

Big Data & Machine Learning

FinTech Project

Week 1 - Team C

Sprint Objectives

- Portfolio Structure
- Investor Persona Selection
- Macroeconomic Indicators



Portfolio Structure

Our portfolio was structured to balance **growth**, **innovation**, and **diversification** across sectors.

We included **Defence** for resilience through government contracts, **Infrastructure** for stability and exposure to the energy transition, and **Technology** as the main growth driver. **Metals** add leverage to commodity cycles, while **Crypto** assets provide diversification and asymmetric upside.

This mix reflects a deliberate allocation aimed at **capturing opportunities** across both **traditional** and **digital markets**.

Defense

Stock Picks: **LMT, RTX, PLTR**

- Stability via contracts & innovation

Infrastructure

Stock Picks: **PWR, FLR, ACM**

- Energy transition & public spending

Technology

Stock Picks: **NVDA, AMD, QCOM**

- AI & digital growth drivers

Metals

Stock Picks: **AA, RS, MDU**

- Commodity leverage & infrastructure demand

Cryptos

Stock Picks: **BTC, ETH, SOL**

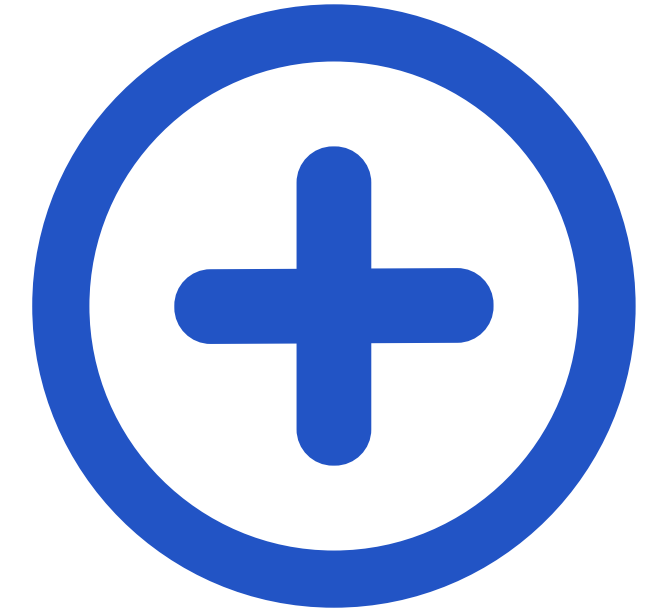
- Diversification & asymmetric upside

Investor Persona

We matched the portfolio to an **Aggressive Investor Persona**, focusing on **high growth potential** with acceptance of **higher volatility**

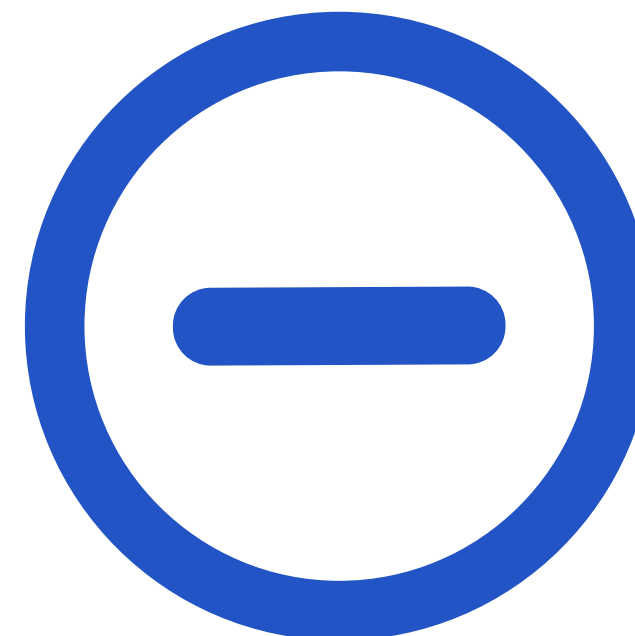
Positives

- Long-term horizon enables higher returns
- Exposure to innovation and emerging sectors
- Diversification across traditional and digital assets



Negatives

- High sensitivity to market downturns
- Significant volatility in tech and crypto
- Limited defensive allocation for capital protection



Macroeconomic Indicators

GDP Growth

- Higher growth boosts earnings and risk assets
- Weak growth pressures sentiment

Inflation Rate

- Rising inflation hurts valuations
- Stable or falling inflation supports markets

Unemployment Rate

- Low unemployment shows strength but may raise wage costs
- High unemployment signals weakness

Interest Rate

- Higher rates restrict liquidity
- Lower rates stimulate growth

Consumer Confidence

- Strong confidence supports demand
- Weak confidence signals caution

Retail Sales

- Strong sales indicate healthy consumption
- Weak sales raise slowdown concerns

Industrial Production

- Growth shows economic momentum
- Declines suggest weakening demand

Housing Starts

- Rising starts signal real estate strength
- Declines point to slowdown



Thank You!

See you in the next Sprint
