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Final Project Proposal

## Robinhood Trading Volume Analysis

**Introduction**

Robinhood is a mobile app that allows its users to invest in the stock market commission-free. The app has brought many traders into the stock market because of its cheap and accessible means to participate in buying and selling securities. Recently, there has been quite a bit of market volatility due to the COVID-19 pandemic and the restrictions it has brought on the economy. Many new investors are drawn into the markets thinking that the volatility will help them get rich quick. The stocks that are most popular on the Robinhood platform give a picture of what the average retail investor is interested in and this data has been made publicly available.

**Objectives**

The primary objective of this project will be to create a time-series visualization that shows which stocks are most popular on the Robinhood platform. Showing the most popular stocks on any given day might be an indicator of what the average investor thinks is a good bet. A secondary objective will be to show how the most popular stocks being held on Robinhood change with a stocks market close price over time. Comparing a stocks popularity on the platform to its price might reveal some insights related to retail investor behavior. All data will come from the Robinhood and Yahoo Finance.

**Proposed System and Platform**

The information will be presented as a web application built with HTML, CSS, and D3.js. D3.js will be used to create an animated and interactive visualization. Other visualization tools like the Google Charts API may be used for more traditional charts. Data will be accessed through APIs when possible and any data pre-processing will be done with Python.