Analysis of Coca cola Stock

December 9, 2024

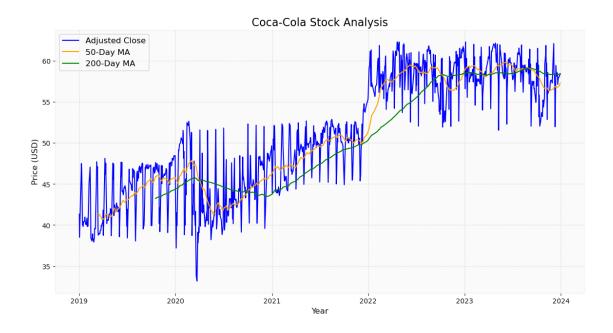
```
import pandas as pd
      import seaborn as sns
      import matplotlib.pyplot as plt
      import numpy as np
     pd.read_csv("/Users/avinashhm/Desktop/Coca Cola.csv")
[43]:
[43]:
                 Date
                            Open
                                        High
                                                     Low
                                                               Close
                                                                      Adj Close
      0
            02/01/19
                       46.939999
                                   47.220001
                                              46.560001
                                                          46.930000
                                                                      39.828789
      1
            03/01/19
                       46.820000
                                   47.369999
                                               46.529999
                                                          46.639999
                                                                      39.582672
      2
            04/01/19
                       46.750000
                                   47.570000
                                               46.639999
                                                          47.570000
                                                                      40.371952
      3
            07/01/19
                       47.570000
                                   47.750000
                                               46.900002
                                                          46.950001
                                                                      39.845768
      4
                       47.250000
            08/01/19
                                   47.570000
                                               47.040001
                                                          47.480000
                                                                      40.295567
      1253
            22/12/23
                       58.119999
                                   58.459999
                                              58.020000
                                                          58.320000
                                                                      57.857216
      1254
            26/12/23
                       58.060001
                                   58.709999
                                              58.060001
                                                          58.560001
                                                                      58.095314
      1255
            27/12/23
                       58.639999
                                   58.770000
                                              58.400002
                                                          58.709999
                                                                      58.244122
      1256
            28/12/23
                       58.650002
                                   58.869999
                                               58.529999
                                                          58.750000
                                                                      58.283806
      1257
            29/12/23
                       58.740002
                                   58.980000
                                                          58.930000
                                               58.630001
                                                                      58.462376
              Volume
                       YEAR
                             Month
                                     Day
      0
             11603700
                       2019
                                  1
                                       2
      1
             14714400
                       2019
                                  1
                                       3
      2
                                       4
            13013700
                       2019
                                  1
      3
             13135500
                       2019
                                  1
                                       7
      4
             15420700
                       2019
                                  1
                                       8
                       2023
                                 12
                                      22
      1253
             9028500
      1254
             6422500
                       2023
                                 12
                                      26
      1255
             8560100
                       2023
                                 12
                                      27
      1256
             8400100
                       2023
                                 12
                                      28
      1257
             9241600
                       2023
                                 12
                                      29
      [1258 rows x 10 columns]
[45]: data= pd.read_csv("/Users/avinashhm/Desktop/Coca Cola.csv")
```

```
[50]: data['Date'] = pd.to_datetime(data['Date'])
      data.sort_values('Date', inplace=True)
     Daily Return
[52]: data['Daily Return'] = data['Adj Close'].pct_change()
[54]: data['Daily Return']
[54]: 21
                   {\tt NaN}
      40
             -0.068172
      61
              0.038516
      82
              0.040026
      124
              0.070237
      1253
              0.005691
      1254
              0.004115
      1255
              0.002561
      1256
              0.000681
      1257
              0.003064
     Name: Daily Return, Length: 1258, dtype: float64
     CAGR Calculation
[57]: start_price = data['Adj Close'].iloc[0]
      end_price = data['Adj Close'].iloc[-1]
      num_years = (data['Date'].iloc[-1] - data['Date'].iloc[0]).days / 365.25
      cagr = ((end_price / start_price) ** (1 / num_years)) - 1
      print(f"CAGR: {cagr:.2%}")
     CAGR: 7.20%
     Moving Averages
[60]: data['50-Day MA'] = data['Adj Close'].rolling(window=50).mean()
      data['200-Day MA'] = data['Adj Close'].rolling(window=200).mean()
[62]: data['200-Day MA']
[62]: 21
                    NaN
      40
                    NaN
      61
                    NaN
      82
                    NaN
      124
                    NaN
      1253
              58.362817
      1254
              58.374069
      1255
              58.377686
      1256
              58.380444
```

```
Name: 200-Day MA, Length: 1258, dtype: float64
[64]: data['50-Day MA']
[64]: 21
                    NaN
                    NaN
      40
      61
                    NaN
      82
                    NaN
      124
                    NaN
      1253
              56.858978
      1254
              56.979768
      1255
              57.092905
      1256
              57.194237
      1257
              57.299534
      Name: 50-Day MA, Length: 1258, dtype: float64
     Plot Trends
[67]: import matplotlib.pyplot as plt
      plt.figure(figsize=(14, 7))
      plt.plot(data['Date'], data['Adj Close'], label='Adjusted Close', color='blue')
      plt.plot(data['Date'], data['50-Day MA'], label='50-Day MA', color='orange')
      plt.plot(data['Date'], data['200-Day MA'], label='200-Day MA', color='green')
      plt.title("Coca-Cola Stock Analysis", fontsize=16)
      plt.xlabel("Year", fontsize=12)
      plt.ylabel("Price (USD)", fontsize=12)
      plt.legend(fontsize=12)
      plt.grid(True, linestyle='--', alpha=0.6)
      plt.show()
```

