

Stock Price Prediction:
Comparison between Machine Learning and Deep learning Models

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CIPHER TECH

(Moulima Mukherjee CSE2,Roll-500120020078 Shivam Chaudhary CSE2,Roll-500120010105)

(Avishek kr. Sah CSE2, Roll-500120010121 Satyam kr. Chhetri CSE2,Roll-500120010118)

(Ipsita Nayak CSE3,Roll-500120020160 Ankita Bose CSE3,Roll-500120020172)

Under the guidance of

Prof. <Dr. Mahamuda Sultana>



Guru Nanak Institute of Technology, Kolkata-700110

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Place: Kolkata

Moulima Mukherjee (TL)

Shivam Chaudhary

Avishek Kumar Sah

Satyam Kumar Chhetri

Ipsita Nayak

Ankita Bose

GURUNANAK INSTITUTE OF TECHNOLOGY
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

This is to certify that the thesis entitled, “**Stock Price Prediction: Comparison between Machine Learning and Deep learning Models**” being submitted by **Team Cipher Tech**, roll no-14311214001 for the award of the degree of Bachelor of Technology (Computer Science and Engineering) of GNIT, is a record of bonafide research work carried out by his under supervision and guidance. Our team has worked for nearly one year on the above problem at the Department of Computer Science and Engineering, Gurunanak Institute of Technology, Kolkata and this has reached the standard fulfilling the requirements and the regulation relating to the degree.

The contents of this thesis, in full or part, have not been submitted to any other university or institution for the award of any degree or diploma.

Supervisor

<Dr. Mahamuda Sultana>

Department of Computer Science and Engineering
GNIT, Kolkata.

Head of the Department

<<>>

Head of the Department
Department of Computer Science and Engineering,
GNIT, Kolkata

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Abstract

The price at which one share of a corporation would be purchased is known as the share price or stock price. It is not constant; rather it changes over time in response to market factors. Predicting a stock price significantly aids us in reducing or, to put it another way, limiting our losses. And in return, a successful forecast can bring in revenue. In this paper we have done a comparative analysis between different models of Deep Learning and Machine learning and try to estimate the close price of a stock. Under Machine Learning we used Regression models like Decision Tree, Random Forest, Extra Trees and in Deep Learning we used two-layer LSTM Model. Under Regression we received the accuracy and RMSE Score of 99.14% & 0.998, 99.32% & 0.999, 99.37% & 0.999 respectively for Decision Tree, Random Forest, Extra Trees and for LSTM we received an accuracy and RMSE score as 98.53% & 3.334.

Keywords: Stock price prediction, LSTM, Random forest, Extra Trees, Neural Network, Decision Tree.

I. Introduction

The stock market is a network of markets where securities like stocks and bonds may be bought and sold. It is a fundamental part of the worldwide monetary framework, filling in as a commercial center for financial backers to buy and sell organization stock and different types of resources. Stock trades give simple, straightforward admittance to monetary resources. This suggests that financial backers may handily obtain and sell stock in firms of any size or area. The financial exchange's receptiveness likewise assists with ensuring that financial backers get fair costs for their resources. Proficient financial backers can likewise utilize securities exchanges to decide fair evaluating for freely recorded organizations. This is because of the way that stock costs change constantly based on a scope of variables like the organization's monetary execution, financial circumstances, and financial backer mentality. Proficient financial backers can decide the fair worth of an organization's portions by watching stock costs. Financial exchanges, as well as giving an exchanging stage to protections, likewise assume a part in capital designation. At the point when financial backers buy stock in an organization, they are successfully giving the firm with assets to assist it with creating. This assists with ensuring that the most proficient organizations approach the cash they expect to thrive.[1]

The act of attempting to anticipate the future value of a business stock or other financial instrument traded on an exchange is known as stock market prediction. A good forecast of a stock's future price might result in a large profit. According to the efficient-market theory, stock prices represent all currently accessible information, and any price fluctuations that are not based on newly disclosed information are thus intrinsically unexpected. Others disagree, and those who hold this opinion have a plethora of ways and technology that they claim allow them to obtain future pricing information.

The act of attempting to forecast the future value of a corporate stock or other financial instrument traded on an exchange is known as stock market prediction. It is a complex and difficult endeavor since the stock market is turbulent and unpredictable. However, there are other approaches for attempting to anticipate stock prices. Technical analysis is a common approach. Technical analysis examines pricing data from the past to uncover patterns that may foretell future price changes. Fundamental analysis is another prominent way. Fundamental analysis evaluates a company's inherent worth by examining its financial statements and other aspects. According to the efficient-market hypothesis (EMH), stock prices represent all publicly accessible information. This indicates that utilizing technical analysis, fundamental analysis, or other approaches to consistently outperform the market is impossible. There is some evidence, however, that EMH does not hold fully and that certain investors may routinely outperform the market. There are several reasons why stock market forecasting is so difficult. One explanation for this is that the stock market is a complicated system with several interconnected components. Another issue is that the stock market is always changing, and fresh information may soon render any projections obsolete.

