Client Sentiment & Market Volatility Dashboard
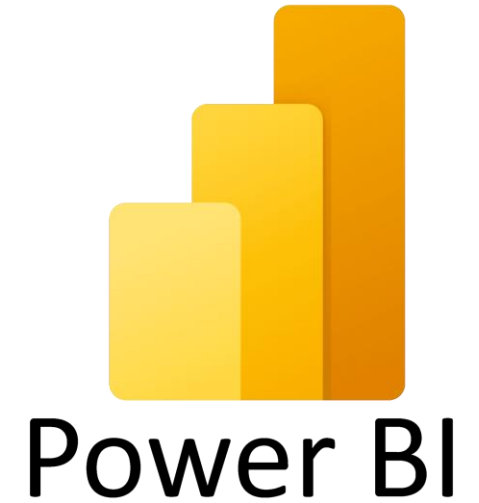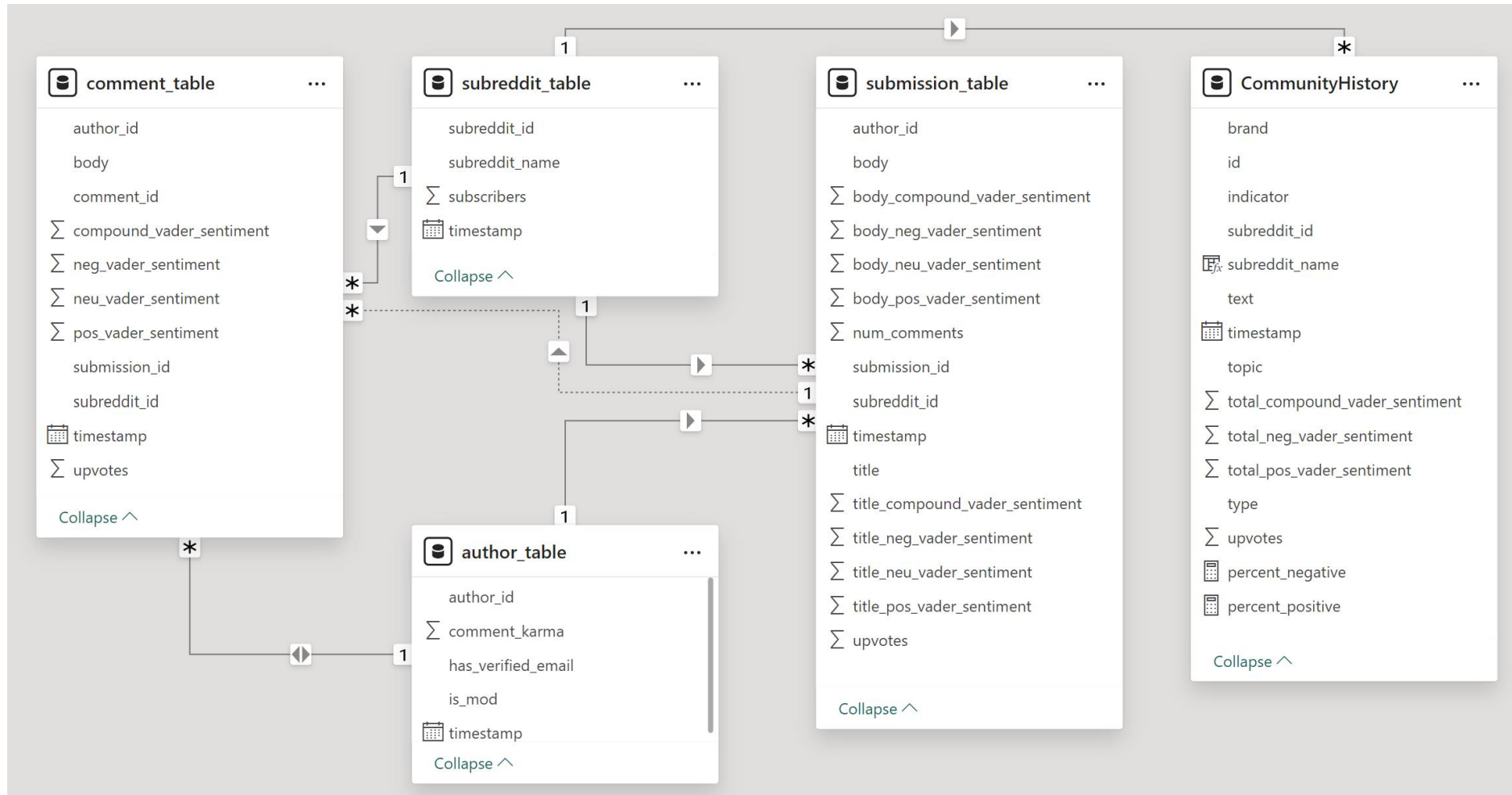
Sondor Bayarbat

