

Apple Stock Market Report

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Investment

Content

- 1** Intro: Why I Did This Project?

- 2** Data Overview: Sources

- 3** Stock Trend Insights

- 4** Product Launch Impact

- 5** Dividends & Splits Analysis

- 6** Investment ROI Analysis

- 7** Conclusion

- 8** Call to Action

Intro

In recent times, conversations about the stock market feel distant and complex, especially to people outside finance. With this project, I set out to learn more about the stock market for myself while using data to educate others to answer one big question: **Can data help people make smarter investment decisions and maybe even see the stock market as less intimidating?**

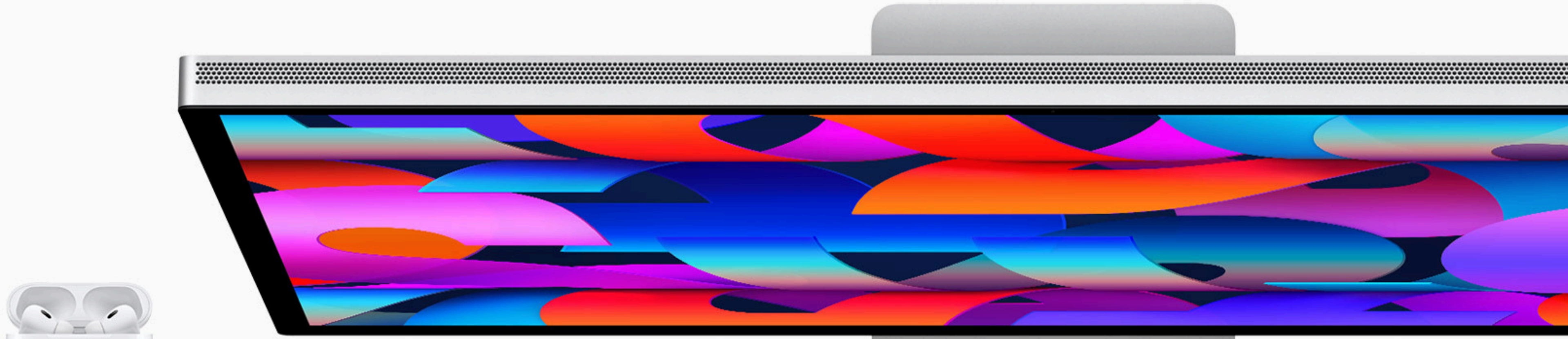
What is the aim of this project

This project focused on Apple, a widely recognised company, rather than analysing the entire stock market. Three things to unpack:

- Do product announcements or major releases have an impact on stock prices and investor behaviour?
- Is there a specific time investors should pay attention to when thinking of buying shares?
- Can data help people make smarter investment decisions and maybe even see the stock market as less intimidating?

