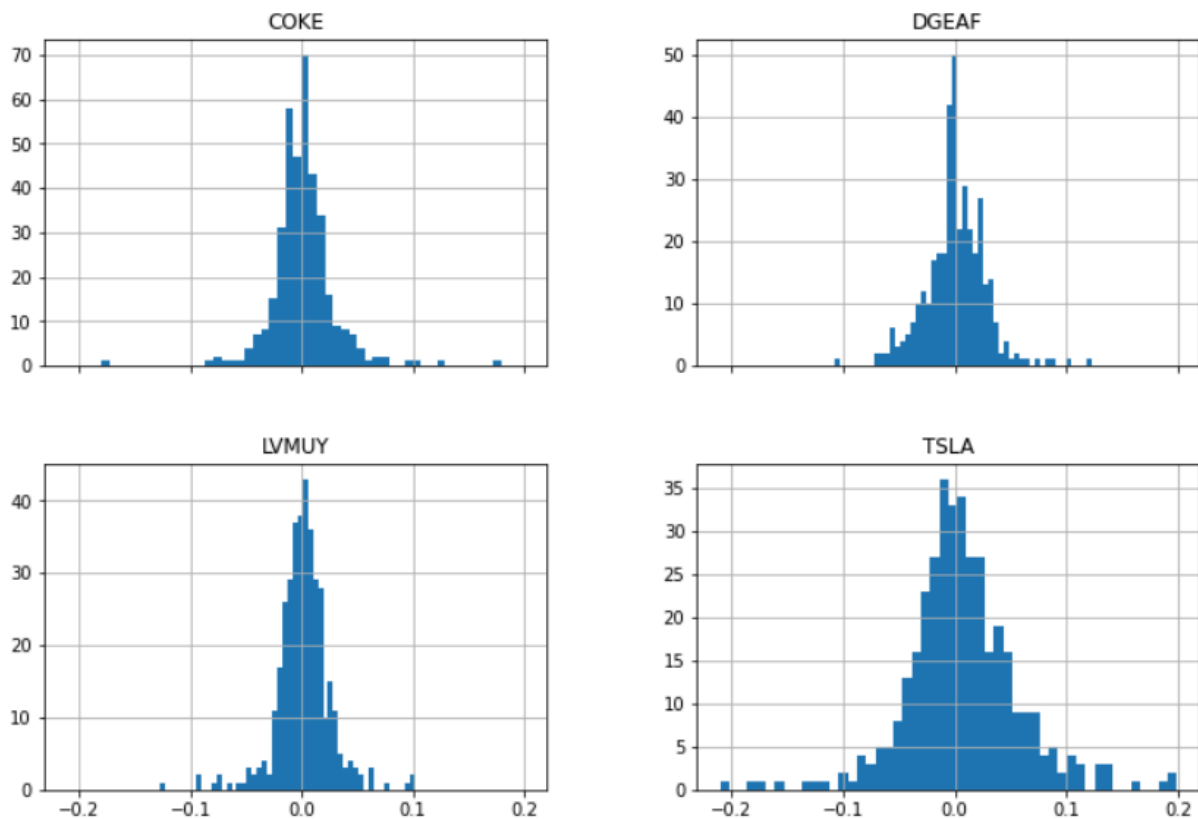


Percentage Change Analysis



The stocks that have been chosen for this analysis are Coca Cola, Diageo, Louis Vuitton Moet Hennessy and Tesla which are represented by ticker symbols COKE, DGEAF, LVMUY and TSLA respectively. The data has been collected daily over a period of a year and a half therefore enabling us to carry out a time series analysis. At a glance it is clear that the bins for the stock prices of COKE and LVMUY are narrow indicating a lower frequency of percent change whereas the distribution of the bins for the TSLA stock are a lot wider indicating a wider range in price change.

COKE had the steadier stock price with the closing price remaining the same for a 70day stretch followed by DGEAF with a 50 day stretch and LVMUY with the price remaining stable for just over 40days. TSLA is the only company to have over negative 20% change and appears to be the most volatile stock in the analysis with the price remaining stable for just over 35 days in the year and a half period. However TSLA is also the only stock to have reached a positive 20% change which could be due to the fact that the company was added to the S&P500 in 2020 therefore increasing the public's confidence in the stock. It's worth noting that as the data was taken from 1-1-20 to 1-7-2021, all of the stocks should have suffered a drop at some point as a result of the global pandemic and the uncertainty around it which caused a drop in the overall market. This could explain the outliers for COKE, LVMUY and DGEAF where the percentage changes were over -10% and TSLA over -20% with the data points numerically distanced from the other values in the dataset.