Agenda

- Technology Stack
- Database Schema
- Demonstration
- Observations
- Gamma Squeeze – Reddit Sentiment
- TD Ameritrade Acquisition – Reddit Sentiment
- Critical Questions
- Recommendations
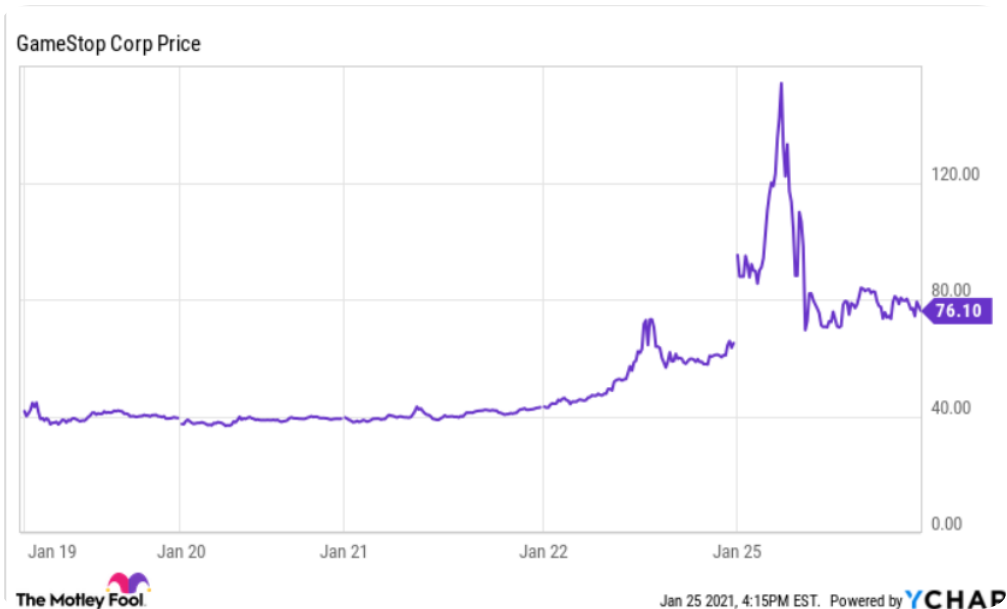- Next Steps
- Q&A

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Technology Stack

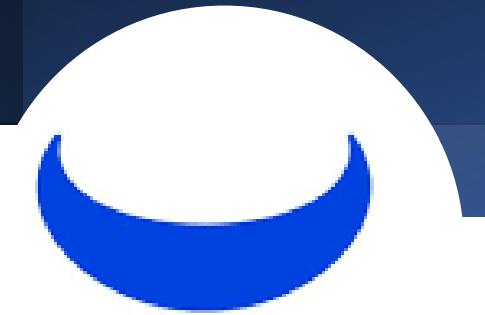# Database Schema

Observations

- What is Schwab's reputation among Reddit users?
  - **Average sentiment score** of Reddit contributions that mention **Schwab** is **0.25**
    - Robinhood – 0.18
    - Fidelity – 0.27
    - JP Morgan – 0.35
  - Schwab has historically been mentioned in a **more positive context than a negative one.**
    - Positive sentiment percentage has always been above 50%
- What **topics** are being discussed on Reddit?
  - Financial management
  - Investing strategies and recommendations
  - Company FAQs
  - Customer testimonies and stories
  - Industry commentary

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What causes a Gamma Squeeze?

GameStop Corp Price

The Motley Fool.

