Apple Stock Analysis

Story 1

Title	Introduction	Research Questions	Research Question 1, 2	Research Question 2	Research Question 3 & 5	Conclusion

Story 1

Introduction

In this project presentation, I will showcase our comprehensive analysis of stock market trends and predictions using advanced data visualization techniques. Leveraging tools like Tableau, we've dissected historical data, identified correlations, and predicted price movements. From the impact of earnings surprises to the influence of market indices on individual stocks, each visualization contributes to a nuanced understanding of investment decisions, culminating in a holistic view of financial dynamics.

Story 1

1. What is the correlation between daily trading volumes and closing prices for a selection of stocks over the past year?
· Are there noticeable patterns in this correlation during significant market events?

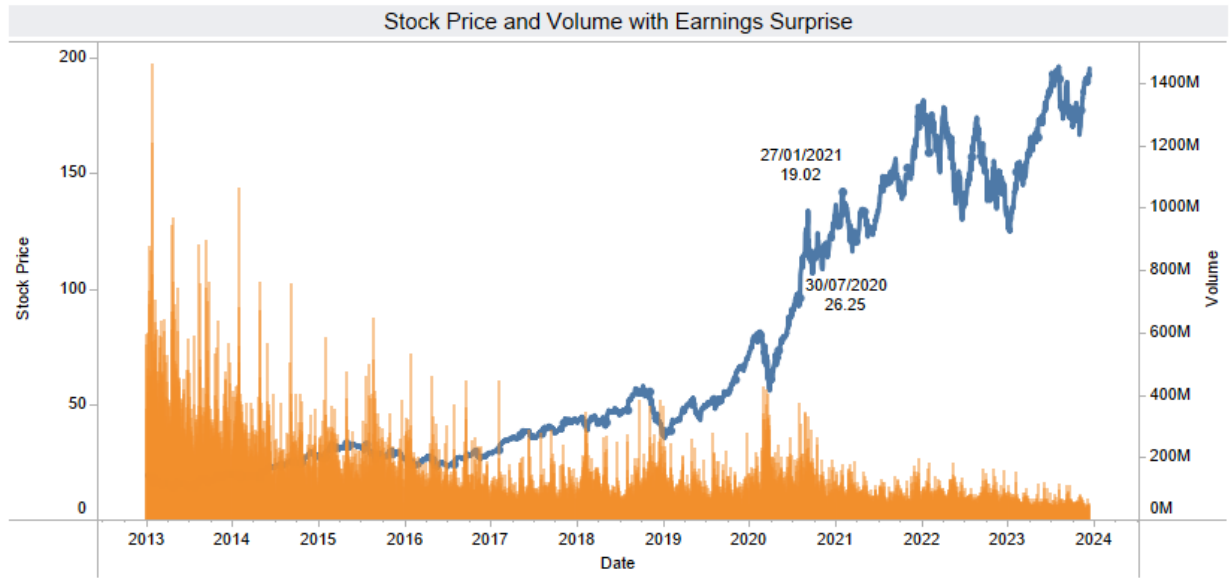
2. How do quarterly earnings reports impact the short-term stock prices of major companies?
· Can we identify consistent trends in stock price movements following positive or negative earnings surprises?

