

# 1. Introduction

## 1.1 Motivation

Selecting attractive investments from thousands of publicly traded stocks is challenging. Investors face a complex task: evaluating multiple factors simultaneously to make informed choices. Current methods typically rely on separate metrics, like financial ratios or growth measures. These isolated metrics often miss the broader investment picture, and interpreting them collectively can be overwhelming. A structured solution that simplifies this complexity is necessary.

A composite indicator, combining multiple stock attributes into a single, understandable value, addresses this gap. It summarises diverse information into a straightforward metric, enabling easier comparison across many companies.

A well-designed composite indicator can:

* Highlight the relative attractiveness of stocks.
* Provide clarity amid overwhelming financial data.
* Enable investors and analysts to make quicker, better-informed decisions.

## 1.2 Objective

The Composite Stock Investment Attractiveness Index (CSIAI) is developed to provide a transparent, data-driven measure of stock attractiveness. It integrates multiple financial, market, and risk indicators into one composite score, enabling effective comparison across stocks. Transparency and replicability are fundamental features, ensuring the index can be validated, tested, and trusted by investors, analysts, and researchers.

Specifically, the CSIAI combines indicators from five distinct dimensions:

* Financial Strength
* Growth Potential
* Market Performance
* Risk & Volatility
* Liquidity & Trading Activity

Indicators within these dimensions were carefully selected, validated, and weighted using rigorous statistical methods such as Principal Component Analysis (PCA). Data preprocessing steps, like handling missing values (multiple imputation) and standardisation (Min-Max scaling), ensured robustness.

## 1.3 Target Audience

The primary users of the CSIAI include:

* **Investors**: To quickly screen stocks for potential investment opportunities based on clear, understandable metrics.
* **Financial Analysts**: To validate their analyses and augment detailed research with a robust, quantitative tool.
* **Fintech Developers**: For integration into financial apps and platforms, offering users reliable stock attractiveness ratings.
* **Academics**: For research on composite indicator methodologies and financial market analysis, leveraging the index’s transparency and reproducibility.

# 2. Theoretical Framework

## 2.1 Dimensions of Stock Attractiveness

The Composite Stock Investment Attractiveness Index (CSIAI) was structured around five carefully chosen dimensions, each representing critical areas influencing investment decisions. These dimensions were selected based on existing literature, practical relevance, and investor priorities. Each dimension captures distinct but complementary aspects of a stock’s overall attractiveness.

Financial Strength

Financial strength reflects a company's capacity to meet obligations and maintain operational stability. It provides insight into fundamental corporate health, incorporating metrics such as Return on Equity (ROE), Debt-to-Equity Ratio, Current Ratio, Operating Cash Flow, and EBITDA Margin. Indicators like ROE and EBITDA margin specifically highlight profitability and operational efficiency, essential for evaluating financial sustainability.

Growth Potential

Growth potential measures the company’s ability to expand and enhance profitability over time. Key metrics include Revenue Growth, Operating Margin, and Gross Margin. Revenue growth directly indicates market success and potential future profits. Operating and gross margins offer insights into operational efficiency and competitive advantages, vital for sustainable growth.

Market Performance

Market performance captures investor perception and market valuation. Indicators in this dimension include Earnings Per Share (EPS), Market Capitalization, Price-to-Sales Ratio, and Dividend Payout Ratio. EPS indicates profitability from a shareholder’s perspective, while market capitalization provides a sense of company size and market confidence. Price-to-Sales assesses valuation relative to revenue, and payout ratio signals financial maturity and shareholder value distribution.

Risk & Volatility

Risk & volatility evaluates the uncertainty and potential variability in stock returns. Indicators include Historical Volatility, Beta, Maximum Drawdown, Standard Deviation of Returns, and Value at Risk (VaR). Historical volatility and standard deviation reflect price variability, crucial for risk-averse investors. Beta measures market-related risk, whereas maximum drawdown and VaR assess downside risk which are all important for understanding extreme market conditions.

Liquidity & Trading Activity

Liquidity & trading activity assesses how easily investors can buy or sell a stock without impacting its price significantly. Metrics include Average Volume (30-day), Bid-Ask Spread, Volume Growth, and Float Shares. Higher liquidity indicates greater ease in trading and better market efficiency, essential for active investors and large trades.

## 2.2 Compensability Logic

The CSIAI used compensatory logic in its aggregation method. Both linear and geometric aggregations were applied to balance the trade-offs:

* **Linear aggregation** allows strong performance in one dimension to offset weaker results elsewhere. This method suits investors focused on overall strengths rather than penalizing isolated weaknesses.
* **Geometric aggregation** offers partial compensation. It rewards balanced performance across all dimensions and reduces the likelihood that extreme high scores in one dimension excessively influence the overall attractiveness score.

This provides flexibility, accommodating diverse investor strategies and perspectives regarding risk tolerance and balanced performance.

## 2.3 Indicator Selection Logic

The chosen indicators align with finance theory and practical best practices in investment analysis:

* **Return on Equity (ROE)** reflects company profitability relative to shareholder investment. It is widely recognized for gauging effective management and long-term growth.
* **Debt-to-Equity and Current Ratio** assess financial stability and solvency, critical to managing long-term viability and operational risks.
* **Revenue Growth and Operating Margins** highlight core business success and operational efficiency, directly influencing growth potential.
* **Earnings Per Share (EPS) and Market Capitalization** connect financial performance to market valuation, essential for comparing company value.
* **Historical Volatility, Beta, and Value at Risk (VaR)** offer direct insights into market-driven risks and uncertainty, essential considerations for cautious investors.
* **Average Trading Volume and Bid-Ask Spread** assess market liquidity, essential for evaluating transaction ease and costs.