Jan 25 2021, 4:15PM EST. Powered by YCHAP

- Buying/Selling Calls/Puts: These are derivatives that constantly get determined through a series of math calculations to display a stock's 'gamma'

- Gamma is at its highest level when the derivative is very close to the actual share price.

- "When the traders overwhelm the market by buying or selling a specific asset at a large volume, it can cause the market maker to buy out or sell their positions, leading to a large volume of trade in the market."
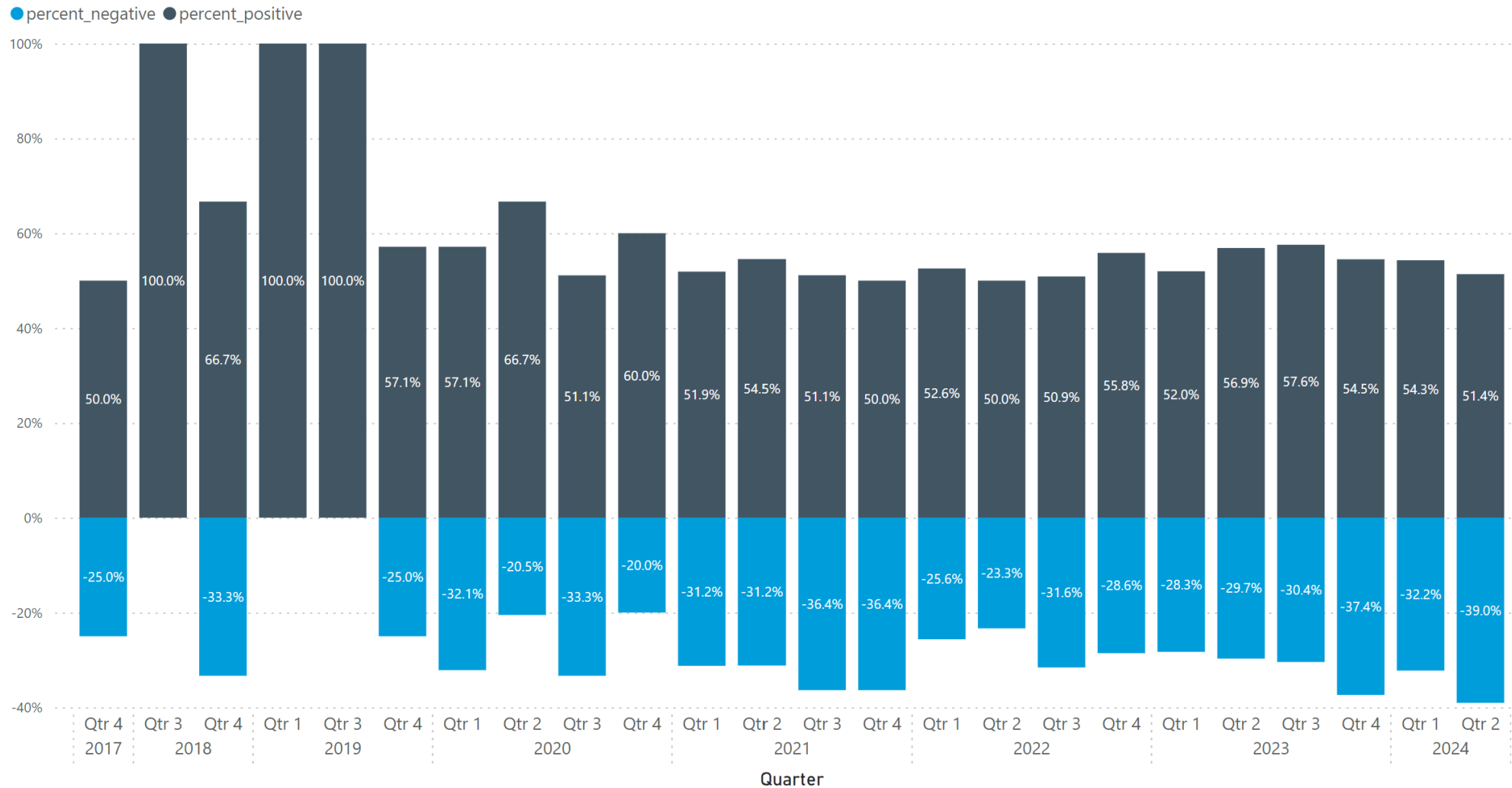
Trading Halt

