

Data Exploration Project Memo

2024-03-15

To:- Investors

From:- Research Analyst

Subject:- Stock Market Analysis for Microsoft, Google, Amazon, Apple, and Netflix

Introduction:

We are excited to present the findings, focusing on Stock Market data encompassing the performance of major tech companies including Microsoft, Google, Amazon, Apple, and Netflix over the past few years. We selected these companies because they have a strong revenue, good market presence and can provide good returns in short-term as well as long-term. Our goal is to provide insights to Investors, about which stocks might present attractive investment opportunities. Through the analysis presented in our dashboard, we aim to facilitate informed decision-making in the realm of stock market investments.

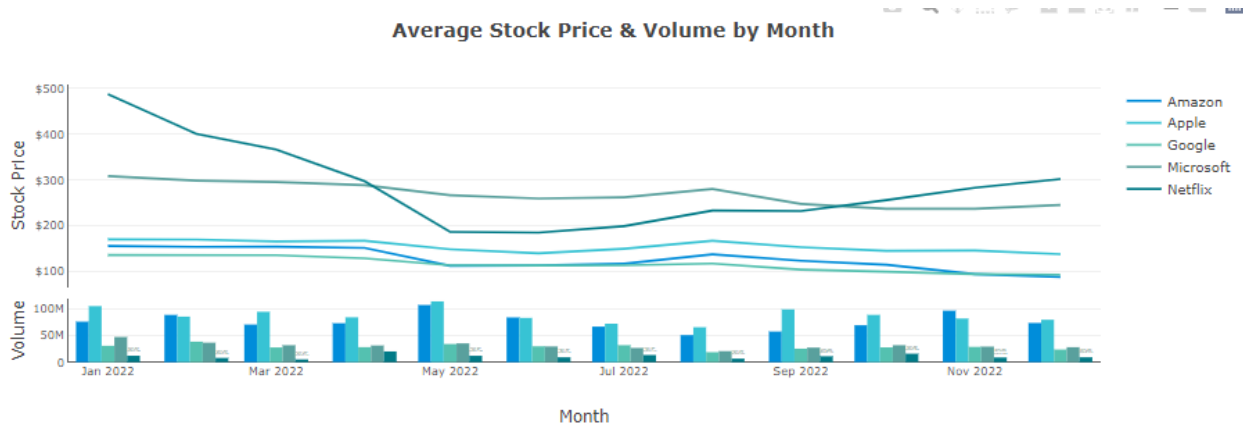
Dashboard Overview:

Our dashboard comprises three graphs and a table, allowing users to interactively explore various aspects of the stock market data. You can filter the data by selecting a specific year (ranging from 2020 to 2023) and individual companies or a combination of them.



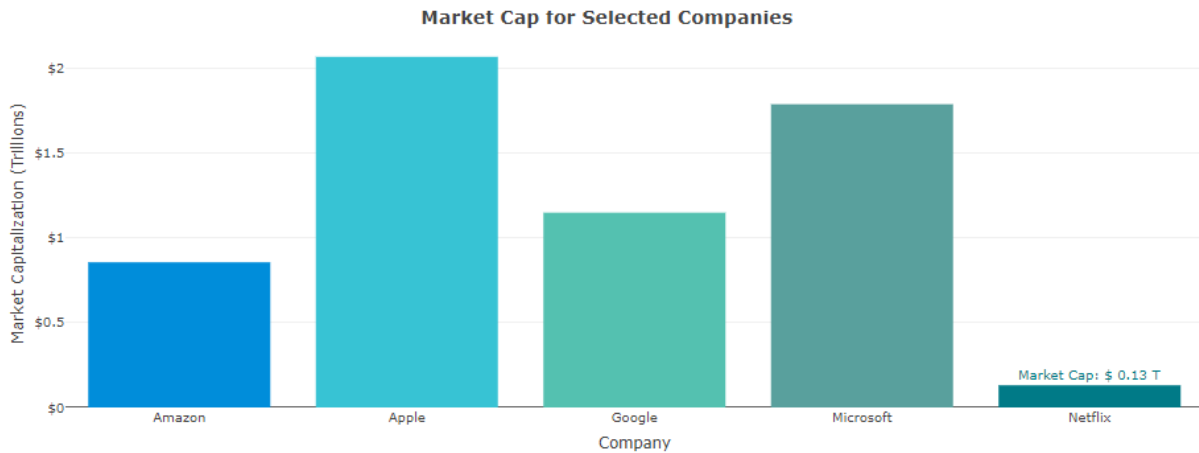
Graph 1: Average Stock Price & Volume by Months

This graph provides a visual representation of the average stock price and volume by months for each of the five companies. The line graph illustrates the average stock price, while the bar graph overlays the average volume for each month in the selected year. By observing trends in both price and volume, users can gain insights into the market sentiment and trading activity surrounding these stocks throughout the year.



