

# **Daily Global Stock Market Indicators over 2020 – 2024** **and across 10 Markets**

## **Business Context**

### **Who Are We?**

We are the Data Analytics and Market Insights Team at a global financial research organization that provides analytical support to investors, asset managers, and financial institutions. Our role is to transform large volumes of financial market data into actionable insights related to market performance, risk behaviour, and investment trends.

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## **Who Are the Stakeholders?**

### **Primary Stakeholders:**

- Portfolio Managers – Need to identify high-performing and stable global markets for investment allocation
- Risk Management Teams – Require insights into market volatility and risk exposure
- Investment Analysts – Analyse trends and patterns to support investment recommendations
- Institutional Investors – Use market performance insights to guide long-term strategies

### **Secondary Stakeholders:**

- Executive Leadership – Makes strategic decisions on market focus and capital allocation
  - Research Teams – Publish market outlook and performance reports
  - Business Development Teams – Use insights for client presentations and reports
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## **The Problem**

### **Current Situation**

Global stock markets generate daily financial indicators reflecting price movements, trends, and volatility across multiple regions. However, due to the large scale and time-dependent nature of this data, it becomes challenging for stakeholders to:

- Track performance trends across different global markets
- Identify consistently high-performing markets
- Assess market volatility and risk behavior
- Compare market movements across time periods
- Detect periods of extreme fluctuations

Without structured data analysis, decision-makers rely on fragmented reports and isolated indicators, limiting their ability to make informed investment and risk management decisions.

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## Why This Matters

- **Investment Optimization:** Identifying strong-performing markets supports better portfolio allocation
  - **Risk Assessment:** Understanding volatility helps manage downside risk
  - **Market Monitoring:** Trend analysis enables early detection of market shifts
  - **Strategic Planning:** Comparative insights guide long-term investment strategies
  - **Data-Driven Decisions:** Replacing intuition with analytical evidence improves outcomes
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## Project Objective

The objective of this project is to analyze daily global stock market indicators using Python, SQL, and Power BI to:

- Evaluate market performance trends over time
- Measure and compare volatility across global markets
- Identify high-growth and high-risk markets
- Generate interactive dashboards for business insights