
Giant Losers

"An Exploratory Data Analysis of the Impact to Top Ranked Companies in the US during the 2008 and 2020 Market Crash."



**“ The US has suffered
2 major financial crises
in the past 23 years.”**

2008 Housing Bubble.

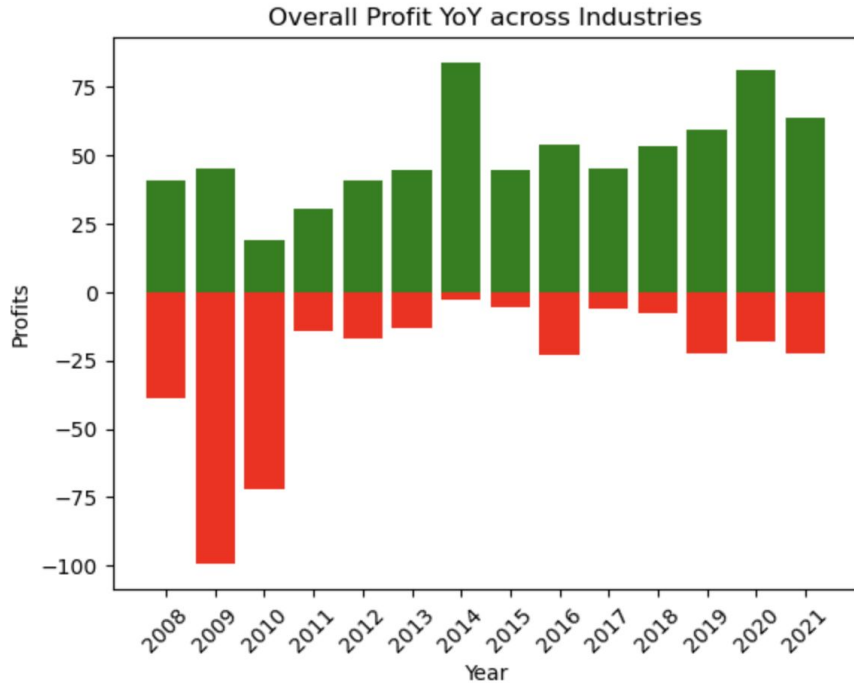


COVID -19.

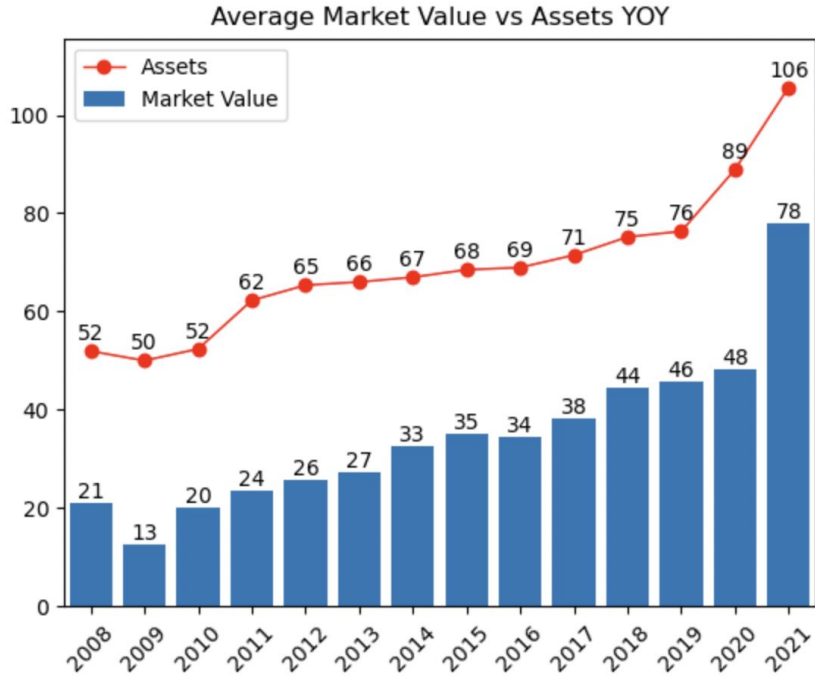


	Market Value	Profits	Assets	Sales
Year				
2008	21.151711	1.141779	51.916611	17.105268
2009	12.657122	0.300619	49.997905	18.271439
2010	20.036717	0.840619	52.368649	16.767073
2011	23.521528	1.410107	62.253138	18.760463
2012	25.576864	1.648375	65.348566	20.739771
2013	27.384715	1.613076	66.004972	20.701105
2014	32.695636	2.067636	66.965818	20.779636
2015	35.210011	1.817571	68.490333	21.221367
2016	34.396000	1.556317	68.941546	20.211852
2017	38.202078	1.640453	71.467413	20.396835
2018	44.338933	1.963946	75.161648	22.363519
2019	45.635639	2.147210	76.307032	23.137093
2020	48.119062	2.301660	88.880664	25.327363
2021	77.853987	2.078040	105.611233	26.763260

**Profitability
amongst the Market
was at a all time low
in 2009 & 2010.**



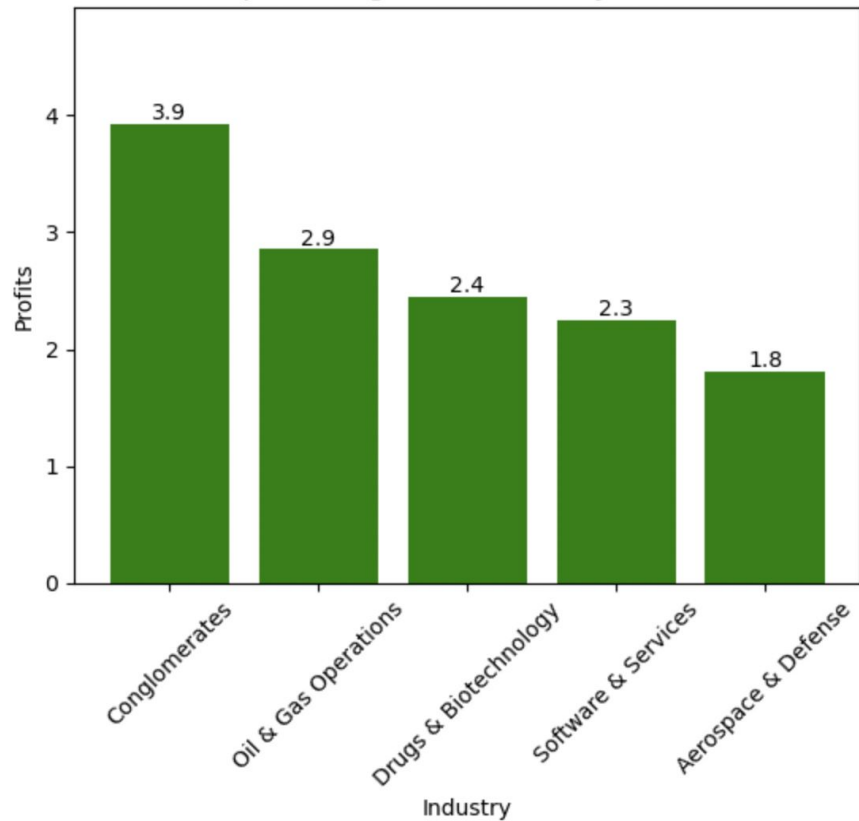
Leaving a majority
of Companies in the
Market with a deficit
for those respective
years.



