**Shell plc**

**1) Business Description**: Shell, formally known as Royal Dutch Shell plc, is a global energy company founded in 1907. It is primarily engaged in the exploration, production, refining, distribution, and marketing of oil, gas, and petrochemical products. Shell operates in various segments, including upstream (exploration and production), downstream (refining and marketing), and integrated gas, among others. It also invests in renewable energy and sustainable Technologies (Shell Global, 2023).

**2) Sector Overview:** Shell operates in the highly competitive global energy sector. Its key competitors include ExxonMobil and BP. The energy industry has been undergoing significant changes over the past several years, with a growing focus on sustainability, renewable energy, and reducing CO2 (carbon emissions). Shell has been actively involved in these trends by diversifying its energy portfolio and setting carbon reduction targets(Shell.com, 2023). Shell has been involved in CCS projects that capture carbon dioxide (CO2) emissions from natural gas and other industrial processes and then store them underground(Shell Anual report, 2022). This is one of the events that increases the reputation of the company worldwide.

3) **Price Action Analysis**: Shell's stock price has experienced various movements over the years, influenced by factors such as global oil prices, geopolitical events, and the company's financial performance. The COVID-19 pandemic, for example, led to a decline in demand for oil and gas, affecting Shell's stock price. Additionally, Shell's stock has been influenced by its commitment to reducing its carbon footprint and its investments in clean energy.

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Description automatically generated with medium confidence

**Table:**1

The most important of these events is the war between Russia and Ukraine. This war damaged the stock market, special oil and gas sectors, as it did in all sectors. That is why, according to the 1-year shell analysis, the lowest stock market price appears to be at the end of 2022. Starting from 2023, there will be a generally continuous increase in the prices of the securities on the stock market.

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**Table**:2

**4) Future Catalysts**: Because Key events in the next few years could include advancements in renewable energy projects, government policies related to climate change and energy transition, and the company's ability to adapt to changing consumer preferences for cleaner energy options. It is certain that there will be an increase in Shell prices in the short term (6-month forecast). Because the constant increase in the price of shelving and the increase in the terms of oil companies, as always in the coming winter months, show this. It can be predicted that Shell will perform well in the long term.

**Sources**

<https://finance.yahoo.com/quote/SHEL/history?p=SHEL>

<https://www.shell.com/about-us.html>

<https://www.shell.com/about-us/who-we-are.html#iframe=L2Fib3V0LXVzL3doby13ZS1hcmUvX2pjcl9jb250ZW50L3Jvb3QvbWFpbi9zZWN0aW9uL3dlYl9jb21wb25lbnQvbGlua3MvaXRlbTAuc3RyZWFtLzE2OTY0OTM0OTIxNTIvMzM4MTc5N2RmMGQ5OTBkNjNiZDRmMmVhOTE4MTNiNGJiYThlZWVmMS9pbmRleC5odG1s>

<https://reports.shell.com/annual-report/2022/>