Data Overview: Sources

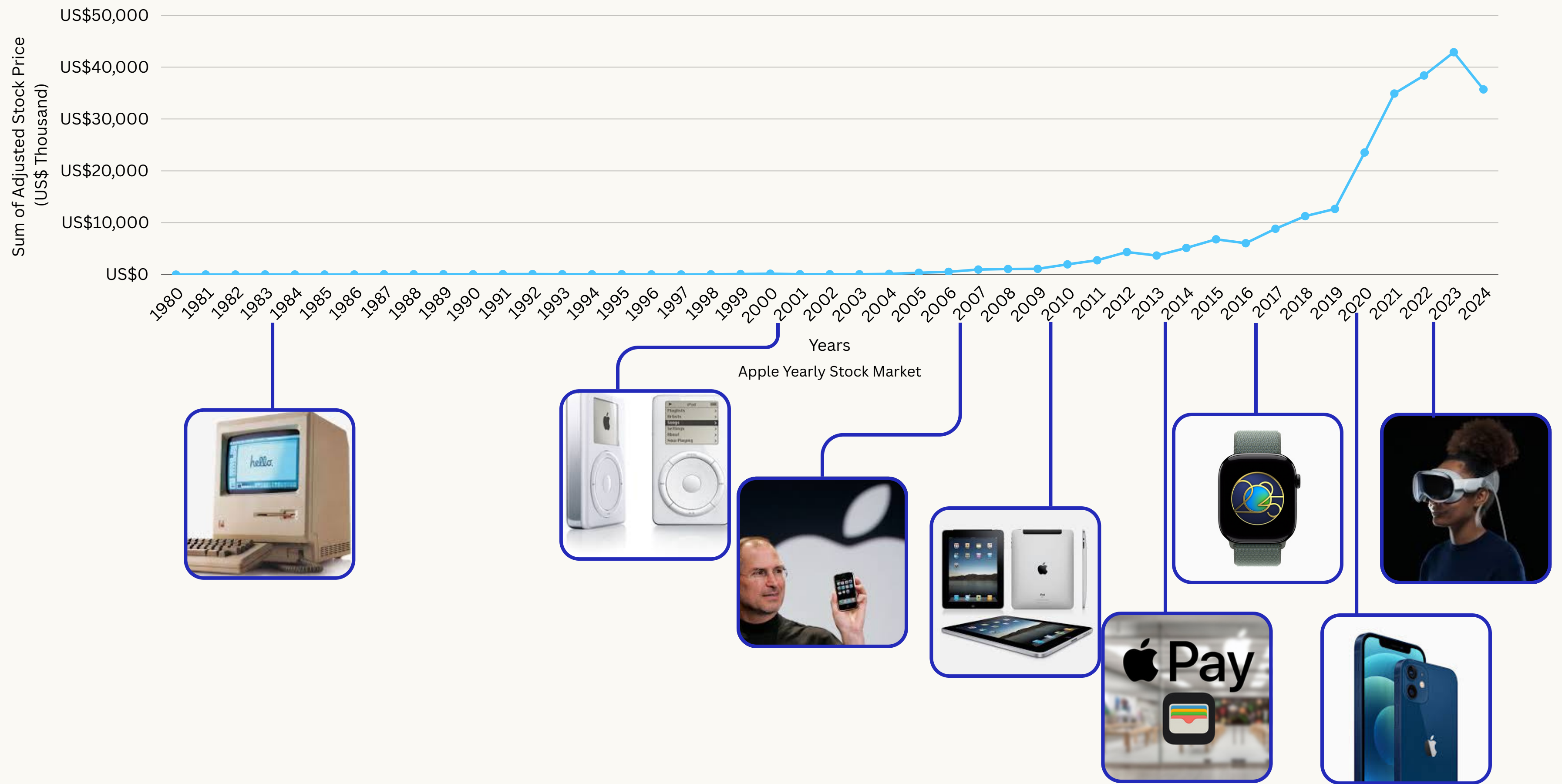
This analysis used data from web by web scraping and covering dataset from November 1, 1980, to April 7, 2025. Using worked with four datasets: Apple stock price, product timeline, dividend history, and stock splits. After cleaning and formatting the data, then linked product release dates with stock performance to identify potential trends. The goal is to explore how product launches influence stock prices and uncover insights that help everyday people understand and make informed investment decisions using Apple as a case study.



