Trading Project Report

Name: Yuanxing Cheng

Student ID: 810925466

Kent State University

Trading Project Report

Based on the Asset allocation process, I am risk-tolerant. So for me I would set 5% of my complete portfolio as risk-free asset like T-bills, the rest part would be mainly stocks and options, using *Black-Scholes model* (Black and Scholes 1973) to hedge risk.

About trading stocks, as a student in math department, I personally preferred using certain algorithms following their historical data, to find some criteria on when to purchase or sell and how much should I invest. Back in China, several efficient platforms are highly recommended like [RiceQuant](http://www.ricequant.com), [UQER](http://q.datayes.com/). The most common algorithm is *Pairs Trading* (Gatev, Goetzmann and Rouwenhorst 2006), that for two stocks or portfolios with similar movement historically, short the winner and buy the loser when the price spread increase then profit when they converge. Another strategy based on the companies’ financial data coming from the idea of Graham, value investment. I can set several ranges for each data and choose the stocks that satisfy to invest. However, a bitter truth is that for most of the time, strategies based on value investment win the others. One of those most famous value investment masters is Anthony Bolton (Bolton and Davis 2006), who is distinguished for his Fidelity Special Situations Fund. Sometimes you’re required to be a “contrarian”. My last belief is that everything is formed in a self-similar pattern from fractal geometry, so that the price charts in a longer time period should be similar to a smaller time period, which can be seen from another famous model LPPL (Fantazzini and Geraskin 2011) that successfully predicted the great loss in 2008, China.

Equity analysis

Since it’s a much lower frequency trading like once a week, companies who are underpriced or facing a big opportunity will be my major concerns.

Recently *Costco Wholesale Corporation* announced a new delivery services in response to *Amazon*’s recent action on its delivery services. I think such competition will make profit. So I do equity analysis on these two first.

COST (Variety shop)

With data obtained online[[1]](#footnote-1), I then implement the statistics method using Excel[[2]](#footnote-2). Among the observations, the minimum price is while the maximum is , and the mean and standard deviation is and , respectively.

Fig Price Change of COST

Then I sort out of the monthly price data to find the monthly return rate. The following is the historical return, with a standard deviation.

Fig Monthly Return Rate of COST

The of COST is calculated based on the S&P 500 index and the least 3-month T-bill rate, . After regression, the result is , while the value posted is .

The last step is applying the DDM model. Its Return on Equity is ; Payout Ratio is ; 5 Year Average Dividend Yield is $. For the required rate of return

And in order to use DDM, I have to assume that it is with a constant growth rate

And its current price is no more than . Seems that I got a good one.

AMZN (Catalog & Mail Order Houses)

Following the same method, I plot its close price first. This time and later, I will use the monthly data directly given by Yahoo Finance.

Fig Price Change of AMZN

And the month return rate figure of AMZN

Fig Monthly Return Rate of AMZN

Then using the regression to calculate , which is (the value posted is ). The last step is applying the DDM model; while AMZN didn’t pay any dividends so far, so I may choose another one to complete this analysis.

SJM (Processed & Packaged Goods)

I love the jam they produce, and they pay dividends! So here’s the analysis result.

Among the observations, mean price level is about , ranging from to , mean return rate level is about , a tiny number, and the return rate goes from to . The following is its price trend.

Fig Price Change of SJM

And its trend of return rate.

Fig Monthly Return Rate of SJM

The by regression is , while the posted value on Yahoo Finance is .

As for DDM model, its Return on Equity is ; Payout Ratio is . 5 Year Average Dividend Yield is . I calculate the required rate of return

And still, after I have to assume that it is with a constant growth rate

And its current price is about . I believe this time the DDM model failed, since generally that model is only fit for those regulated public utilities.

APPL (Electronic Equipment)

Apple Inc. recently release its new mobile phone, iPhone X. To be frank, its appearance shocked me completely. However somehow, it’s still worth an investment. Not only do they pay dividends, but also “the rich” will not refuse to show off their wealth in such a chance, even not their real wealth. Like some fashion forward designs, they may soar up the sky later and Apple is meant to be a dragon not a dragon fly. See the analysis result.