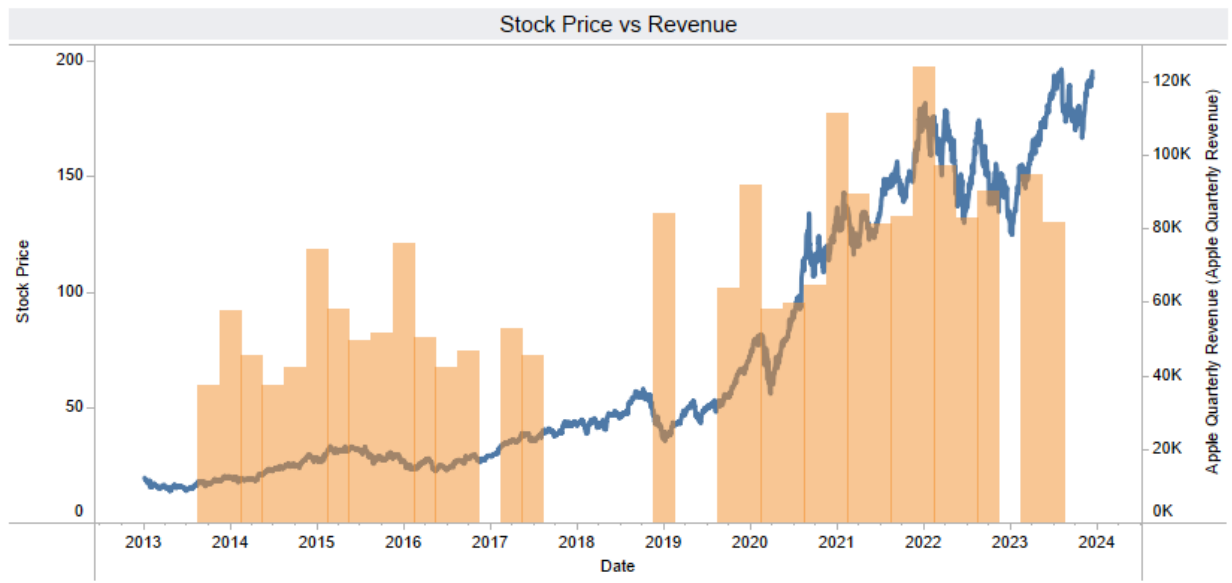
3. What is the average price-to-earnings (P/E) ratio for a selected group of stocks, and how does it correlate with their historical performance?
· Can we identify periods of overvaluation or undervaluation based on the P/E ratio, and how do these correlate with subsequent stock price movements?

4. How do major market indices (e.g., S&P 500, NASDAQ) influence the stock prices of individual companies on a daily basis?
