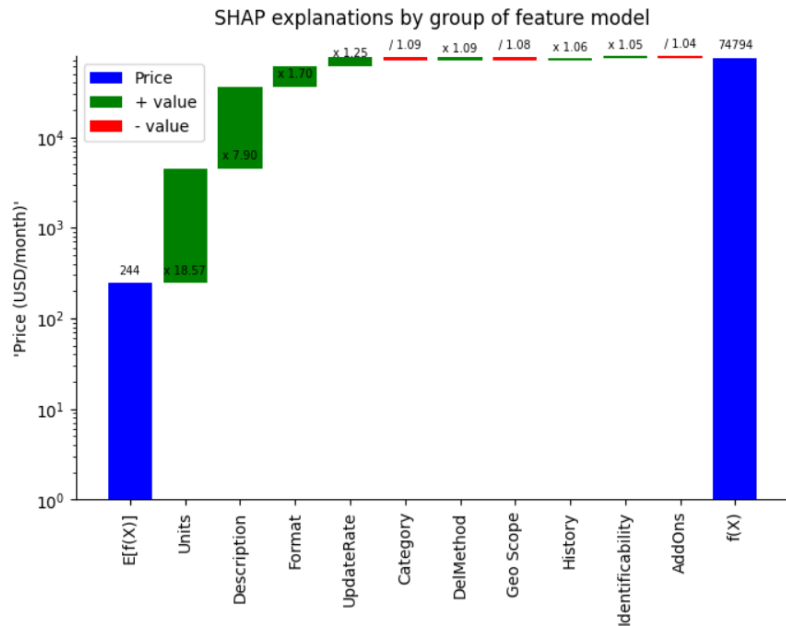## Consumer Transaction Data

Avg price: 72424.2 USD/month

Max: 145854.0 Min: 38797.0

Access to Consumer spend data of de-identified 4M users over 9 years. Clean tagged consumer transaction data on millions of merchants public and private. Suitable for all investment use cases - Fundamental, Quant, Private Equity, Venture Capital.

SHAP explanations by group of feature model

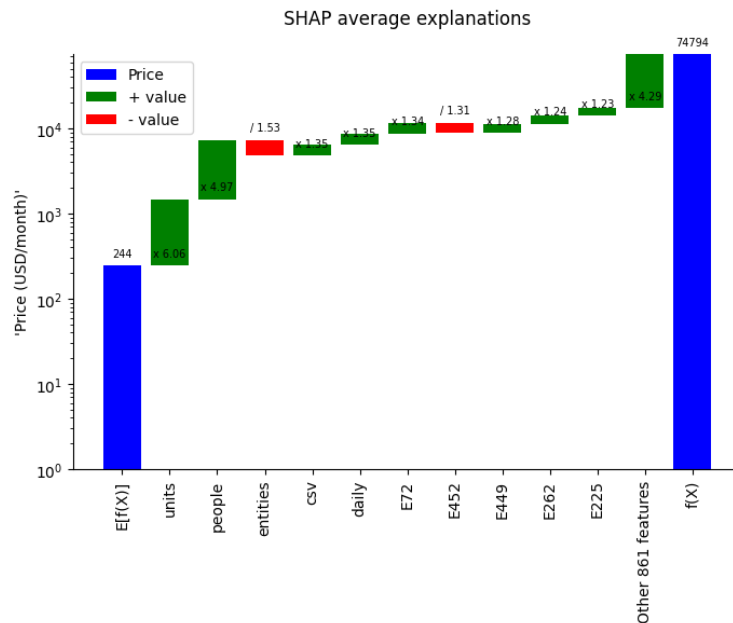Average, max and min predicted prices based on real prices observed in the market

Relevant words that affect the price of the asset, either positively (green) or negatively (red)

The chart compares the average prediction for the training set – E[f(X)] – with the actual prediction for this product – f(X).