Despite the difficulties, some people feel that it is feasible to anticipate stock prices with some degree of accuracy. These individuals employ a number of techniques, including technical analysis, fundamental analysis, and quantitative methodologies. However, keep in mind that there is no guarantee of success, and any forecasts should be approached with care.[2]

The background and historical advancement for our research is explained in section II, the related works have been cited in section III. The method by which we have carried out our work

is coined in section IV, finally the results and the analysis is given in the successive section; the final section concludes the work.

II. Background

History of stock market

The Stock Market is a centralized marketplace where investors can buy and sell shares of publicly traded corporations. It acts as a platform for companies to raise capital through their IPO's and for individuals and organizations to invest in the growth and success of companies. When a company decides to go public, it releases its shares which represent a part of the ownership of the company.

From individual investors to institutional investors, invests in the Stock market to gain money over the Time. They buy stocks in the companies that they believe will increase in value over time, called long position or they can sell stocks that they have already owned before by believing that the price will fall, known as short position. This interaction between the buyers and sellers in the market determines the price of the product, which changes over time and the needs of the market and business conditions.

Stock Market is an important function in finance. Firstly, it allows capital formation by allowing companies to raise funds for business development, expansion and other by selling products to investors. This investment in capital enables businesses to stimulate growth, create jobs. Secondly, it generates income by allowing investors to easily buy and sell stocks. Unlike other types of investment such as real estate, shares in public companies can be bought and sold quickly during trading hours. Stock Market is also a good indicator of overall health and performance of the economy. Stock indices like Nifty 50, Dow and Jones provide a comprehensive view of the overall performance of a particular sector and are also used as indicators of the broader market. [3]

Need for prediction

Stock Price Prediction can be a crucial need in the financial world. Its aim is to predict the upcoming trend of stock prices on various factors and indicators. Its need arises in the following reasons:

1. **Investment Making Decision:** For any individual or any large institution prediction helps to make informed decisions about buying and selling stock. By knowing the upcoming trend in the market they can invest their money in buying or selling the stock for their future endeavours. Prediction can help in determining the optimal time to buy or sell the stock, it identifies a favourable entry or exit on a specific time of a stock. For Example, if a stock is predicted to experience a price increase in the future, investors can sell that particular stock at that particular time which they have purchased it in the past. Conversely, if any stock is expected to decline in future, investors wait for the stock to become stable for a while and then would buy on the dip and could make a profit in the future in the upper circuit.
2. **Risk Management:** Risk Management is the most vital role in the Stock Market. Before investing any money into the market investors should work with their risk management. It allows the investor to be at the safer side during any recession or decline of the economy. By forecasting the price movement, investors can look into their potential risk associated with that stock. Knowing the volatility and potential downside helps the investor to manipulate the amount that they are going to invest. For example, if a stock is predicted to be highly volatile, investors can decide to allocate a smaller portion of their portfolio to reduce the potential losses. Additionally investors can apply stop-loss on the predicted price levels to automatically sell a stock if it reaches a specific price.
3. **Financial Planning:** Stock price prediction can play a vital role in Financial Planning. It is most useful for any individual or institution for estimating the future portfolio values, plan for retirement, set investment goals and to invest for future goals by making an appropriate strategy. Based on that they can list down the stock which going to have a good growth potential in the upcoming years. Accurate prediction provides a forward looking perspective that can give a huge profit in Long-term Investment. Additionally, it provides the upcoming decline or recession through which we can short the market for a while and reinvest when it is suitable based on other factors[4]

Why AI

The stock market is significantly impacted by artificial intelligence (AI), which is changing how financial institutions and investors make choices. Market participants can improve their performance overall and acquire insightful information by utilizing the power of AI. Here, we'll examine every aspect of artificial intelligence's function in the stock market and emphasize how it affects various stakeholders.

Improvement of Decision-Making Procedures

AI models and algorithms can process enormous volumes of data and identify important patterns and trends. This makes it possible for investors to make more educated choices that are supported by solid data. Financial professionals can better discover possible investment opportunities and manage risks by analyzing complicated market dynamics, historical data, and real-time information using AI-powered technologies.

High-Frequency Trading and Algorithmic Trading

High-frequency trading (HFT), where computer programs conduct trades at exceedingly fast rates, has been transformed by artificial intelligence (AI). These trading systems can monitor market circumstances, carry out deals, and maintain portfolios with a minimum of human participation by utilizing AI algorithms. Artificial intelligence (AI) systems are able to detect trade trends, spot arbitrage possibilities, and react to market developments in a matter of milliseconds. As a result, efficiency, liquidity, and market liquidity have all enhanced.

Assessment and Control of Risk

AI-based risk assessment models have evolved into crucial stock market risk management tools. For the purpose of identifying potential hazards and evaluating their impact on investment portfolios, these models study historical data, market volatility, and other risk indicators. Additionally, AI algorithms can aid in creating risk mitigation plans, maximizing asset

Stock price prediction with AI has a number of important advantages, including empowering investors and enhancing financial market decision-making. Firstly, AI algorithms

are capable of analyzing enormous volumes of data, such as past stock prices, financial statements, news stories, and sentiment on social media, to spot patterns and trends that humans might miss. This results in more accurate forecasts and more knowledgeable investing choices. Secondly, AI makes it possible for real-time data processing, giving investors access to the most recent data and allowing them to respond rapidly to market movements. In the quick-paced world of stock trading, this agility is crucial. Last but not least, AI-driven trading systems automate trading decisions, removing emotional biases and boosting effectiveness. This technology aids investors in risk management, portfolio optimization, and potential return enhancement.[5]

Machine Learning

Machine Learning is a branch of artificial intelligence that involves computers to learn and improve from the experience. Its main idea is to create algorithms and models that can learn the pattern and relationship from the data. Over time it has advanced so much that there is no need for human intervention to teach about the data, relevant and irrelevant data, it learns on its own and does the prediction.