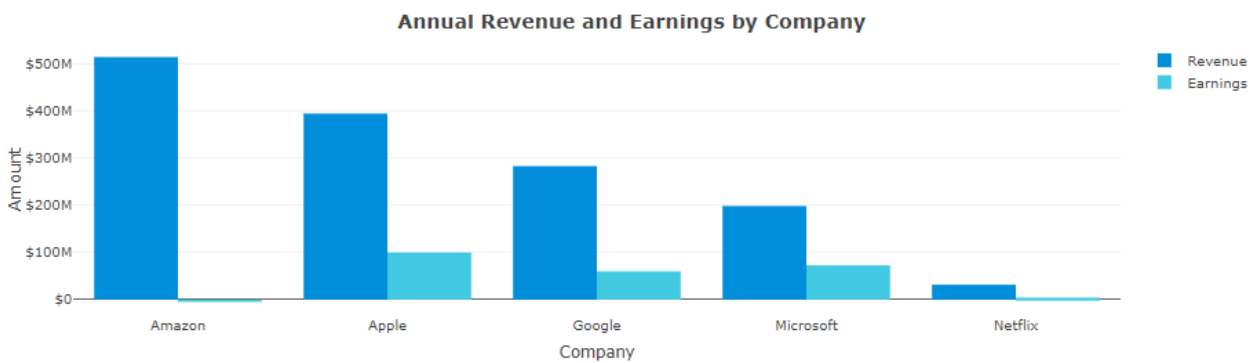
Graph 2: Market Capitalization for All Companies in the Selected Year

This graph displays the market capitalization of all selected companies for the chosen year. Market capitalization serves as a measure of a company's overall value in the stock market, providing users with an understanding of the relative size and significance of each company within the market landscape.



Graph 3: Annual Revenue and Earnings by Company

Here, users can explore the annual revenue and earnings of each company over the specified period. Understanding the revenue and earnings trajectory of these companies can offer valuable insights into their financial performance and growth potential.



Graph 4: Company Performance Summary Table

The table presents a summary of each company's performance metrics, including highest volume, high price, low price, and average closing price. Users can dynamically select the desired year and companies to view specific performance metrics, aiding in the comparison and evaluation of investment options.

Stock Summary					
	Company	HighestVolume	HighestPrice	LowestPrice	AverageClosingPrice
1	Amazon	272.66 M	\$171.40	\$81.69	\$126.10
2	Apple	182.6 M	\$182.94	\$125.87	\$154.84
3	Google	89.75 M	\$152.10	\$83.45	\$115.19
4	Microsoft	90.43 M	\$338	\$213.43	\$268.92
5	Netflix	133.39 M	\$609.99	\$162.71	\$284.64

Benefits for Audience:

Our project offers several benefits for individuals seeking to navigate the complex landscape of stock market investments:

Identifying Investment Opportunities: By analyzing trends in stock prices, volume, and market capitalization, users can identify potential investment opportunities within the tech sector.

Diversification Strategies: The ability to compare the performance of multiple companies allows users to diversify their investment portfolios effectively, mitigating risk and maximizing returns.

Long-Term Investment Planning: Insight into companies' revenue and earnings trends facilitates long-term investment planning, enabling users to make informed decisions aligned with their investment goals and time horizon.

Tracking Market Trends: By tracking market trends and company performance over time, users can stay informed about evolving market dynamics and adjust their investment strategies accordingly.

Risk Management: Access to comprehensive performance metrics empowers users to assess and manage investment risks effectively, ensuring a well-informed approach to portfolio management.

Key Takeaways:

Identification of investment opportunities across major tech companies. Facilitation of effective diversification strategies for risk management. Support for long-term investment planning based on revenue and earnings trends. Empowerment of users to track market trends and manage investment risks proactively. In conclusion, our Data Exploration Project provides actionable insights and valuable tools for all individuals to make informed decisions in the realm of stock market investments. By leveraging the interactive dashboard and analytical capabilities, users can navigate the complexities of the stock market with confidence and clarity.

Please feel free to reach out with any questions or further inquiries.

Thank You!