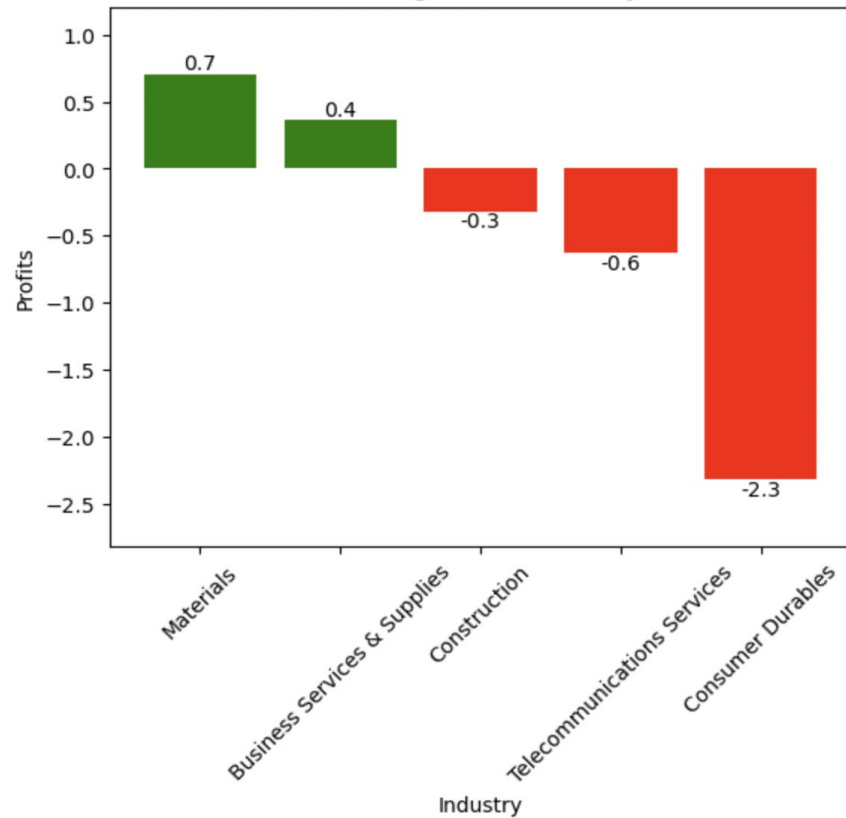
**Strong positive
correlation between
Market Value and
Assets.**

2008 Profits

Top 5 Average Profits Industry in 2008

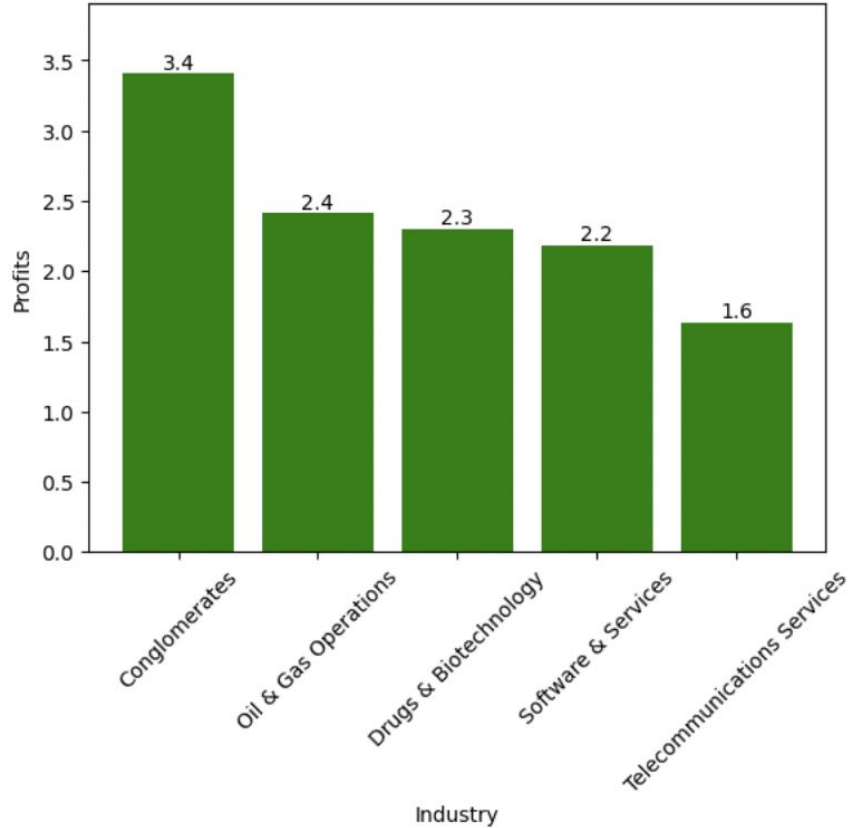


Bottom 5 Average Profits Industry in 2008

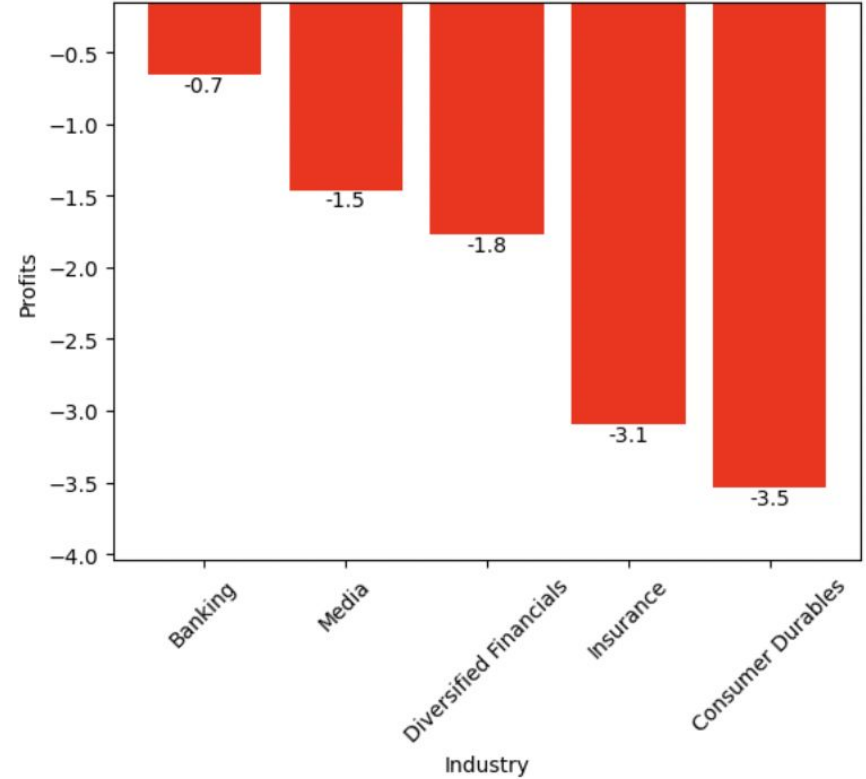


2009 Profits

Top 5 Average Profits Industry in 2009



Bottom 5 Average Profits Industry in 2009



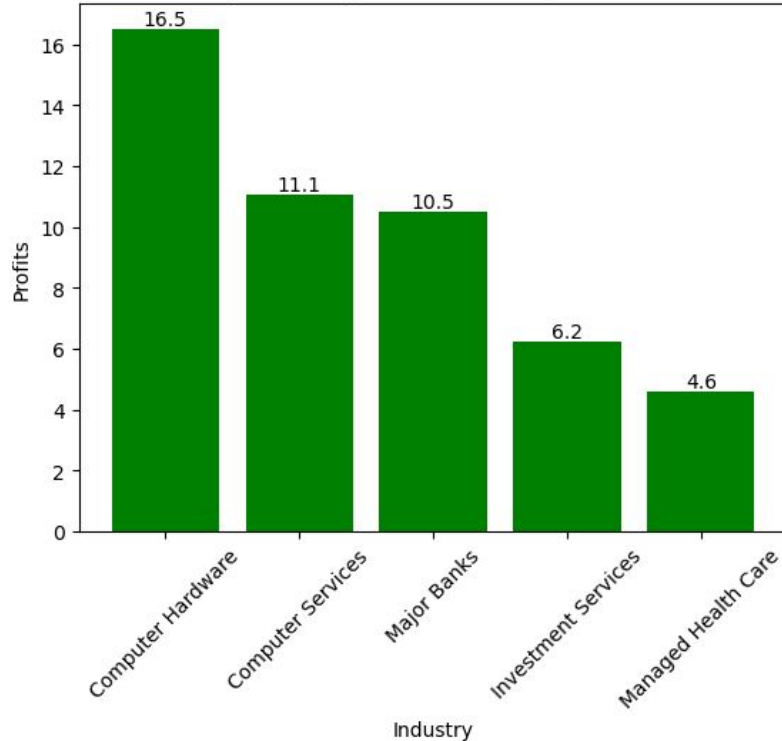
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Profitability amongst the Market was at its highest in 2020.

