EMAPTHY AND BRAINSTORM MAP
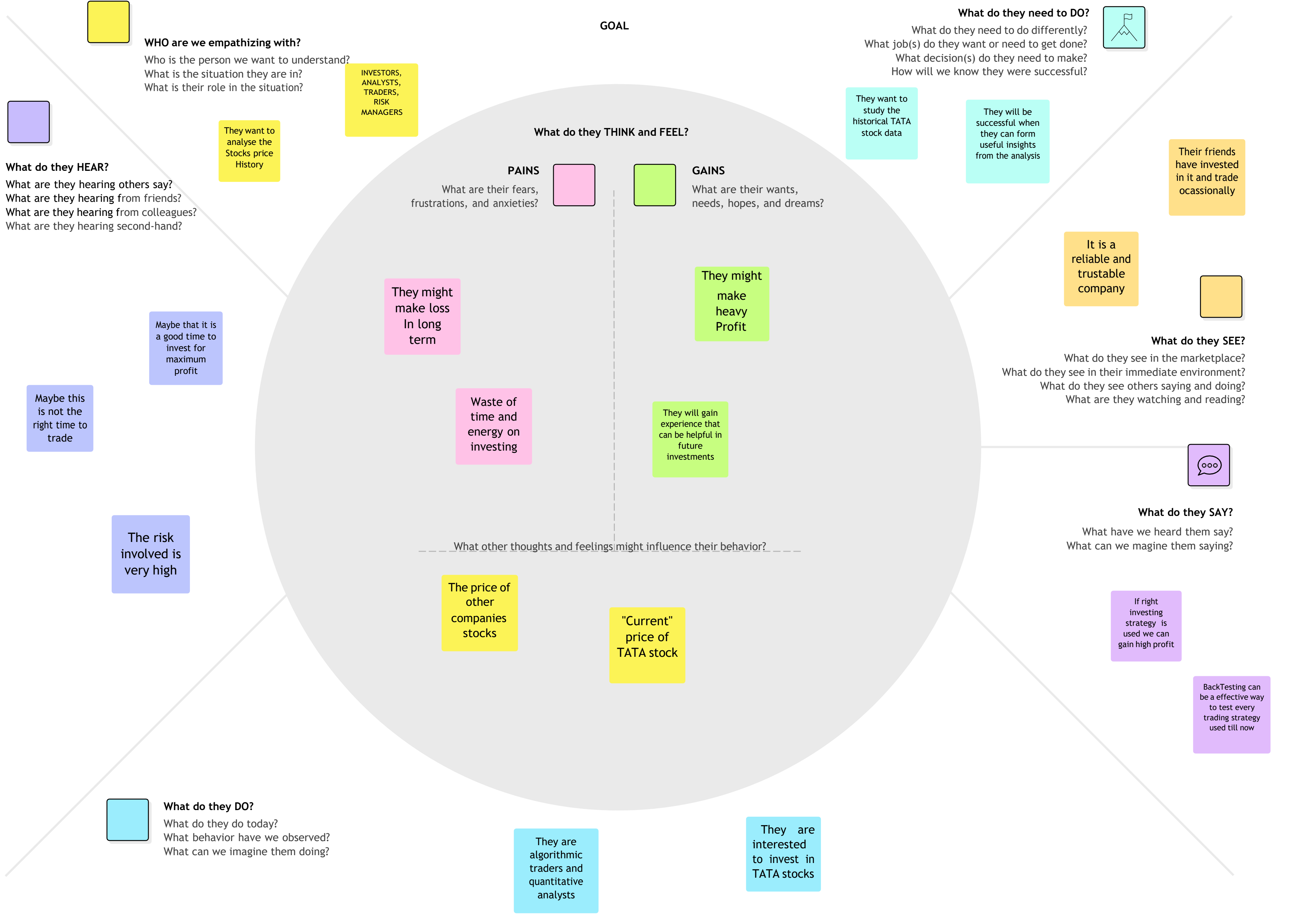
BY
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GOAL

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

INVESTORS, ANALYSTS, TRADERS, RISK MANAGERS

They want to analyse the Stocks price History

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

They want to study the historical TATA stock data

They will be successful when they can form useful insights from the analysis

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Their friends have invested in it and trade ocassionally

It is a reliable and trustable company

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

They might make loss In long term

They might make heavy Profit

Maybe that it is a good time to invest for maximum profit

Maybe this is not the right time to trade

Waste of time and energy on investing

They will gain experience that can be helpful in future investments

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

The risk involved is very high

What other thoughts and feelings might influence their behavior?

What do they SAY?
What have we heard them say?
What can we magine them saying?