1257

58.382171



Calculate standard deviation of daily returns to measure volatility

```
[70]: volatility = data['Daily Return'].std() * (252 ** 0.5) # Annualized print(f"Annualized Volatility: {volatility:.2%}")
```

Annualized Volatility: 73.37%

```
[]:
```

```
[]:
```

```
[]:
```

Compute Technical Indicators

```
[76]: import pandas as pd
import numpy as np

# Load and preprocess data
data = pd.read_csv("Coca Cola.csv")
data['Date'] = pd.to_datetime(data['Date'])
data.set_index('Date', inplace=True)

# Moving Averages
data['20-Day MA'] = data['Adj Close'].rolling(window=20).mean()
data['50-Day MA'] = data['Adj Close'].rolling(window=50).mean()
data['200-Day MA'] = data['Adj Close'].rolling(window=200).mean()
```

```
# RSI Calculation
delta = data['Adj Close'].diff()
gain = (delta.where(delta > 0, 0)).rolling(window=14).mean()
loss = (-delta.where(delta < 0, 0)).rolling(window=14).mean()</pre>
rs = gain / loss
data['RSI'] = 100 - (100 / (1 + rs))
# Bollinger Bands
data['Upper Band'] = data['20-Day MA'] + (data['Adj Close'].rolling(window=20).
 ⇒std() * 2)
data['Lower Band'] = data['20-Day MA'] - (data['Adj Close'].rolling(window=20).

std())
# MACD
ema_12 = data['Adj Close'].ewm(span=12, adjust=False).mean()
ema_26 = data['Adj Close'].ewm(span=26, adjust=False).mean()
data['MACD'] = ema_12 - ema_26
data['Signal Line'] = data['MACD'].ewm(span=9, adjust=False).mean()
```

Candle stick Chart

```
[79]: import mplfinance as mpf

# Plot candlestick chart with technical indicators
mpf.plot(
    data,
    type='candle',
    mav=(20, 50, 200),
    volume=True,
    title='Coca-Cola Candlestick Chart',
    style='yahoo'
)
```