- Many interactive brokers restricted trading on Gamestop, AMC and KOSS due to high volatility.
- Free Markets were violated in the eyes of the public
- Notable Contributors in the trading halt:
  - Robinhood, Webull
- Schwab increased marginal requirements on how much and investor could borrow when trading these securities.
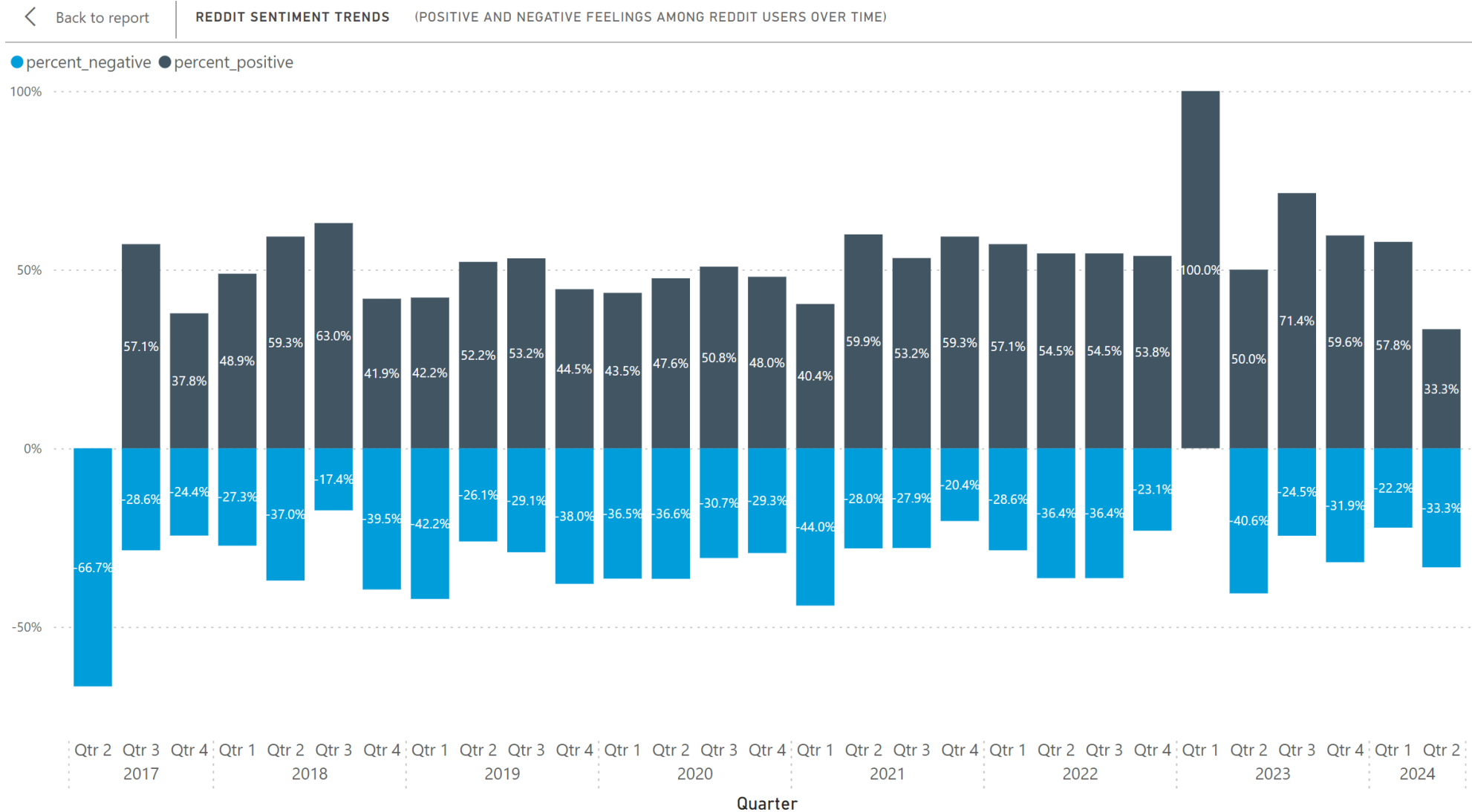
"Schwab" Sentiment Trends (2017-2024)