The price of other companies stocks

"Current" price of TATA stock

If right investing strategy is used we can gain high profit

BackTesting can be a effective way to test every trading strategy used till now

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

They are algorithmic traders and quantitative analysts

They are interested to invest in TATA stocks

Brainstorm & idea prioritization

Use this template to collaborate with your team on the Tata Power stock analysis project. Unleash your collective creativity to explore and visualize ideas, strategies, and data-driven insights for a comprehensive understanding of Tata Power's stock performance

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2 Persons in the team -** Vishnu & Mrudul .

Before you collaborate

Proper preparation sets the stage for success in our Tata Power stock analysis project. Here's what you need to know to dive into this data-driven journeyProper preparation sets the stage for success in our Tata Power stock analysis project. Here's what you need to know to dive into this data-driven journey

🕑 5 minutes

A. Team gathering

In preparation for our Tata Power stock analysis session, please identify key participants, extend invitations, and distribute pertinent information to ensure a productive collaboration.

Set the goal

Focus on understanding Tata Power's stock performance and its critical factors, such as historical trends, market influences, and financial indicators, as we embark on our project's brainstorming session.
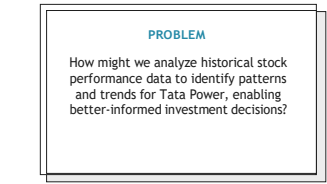
Learn how to use the facilitation tools

Leverage our expertise in data analysis and visualization to ensure a successful and insightful session for our Tata Power stock analysis project.

Define your problem statement

How can we utilize historical stock price data and financial metrics to gain insights into Tata Power's stock performance, identify influencing factors, and make data-driven investment recommendations?

🕑 5 minutes

PROBLEM

How might we analyze historical stock performance data to identify patterns and trends for Tata Power, enabling better-informed investment decisions?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

Please feel free to jot down any ideas that come to mind which address our problem statement for the Tata Power stock analysis project.

🕑 10 minutes

Person 1

Time Series Analysis: Implement time series analysis techniques to identify stock price trends and patterns over time, allowing us to make predictions and informed decisions.

Sentiment Analysis: Analyze news sentiment and social media data to gauge market sentiment and its impact on Tata Power's stock performance.

Comparative Analysis: Compare Tata Power's stock performance with industry benchmarks and peer companies to assess its relative strength and weaknesses.

Person 2

Fundamental Analysis: Conduct a thorough fundamental analysis by examining financial reports, revenue trends, and dividend history to evaluate the company's financial health.

Technical Indicators: Utilize technical indicators and chart patterns to identify buy or sell signals and optimize the timing of investment decisions.
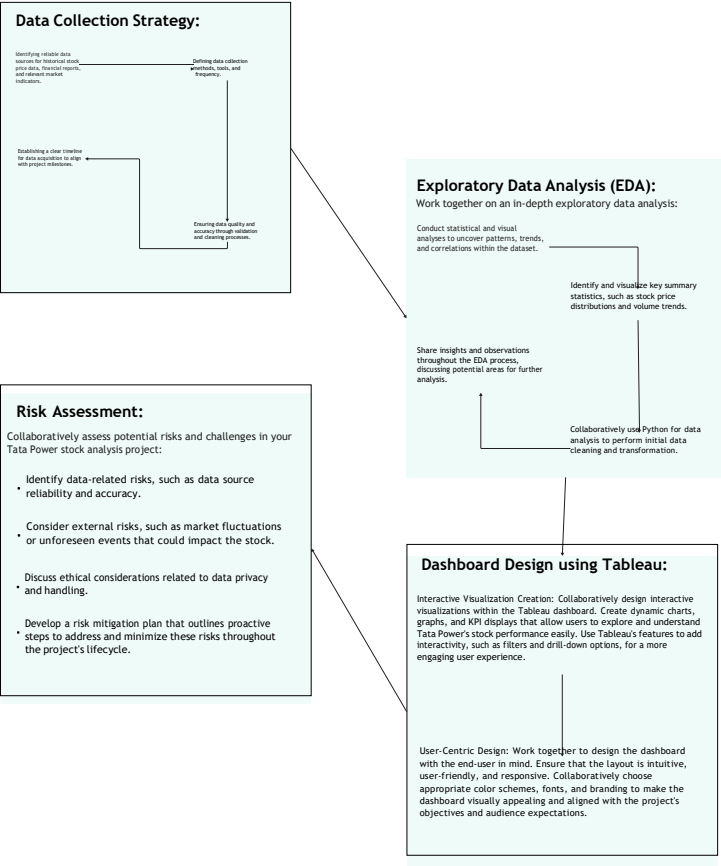
Machine Learning Models: Develop predictive models using machine learning algorithms to forecast future stock prices and assess the impact of various factors on stock performance.