/opt/anaconda3/lib/python3.12/site-packages/mplfinance/_arg_validators.py:84:
UserWarning:

```
WARNING: YOU ARE PLOTTING SO MUCH DATA THAT IT MAY NOT BE
POSSIBLE TO SEE DETAILS (Candles, Ohlc-Bars, Etc.)

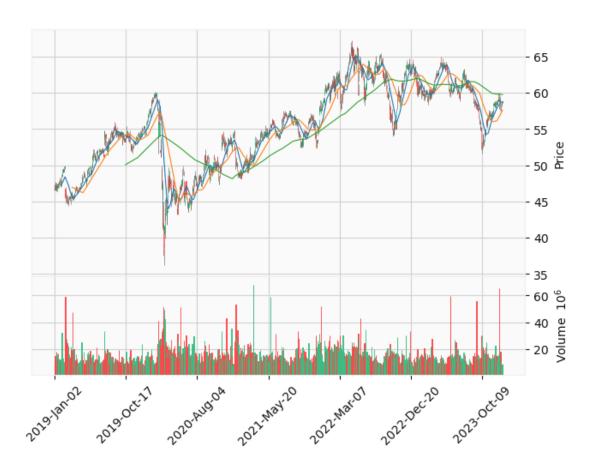
For more information see:
- https://github.com/matplotlib/mplfinance/wiki/Plotting-Too-Much-Data

TO SILENCE THIS WARNING, set `type='line'` in `mpf.plot()`

OR set kwarg `warn_too_much_data=N` where N is an integer

LARGER than the number of data points you want to plot.
```

Coca-Cola Candlestick Chart

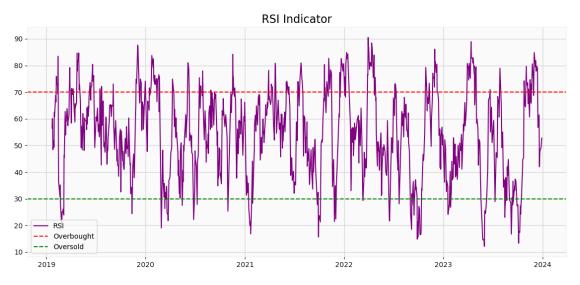


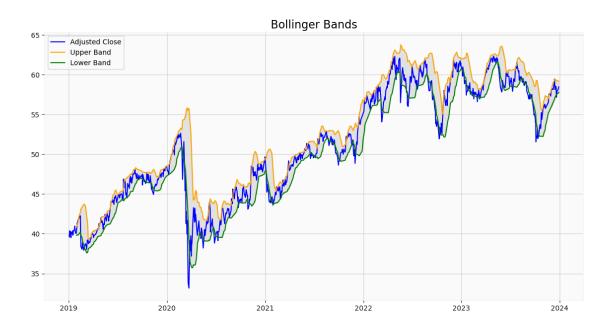
Visualize Indicators

```
[82]: import matplotlib.pyplot as plt

# RSI Plot
plt.figure(figsize=(14, 6))
plt.plot(data.index, data['RSI'], label='RSI', color='purple')
plt.axhline(70, color='red', linestyle='--', label='Overbought')
plt.axhline(30, color='green', linestyle='--', label='Oversold')
plt.title('RSI Indicator', fontsize=16)
plt.legend()
plt.show()

# Bollinger Bands Plot
```





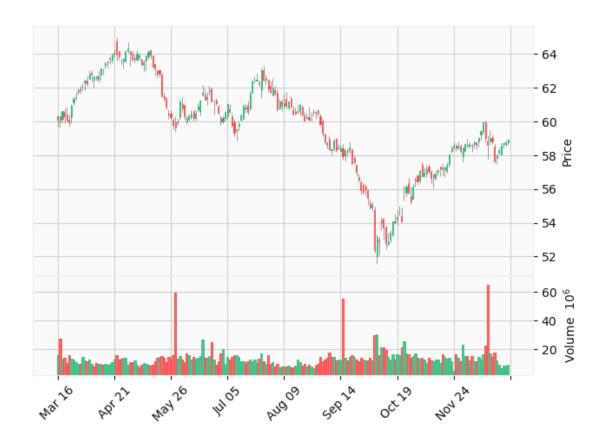
Summary of Analysis Candlestick Chart: Offers a clear visual representation of price movements

(open, high, low, close). RSI: Identifies overbought (>70) and oversold (<30) conditions. Bollinger Bands: Highlights periods of high/low volatility. MACD: Provides buy/sell signals based on line crossovers.