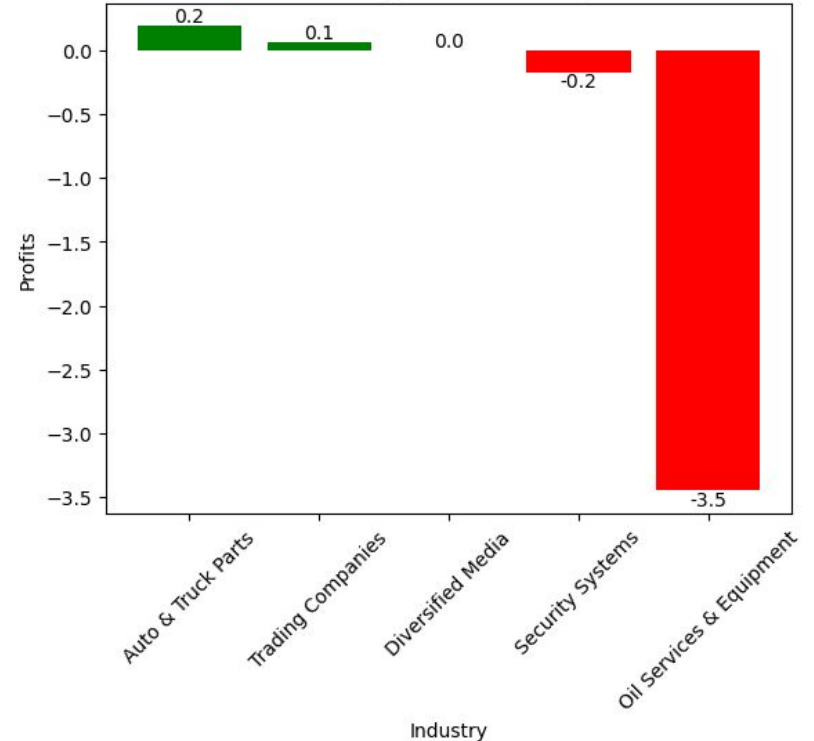
Period of 2009-2020 is the longest bull market in history.

In 2020, the most profitable industry in the USA was the computer hardware. Meanwhile, the least profitable one was oil services & equipment.

Top 5 Average Profits Industry in 2020

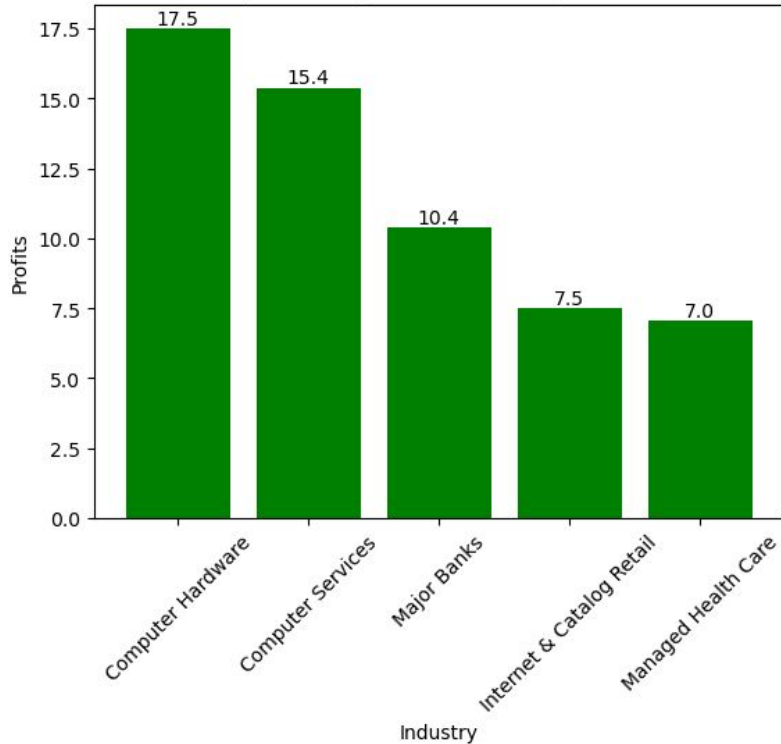


Bottom 5 Average Profits Industry in 2020

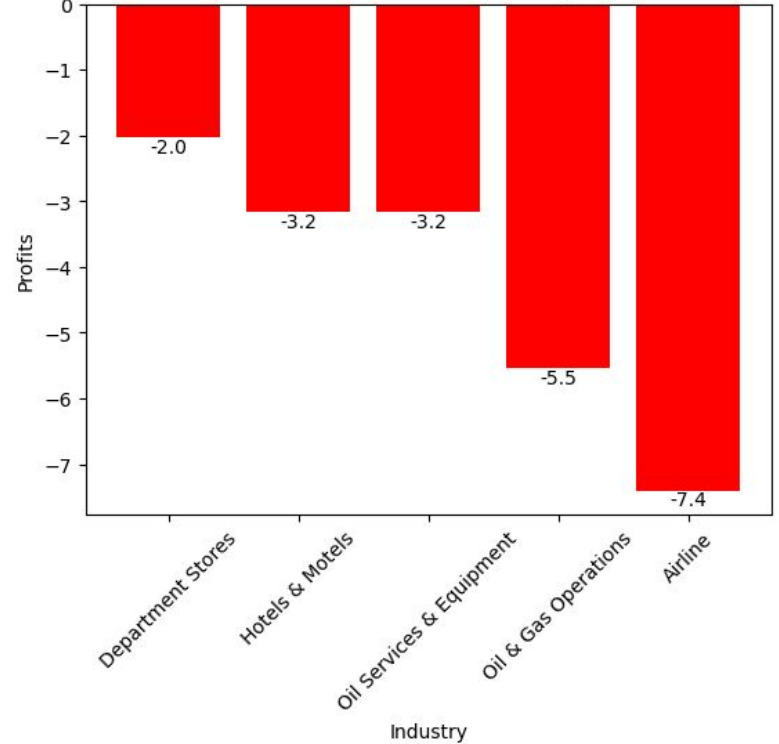


**In 2021, the 5 most profitable industry in the USA earned more than last years.
But, the 5 least profitable industries had a worse performance than last year.**