Group ideas

Collaboratively share your insights, ideas, and analysis approaches, while grouping similar or related thoughts. As we organize the sticky notes, provide each cluster with a meaningful label that captures the essence of the stock analysis aspect it represents. If a cluster appears extensive, consider breaking it down into more specific sub-groups for a detailed exploration.
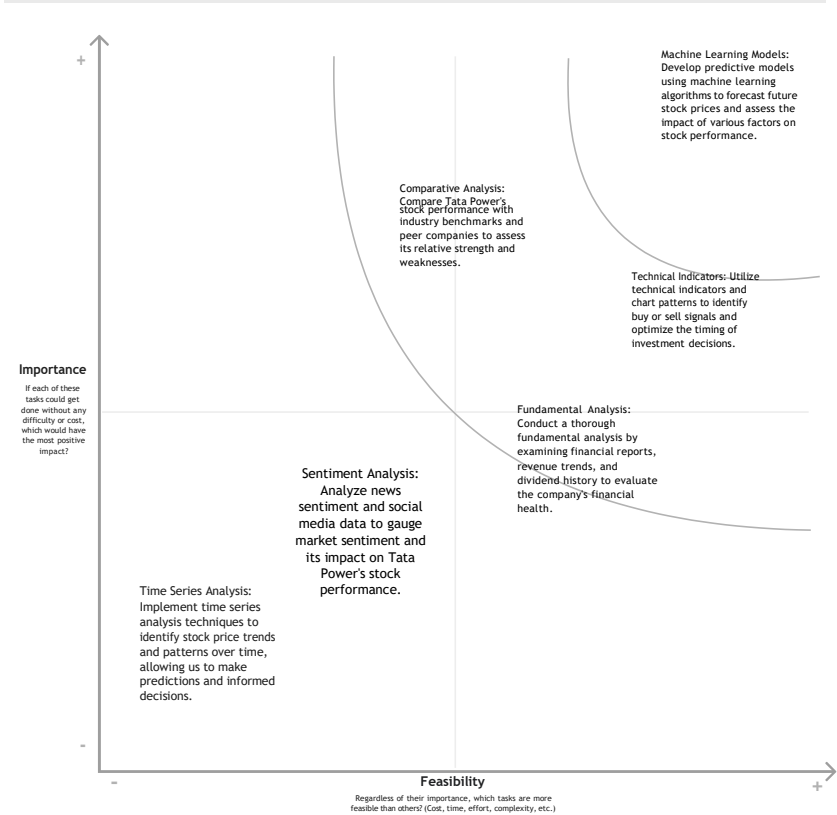
🕑 20 minutes

Data Collection Strategy:

Beginning reliable data sources for historical stock price data, financial reports, and relevant market indicators.

Defining data collection priorities, tools, and frequency.

Establishing a clear timeline for data acquisition to align with project milestones.

Ensuring data quality and accuracy through validation and cleaning processes.

Risk Assessment:

Collaboratively assess potential risks and challenges in your Tata Power stock analysis project:

- Identify data-related risks, such as data source reliability and accuracy.
- Consider external risks, such as market fluctuations or unforeseen events that could impact the stock.
- Discuss ethical considerations related to data privacy and handling.
- Develop a risk mitigation plan that outlines proactive steps to address and minimize these risks throughout the project's lifecycle.

Exploratory Data Analysis (EDA):

Work together on an in-depth exploratory data analysis:

Conduct statistical and visual analyses to uncover patterns, trends, and correlations within the dataset.

Identify and visualize key summary statistics, such as stock price distributions and volume trends.

Share insights and observations throughout the EDA process, discussing potential areas for further analysis.

Collaboratively use Python for data analysis to perform initial data cleaning and transformation.

Dashboard Design using Tableau:

Interactive Visualization Creation: Collaboratively design interactive visualizations within the Tableau dashboard. Create dynamic charts, graphs, and KPI displays that allow users to explore and understand Tata Power's stock performance easily. Use Tableau's features to add interactivity, such as filters and drill-down options, for a more engaging user experience.

User-Centric Design: Work together to design the dashboard with the end-user in mind. Ensure that the layout is intuitive, user-friendly, and responsive. Collaboratively choose appropriate color schemes, fonts, and branding to make the dashboard visually appealing and aligned with the project's objectives and audience expectations.

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕑 20 minutes

Importance — If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility — Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Machine Learning Models: Develop predictive models using machine learning algorithms to forecast future stock prices and assess the impact of various factors on stock performance.

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Fundamental Analysis: Conduct a thorough fundamental analysis by examining financial reports, revenue trends, and dividend history to evaluate the company's financial health.

Sentiment Analysis: Analyze news sentiment and social media data to gauge market sentiment and its impact on Tata Power's stock performance.

Time Series Analysis: Implement time series analysis techniques to identify stock price trends and patterns over time, allowing us to make predictions and informed decisions.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

🕑 20 minutes

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.
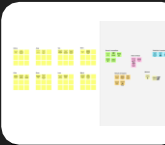
Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →