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# How Bad Has COVID-19 Been for the Stock Market?

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# Question 1:

## Which Markets Have Been Most Negatively Impacted by the Spread of COVID-19?

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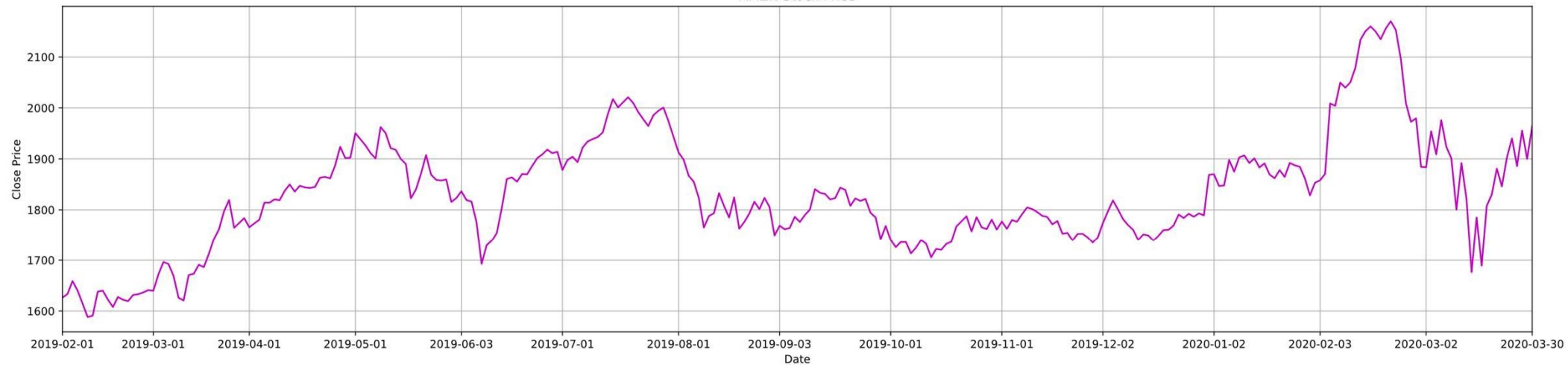
We examine a sampling of companies from different industries to determine which ones are being hit the hardest.

We broke our sample of 35 companies into 7 categories with 5 companies in each category to compare to each other. We also took data from 5 ETFs to get rough approximations of entire industries, and the DOW Jones Industrial Average and S&P 500 Indexes.

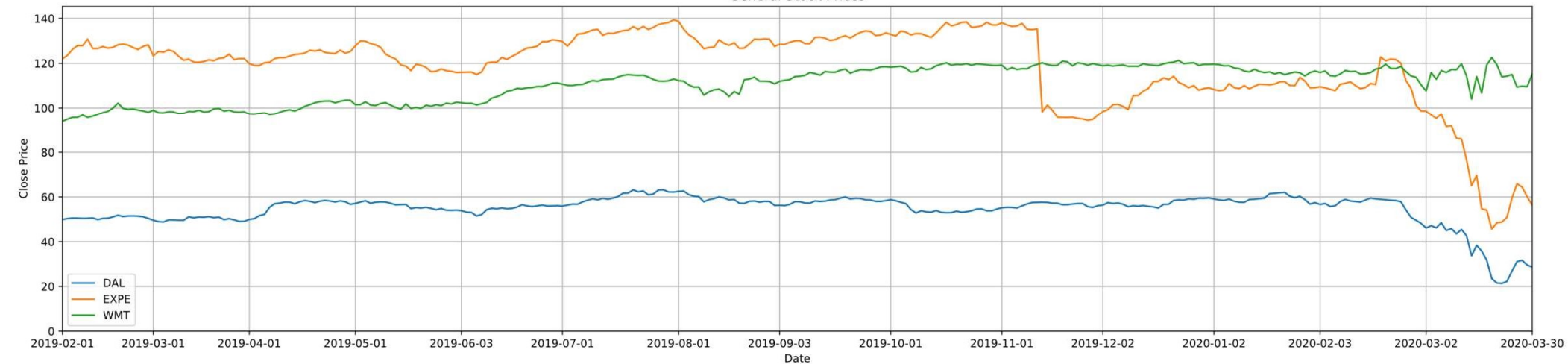
The following slides will show the hardest hit or most interesting industries to look at.

