User Persona Summary

**1. Institutional Investors**

* **Age**: 35-55
* **Occupation**: Portfolio managers, financial analysts, hedge fund managers
* **Tech Proficiency**: Advanced
* **Goals**: Use insider trading insights to enhance investment strategies and predict stock movements for better portfolio management.
* **Frustrations**: Lack of actionable insider trade data or integrated platforms for real-time analysis.
* **Needs**: Reliable, clean, and predictive insights on insider trades and stock price trends; user-friendly yet data-rich platform.

**2. Retail Investors**

* **Age**: 25-45
* **Occupation**: Individual investors, traders, small business owners
* **Tech Proficiency**: Intermediate
* **Goals**: Leverage insider trading data for personal investment decisions, especially to predict short-term market movements.
* **Frustrations**: Difficulty understanding complex financial data or delays in accessing meaningful insider trade information.
* **Needs**: Easy-to-understand visualizations and insights; simple interface for quick decision-making based on insider trade patterns.