The main concept of Machine Learning is to allow the computer to learn the patterns and relationships among the data and make decisions based on it. This achievement can be achieved through the help of statistical methods and algorithms that analyze and process the data. It can be broadly categorized into supervised, unsupervised, semi-supervised and reinforcement learning.

Supervised Learning involves training the model based on the labelled data where the input and output label are paired. This way the model learns to map input features to the correct output feature and make predictions on unknown data. Unsupervised Learning deals with unlabeled data which results in finding the hidden patterns or relationship among the data. Semi-Supervised Learning combines both supervised and unsupervised learning for data preprocessing. Reinforcement Learning learns from interacting with the users and uses the feedback as its rewards and works on those to make the model more accurate.

To obtain a good accuracy in Machine Learning, high quality and diverse data is important. Data Preprocessing, Feature Engineering are necessary steps used in machine learning models to clean, organize, transform the data to minimize errors[6]

Regression Models-

1. Random Forest: The Random Forest algorithm is a widely used technique for classification, regression, and feature selection in machine learning. It is an ensemble learning method that constructs multiple decision trees on different subsets of the input data and predicts the output based on the majority vote of these individual trees. In essence, it combines simple, weak learners into a strong classifier by leveraging their diversity to improve accuracy and prevent overfitting. It also provides useful measures of variable importance and generates intuitive visualizations that aid in interpretability. One of the key advantages of random forest is its ability to handle large and complex datasets with high dimensionality and noisy features. It is also less prone to overfitting than other machine learning algorithms, making it a popular.[7] choice for many applications.

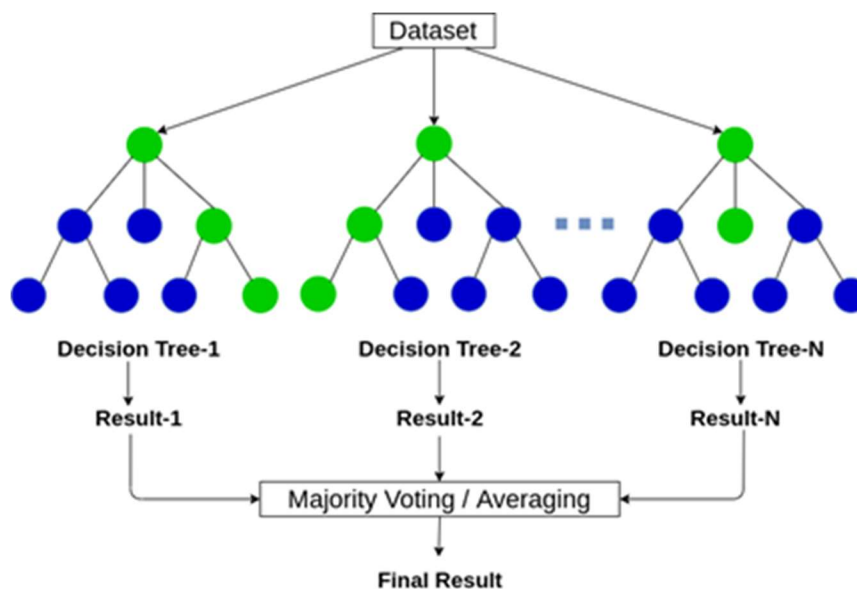


Fig 1:- Random Forest Model

2. **Decision Tree:** Decision Tree is a powerful tool used in data mining, machine learning, and artificial intelligence to make informed decisions. It is a type of supervised learning method that learns a series of if-then rules to make predictions based on input data. It is a graphical representation of all possible outcomes of a decision based on the different variables or factors that affect it. They work by breaking down a problem into smaller parts and creating rules from the data provided to arrive at an end result. The goal is to create a tree-like model that maps the features of the input data to the target variable. Decision Tree can be used across various industries, including healthcare, finance, retail, and education because they offer valuable insights into areas such as risk assessment, customer segmentation, product recommendations, fraud detection among others.[8]