# General Stocks

AMZN Stock Price

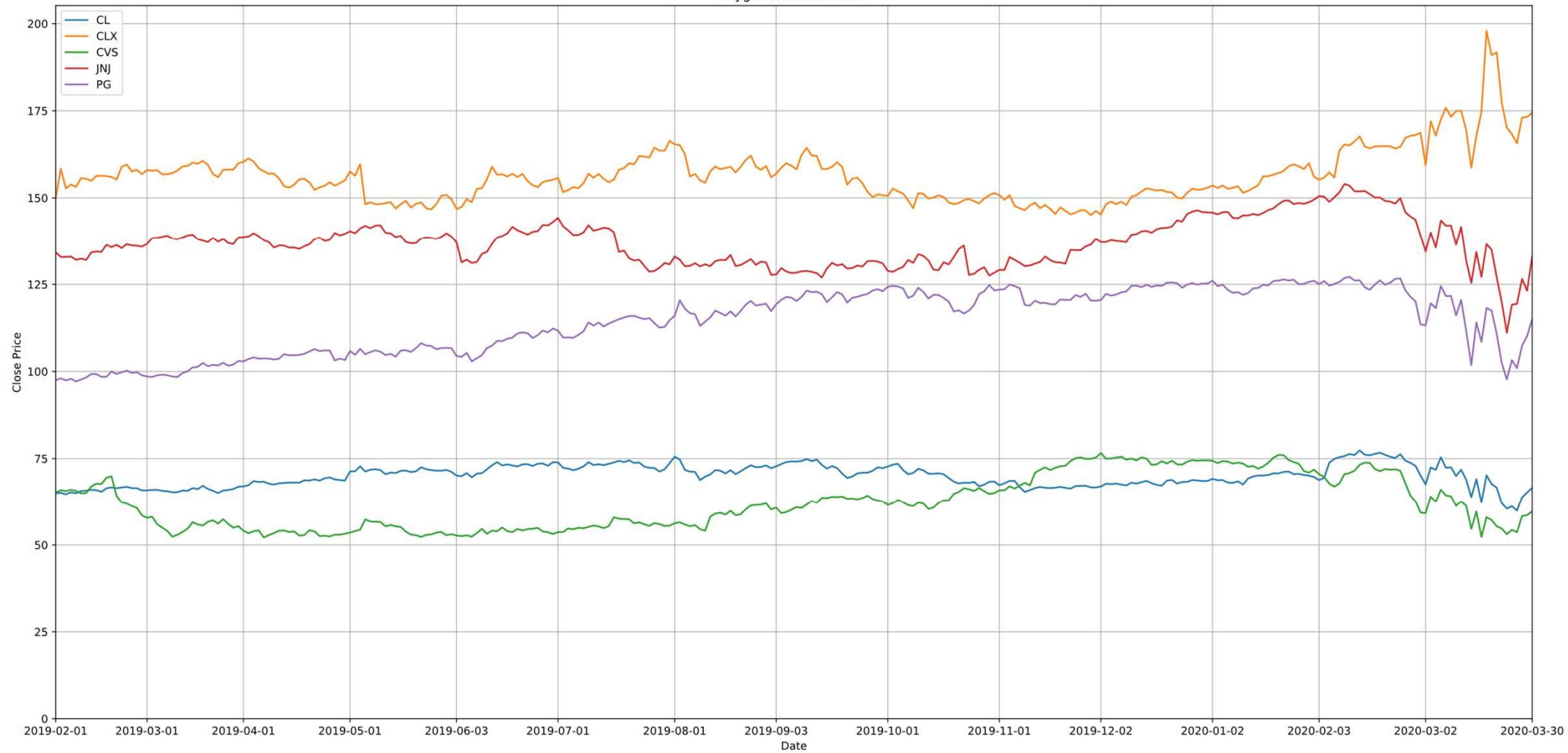


General Stock Prices



# Hygiene Stocks

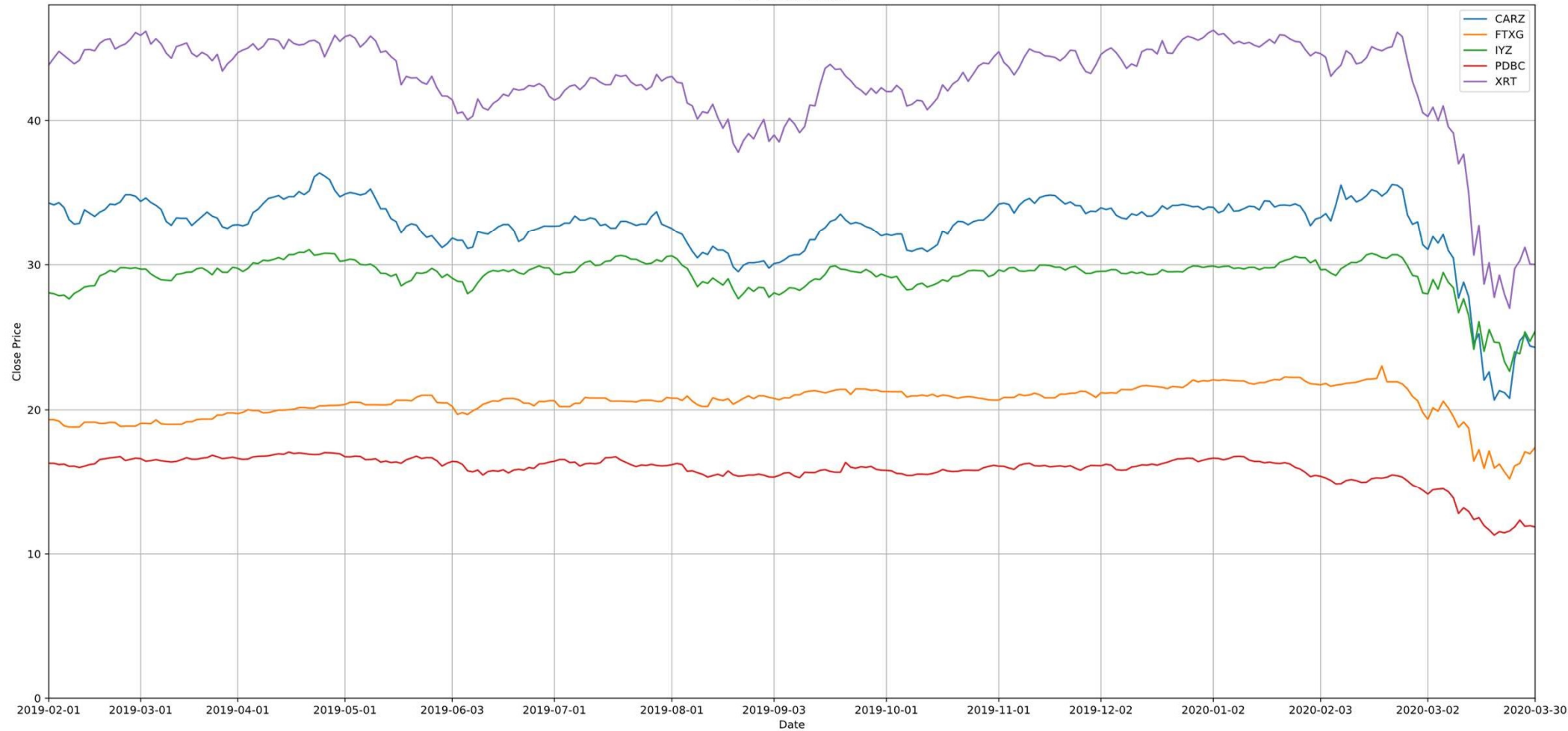
