

Smart Cents

W E E K L Y

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Hey there!

Welcome to the exciting 14th edition of Smart Cents Weekly! For all our new readers, a huge thank you for joining us. We're thrilled to have you! And to our loyal readers, we are grateful that you're returning for another round of insights.

We're fired up to share that we've completely revamped the way we deliver news, drawing inspiration from top financial outlets to bring you smarter, more engaging content. Our goal? To help you analyze the week's events more effectively and make powerful, informed decisions for your future.

So, get ready, this is a whole new phase of Smart Cents, and we can't wait for you to experience it!

Let's start by unwrapping what happened in the past week 📌

Big Picture: A Haunted Rally?

Wall Street's October rally turned into a ghostly glide, snapping the Nasdaq's 7-week streak with a 1.5% weekly dip amid AI spending scares from Big Tech ghouls. The S&P 500 slipped 1.4%, the Dow 0.2%, but a Friday rebound (up 0.4-0.8%) capped the month in the red for the first time in six months—blame weak jobs data (only 12K added vs. 100K expected) and [sticky inflation](#). Bonds fell, too, as Treasury yields hit three-month highs, while [home sales slumped](#). Investors eyed the Fed's potion for more cuts (70% odds in Dec), but with consumer confidence cooling, is this bull just a zombie in disguise?

Enter the candy crypt: Halloween spending hit records, but cocoa curses haunt candy companies. Prices soared 11-30% from inflation, tariffs, and shortages. Tootsie Rolls up 33%, chocolate crunching wallets as seen in [Halloween Candy Prices](#) and [Chocolate Inflation](#). Hershey faced retailer discounts after [price hikes backfired](#), while CandyWarehouse.com filed for bankruptcy days before the big night, with sales down 10-20% ([Candy Bankruptcy, Yahoo Finance](#)).

What do Big Tech and candy companies have in common? Both peddle addictive "treats"—AI dopamine hits or sugar rushes—that spike seasonally (holidays for tech

gadgets, Halloween for sweets). But beware the crash: [Sky-high costs](#) (tech capex, cocoa for candy) and consumer fatigue could turn these empires into haunted houses.



Magnificent Seven: AI Ghosts in the Machine

Tech titans dropped Q3 bombs—mostly treats, some tricks.

- Amazon crushed with \$180B sales (up 13%), AWS AI surge (20% to \$33B), sending shares up 10% seen in [Amazon Earnings](#).
- Apple eked a win: \$94.9B revenue (up 6%), Services at \$25B beat, despite iPhone misses reported in [Apple's Q3](#).
- Meta spooked with \$40.6B revenue but massive AI capex (\$19B), [shares plunged 11%](#).
- Nvidia hits a \$3.5T+ cap (not \$5T yet—hype alert!), fueling an AI frenzy but whispers of a bubble as [Nvidia hits a Milestone](#).

Takeaway: AI's the candy bowl, but overindulgence could haunt returns.



Macro Moves: Fed's Potion & Trade Thaw

- Fed Fog: [Powell teased December cuts](#) amid weak jobs, but inflation clings like Cobwebs.
- Trade Treat: US-China paused rare earth curbs, eased tariffs—chips untouched, but markets perked as [Bloomberg Talks](#).
- China's Real Estate Revival: Top 100 firms' home sales up 7.1% YoY to \$61B, a 73% monthly jump—signs of stimulus stirring the dragon, here is the [Market Update](#).



Health & Wealth: Costly Spells

Insurers like UnitedHealth beat EPS, but shares tumbled on "gravity-like" medical costs — spooky for margins as major [Health Earnings](#) are announced.



Energy Echoes: Oil Giants' Mixed Brew


[Exxon reported a profit of \\$8.1 billion](#), while Chevron topped \$4.5 billion on record output following the acquisition of Hess, yet demand dips haunt the sector.

Quick Hits: More Market Monsters

- Microsoft ramped AI capex to \$35B (up 74%), cloud boomed, but ROI questions linger. Take a look at [MSFT Earnings](#).
 - Core Scientific shareholders rejected CoreWeave's \$9B buyout—AI deal drama [Core Rejection](#).
 - OpenAI IPO Buzz: [Eyeing \\$1T valuation](#)—unicorn to Frankenstein?
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Halloween Edition: Franken-Facts

- Big Tech's AI spending spree? A monstrous \$380+ billion expected in 2025 – that's over 1.2% of the entire US GDP, bigger than some countries' economies!
- Spooky stat: A \$1K investment in Nvidia last Halloween (November 2024 average: \$142.48)? Now worth approximately \$1,420 – a 42% gain in just one year!
- Bitcoin's frightful November 2024: Surged from around \$67,000 to nearly \$100,000 – a 37.29% gain that made it one of the best Novembers ever, currently trading around \$110,000! Let's see if that can happen again.
- Terrifying tech concentration: Only 19% of S&P 500 stocks outperformed the index itself in 2024 – the mega-caps are eating everyone's lunch!
- Hair-raising cloud spending: Microsoft alone expects \$91.3 billion in capex for fiscal 2026 – over half going to US data centers to feed the AI beast!

 Bewitching Finance Riddle: What's more blood-curdling than a werewolf's howl under the full moon?

Pouring your haunted horde into AI fantasies that evaporate like mist at dawn—entombing your returns in a crypt of regret, with no potion to revive them!

Final Take: Bull in Costume?

October faded with more fizzles than fireworks, but global thaws and earnings beats hint at a revival. Next week's haunts: Fed decision, election chills, and, of course, [anticipated earnings](#).

But there still is hope with these companies to look out for this week:

- Wingstop (WING) - November 4, 2025 (after close)
 - Expected EPS: \$0.96, up 3.4% YoY
 - Strong global expansion with 129 new restaurants in Q2, Smart Kitchen implementation improving efficiency by 40%
- Arista Networks (ANET) - November 4, 2025 (expected after close)
 - 100% historical beat rate
 - Network equipment demand strength, product deferred revenue growth momentum
- Uber Technologies (UBER) - November 4, 2025 (after close)
 - Expected EPS: \$0.67-0.69
 - Beat earnings in all of the last 4 quarters, 19% YoY Mobility trip growth projected, 15-16% Delivery growth
- Qualcomm (QCOM) - November 5, 2025 (after close)
 - Expected EPS: \$2.86-2.87
 - Beat Q3 expectations with \$2.77 vs \$2.71, strong automotive/IoT growth of 21%/24%, expanding into AI and data centers
- ARM Holdings (ARM) - November 5, 2025 (after close)
 - Expected EPS: \$0.33
 - Strong Q1 FY2026 performance with \$1.05B revenue, 25% YoY royalty revenue growth, AI platform adoption accelerating
- Block (SQ) - November 5, 2025 (expected)
 - Strong Q2 performance
 - Financial services platform momentum continuing

Market Context: 85% of S&P 500 companies that [reported Q3 2025 earnings beat expectations](#) (the highest rate since 2021). Consumer Staples (95%), Health Care (92%), and Energy (91%) sectors are showing the strongest beat rates.

Stay sweet, diversify, and watch for market monsters lurking! 🚀

Thank you for reading Smart Cents Weekly
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