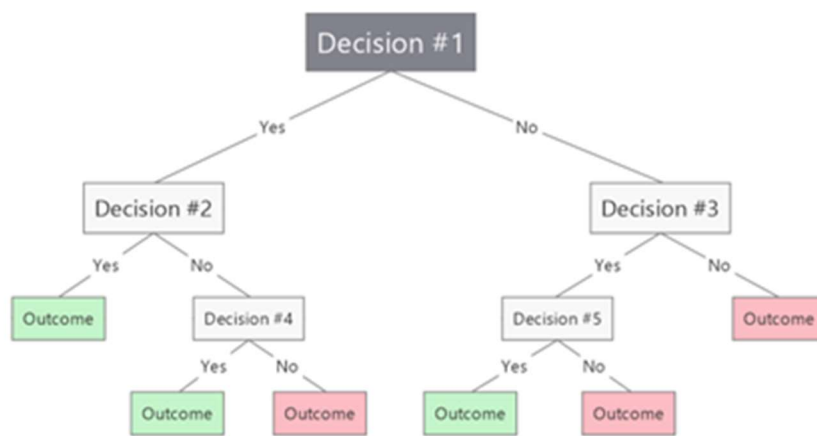


Fig 2:- Decision Tree Model

3. **Extra Trees:** Extra Trees is a machine learning algorithm that is commonly used for classification and regression tasks. In Extra Trees, the splitting of the nodes is done randomly, without any optimization of the splitting criterion. This means that the algorithm creates a large number of decision trees, each with different splits, and then combines the results to make the final prediction. The final prediction is made by aggregating the predictions of all individual trees, which reduces overfitting and improves accuracy. Extra Trees have several advantages over other algorithms such as high variance reduction and low bias. They also require less computation than other

ensemble methods since they do not need to perform bootstrapping or feature selection

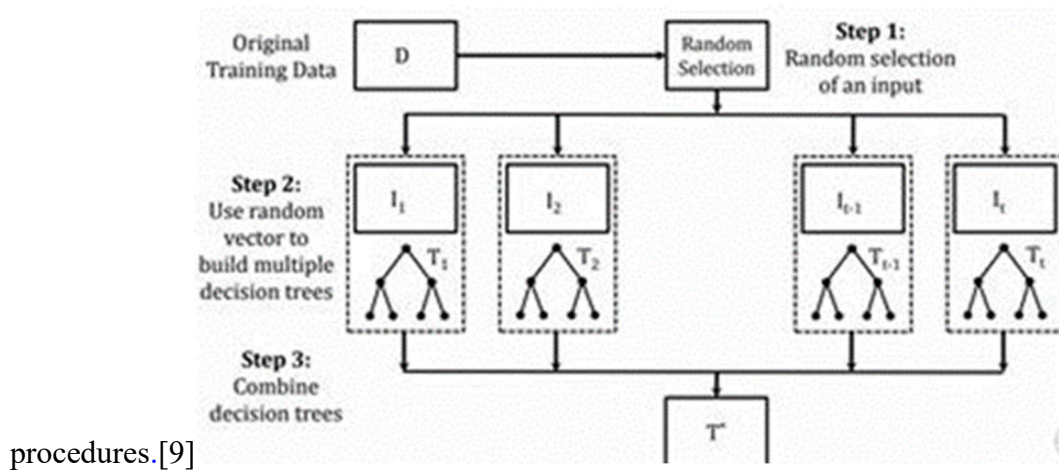


Fig 3:- Extra Trees Model

LSTM (Neural Network Model)

Long Short Term Memory is a type of recurrent neural network (RNN) that has gained significant attention in recent years due to its ability to handle long-term dependencies in sequential data. Unlike traditional RNNs, LSTM networks incorporate gates in order to selectively update and forget information at each time step, enabling them to retain important information while discarding irrelevant or redundant data. In addition, LSTM networks can learn to regulate the flow of information through the use of memory cells and hidden states, allowing them to capture complex patterns across multiple time steps. The input gate determines how much new information to add to the cell, the forget gate determines how much old information to discard, and the output gate determines how much information to output from the cell. This allows LSTM networks to selectively remember or forget information over time, making them well-suited for tasks that require long-term memory.[10]

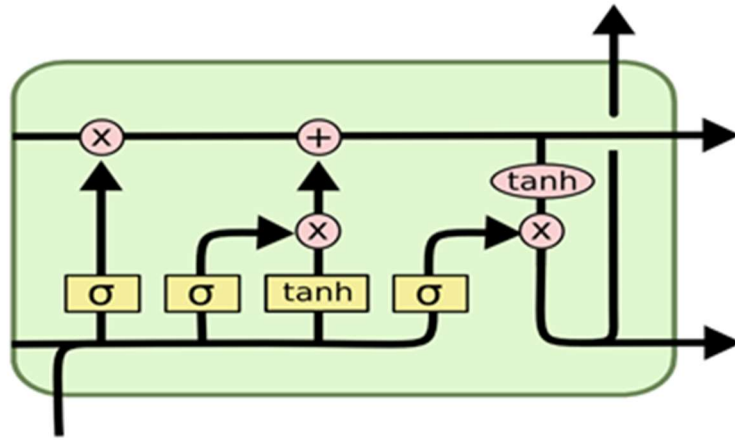


Fig 4: LSTM Model Diagram

III. Related works

Umer M and et al have explained how machine learning algorithms can be used to predict stock price. This is needless to say that stock prediction using ML or DL gives us best possible accuracy. Predicting a nonlinear signal necessitates the use of progressive machine learning techniques and Artificial Intelligence (AI). In this study, the authors have used Machine Learning Algorithms, with a particular emphasis on Linear Regression (LR), Three Month Moving Average (3MMA), Exponential Smoothing (ES), and Time Series Forecasting, with MS Excel serving as the finest statistical tool for graph and tabular depiction of prediction findings. We got data from Yahoo Finance for Amazon (AMZN) stock, Apple (AAPL) stock, and Google (GOOGLE) stock after using LR and successfully projected stock market trends for next month and tested accuracy.[11]