"Robinhood" Sentiment Trends (2017-2024)

Gamma Squeeze – Insight

- Praise for the rise of GameStop and rallying retail traders
- Distrust and defiance against the financial sector
- **Schwab received constant negative feedback on Reddit in 2021.**
  - o On average, 32.2% of contributions expressed more negative sentiment than positive.
- **Sentiment scores of Reddit contributions mentioning Robinhood averaged -0.03.**
  - o Several accounts complaining about restricted trading
  - o Conversation returns to normal in Q2, 2021

TD Ameritrade Acquisition

- In November 2019, Charles Schwab announced its acquisition of TD Ameritrade for $26 billion

- Seamless transition from TD Ameritrade to Schwab

- Schwab integrated thinkorswim® and thinkpipes® trading platforms

- TD Ameritrade clients now have access to new products and capabilities (no-transaction-fee mutual funds and Schwab Purchased)

TD Ameritrade Acquisition - Insight

Schwab Blew It: Who's With Me?

Schwab Blew It: Who's With Me?

I've been with TD Ameritrade for 14 years. The TD Ameritrade Mobile App (not ThinkOrSwim) is the best mobile trading app for your average American middle class stiff trying to make it in the trading world. That Schwab did not just co-opt it and slap their name on it is the stupidest business decision they've made in the acquisition of TD Ameritrade. I will utilize the TD Ameritrade Mobile App until its very end and then yank every cent out of my TD Ameritrade accounts. I'll follow all of the transitioning process for Schwab right up until "go time" and then pull the rug. I will put all my money in one of Schwab's competitor accounts if they don't salvage the TD Ameritrade Mobile App. They will never earn a dime of my money or business. Who's with me?

< Back   **Schwab Transition Center**

If you currently use tdameritrade.com or the TD Ameritrade Mobile app

- You'll have access to Schwab.com and the Schwab Mobile app, plus thinkorswim® web, mobile, and desktop
- You'll no longer be able to log in to tdameritrade.com or the TD Ameritrade Mobile app after your account has moved, but you will have access thinkorswim platforms.

