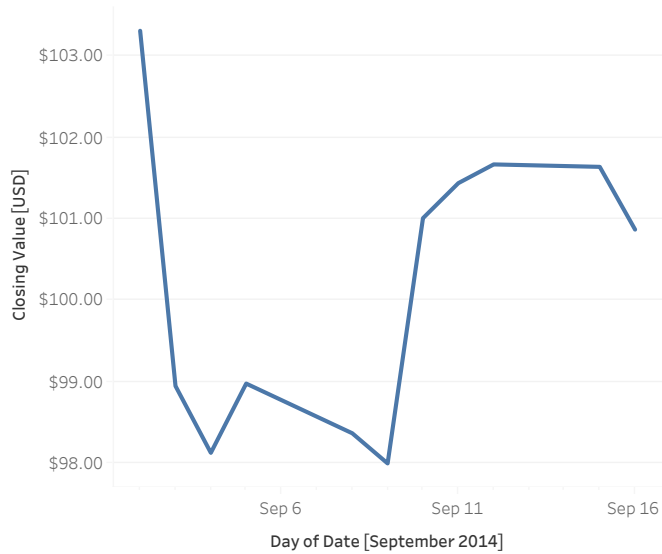
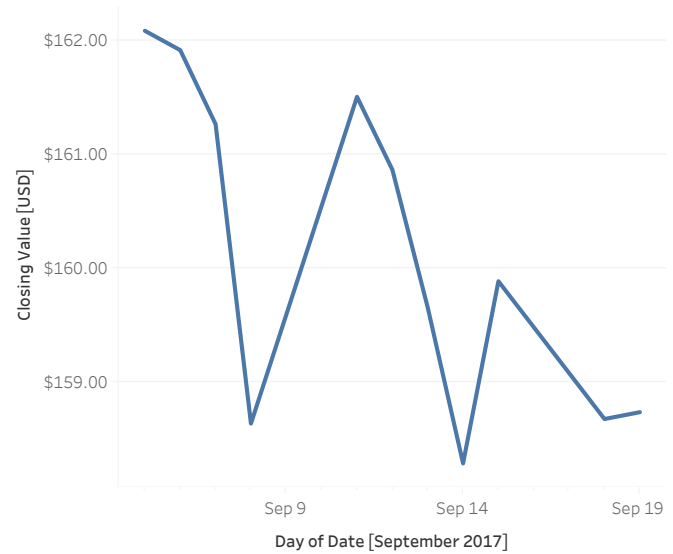


iPhone 6



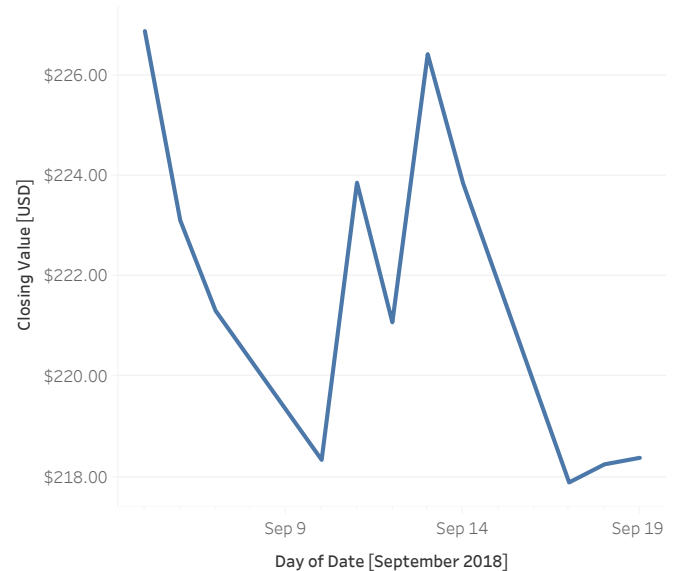
iPhone 8/X



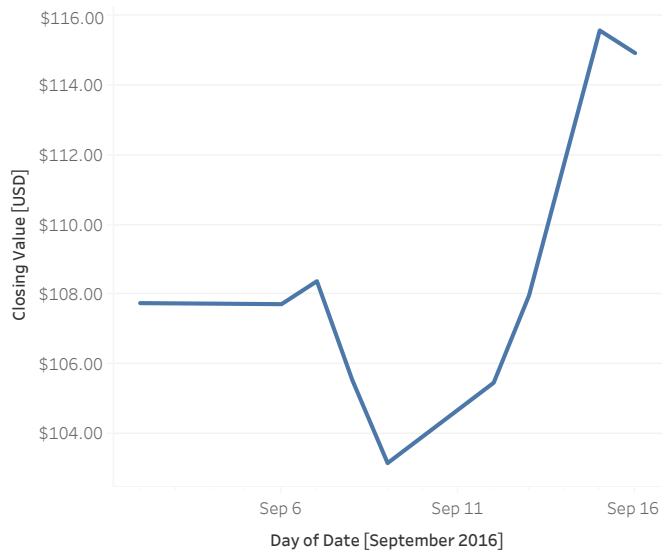
iPhone 6s



iPhone Xs/Xs Max



iPhone 7



ANALYSIS

My goal for producing these graphs was to analyze the relationship between the launch of a new iPhone and the closing stock price of each day in that week. The middle point in each graph signifies the date of the launch.

For three out of six (iP6, iP6s, iPXs) of the product launch weeks, there was a decline in stock price in the days following the event, and then a recovery with increase in the days following. The iPXs recovered but then promptly fell the days after.

For three out of six (iP7, iP8, iPX) of the product launch weeks, there was an increase in price leading up to the event, and then the price fell in the following days. Both saw recovery towards the end of the week, however.

My hypothesis before this was that there would be a decline leading up to the event and a spike afterwards, indicating an increase in investor confidence following the reveal of a new product line.