Kumar I and Dogra K have done a comparative study of different Machine Learning Algorithms for stock price Prediction .Five models were constructed and their performances in forecasting stock market movements were compared in the executed study. These models are built using five supervised learning techniques: SVM, Random Forest, K-Nearest Neighbor (KNN), Naive Bayes, and Softmax. The experimental findings reveal that the Random Forest algorithm outperforms the Naive Bayesian Classifier for big datasets while the Random Forest method

outperforms the Naive Bayesian Classifier for small datasets. The findings also show that reducing the amount of technical indicators decreases the accuracy of each method.[12]

Ghosh A and Bose S have explained how LSTM can be used to Predict the Stock Market. As a result, they use Machine Learning (ML) algorithms on historical stock price data to estimate future trends, using the previous stock price as the final expression of all influencing elements. ML approaches have the ability to uncover previously unseen patterns and insights, which may then be leveraged to create unerringly precise predictions. They have provided a framework for analyzing and forecasting a company's future growth utilizing the LSTM (Long Short-Term Memory) model and the net growth calculation technique.[13]

Pawar K and Jaleem have discussed on the topic of LSTM RNN how they can implement the prediction. Their study includes the usage of Recurrent Neural Networks (RNN) and Long Short-Term Memory Cells (LSTM) for Stock Market Prediction in Portfolio Management using Time Series Historical Stock Data of Stocks in the Portfolio. The model was compared to the conventional Machine Learning Algorithms—Regression, Support Vector Machine, Random Forest, Feed Forward Neural Network, and Backpropagation. Several metrics and designs of the LSTM RNN model have been considered, tested, and analyzed. There is debate on how client sentiments, as well as changes in patterns, impact stock prices.[14]

Polamuri S R and Srinivas K have Proposed a model that would forecast the Stock Price using the Regression Models. They have attempted to undertake novel work using a Machine Learning technique to forecast or sense the stock market sensex's behavior tracking. Linear regression, Support Vector Regression, Decision Tree, Random Forest Regressor, and Extra Tree Regressor are Machine Learning models that are used to forecast stock prices and characterize the activity between buyers and sellers of securities. They forecasted the stock price based on the closing value and stock price. An algorithm with high accuracy is chosen after comparing the accuracy of each model and determining which is the superior algorithm for predicting stock price. [15]

Arya M and Sastry H have proposed a model that Predict the Stock Price using deep learning with extra trees ensemble optimisation. They have presented a novel deep learning with extra-tree ensemble (DELETE) optimization method for forecasting stock index price trends in real-time data streams. To minimize the loss, each decision tree in the extra-tree (ET) forest chooses

the best k features. ET ensemble combines the outcomes of many de-correlated decision trees, hence normalizing the total decrease in optimization parameter. Finally, k highly predictive stock technical indicators (STIs) were chosen to serve as the model's tensor. The model's performance was assessed using three different benchmark classifiers and three different National Stock Exchange (NSE) indices. The daily prediction model outperformed benchmark models by up to 30.2%, with an accuracy of up to 78.9% and an average accuracy of 66.61%.[16]

Sidogi T , Mbuva, R & Marwala T have explained the sentimental analysis of two models. They have used two base models, One is evaluated with simply previous stock price data as inputs, while the other is tested with both historical stock price data and sentiment data from the original BERT model. As extra characteristics, an alternate model would use both historical stock price data and sentiment data from the fine-tuned FinBERT model. The performance measures Root Mean Square Error (RMSE) and mean absolute error (MAE) are used to compare the basic and alternative models. The findings indicate that including FinBERT news headline sentiment characteristics considerably improves the predictive performance of LSTM networks in intraday stock price prediction. FinBERT features are also discovered to outperform a features-based BERT model trained on a broad corpus, demonstrating the beneficial effect of domain specific fine tuning.[17]

Ariyo A and A Adewumi have discussed Stock Price Prediction using the ARIMA Model. In their article they have described the arduous process of developing a stock price forecasting model based on the ARIMA model. The created stock price forecasting model is applied with published stock data acquired from the New York Stock Exchange (NYSE) and the Nigeria Stock Exchange (NSE). The results showed that the ARIMA model has a high potential for short-term prediction and can compete favorably with existing stock price prediction strategies.[18]

Yu, P., & Yan, X. have explained the model of Predicting Stock Price based on Neural Network. Financial product pricing data are considered as a one-dimensional series in this study, formed by projecting a chaotic system made of several components into the time dimension, and the price series is reconstructed using the time series phase-space reconstruction (PSR) approach. Based on the PSR approach and long- and short-term memory networks (LSTMs) for DL, a

DNN-based prediction model is created and utilized to forecast stock values. The suggested and other prediction models are used to forecast several stock indexes across various time periods. When the results are compared, the proposed prediction model has a greater prediction accuracy.[19]

Lee, J. W. has proposed a model of stock prediction using Reinforcement Learning. Stock price prediction is modeled as a Markov process that may be improved using a reinforcement learning method. To learn the values of states each of which corresponds to a stock price trend at a particular moment, TD(0), a reinforcement learning algorithm that learns exclusively from experiences, is used, and function approximation by an artificial neural network is conducted. To evaluate the performance of the suggested strategy, an experimental result based on the Korean stock market is shown.[20]

IV. Methodology

We will examine the operation of our system, which consists of a number of steps designed to predict TCS's stock price, in this section. Let's take a closer look at each step:

1. Data Collection:

To begin, we obtained raw data specifically for TCS stock from the Yahoo Finance website <https://finance.yahoo.com>. This information fills in as the establishment for our expectation model.