Stock Trend Insights

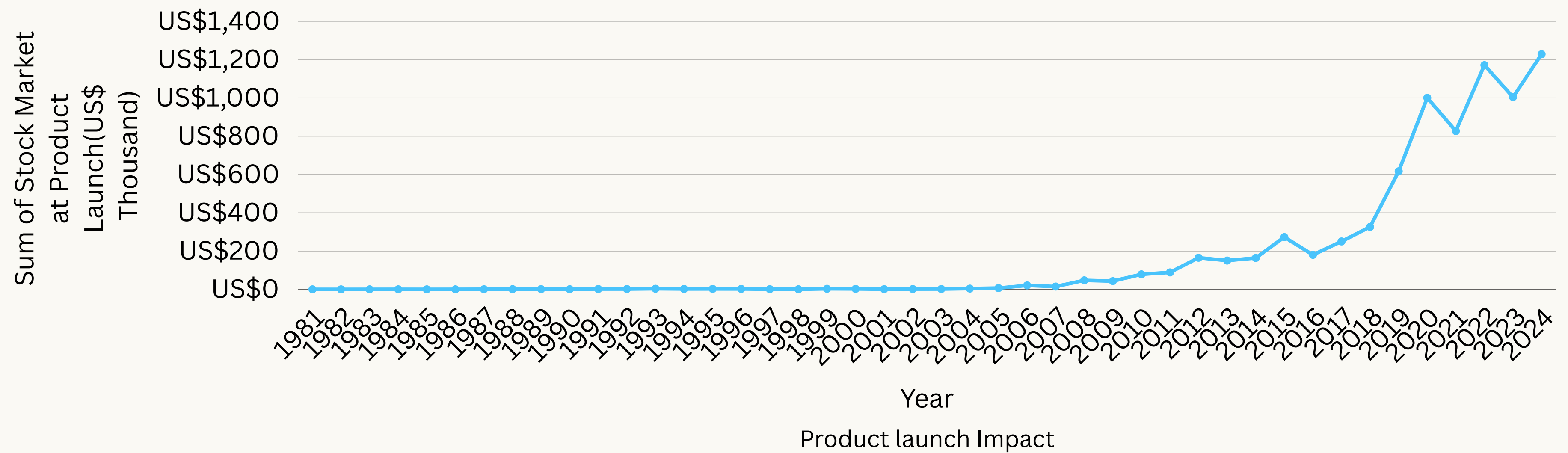
Long-Term Growth

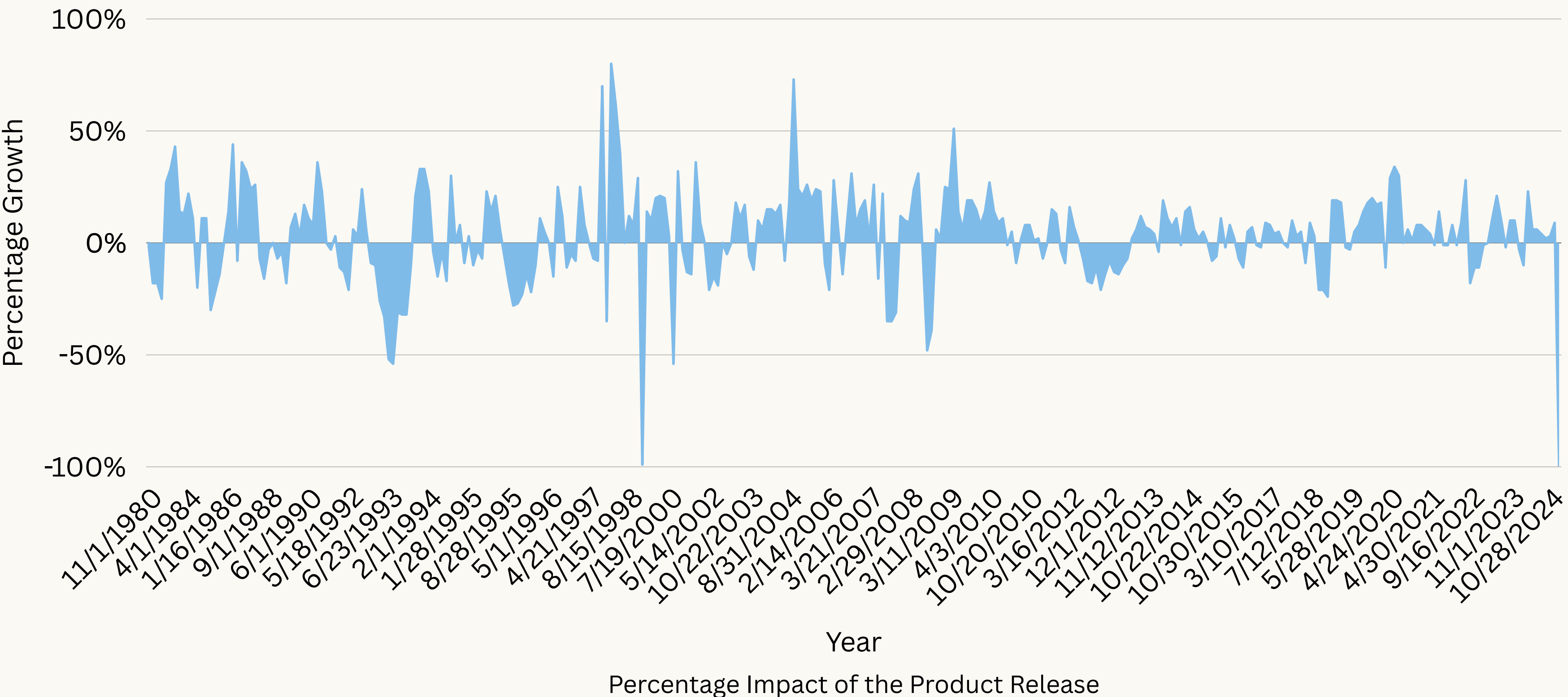
Apple's stock rose from \$0.10 in 1980 to \$228.20 in 2024, according to Yahoo Finance. This long-term growth shows the power of consistent innovation, strong branding, and investor confidence which it highlights the value of patience and strategic holding in stock market investing. Major product launches like the iPhone (2007), iPad (2010), and Apple Watch (2015) often triggered stock spikes showing how innovation directly impacts stock prices, and making product timelines a smart indicator for investment opportunities.