Top 5 Average Profits Industry in 2021



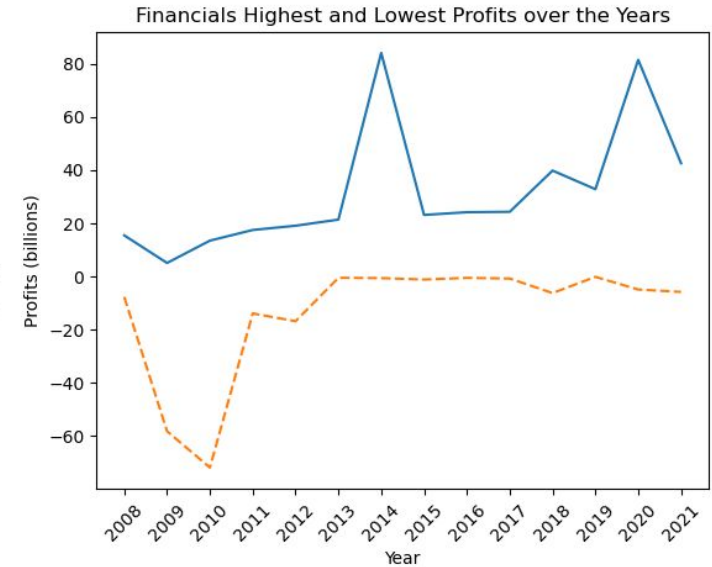
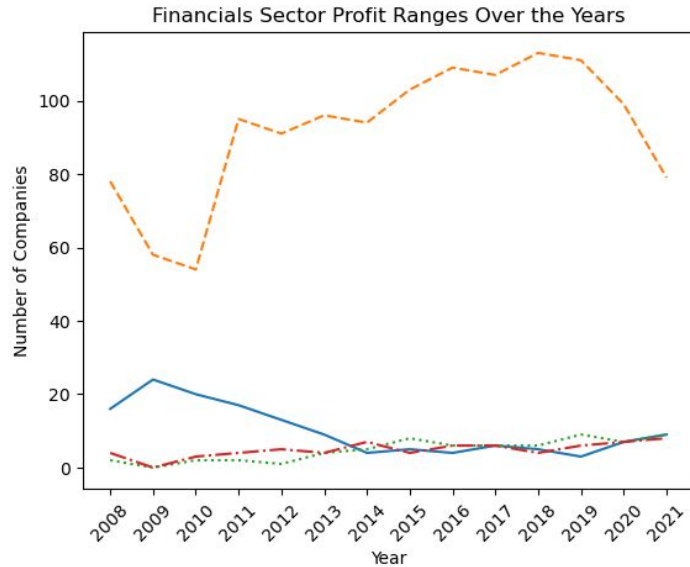
Bottom 5 Average Profits Industry in 2021



**To Evaluate Market Trends, the
population was divided into samples:**

- Financial**
- Technology**
- Petroleum**

– Financial Sector



Housing Crisis

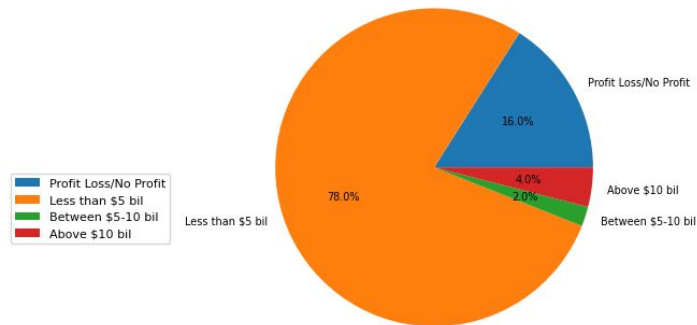
- Highest Number of Unprofitable companies between 2008-2010.
- Highest and Lowest Profit dropped in 2009 showing an overall decrease in profit

Covid 19 Pandemic

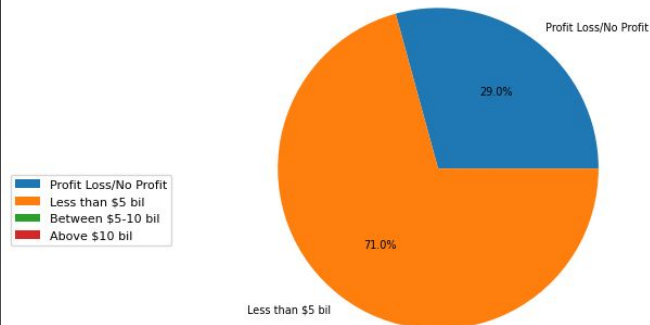
- Highest Profit jumped in 2020 while Lowest Profit was steady

– Financial Sector (2008 - 2010)

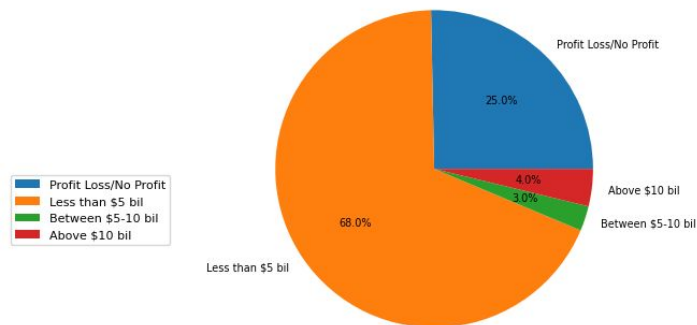
Financials Sector Profit Ranges for 2008



Financials Sector Profit Ranges for 2009



Financials Sector Profit Ranges for 2010

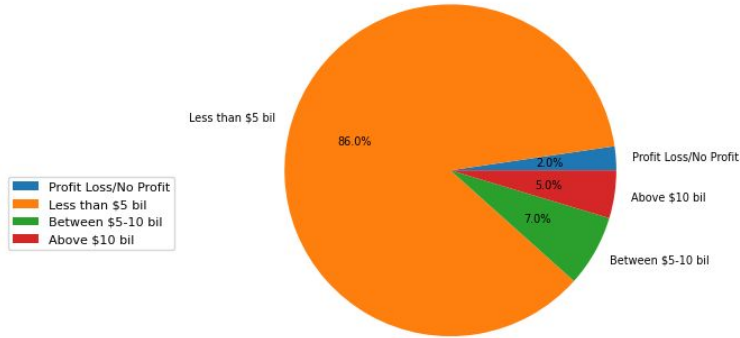


Profit Loss/No Profit Companies Over the Years

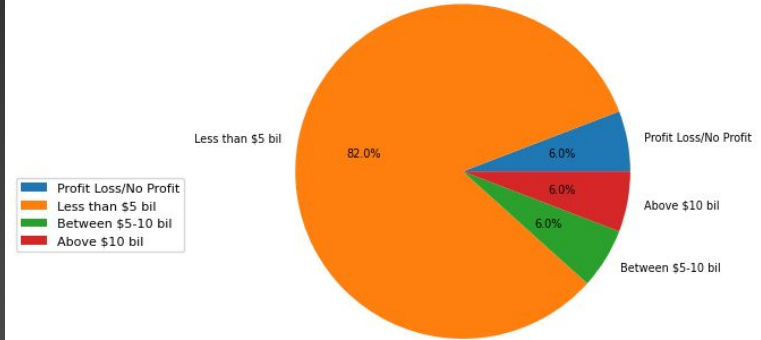
- 16% in 2008
- 29% in 2009 and 0% made more than \$5 billion
- 25% in 2010 with a slight recovery in other ranges

– Financial Sector (2019 - 2021)

