**2) Business Impact**

Implementing this OTC market analysis platform offers important value to financial firms, traders, and investment analysts. By leveraging technical indicators like Moving Average Convergence Divergence (MACD), Relative Strength Index (RSI), and moving averages, the system assists in informed decision-making in the realm of illiquid and opaque OTC securities—a market segment often overlooked due to its limited transparency.

**Benefits**:

* Traders and analysts can make informed investment decisions by better timing trades and identifying underpriced or overhyped OTC securities.
* Trend Detection assists in identifying industry patterns and sector rotations using the GICS classification system.
* Users can assess the long-term viability of their investments by analyzing yearly returns and moving averages.
* Firms can gain a competitive edge by proactively identifying and capitalizing on emerging trends or momentum shifts, thereby positioning themselves strategically.

**Risks**:

* **Data Integrity**: OTC markets are less regulated, and inconsistent data could lead to inaccurate insights.
* **Overreliance on Technicals**: Pure technical analysis, lacking sufficient fundamental context, can lead to poor decisions.
* **Cost of Implementation**: Preparing data pipelines, integrating analysis tools, and training personnel can be resource intensive.

**Estimated Impact**:

* **Target Outcome**: The OTC market segment experiences a 10–15% improvement in trade execution timing and a corresponding increase in return on investment.
* **Moonshot Outcome** (goes better than planned): The company achieves a 25–30% boost in portfolio performance due to its successful OTC investments. This outcome also positions the company as a market leader in OTC analytics.

**3) Business Persona**

**Primary Users**:

* **Financial Analysts**: They would use the system for in-depth technical analysis and reporting on OTC securities.
* **Traders / Portfolio Managers**: Rely on signals such as MACD and RSI to determine the appropriate entry and exit points.
* **Market Researchers**: Analyze long-term trends across sectors using the Global Industry Classification System (GICS).
* **Data Scientists**: Develop and refine technical analysis models and algorithms to enhance trading strategies.
* **Business Executives / Stakeholders**: Use insights to develop high-level strategic plans and assess market opportunities.

**Secondary Users**:

* **Compliance Teams**: They may use the reference data and transaction records for regulatory reporting and risk oversight.
* **Product Managers**: Identify the analytics features that are driving engagement and guide further development in that area.