Coca-Cola - 50 Days Candlestick



Coca-Cola - 200 Days Candlestick



Coca-Cola - 365 Days Candlestick



```
[]:
[]:
[]:
[]:
Findings

[91]: import pandas as pd
import numpy as np
import matplotlib.pyplot as plt

# Load the stock data (Make sure to update the path if necessary)
data = pd.read_csv('Coca Cola.csv')
data['Date'] = pd.to_datetime(data['Date'])
```

```
data.set_index('Date', inplace=True)
# Calculate moving averages
data['50-Day MA'] = data['Adj Close'].rolling(window=50).mean()
data['200-Day MA'] = data['Adj Close'].rolling(window=200).mean()
# Calculate RSI (Relative Strength Index)
delta = data['Adj Close'].diff()
gain = (delta.where(delta > 0, 0)).rolling(window=14).mean()
loss = (-delta.where(delta < 0, 0)).rolling(window=14).mean()</pre>
rs = gain / loss
data['RSI'] = 100 - (100 / (1 + rs))
# Calculate Bollinger Bands
data['Upper Band'] = data['50-Day MA'] + (data['Adj Close'].rolling(window=50).
 ⇒std() * 2)
data['Lower Band'] = data['50-Day MA'] - (data['Adj Close'].rolling(window=50).
 ⇒std() * 2)
# Calculate MACD (Moving Average Convergence Divergence)
ema_12 = data['Adj Close'].ewm(span=12, adjust=False).mean()
ema_26 = data['Adj Close'].ewm(span=26, adjust=False).mean()
data['MACD'] = ema_12 - ema_26
data['Signal Line'] = data['MACD'].ewm(span=9, adjust=False).mean()
# Identify key findings
findings = {}
# 1. Moving Averages
findings['50-Day MA'] = data['50-Day MA'].iloc[-1]
findings['200-Day MA'] = data['200-Day MA'].iloc[-1]
if findings['50-Day MA'] > findings['200-Day MA']:
    findings['MA Trend'] = "Uptrend (50-Day MA is above 200-Day MA)"
else:
    findings['MA Trend'] = "Downtrend (50-Day MA is below 200-Day MA)"
# 2. RSI Analysis
findings['RSI'] = data['RSI'].iloc[-1]
if findings['RSI'] > 70:
    findings['RSI Trend'] = "Overbought (RSI > 70)"
elif findings['RSI'] < 30:</pre>
    findings['RSI Trend'] = "Oversold (RSI < 30)"</pre>
    findings['RSI Trend'] = "Neutral (RSI between 30 and 70)"
# 3. MACD Analysis
findings['MACD'] = data['MACD'].iloc[-1]
```

```
findings['Signal Line'] = data['Signal Line'].iloc[-1]
if findings['MACD'] > findings['Signal Line']:
    findings['MACD Trend'] = "Bullish (MACD > Signal Line)"
    findings['MACD Trend'] = "Bearish (MACD < Signal Line)"</pre>
# 4. Bollinger Bands
findings['Upper Band'] = data['Upper Band'].iloc[-1]
findings['Lower Band'] = data['Lower Band'].iloc[-1]
if data['Adj Close'].iloc[-1] > findings['Upper Band']:
    findings['Bollinger Bands Trend'] = "Price is above Upper Band (Potential_

Overbought)"
elif data['Adj Close'].iloc[-1] < findings['Lower Band']:</pre>
    findings['Bollinger Bands Trend'] = "Price is below Lower Band (Potential_
 ⇔Oversold)"
else:
    findings['Bollinger Bands Trend'] = "Price is within Bands (Normal)"
# 5. General Candlestick Analysis (50, 200, 365 days)
findings['Candlestick Insights'] = {
     '50-Day Period': data.tail(50).iloc[-1][['Open', 'Close', 'High', 'Low']].
 →to_dict(),
    '200-Day Period': data.tail(200).iloc[-1][['Open', 'Close', 'High', 'Low']].
 →to_dict(),
     '365-Day Period': data.tail(365).iloc[-1][['Open', 'Close', 'High', 'Low']].
 →to_dict()
# Print Findings
print("Stock Analysis Report:")
for key, value in findings.items():
    print(f"\n{key}: {value}")
Stock Analysis Report:
50-Day MA: 56.87808845520019
200-Day MA: 58.3882851600647
MA Trend: Downtrend (50-Day MA is below 200-Day MA)
RSI: 52.75860697309015
RSI Trend: Neutral (RSI between 30 and 70)
MACD: 0.32211584437807517
```

```
Signal Line: 0.4185841630880368
      MACD Trend: Bearish (MACD < Signal Line)
      Upper Band: 59.90132278440249
      Lower Band: 53.854854125997896
      Bollinger Bands Trend: Price is within Bands (Normal)
      Candlestick Insights: {'50-Day Period': {'Open': 58.7400016784668, 'Close':
      58.93000030517578, 'High': 58.97999954223633, 'Low': 58.630001068115234},
      '200-Day Period': {'Open': 58.7400016784668, 'Close': 58.93000030517578, 'High':
      58.97999954223633, 'Low': 58.630001068115234}, '365-Day Period': {'Open':
      58.7400016784668, 'Close': 58.93000030517578, 'High': 58.97999954223633, 'Low':
      58.630001068115234}}
  []:
  []:
      Other Analysis
      Average Volume
[97]: # Calculate average volume
       average_volume = data['Volume'].rolling(window=50).mean().iloc[-1]
       # Compare current volume with average
       current_volume = data['Volume'].iloc[-1]
       if current_volume > average_volume:
           volume_trend = "Higher volume than average"
       else:
           volume_trend = "Lower volume than average"
[99]: average_volume
[99]: 14901360.0
[101]: volume_trend
[101]: 'Lower volume than average'
  []:
      ATR (Volatility)
[105]: # Calculate ATR (Average True Range)
       data['High-Low'] = data['High'] - data['Low']
```

```
data['Low-Close'] = abs(data['Low'] - data['Adj Close'].shift())
       data['True Range'] = data[['High-Low', 'High-Close', 'Low-Close']].max(axis=1)
       atr = data['True Range'].rolling(window=14).mean().iloc[-1]
[107]: atr
[107]: 0.9503773280552456
 []:
      Beta Calculation
[175]: # Assuming you have the data for the SSP 500 or another market index
       market_data = pd.read_csv('/Users/avinashhm/Desktop/Coca Cola.csv')
       market_data['Date'] = pd.to_datetime(market_data['Date'])
       market_data.set_index('Date', inplace=True)
       # Calculate daily returns for both Coca-Cola and the market
       coca_cola_returns = data['Adj Close'].pct_change()
       market_returns = market_data['Adj Close'].pct_change()
       # Calculate Beta using covariance and variance
       covariance = coca_cola_returns.cov(market_returns)
       variance = market returns.var()
       beta = covariance / variance
      /var/folders/t1/qt3r9zkn2rn4cyzr0txf6fc00000gn/T/ipykernel_9005/4102761424.py:3:
      UserWarning: Could not infer format, so each element will be parsed
      individually, falling back to `dateutil`. To ensure parsing is consistent and
      as-expected, please specify a format.
        market_data['Date'] = pd.to_datetime(market_data['Date'])
[119]: market_returns
[119]: Date
       2019-02-01
                          NaN
       2019-03-01
                    -0.006179
       2019-04-01
                    0.019940
       2019-07-01
                    -0.013033
       2019-08-01
                     0.011288
       2023-12-22
                     0.005691
       2023-12-26
                     0.004115
       2023-12-27
                     0.002561
       2023-12-28
                     0.000681
       2023-12-29
                     0.003064
       Name: Adj Close, Length: 1258, dtype: float64
```

