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Problem
Which problem or pain did you discover?

Equity investment issues encountered by an investor, trader, stockbroker, or individual owing to a lack of knowledge regarding a specific stock or equity.



2

User segment (# users)

3

Frequency (# times/user)

4

Severity (\$/time)

- People who operate as investors, stockbrokers, or as individuals endure inconsistent loss and gain as a result of inaccurate analysis of stock prices, which hinders their ability to increase their profits.
- Millions of traders invest in the stock market, yet the majority of these investors lose more money than they earn owing to a lack of stock market understanding.

X

- Due to the Securities Contracts (Regulation) Act of 1956, investors do not have access to comprehensive and accurate information.
- For simplicity and regularity, people often invest on a monthly basis, i.e., at the same frequency as their pay cycle.
- Minority shareholders are endangered by a company's future intentions for takeovers and mergers, as well as by unanticipated government policy shifts.

X

- Due to insufficient understanding of the stock market, it is usual for investors to neglect checking their holdings on a regular basis, resulting in a decline in their portfolio and greater losses than profits.
- Due to a lack of understanding of how fluctuating share prices affect wealth, investors, dealers, and people incur significant losses rather than profits.

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Evolution: Boosters

- Ease the work of research analysts by providing data and information regarding the study, which helps to enhance the business's decision-making and efficiency.
- It gives both fundamental and technical analysis of the stock, making it easy for investment advisors to evaluate both and advise clients on whether to purchase or sell certain equities.
- As consumers desire profit, they require a transparent examination of the equities to invest more wisely.

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Evolution: Setbacks

- According to data from the National stock exchange (NSE), there are 1.2 billion active investors in India, but participating in stock markets is still stigmatized due to deficiency of financial knowledge and capital, which has a negative impact on the economy.
- It is difficult to invest owing to the scarcity of websites providing stock research with verifiable data from the previous five years or so.

= Annual problem size