Product Launch Impact

This slide examines how Apple’s stock reacts to major product launches like the iPhone (2007), iPad (2010), and Apple Watch (2015). While launches spark short-term stock gains, dips followed events like the iPhone 5 release, China’s slowdown, the 2008 crisis, Steve Jobs’ death, and the 2022 tech sell-off. True long-term growth depends on product success, revenue impact, and broader market forces. Product launches create hype, but lasting returns come from sustained innovation and business strength not excitement alone.





Apple’s stock saw notable falls



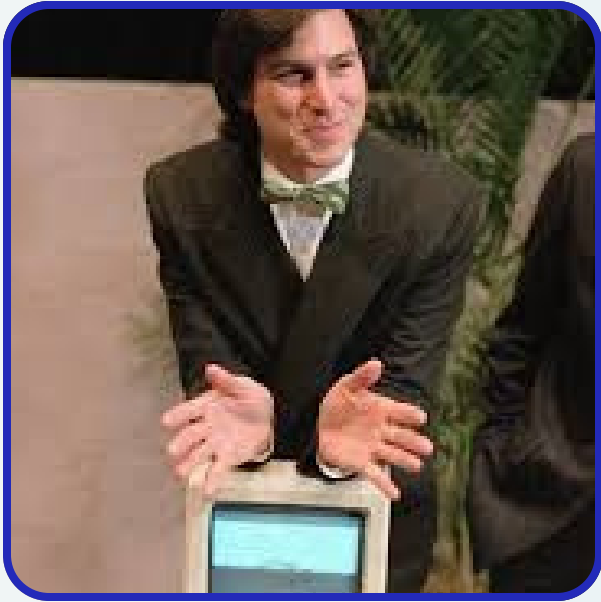
Financial crisis

2008



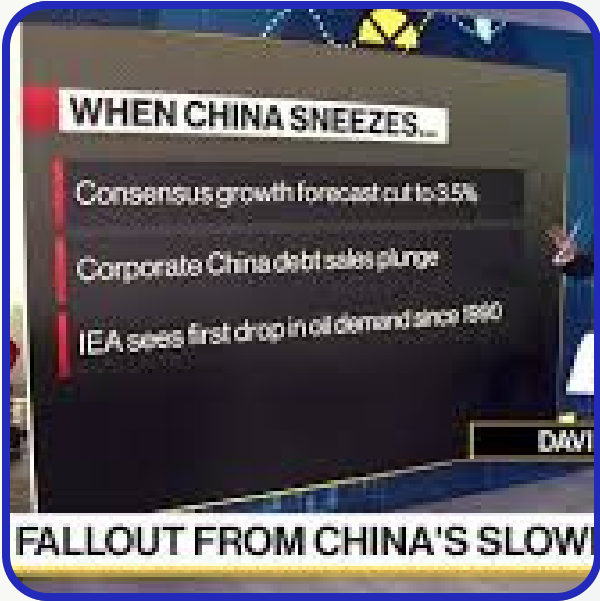
iPhone sales warning

2018



After Steve Jobs’ death

2011



China slowdown

2015



Tech sell-off

2020

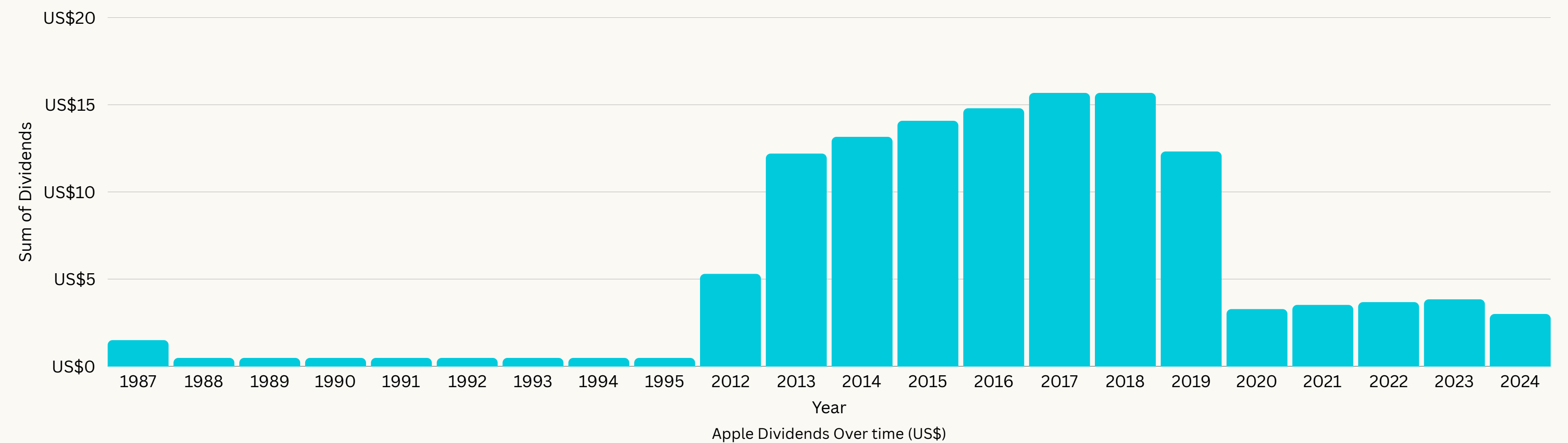


COVID crash

2022

Dividends & Splits Analysis

This analysis explores how Apple’s dividend payments and stock splits relate to its stock performance and investor sentiment. The goal is to understand whether these financial decisions influenced investor confidence, trading volume, and long-term investment interest over time. Apple began paying dividends in 2012 after years of growth. It has since paid quarterly dividends consistently, with modest increases. This move signaled maturity and appealed to income-focused investors seeking stable returns. Dividends attracted long-term income-seeking investors, strengthening Apple’s reputation as a stable asset.



Stock Splits

Apple has had five stock splits: 1987, 2000, 2005, 2014, and 2020. These splits increased share accessibility for retail investors. While they didn’t change intrinsic value, they often preceded upward price momentum due to heightened demand and affordability. Stock splits made shares more affordable, often leading to surges in retail interest.

Stock Splits	
Date	Stock Splits
Jun 16, 1987	2:01
Jun 21, 2000	2:01
Feb 28, 2005	2:01
Sep 6, 2014	7:01
Aug 31, 2020	4:01

Takeaway