In this case, the amount of people whose data is included, and the description of the product are driving up the price of the data asset

… detail on specific features affecting the price,…

SHAP average explanations

The chart compares the average prediction for the training set – E[f(X)] – with the actual prediction for this product – f(X)

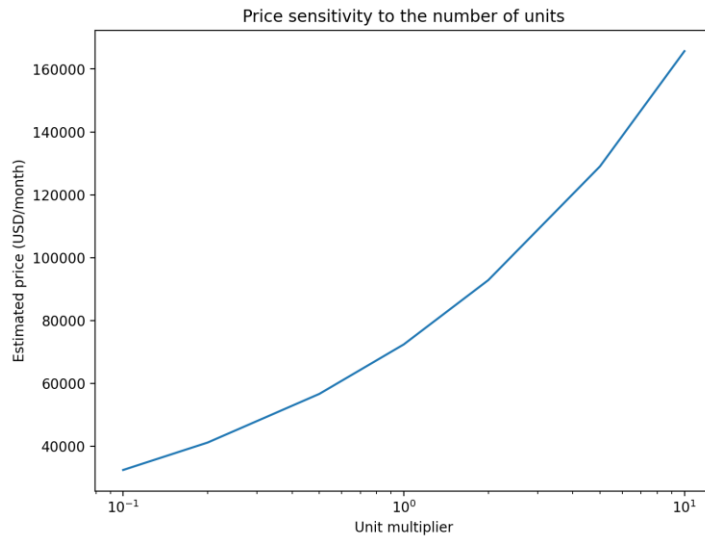In this case, the X-axis shows the top 10 key features of the data affecting the prediction:

"units", "people" and "entities" refer to its volume
"*csv*" refers to its format
"*daily*" refers to its *daily* update frequency
"Exxx" features correspond to description encodings, but token importance is more human-readable

… and even the price sensitivity to specific features, such as the volume of data supplied.
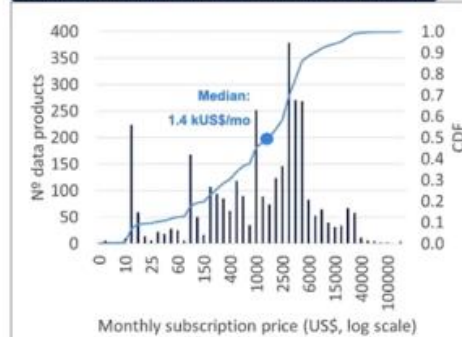

Price sensitivity to the number of units

Dividing the number of people whose data is supplied by 10 (900K) $\Rightarrow$ dividing the price by 2.2

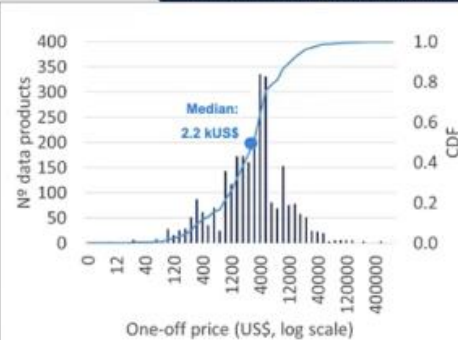Multiplying it by 10 (90K) $\Rightarrow$ multiplying the Price by 2.3

This prototype is based on my prior research on understanding the price of data in commercial data marketplaces
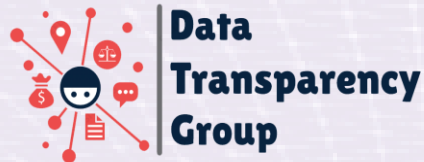

S. A. Azcoitia, C. Iordanou and N. Laoutaris, "Understanding the Price of Data in Commercial Data Marketplaces". *2023 IEEE 39th International Conference on Data Engineering (ICDE)*, Anaheim, CA, USA, 2023, pp. 3718-3728, doi: 10.1109/ICDE55515.2023.00300.

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