

General Electric - Stock Performance Trend using PowerBI

- **Devi Somalinga Bhuvanesh**

The General Electric Company dataset available on Kaggle provides information and data related to the stock of General Electric (GE), a multinational corporation. The dataset includes historical stock prices, trading volumes, and other relevant financial metrics for GE (General Electric Stock Company Dataset., 2022).

Here's a brief overview of the dataset:

- **Date:** The dataset includes a column for the date of each recorded data point. This allows for the tracking of stock price and volume fluctuations over time.
- **Open, High, Low, Close:** These columns represent the daily stock price values for General Electric. The "Open" price is the price of the stock at the beginning of the trading day, while the "High" and "Low" prices indicate the highest and lowest prices reached during the day, respectively. The "Close" price represents the final price at the end of the trading day.
- **Volume:** The number of shares of General Electric stock that were traded during a specific trading day. It provides insights into the level of market activity and liquidity for GE stock.

The dataset can be used for various purposes, including analyzing historical price movements, identifying trends, conducting technical analysis, and developing predictive models related to General Electric's stock performance (General Electric Stock Company Dataset., 2022).

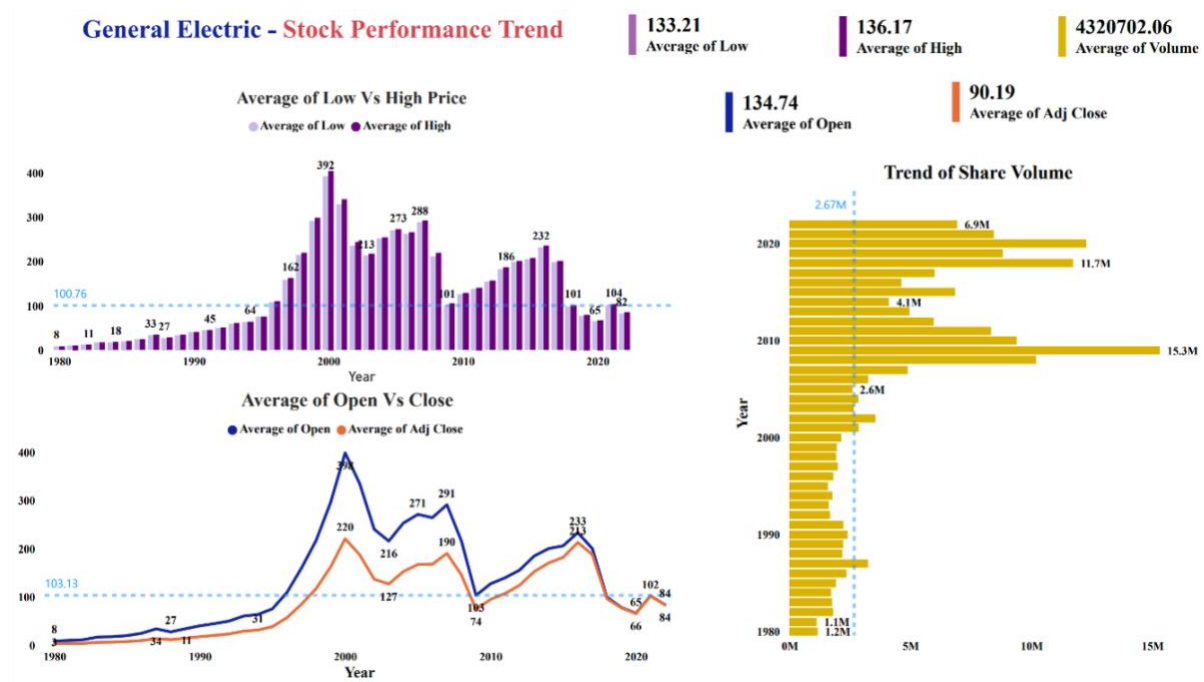


Figure 9: PowerBI dashboard of General Electric = Stock Performance Trend

Data Source: *General Electric Stock Company Dataset.*, 2022

The above PowerBI dashboard provides the following key insights:

- General Electric's stock performance, based on the provided averages, indicates that the stock had a price range between \$133.21 and \$136.17. The average open price was \$137.74, suggesting initial trading sentiment, while the average close price was \$90.19, indicating potential declines by the end of each trading day. The average trading volume was 4,320,702.06 shares, reflecting moderate market activity and liquidity.
- From 1980 to 2000, General Electric stock exhibited a steady upward trend, indicating consistent growth and positive performance over the years. The highest stock prices in terms of high, low, open, and close were observed in 2000, indicating a peak year for General Electric's stock. However, it is interesting to note that the volume of shares traded during this period was below the average, suggesting that the price increase may have been driven by a smaller group of investors rather than widespread market participation.

- Following the peak in 2000, a decline was observed in the General Electric stock price, leading to an inconsistent pattern of fluctuating prices. The lowest stock price was observed in 2010, indicating a significant downturn in the company's stock value. Interestingly, during this period, the volume of shares traded was at its peak, suggesting heightened market activity and investor interest despite the declining stock price. This could imply that investors saw potential buying opportunities during the market downturn and actively traded the stock.

In conclusion, General Electric's stock performance has shown both positive and challenging periods. These trends indicate the importance of considering both price movements and trading volume for a comprehensive understanding of General Electric's stock performance.

The application of AI, BI, and digital transformation at General Electric (GE) has positively impact the company's stock price indirectly. By leveraging advanced analytics and AI technologies, GE can optimize asset performance, improve operational efficiency, and enhance customer experiences. These factors can contribute to improved financial performance and investor confidence, which may positively influence the stock price. However, the direct impact of these technologies on the stock price could be influenced by various other factors as well.

References:

General Electric Stock Company Dataset. (2022, August 4). Kaggle.
<https://www.kaggle.com/datasets/achmadbauravindah/general-electric-company-dataset>