· Are there consistent trends in the relationship between the overall market performance and individual stock prices?

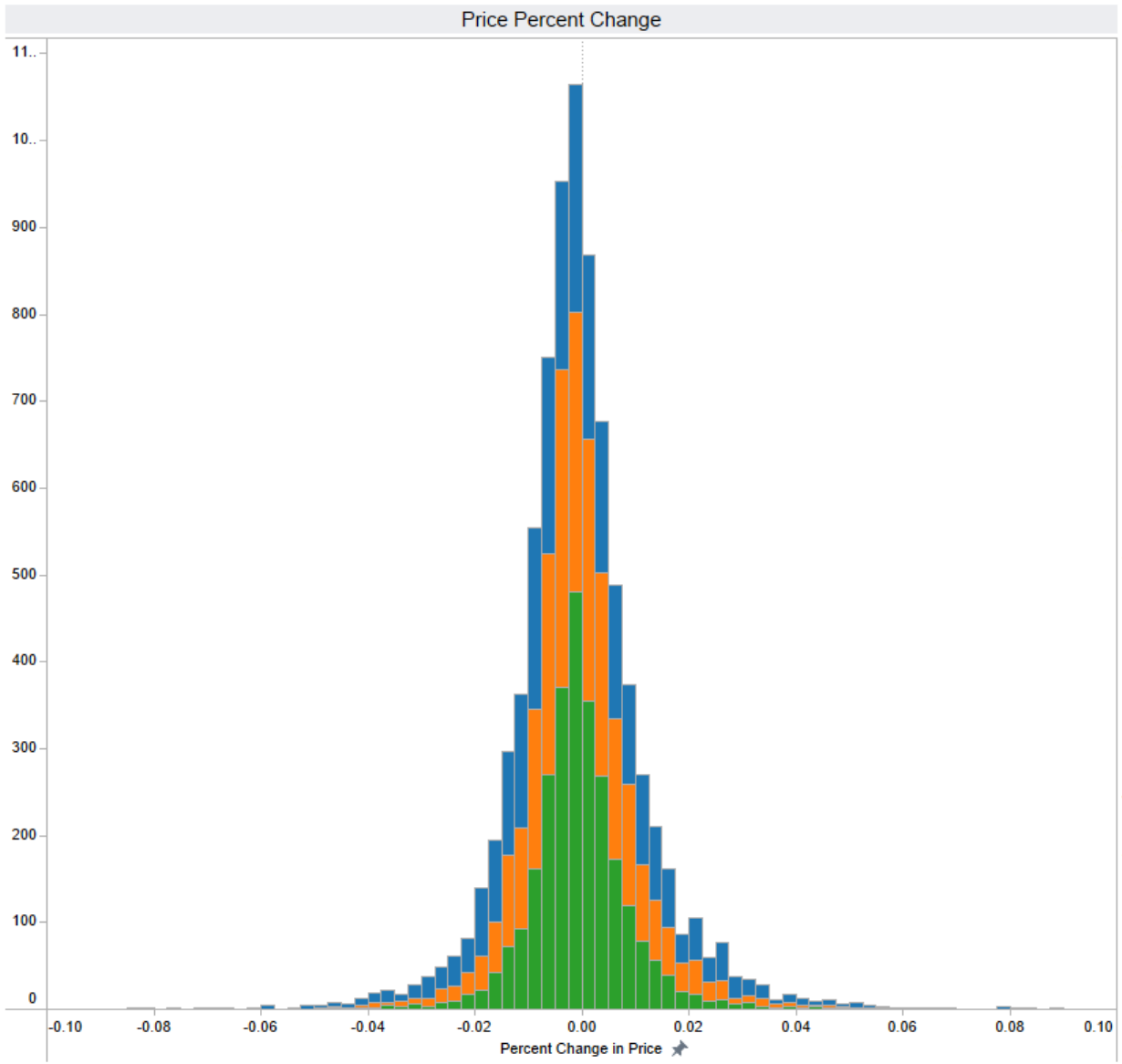
5. What is the average dividend yield among a chosen set of companies, and how does it correlate with their stock price stability over time?
· Can we identify patterns suggesting that companies with higher dividend yields exhibit greater stability during market fluctuations?