Learn more

r/tdameritrade · 4 mo. ago
Faultline22

Disgusted with Schwab after TDAmeritrade Forcibly Closed

I was forced into Schwab back in November. I'd heard the UI is terrible, and that has been my experience since having the account forcibly transferred over. It's ridiculous, and nearly impossible to monitor investments in an organized or rational manner. I didn't before the switch to Schwab because it seemed like UI aside, most research indicated it was best for long-term investors. It's to the point where I'm feeling the need to research free third party platforms that allow me to better monitor my investments because I'm not able to accurately keep track of how my investments are doing. As long as I'm going to do that, I may as well switch altogether. Any thoughts on who to switch to?
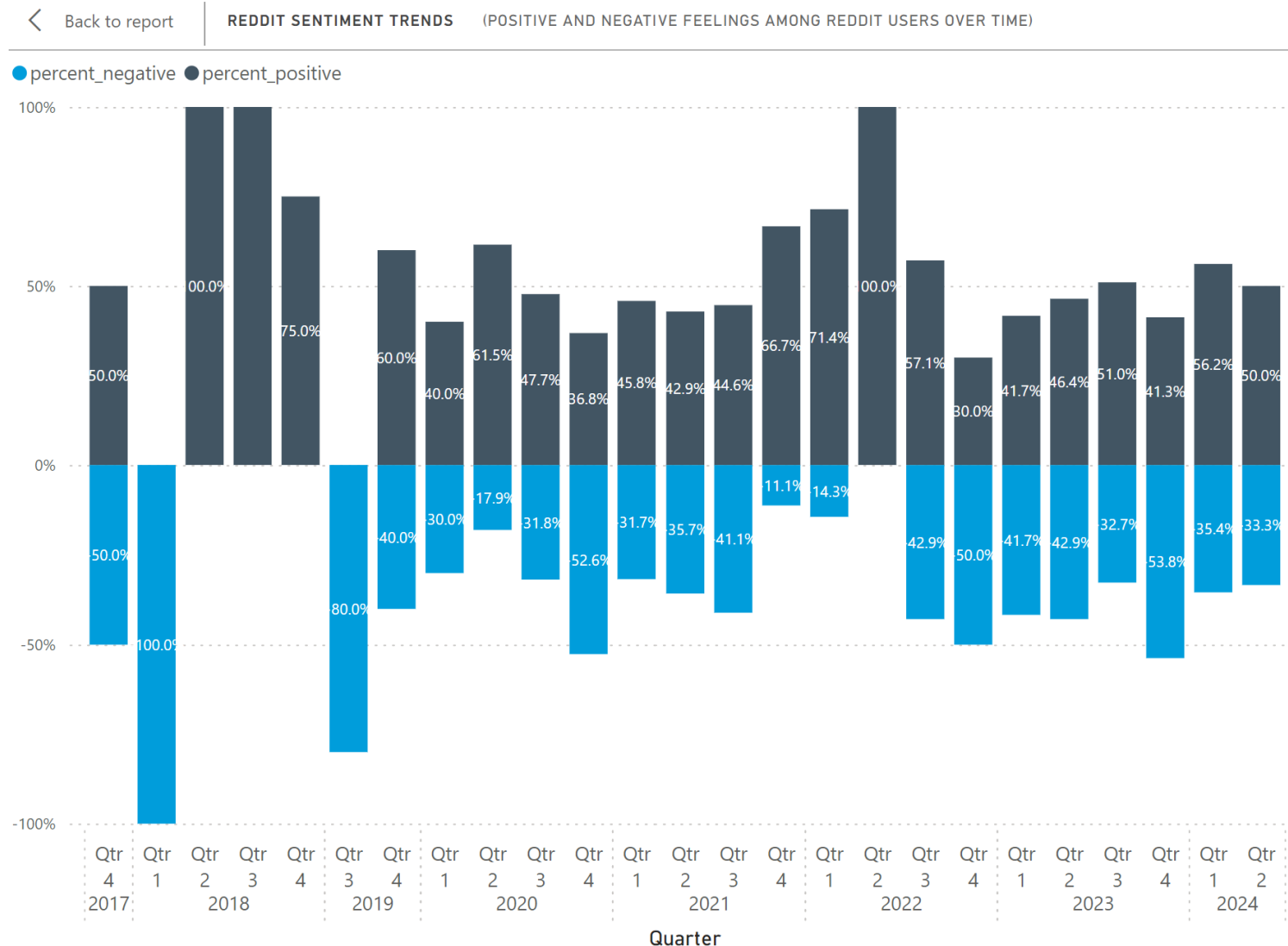
↑ 79 ↓   💬 109   ↑ Share

Add a comment

Sort by: New ∨

"Ameritrade" Sentiment Trends (2019-2024)

TD Ameritrade Acquisition – Insight

- **Negative reactions to the TD Ameritrade acquisition began in mid 2022 and persisted late into 2023.**
  - 15.8% decrease in positive sentiment
  - 10.9% increase in negative sentiment
- Several users experiencing **technical issues** and **limited features**.
- Additional complaints:
  - Reported bugs that caused losses on trades
  - User interface
    - "old-looking", "clunky", "tough on the eyes"
  - Price inaccuracies and lack of real-time status updates
  - Missing funds

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Critical Questions

- Why should Schwab analyze Reddit data?
  - Receive additional **feedback** from stakeholders
  - Monitor **public opinion** around market events
  - **Low cost, high volume** at current stage
- How reliable are contributions from Reddit?
  - **Moderators** and **community guidelines**
  - **Misinformation** and **heavy bias**

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Recommendations

- **Supplement data** from Reddit with market research, customer reviews, and surveys
- Further **investigate technical issues**
- Participate in **Ask Me Anything (AMA) Sessions:**
  - Individuals or representatives from organizations answer questions from the Reddit community in real time.
  - Allows companies to openly share information, clarify doubts, and interact with the community in a transparent manner.

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Next Steps

- Backend developments

- Adding KPIs

- Loading in more subreddits
  - r/stocks
  - r/personalfinance
  - r/news

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