

PREDICTING STOCK CHANGES IN THE TECH INDUSTRY

Mary Letey

Morgan Allen

Colton Williams

Aniq Shahid

MOTIVATION

- Stock Price based on risk
- News can change risk perception
- Key company shifts are disclosed within legal documents
- Google trends can indicate growing / declined interest in a company

MACHINE LEARNING

- Using Machine Learning to analyze textual data
- Want to find key words and trends that lead to a crash / peak
- Predict future stock prices

DATA

- Numerical data from Bloomberg
- SEC filings
- Google Trends
- Macro-economic factors
- Stock fundamental data