

## Executive Summary

In 2010, Apple ranked as the 17th most valuable brand in the world. Just three years later, it had garnered the top spot and has remained there. Since 2010, Apple's brand value has increased at a compound annual growth rate of 36%.

In August 2018, Apple became the world's first trillion-dollar company.

But in start of 4<sup>th</sup> quarter 2018, Apple has lost its market cap by 20% just within the 30 days.

Investor's concerns always come when it is related to politically stability, market fluctuations and momentum gained by competitors.

Apple Press release, November 1, 2018 — Apple today announced financial results for its fiscal 2018 fourth quarter ended September 29, 2018. The Company posted quarterly revenue of \$62.9 billion, an increase of 20% from the year-ago quarter.

Apple stock is on pace to have its worst month since 2008, dropping 21% and wiping out over \$200 billion in value.

The above points interpret leading to small time gap between investor attention & stock performance and stock price are mainly observed or influences by other business fundamentals which do not get affected in a small-time frame.

Best approach of analysis can be done for either sentiments of customer based on popularity and perception, emerging and saturated market analysis or leading indicator to potential inference on Apple different products (i.e. iPhone) or trend against competition (One Plus).