2. Preprocessing of Data:

Then, we continue on toward the vital stage of information preprocessing. The collected data are organized in this step to make them ready for analysis. We take the following approach:

- **Cleaning the Data:** The dataset's missing values are filled in with the median value of the corresponding feature column to address this issue. This guarantees that the dataset stays total and prepared for additional examination.
- **Selection of Features:** To train our prediction model, we carefully select the most relevant features. We concentrate on the features that have the greatest impact on predicting TCS's stock price by removing irrelevant ones.
- **Transformation of Data:** The data must be transformed into an appropriate format for analysis in this step. Normalization or standardization, which brings numerical features into a standard range, is one common transformation technique. This standardization interaction guarantees fair correlations and keeps specific elements from overwhelming the model's preparation.

3. Test versus Train:

The next step is to divide the dataset into separate train and test datasets after it has been properly formatted and preprocessed. In our review, we embraced the normal act of a 80-20 split, where 80% of the information is utilized for preparing the model, while the excess 20% is held for testing its presentation. We are able to evaluate the model's generalizability to unseen data thanks to this split.

4. Classification vs regression

Regression and classification are two important methods used in machine learning to predict outcomes based on input data. Although both methods aim to make accurate predictions, their characteristics and applications are distinct. For effective application of classification and regression in a variety of contexts, it is essential to comprehend their differences and similarities.

The term "classification" refers to a method of supervised learning that involves organizing input data into predetermined classes or categories. The primary objective is the creation of a model that is capable of accurately labeling new, unidentified data instances with classes. Labeled datasets are used to train classification models, and each data point is linked to a known class. To classify subsequent observations, the model learns data patterns and relationships. Image recognition, spam detection, sentiment analysis, and medical diagnosis all make extensive use of classification.[21]

The term "Regression" refers to predicting a continuous output variable from input data. Regression models, in contrast to classification, which deals with discrete class labels, estimate numerical values or ranges. The purpose of regression analysis is to determine the connection that exists between the continuous target variable and the input variables. Regression models use this relationship to predict outcomes based on unobserved data. Prediction of the stock market, housing price forecasting, demand analysis, and trend analysis are all examples of applications for regression techniques.

Regression and classification differ in several important ways that affect how they are used and interpreted:

Output Variable Type: Regression estimates continuous numerical values, whereas classification predicts discrete class labels.

Algorithms: Algorithms like decision trees, logistic regression, support vector machines, and random forests are utilized in classification. Linear regression, polynomial regression, support vector regression, and neural networks are all examples of regression algorithms.

Metrics for Evaluation: Metrics like accuracy, precision, recall, the F1-score, and the area under the curve (AUC) are used to evaluate classification models. Evaluation metrics like R-squared, mean absolute error (MAE), mean squared error (MSE), and root mean squared error (RMSE) are utilized in regression models.

Interpretation: Grouping models give bits of knowledge into the likelihood or probability of an example having a place with a specific class. The relationship between the continuous output and the input variables is the primary focus of regression models.

5. Definition: Accuracy and RMSE

Accuracy: Accuracy is a statistic that describes a model's performance in all categories. This helps when all classes are equally important. It is found by dividing the number of correct guesses by the total number of guesses.

RMSE Score: Root mean square error (RMSE) is a method of calculating the error in model prediction for quantitative data. This indicates that the RMSE can be thought of as the (normalized) distance between the expected value vector and the observed value vector. Using a number to evaluate a model's performance during training, testing, or post-deployment maintenance is particularly useful in machine learning.

V. Results and discussions

<u>Models</u>	<u>Accuracy</u>	<u>RMSE Score</u>
Random Forest	99.42%	0.6685
Decision Tree	99.29%	0.9849
Extra Trees	99.46%	0.8143
LSTM	98.53%	3.334