data['High-Close'] = abs(data['High'] - data['Adj Close'].shift())

```
[121]: beta
[121]: 0.7115925725017358
[123]: variance
[123]: 0.00018162925747906605
[125]:
       coca_cola_returns
[125]: Date
       2019-01-02
                          NaN
       2019-01-03
                    -0.006179
       2019-01-04
                     0.019940
       2019-01-07
                    -0.013033
       2019-01-08
                     0.011288
       2023-12-22
                     0.005691
       2023-12-26
                     0.004115
       2023-12-27
                     0.002561
       2023-12-28
                     0.000681
       2023-12-29
                     0.003064
       Name: Adj Close, Length: 1258, dtype: float64
[127]: market_data.set_index
[127]: <bound method DataFrame.set_index of
                                                              Open
                                                                          High
                                                                                      Low
       Close Adj Close
                           Volume \
       Date
       2019-02-01 46.939999
                              47.220001
                                         46.560001
                                                     46.930000
                                                                39.828789
                                                                            11603700
       2019-03-01
                   46.820000
                              47.369999
                                          46.529999
                                                     46.639999
                                                                39.582672
                                                                            14714400
                   46.750000
       2019-04-01
                              47.570000
                                          46.639999
                                                     47.570000
                                                                40.371952
                                                                            13013700
       2019-07-01 47.570000
                              47.750000
                                         46.900002
                                                     46.950001
                                                                39.845768
                                                                            13135500
                                                                40.295567
       2019-08-01
                   47.250000
                              47.570000
                                         47.040001
                                                     47.480000
                                                                            15420700
       2023-12-22
                                                     58.320000
                                                                             9028500
                   58.119999
                              58.459999
                                          58.020000
                                                                57.857216
       2023-12-26
                   58.060001
                              58.709999
                                         58.060001
                                                     58.560001
                                                                58.095314
                                                                             6422500
                                                     58.709999
       2023-12-27
                   58.639999
                              58.770000
                                          58.400002
                                                                58.244122
                                                                             8560100
       2023-12-28
                   58.650002
                              58.869999
                                          58.529999
                                                     58.750000
                                                                58.283806
                                                                             8400100
       2023-12-29
                   58.740002
                              58.980000
                                         58.630001
                                                     58.930000
                                                                58.462376
                                                                             9241600
                   YEAR Month Day
       Date
                                  2
       2019-02-01
                   2019
                             1
       2019-03-01
                   2019
                                  3
       2019-04-01
                   2019
                             1
                                  4
       2019-07-01
                   2019
                             1
                                  7
       2019-08-01
                   2019
                                  8
```