Though stock splits do not alter value, they enhance market perception and trading activity. Regular dividends reinforce Apple’s reliability and signal financial health. Together, these actions position Apple as a balanced choice for both growth and income-focused investors.

Investment ROI Analysis

Investing \$10, \$50 or \$100 every month in 2020, projection of value in 2025 would be

$$\$10 \times (\$228.20 \div \$72.88) \times 60 = \$1,878.70$$

$$\$50 \times (\$228.20 \div \$72.88) \times 60 = \$9,393.52$$

$$\$100 \times (\$228.20 \div \$72.88) \times 60 = \$18,787.04$$



Initial investment

Price at future date

Price at purchase date

Months

Future value

Apple's long-term success shows that patience through innovation cycles, product launches, and stock splits leads to strong returns. Staying invested in quality, innovation-driven companies like Apple proves far better than chasing short-term gains.



Conculsion

Historical data shows that long-term investors in Apple have seen remarkable returns far outweighing short-term fluctuations around product launches. While launches bring excitement and momentum, true investment success comes from holding quality stocks over time. Apple's consistent innovation, strong leadership, and loyal consumer base drive sustainable growth beyond one-time events. Stock splits and dividend payouts have further boosted investor confidence. Investing with a long-term vision rather than timing the market has proven more effective. So while product launches offer short-term catalysts, long-term commitment to strong companies like Apple has historically delivered greater rewards with less risk and emotional stress.

Call to Action

“What do you think? Would you invest?”



Sola Longe
Data analyst

Sola is a data analyst with a strong passion for business, financial, investment, market and predictive analytics. She has developed skills through hands-on projects. Sola focuses on turning data into actionable insights and aims to help businesses and individuals make smarter, strategy-driven decisions.