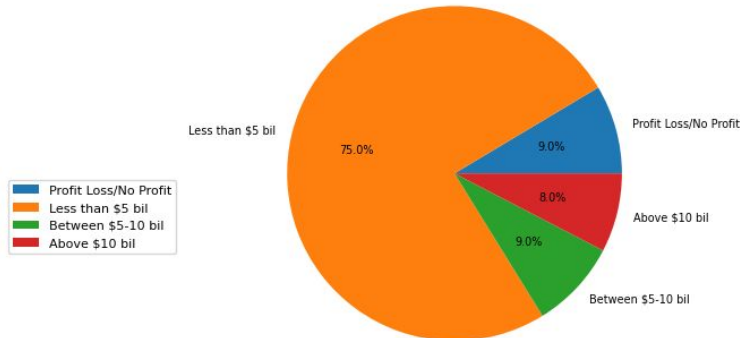
Financials Sector Profit Ranges for 2019



Financials Sector Profit Ranges for 2020



Financials Sector Profit Ranges for 2021

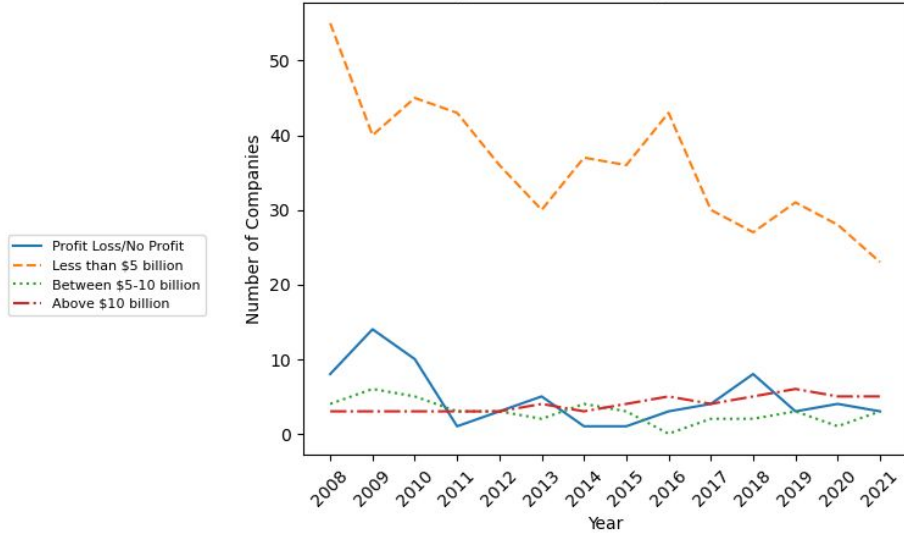


Profit Loss/No Profit Companies Over the Years

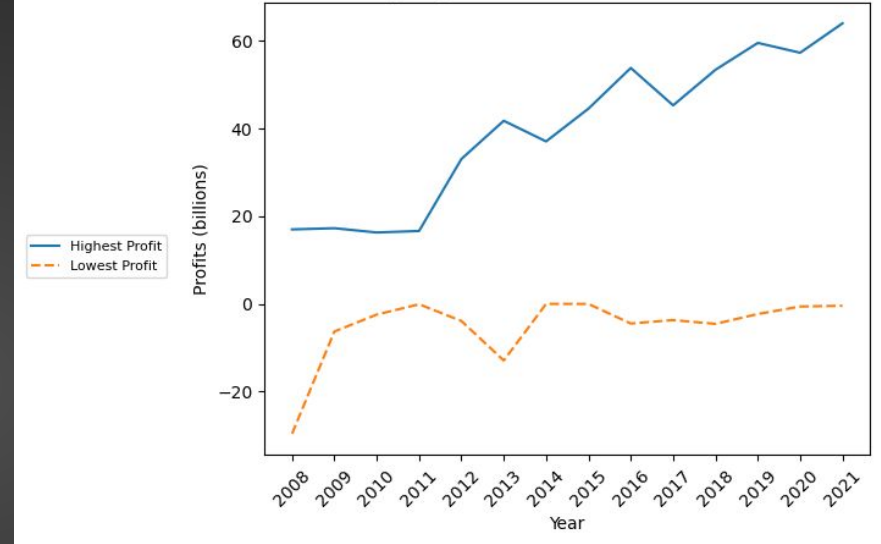
- 2% in 2019
- 9% in 2020 and an increase in companies that made more than \$5 billion
- 6% in 2021

– Technology Sector

Technology Sector Profit Ranges Over the Years



Technology Highest and Lowest Profits over the Years



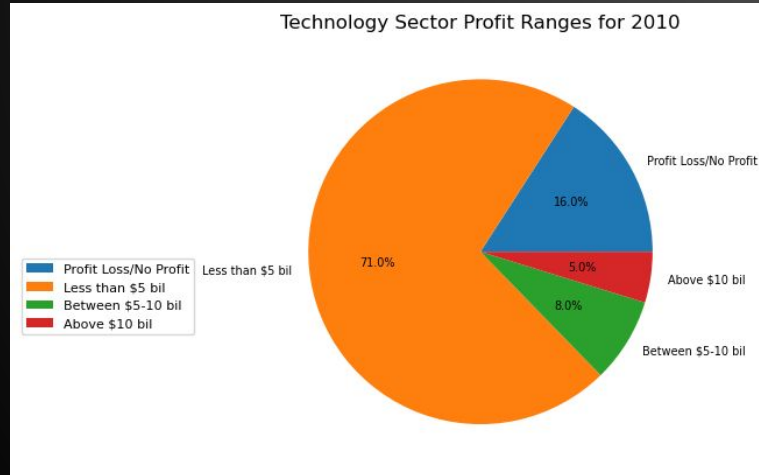
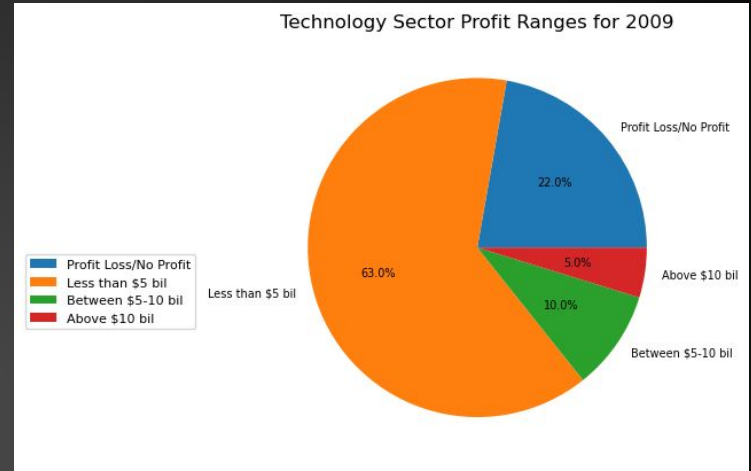
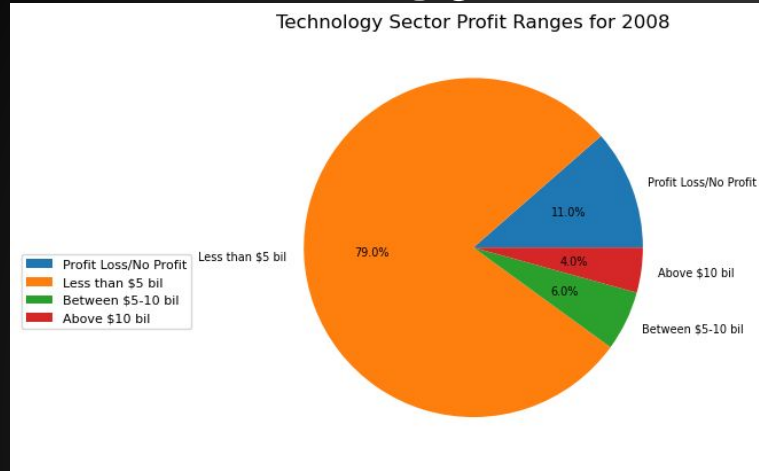
2008 Housing Crisis