Story 1


Stock Price and Volume with Earnings Surprise
Stock Price
Volume
Date
27/01/2021
19.02
30/07/2020
26.25
Measure Names
Close
Volume
Start Date
02/01/2013
End Date
12/8/2023


Stock Price vs Revenue
Stock Price
Apple Quarterly Revenue (Apple Quarterly Revenue)
Date

Story 1



This histogram, visually compares the distribution of percent price changes for Apple, S&P 500, and Nasdaq. Each bar represents a range of percent price changes, with interactivity allowing users to hover over individual bars to view detailed information on company names, specific percent change bins, and corresponding counts. The equal size of the bars facilitates a clear comparison of volatility and trends, offering insights into historical market behavior for these key assets.

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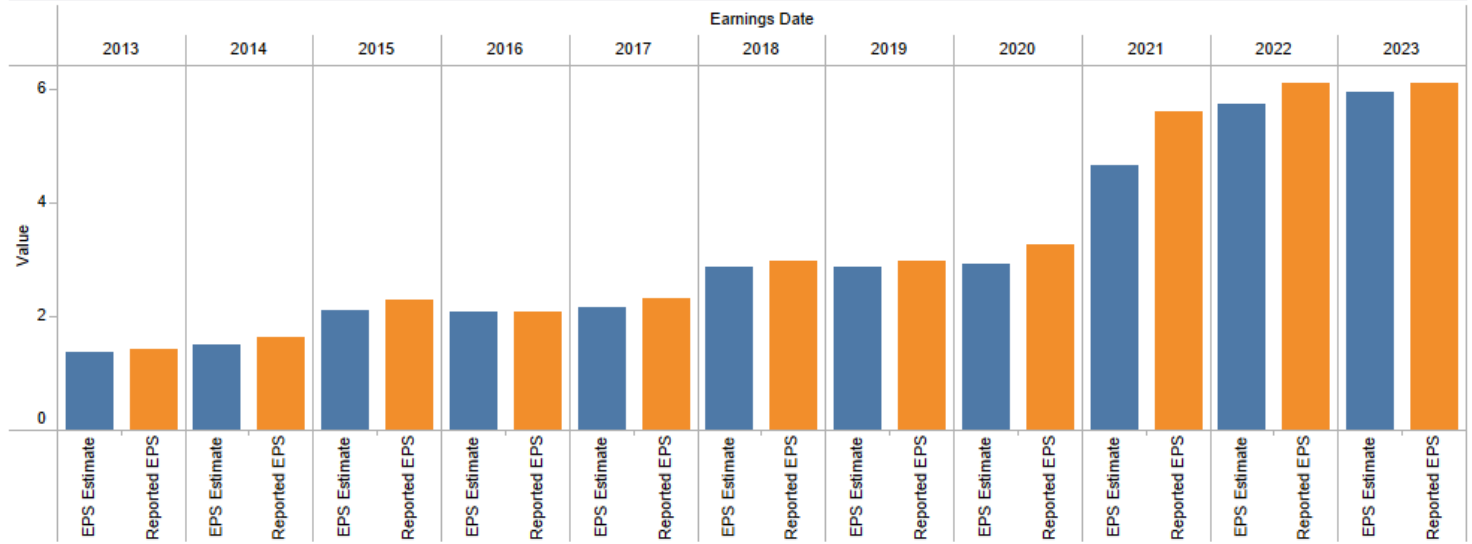
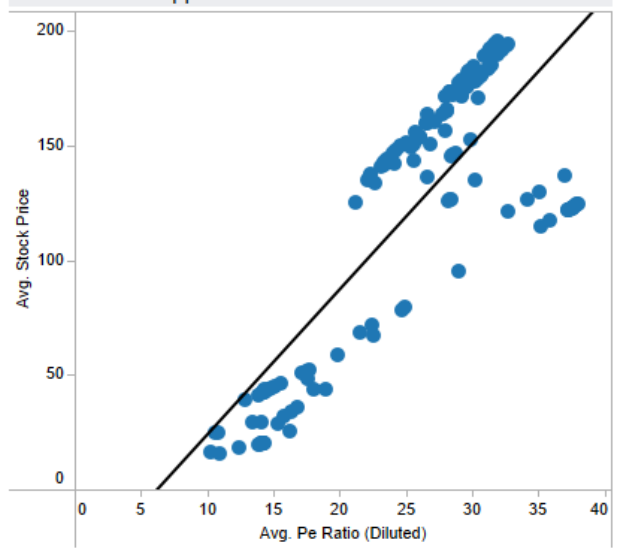
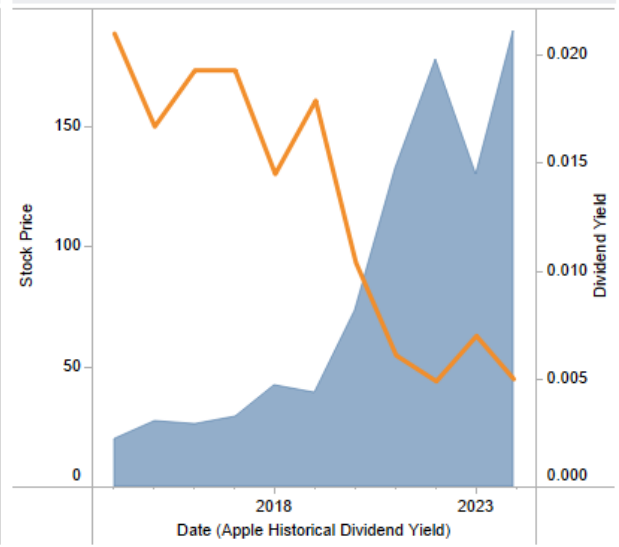
Apple Estimated vs Reported EPS



Apple PE Ratio vs Perfomance



Dividend Yield vs Stock Price



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In conclusion, our analysis, leveraging key indicators such as Apple, S&P 500, and NASDAQ close prices, along with fundamental metrics including Revenue, PE ratio, EPS, and Dividend Yield, forms a comprehensive foundation for informed decision-making. By synthesizing these crucial factors, we have not only gained valuable insights into market trends but also positioned ourselves to make nuanced and strategic decisions in the dynamic landscape of financial markets. This holistic approach, embracing both technical and fundamental aspects, underscores the power of data visualization in transforming disparate data points into actionable intelligence, ultimately paving the way for more informed and confident investment choices.

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StockAnalysis: https://stockanalysis.com/
Yahoo Finance: https://finance.yahoo.com/
FinanceCharts: https://www.financecharts.com/
WallpaperFlare: https://www.wallpaperflare.com/
Data File: https://docs.google.com/spreadsheets/d/1fBnhjPkq2UxY0ss4fKkBIyBdqs4oaYJC/edit?usp=sharing&ouid=103473953887513416050&rtpof=true&sd=true