[1258 rows x 9 columns]>

```
[]:
```

[]:

Analysis

1. Volume Analysis

```
[133]: # Calculate the 50-day moving average of volume
data['50-Day Volume MA'] = data['Volume'].rolling(window=50).mean()

# Compare current volume with average volume
current_volume = data['Volume'].iloc[-1]
average_volume = data['50-Day Volume MA'].iloc[-1]
if current_volume > average_volume:
    volume_trend = "Higher volume than average"
else:
    volume_trend = "Lower volume than average"
print(f"Volume Trend: {volume_trend}")
```

Volume Trend: Lower volume than average

2. Average True Range (ATR) for Volatility

```
[136]: # Calculate True Range
data['High-Low'] = data['High'] - data['Low']
data['High-Close'] = abs(data['High'] - data['Adj Close'].shift())
data['Low-Close'] = abs(data['Low'] - data['Adj Close'].shift())
data['True Range'] = data[['High-Low', 'High-Close', 'Low-Close']].max(axis=1)

# Calculate 14-day ATR (average of True Range)
atr = data['True Range'].rolling(window=14).mean().iloc[-1]
print(f"ATR (Volatility): {atr:.2f}")
```

ATR (Volatility): 0.95

3. Fibonacci Retracement Levels

```
[139]: # Define the high and low price over a period
high_price = data['High'].max()
```

```
low_price = data['Low'].min()

# Fibonacci levels

diff = high_price - low_price
level_23_6 = high_price - 0.236 * diff
level_38_2 = high_price - 0.382 * diff
level_50 = high_price - 0.5 * diff
level_61_8 = high_price - 0.618 * diff

print(f"Fibonacci Levels:")
print(f"23.6% Level: {level_23_6}")
print(f"38.2% Level: {level_38_2}")
print(f"50% Level: {level_50}")
print(f"61.8% Level: {level_61_8}")
Fibonacci Levels:
```