- Highest Number of Unprofitable companies between 2008-2010
- Lowest profit decreased in 2009 while Highest Profit was steady

Covid19 Pandemic

- Highest Profit increased in 2020 while Lowest Profit was steady

– Technology Sector (2008 - 2010)

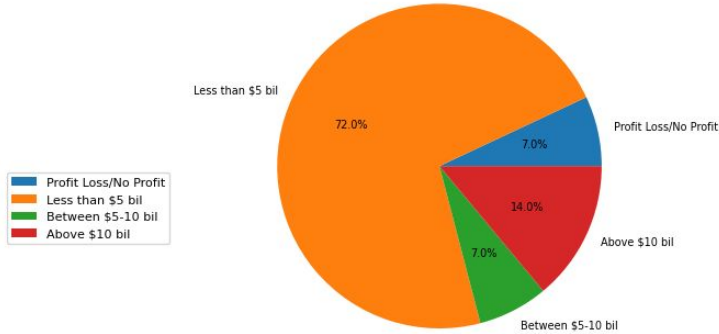


Profit Loss/No Profit Companies Over the Years

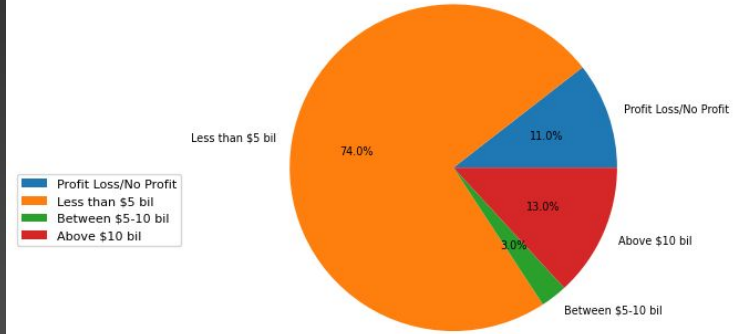
- 11% in 2008
- 22% in 2009
- 16% in 2010

– Technology Sector (2019 - 2021)

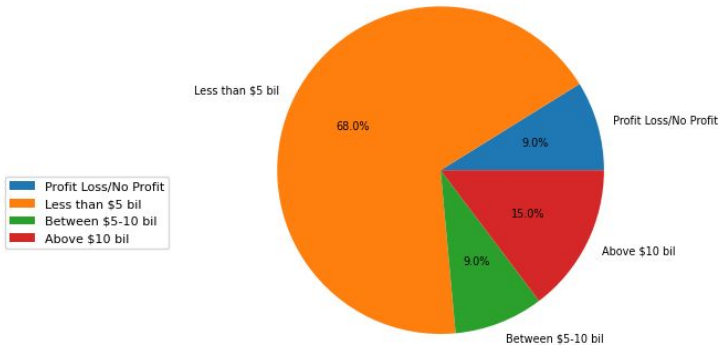
Technology Sector Profit Ranges for 2019



Technology Sector Profit Ranges for 2020



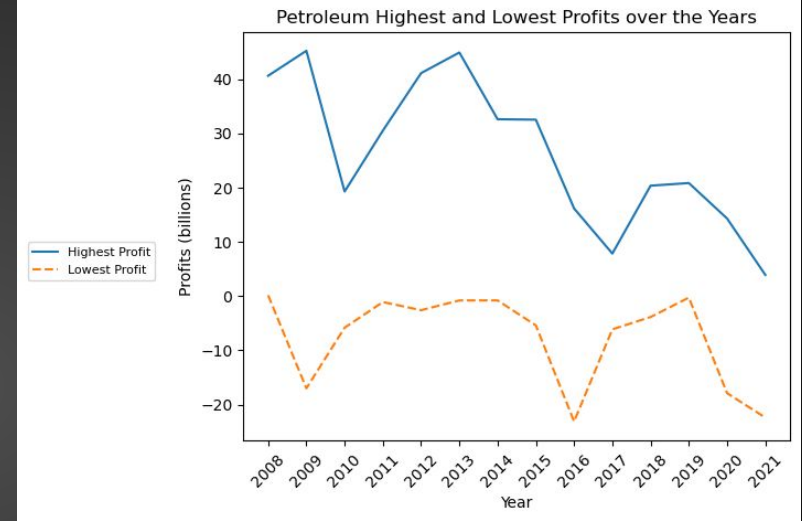
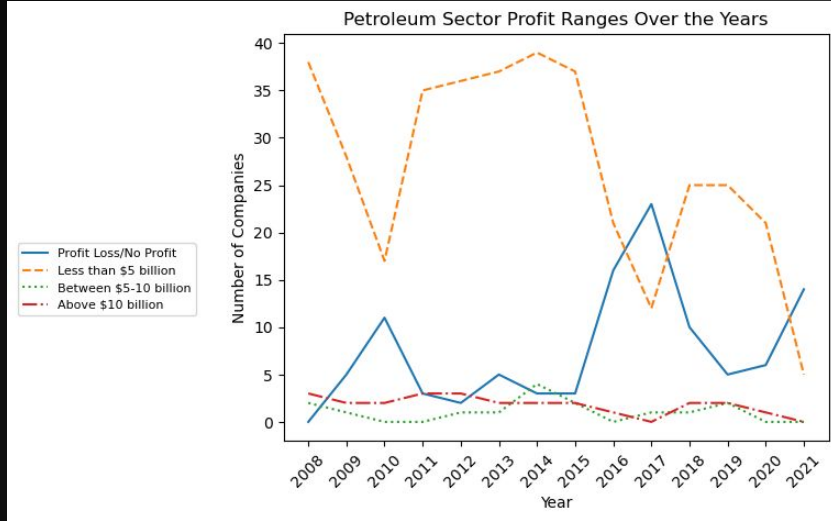
Technology Sector Profit Ranges for 2021



Profit Loss/No Profit Companies Over the Years

- **7% in 2019**
- **11% in 2020**
- **9% in 2021 and more companies that made over \$5 billion**

– Petroleum Sector



2008 Housing Crisis

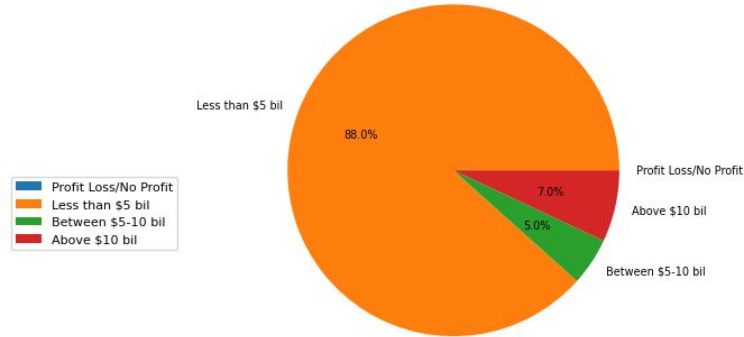
- The Petroleum sector had a volatile performance during the 2008 crisis . It saw its Peak in 2009.
- Highest Profit increased and Lowest Profit increased in 2009

Covid19 Pandemic

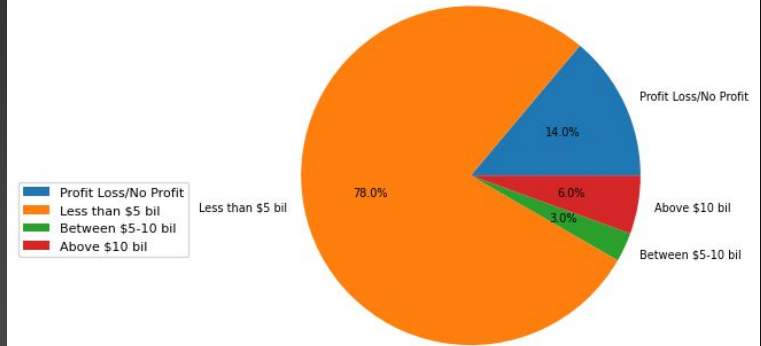
- Highest Profit decreased and Lowest Profit increased in 2020