Hygiene Stock Prices



# Industry ETFs

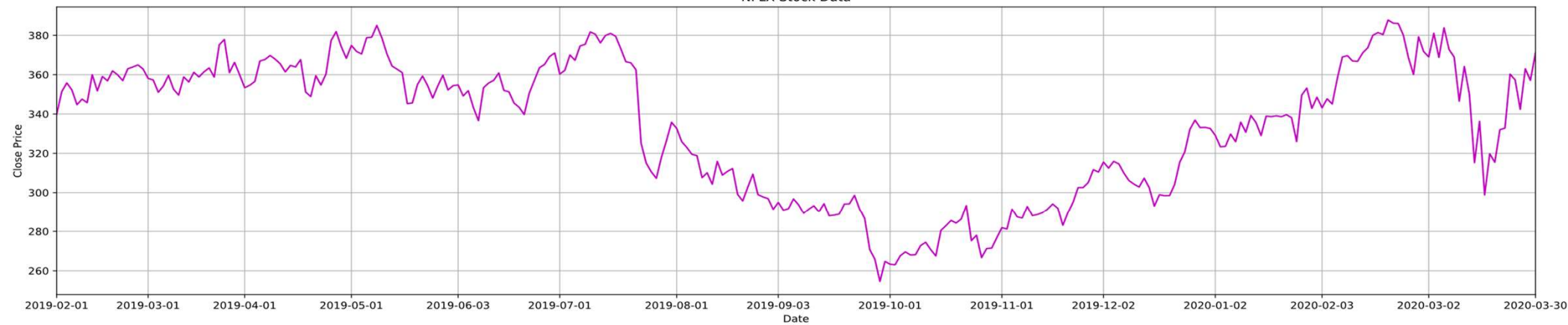
CARZ: Car Industry  
FTXG: Food & Beverage  
IYZ: Telecommunications  
PDBC: Commodities  
XRT: Retail