LSTM Model

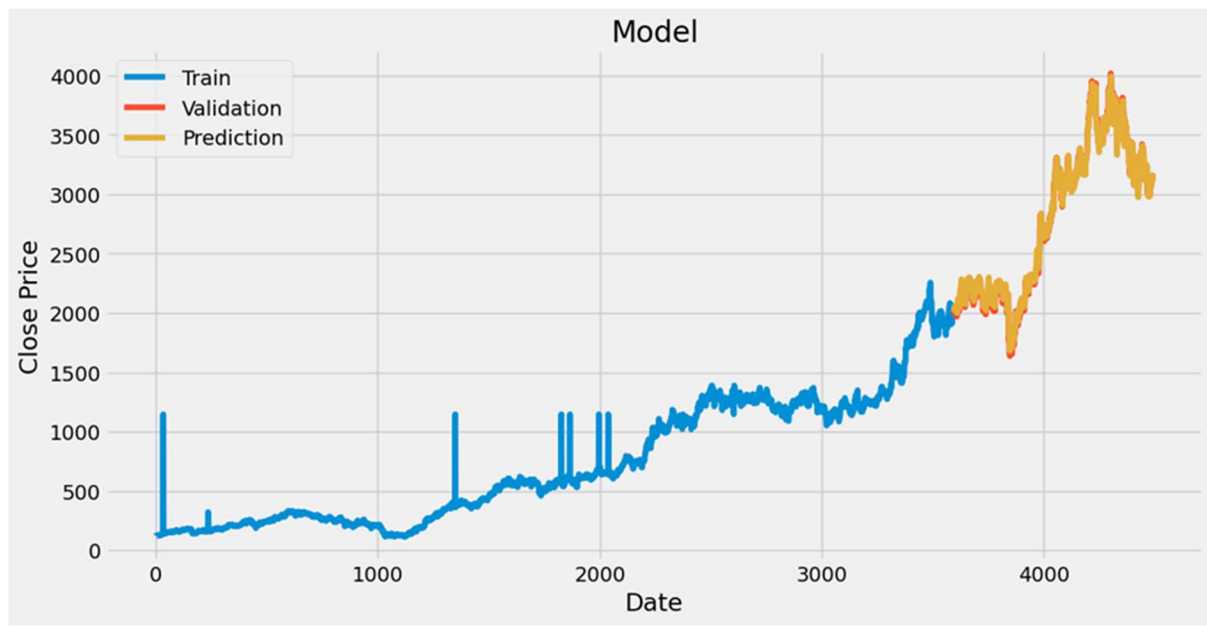


Fig 5: Closing Price of TCS Share using LSTM Model

Regression Models

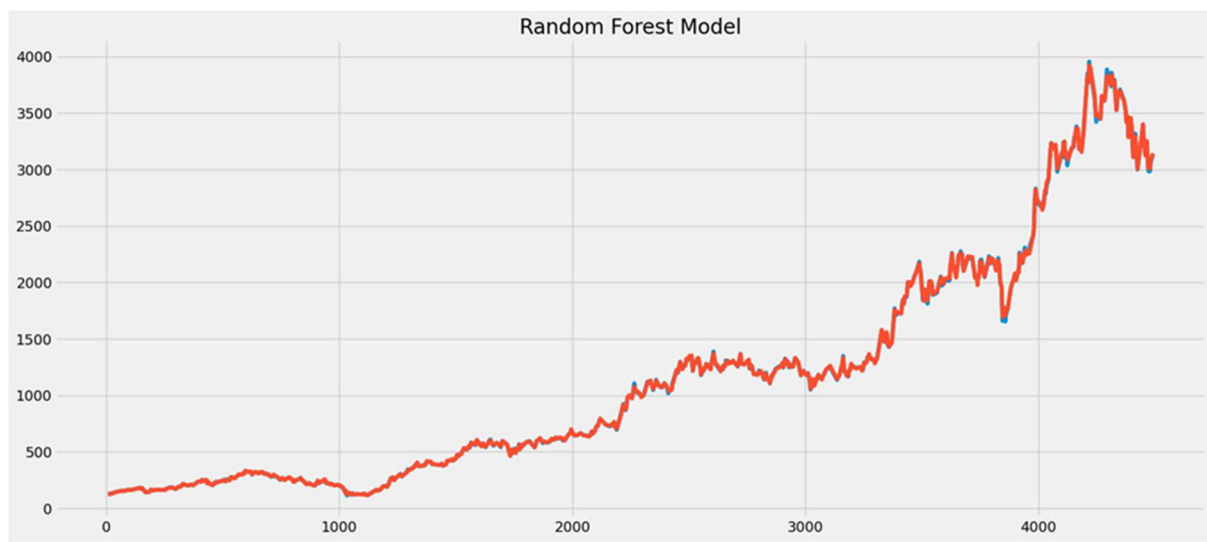


Fig 6: Closing Price of TCS Share using Random Forest Model

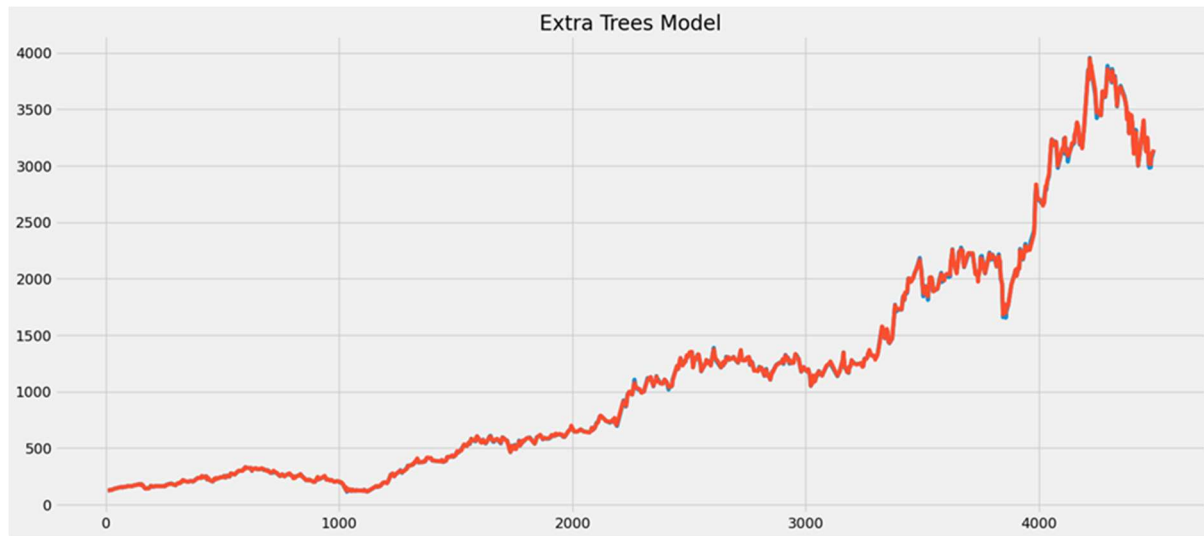


Fig 7: Closing Price of TCS Share using Extra Trees Model

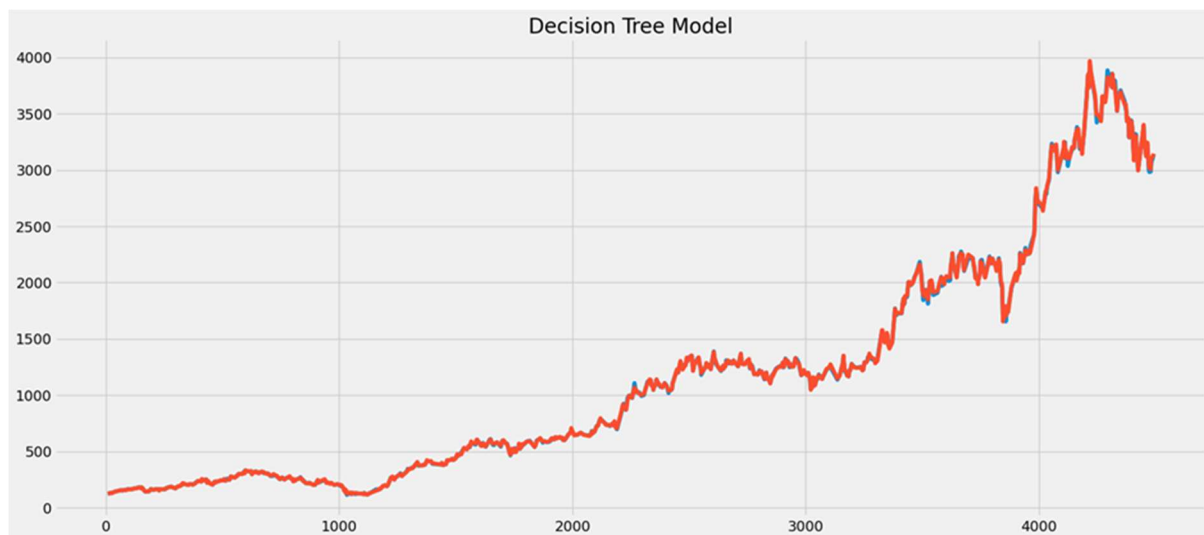


Fig 8: Closing Price of TCS Share using Decision Tree Model

VI. Future scopes and conclusion

The stock market is becoming more and more popular, which is motivating experts to develop fresh approaches to prediction. The foresight approach benefits everyone who deals with the stock market, including investors and researchers. A forecasting model with high accuracy is needed to assist in making predictions about the stock indexes.

In this paper, our study presents a comprehensive framework for stock price prediction with high accuracy. We propose a combination of Machine Learning and Deep Learning models including four Regression Models and one Neural Network Model. We evaluate and compare the performance of these models using the stock price data from Yahoo finance over a 10-year Period. Our findings indicate that while Deep Learning techniques, particularly LSTM demonstrate good accuracy, Extra Trees significantly outperform all other regression and neural network models when considering the Accuracy of the Predicted variable. Overall, our results provide valuable insights into the Stock Price Prediction and highlights the effectiveness of regression over the LSTM model for Stock Price Prediction.

The future potential of cryptocurrency in stock price prediction is enormous and encouraging. Cryptocurrencies have already upset the financial system, and their incorporation into stock market analysis has the potential to transform how investors make choices. The availability of massive volumes of real-time data is one of the primary benefits of introducing bitcoin into stock price prediction. Cryptocurrencies use decentralized blockchain networks to offer transparent and immutable transaction records. Analysts may acquire insights into market mood, trading patterns, and liquidity by utilizing this data, all of which can lead to accurate stock price forecasts.

Sentiment analysis has emerged as an important instrument in the field of stock price prediction, and its future potential is exciting. Opinion research may give significant insights into market trends and investor behavior by evaluating and interpreting public opinion about a company or its stock. Sentiment analysis techniques will grow considerably more sophisticated in the future, using the power of artificial intelligence and machine learning algorithms. Natural Language Processing (NLP) models will be improved to reliably assess sentiment from a variety of sources, including social media, news articles, financial data, and online forums. This will allow investors to make better educated judgments based on the market's collective mood. Finally, the future potential of sentiment analysis in stock price prediction is encouraging. As technology progresses and data sources grow more extensive, sentiment analysis will play an increasingly important role in understanding market dynamics and providing valuable insights to investors for making educated investment decisions.

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