– Petroleum Sector (2008 - 2010)

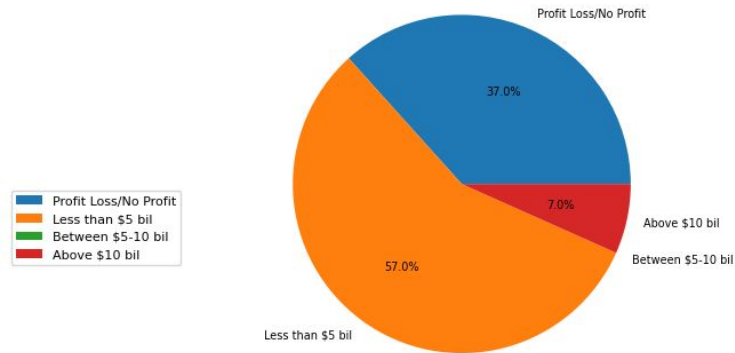
Petroleum Sector Profit Ranges for 2008



Petroleum Sector Profit Ranges for 2009



Petroleum Sector Profit Ranges for 2010

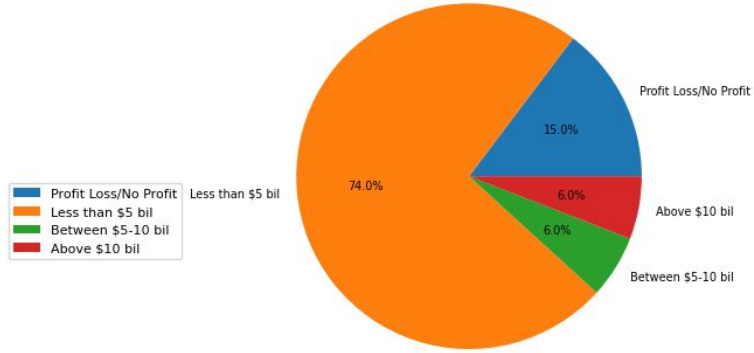


Profit Loss/No Profit Companies Over the Years

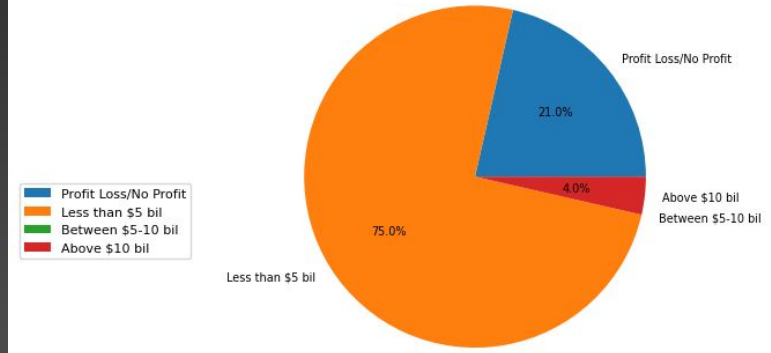
- 0% in 2008
- 14% in 2009
- 37% in 2010

_Petroleum Sector (2019 - 2021)

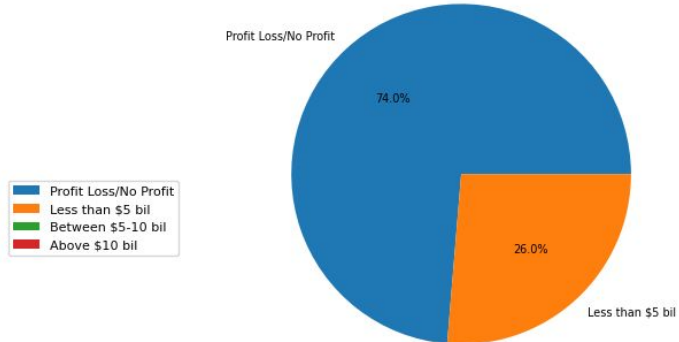
Petroleum Sector Profit Ranges for 2019



Petroleum Sector Profit Ranges for 2020



Petroleum Sector Profit Ranges for 2021

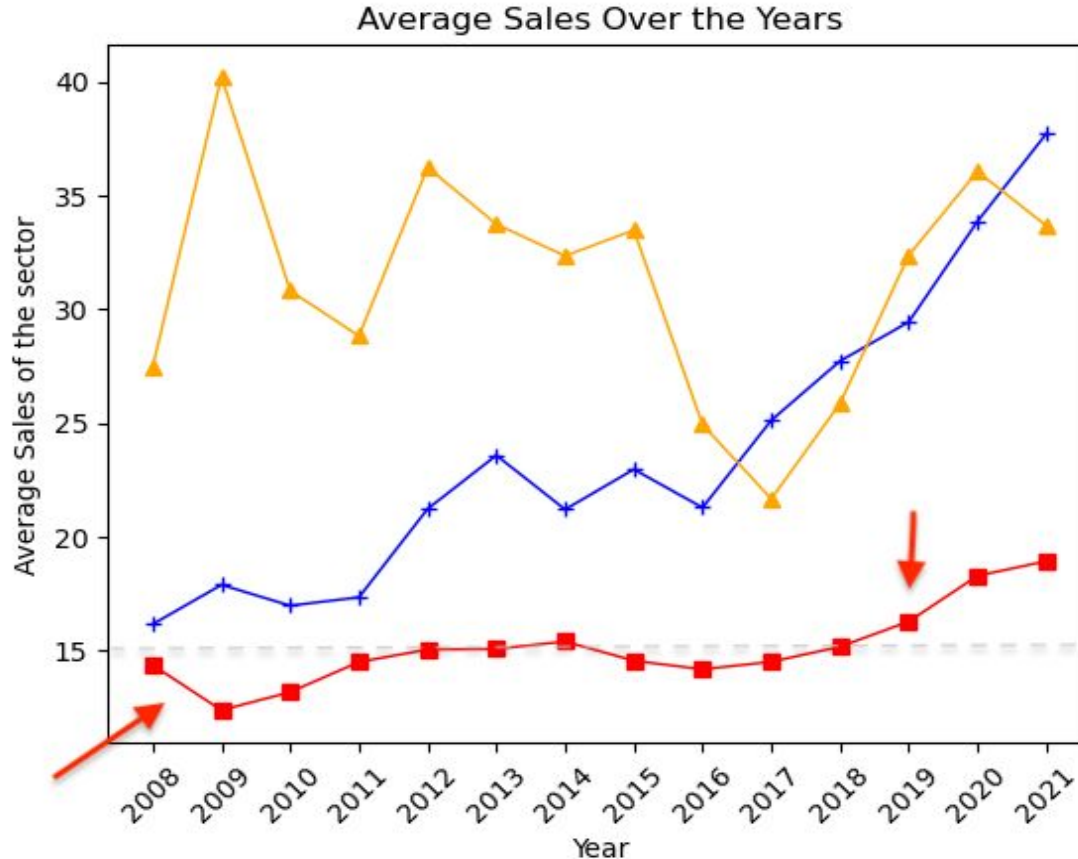


Profit Loss/No Profit Companies Over the Years

- **15% in 2019**
- **21% in 2020**
- **74% in 2021 and 0% made over \$5 billion**

