



## Sophisticated demographic, retail and Internet trend analysis – without the need for internal survey formulation or analytics capabilities

### PRODUCT SUMMARY

- Available now: Two proprietary, monthly surveys: Consumer Tracker and Internet Tracker. Each monthly survey is of 2,500 U.S. Consumers
- Coming soon: Additional surveys and geographies
  - Quarterly Online Travel Agencies (OTAs) Tracker
  - Additional Internet Tracker geographies (India, Japan, Germany, Brazil)
- Data fully query-able via easy-to-use interface; all queries downloadable to Excel
- Robust graphing and charting feature allows for powerful data visualization
- Multi-year longitudinal data provide ability to calculate and backtest correlations
- Discount for purchasers of multiple modules

### SIMPLE INTERFACE / NO SCIENCE REQUIRED

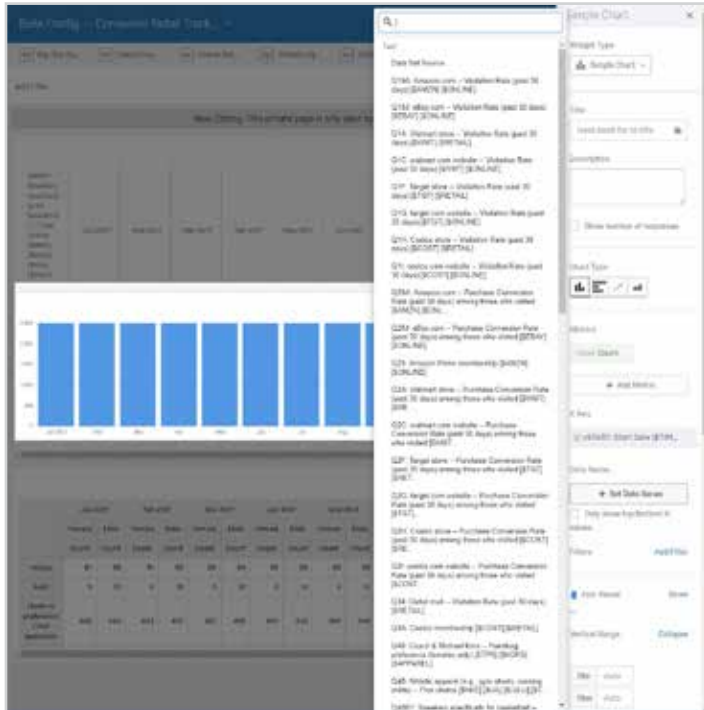
- Create and save searches based on company, topic, or question
- Lookup tool helps determine relevant search variables
- Effortlessly refine or limit queries based on timeframe and demographic details (such as gender and age)
- Easily produce cross-tabulations of data
- Robust graphing and charting feature allows for powerful data visualization
- All queries downloadable to Excel; all graphics exportable in JPG format

**KYBER DATA SCIENCE**  
**PROPRIETARY. PREDICTIVE.**

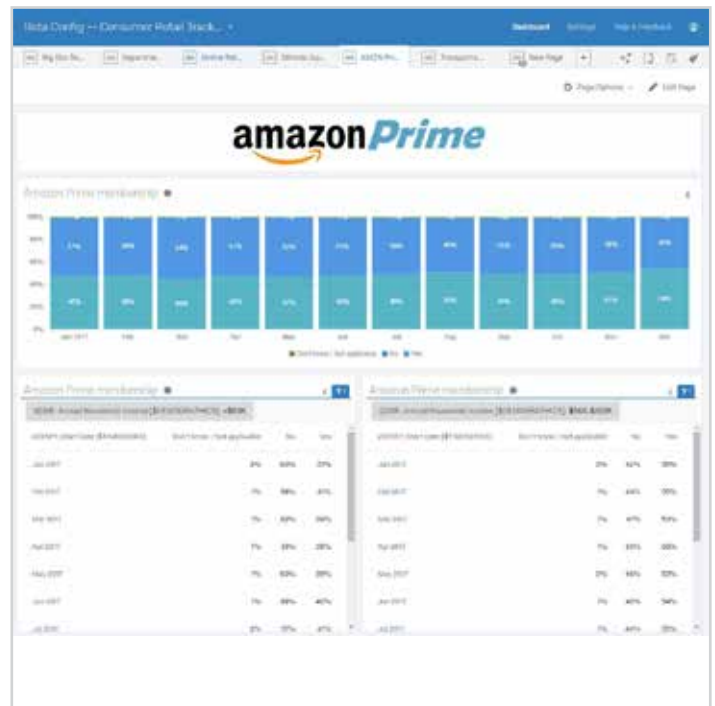
## SCIENTIFIC RIGOR, COUPLED WITH LONG DATA HISTORIES & BACKTESTING CAPABILITIES

- Random sampling
- Census-adjusted
- Statistical significance tools available to perform detailed, on-demand statistical analysis if desired
- Multiple years of data provided (Consumer Tracker from December 2012 and Internet Tracker from January 2016)

## EASILY NAVIGATE AND ANALYZE MASSIVE DATASETS



**Freertext, topical and ticker-based searches ease navigation of hundreds of monthly questions**



**Quickly apply demographic filters and visualize results. Save recurring search criteria for future analysis**



### COWEN SURVEYS CONTACT

**ROBERT FAGIN**  
Head of Kyber Data Science

Robert.Fagin@cowen.com  
646 562 1310

**DISCLAIMER** This material is for informational purposes only and is offered by Kyber Data Science. This product is not offered by broker dealer, Cowen and Company, LLC. Nothing contained herein constitutes an offer to sell or a solicitation of an offer to buy any security or an offer to provide any investment banking, investment advisory or brokerage services. Such offers can only be made where lawful under applicable law. Neither Kyber Data Science nor any of its affiliates or its parent, Cowen Inc., intends to provide investment advice through use of this material and they make no representation that any described securities or services are suitable for any investor. Products offered by Kyber Data Science are not Research Reports as defined by FINRA regulations. Companies whose securities are covered by Cowen and Company's research analysts, may be customers of Kyber Data Science. © 2018 Kyber Data Science LLC. All Rights Reserved.