23.6% Level: 59.90051777648926 38.2% Level: 55.38473828887939 50% Level: 51.73499870300293 61.8% Level: 48.08525911712647

4. On-Balance Volume (OBV)

```
[142]: # Calculate OBV
data['Daily Return'] = data['Adj Close'].pct_change()
data['Direction'] = np.where(data['Daily Return'] >= 0, 1, -1)
data['OBV'] = data['Direction'] * data['Volume']
data['OBV'] = data['OBV'].cumsum()

# Last OBV value
obv = data['OBV'].iloc[-1]
print(f"OBV (On-Balance Volume): {obv}")
```

OBV (On-Balance Volume): 999023100

5. Price Action and Candlestick Patterns

Bullish Engulfing Patterns Count: 3

6. Earnings Per Share (EPS) and P/E Ratio

```
[148]: # Let's assume we have EPS and stock price (P/E ratio) from a CSV or database
eps = 2.10  # Example EPS for Coca-Cola
price = data['Adj Close'].iloc[-1]
pe_ratio = price / eps

print(f"P/E Ratio: {pe_ratio:.2f}")
```

P/E Ratio: 27.84

7. Dividend Yield and Payout Ratio

Dividend Yield: 2.87% Payout Ratio: 80.00%

8. Beta (Stock Volatility Relative to Market)

```
[154]: # Assuming you have market data for S&P 500 or another benchmark index
market_data = pd.read_csv('/Users/avinashhm/Desktop/Coca Cola.csv')
market_data['Date'] = pd.to_datetime(market_data['Date'])
market_data.set_index('Date', inplace=True)

# Calculate daily returns for Coca-Cola and the market
coca_cola_returns = data['Adj Close'].pct_change()
market_returns = market_data['Adj Close'].pct_change()

# Calculate Beta using covariance and variance
covariance = coca_cola_returns.cov(market_returns)
variance = market_returns.var()
beta = covariance / variance

print(f"Beta: {beta:.2f}")
```

Beta: 0.71

/var/folders/t1/qt3r9zkn2rn4cyzr0txf6fc00000gn/T/ipykernel_9005/2847744484.py:3: UserWarning: Could not infer format, so each element will be parsed individually, falling back to `dateutil`. To ensure parsing is consistent and

```
as-expected, please specify a format.
market_data['Date'] = pd.to_datetime(market_data['Date'])
```

9. Institutional Ownership

```
[157]: # Example institutional ownership data (percentage of shares owned by institutions)
institutional_ownership = 70 # Example: 70% of shares are held by institutional investors

print(f"Institutional Ownership: {institutional_ownership}%")
```

Institutional Ownership: 70%

[]:

Integrating These Findings into Your Report

```
[161]: findings = {}
       # Add findings to the report
       findings['Volume Trend'] = volume_trend
       findings['ATR (Volatility)'] = atr
       findings['Fibonacci Levels'] = {
           "23.6%": level_23_6,
           "38.2%": level_38_2,
           "50%": level_50,
           "61.8%": level_61_8
       }
       findings['OBV'] = obv
       findings['Bullish Engulfing Patterns'] = bullish_engulfing_count
       findings['P/E Ratio'] = pe_ratio
       findings['Dividend Yield'] = dividend_yield
       findings['Payout Ratio'] = payout_ratio
       findings['Beta'] = beta
       findings['Institutional Ownership'] = institutional_ownership
       # Print the entire findings
       for key, value in findings.items():
           print(f"{key}: {value}")
```

```
Volume Trend: Lower volume than average
ATR (Volatility): 0.9503773280552456
Fibonacci Levels: {'23.6%': 59.90051777648926, '38.2%': 55.38473828887939, '50%': 51.73499870300293, '61.8%': 48.08525911712647}
OBV: 999023100
Bullish Engulfing Patterns: 3
P/E Ratio: 27.83922649565197
Dividend Yield: 2.873643059461249
Payout Ratio: 80.0
```

Beta: 0.7115925725017358 Institutional Ownership: 70