-Sales Trend

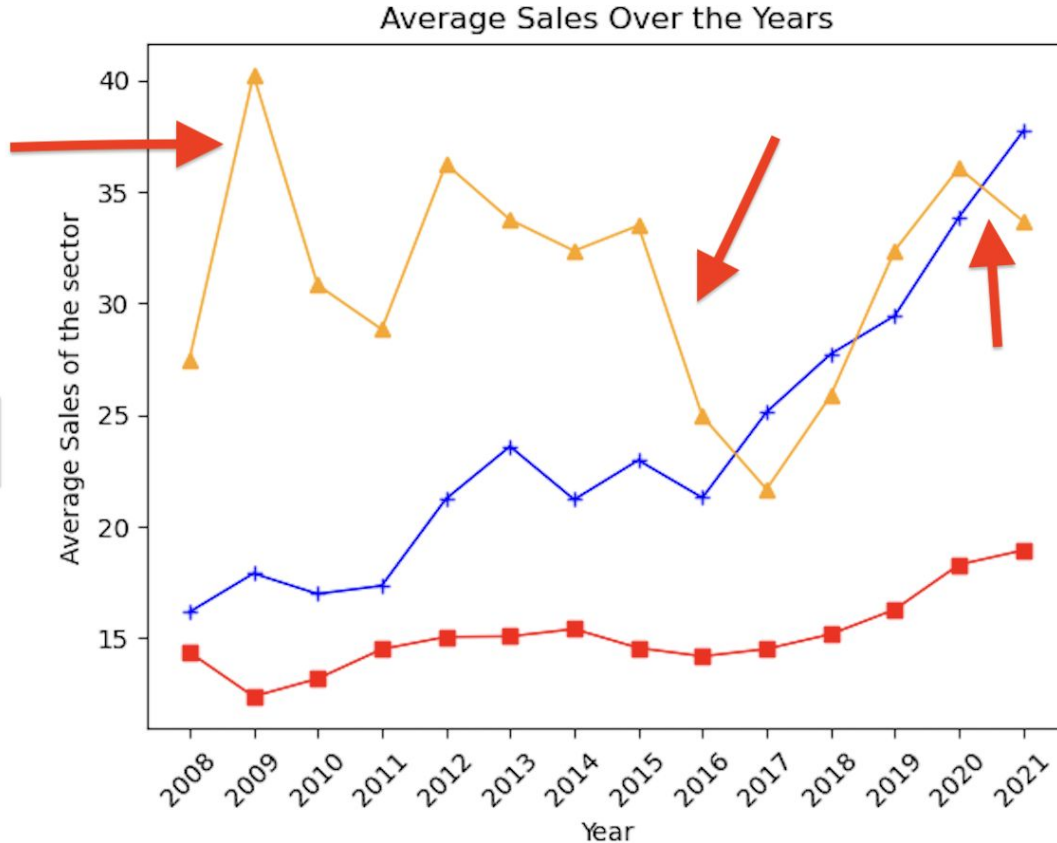
Financial Sector



The 2008
Housing Crisis
Impact reflected
in 2009

Recovery
Long and Slow

– Petroleum Sector



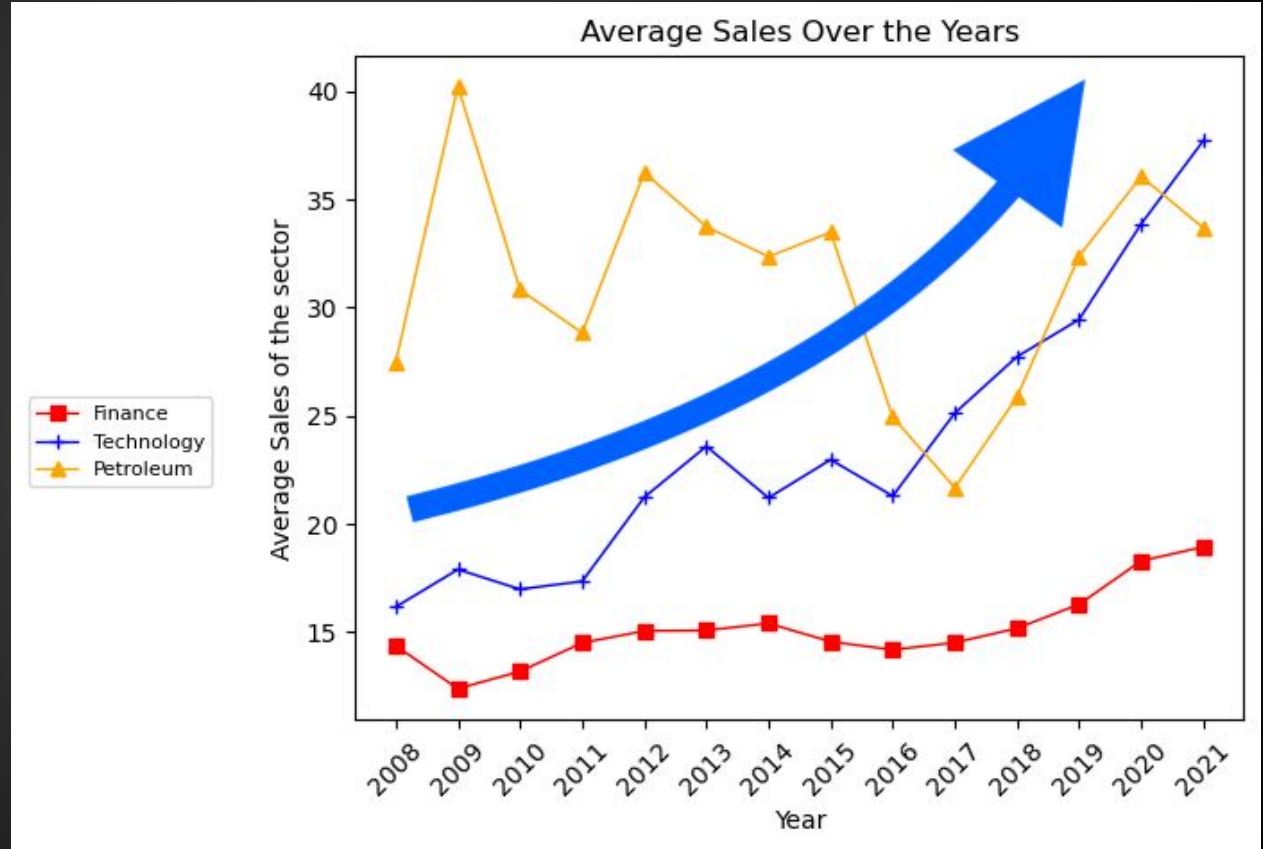
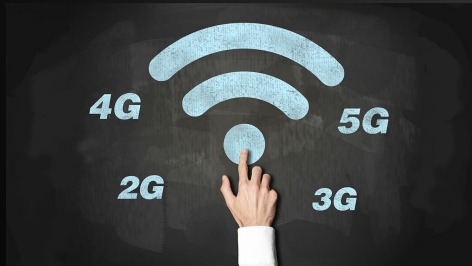
**Fight inflation -
sales increased in
2008-2009**

**Sales drop - Supply
Glut in 2014-2016**

**Sales drop -
COVID19 pandemic**

– Technology Sector

- AI and Big Data Took Off
- Mobile upgraded from 3G to 5G network



—
Perspective.



Project Overview

Obstacles:

- Sample is too small (but did consider most influential Project Overview companies)
- Speculative indicators aren't the best resources to analyze future market trends

Next Steps

- Analyze impact on other countries
- Analyze if industries trends varied from country to country
- Use other indicators to examine the market

Thank you!

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