ETF Stock Prices

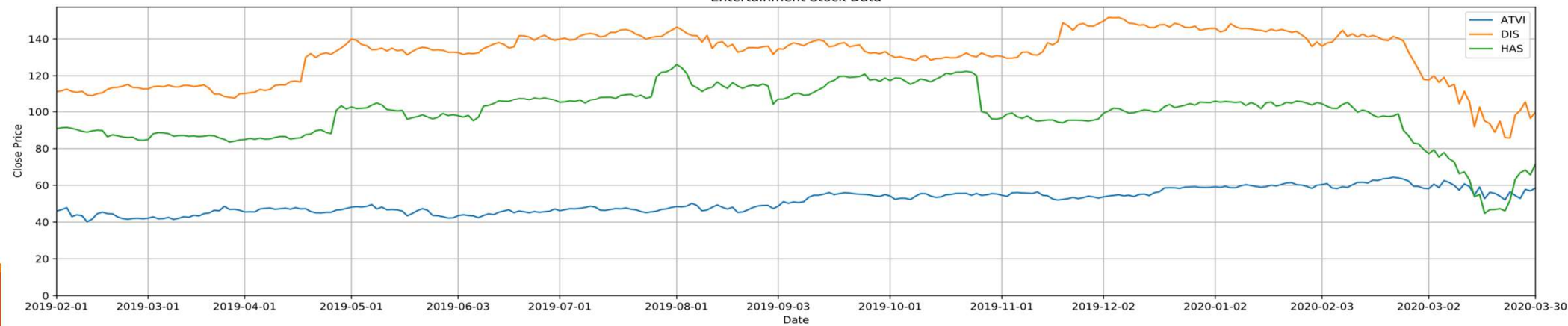


# Entertainment Stocks

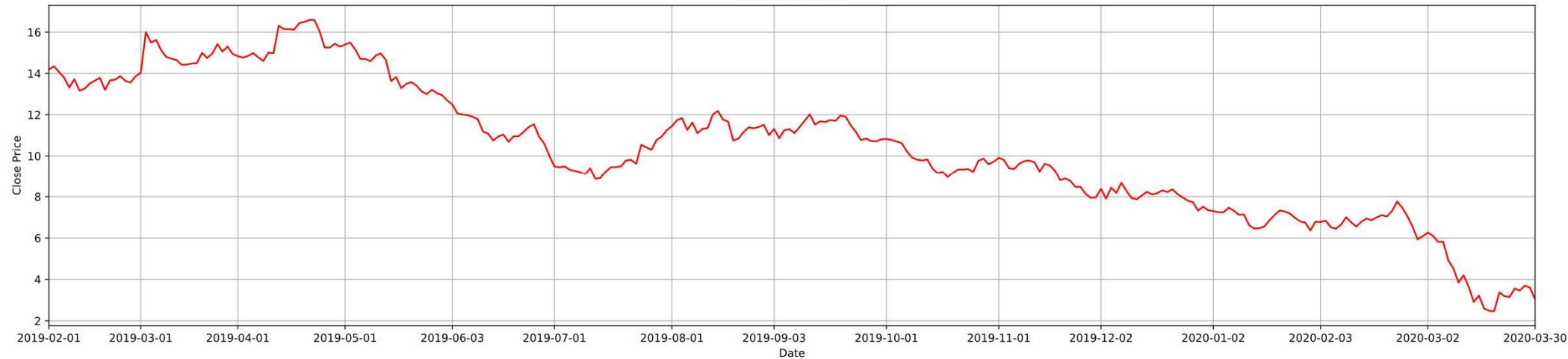
NFLX Stock Data



Entertainment Stock Data



AMC Stock Price



- Netflix had a sharp decline, but bounced back quickly
- Activision-Blizzard had almost no decline.
- AMC went down to almost \$2/stock compared to over \$14/stock this time last year
- Disney hit harder than anticipated given the popularity of Disney Plus

# Conclusion

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- Unsurprisingly, retailers and the car industry took an enormous hit due to COVID-19.
  - Walmart, however, did not decline as much as anticipated.
- Markets not shown behaved as expected, sharp declines mostly in mid March.
- Clorox is the only stock we looked at that actually improved due to the pandemic, outperforming competitors.
- The entertainment companies as a whole took less of a hit than anticipated.

## Limitations

- Alpha Vantage API does not have access to the NASDAQ index
  - Small sample size
  - Limited time
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