For APPL’s price change, it ranges from to with mean ; and for its return rate, it ranges from to with mean . See the figures below for more details

Fig Price Change of APPL

And the trend for the return rate

Fig Monthly Return Rate of APPL

The by regression is , posted value is ; such a difference! Now I am questioning whether it is right to using a five-year-long period to analysis for all kinds of stocks. But perhaps I should stop here because there’re still many other projects to do which are due next week, and I may keep researching during the winter break.

As for DDM model, its Return on Equity is ; Payout Ratio is . 5 Year Average Dividend Yield is . Then after assuming the constant growth rate

Guess I failed another time, bad luck.

PEP (Beverages - Soft Drinks)

Everyone drink in the dining area of KSU, and the cups they use are all with the logo of Pepsi. Also, after a month I tried KICKSTART in America for the caffeine inside, I started to realize it’s a sub-brand of Pepsi. So maybe it’s a good choice?

And seeing from the recent report, its quarterly results before the Oct. 4 opening bell earnings that handily beat expectations, while revenue was just slightly below the mark, similar to Intel’s results. (Kilgore and Linnane 2017). Here’s the analysis result

Of all the observations, the close price range from to with mean ; and for the return rate, it goes from to , with mean value . See the below trend pictures for more details.

Fig Price Change of PEP

Fig Monthly Return Rate of PEP

Using regression, I get the however the posted value is ; then use and DDM under constant growth assumption

Last try.

GE (Diversified Machinery)

So for the description of statistics, the adjusted close price range from to with mean ; and the monthly return rate range from to with mean . More details are shown below.

Fig Price Change of GE

Fig Monthly Return Rate of GE

Then the , as calculated by regression is , nonetheless the posted one is . I may figure why they show such great difference later but now the main goal is to verify whether the requirements of DDM are satisfied

Slightly higher than the price now which is only about . Got to wait it to get down lower.

Summary Table and Reflections

Why I fail so many times? Personally, besides the reasons on the book, I figure out some others possible lurking factors. One is using the S&P 500 as the market index. It’s true that it’s hard to find a better one as for the whole market, but nobody uses that as an adjustment on the the price, or do it inversely.

See the summary table below for the end of this section.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Stock | COST | SJM | GE |
| Min Close Price |  |  |  |
| Max Close Price |  |  |  |
| Mean Close Price |  |  |  |
| SD(Close Price) |  |  |  |
| Min Return Rate |  |  |  |
| Max Return Rate |  |  |  |
| Mean Return Rate |  |  |  |
| SD(Return Rate) |  |  |  |
| (posted ) |  |  |  |
| (by DDM) |  |  |  |
|  |  |  |  |

Three stock portfolio Analysis

So after the equity analysis, we found the three stocks we want: COST, SJM and GE. We first normalize the price and do the following steps using Excel. Sadly, there’s no such optimal risk portfolio ever exists in this case, which means that the latest 3-month T-bill rate is so high that no CAL can be formed. So we can just take all three stocks with equal weight.

Fig Risk Analysis

Degree of diversification

First we can see the coefficient matrix.

Based on these figures, I may claim that there’s no apparent correlation between any two stocks of the all three since the biggest absolute value of them is just which is a little bit of small comparing to the normalized price.

Portfolio

Since they three are of equal weight, so we have

Portfolio expected return

Portfolio's excess return

Sharpe ratio

Even there’s no optimal portfolio, Sharpe ratio still calculable.

Bond Analysis

Bond information

Here is the information from [Fidelity](http://www.fidelity.com)

|  |  |  |
| --- | --- | --- |
| Information | Name | |
| UNITED STATES TREAS BDS | UNITED STATES TREAS NTS NOTE |
| Pay Frequency | SEMI-ANNUALLY | SEMI-ANNUALLY |
| Coupon |  |  |
| Maturity Date | 02/15/2047 | 10/31/2022 |
| Yield to Maturity |  |  |

Duration and Convexity

The duration calculation can be completed by excel built-in function DURATION.

For the United States TREAS BDS, its duration is

= DURATION(DATE(2017,02,15), DATE(2047,02,15), 3%, 2.763%, 2) = 20.246

And for the United States TREAS NTS NOTE, its duration is

= DURATION(DATE(2017,10,31), DATE(2022,10,31), 2%, 2.064%, 2) = 4.783

Now for the Convexity, to make it simpler, I use the spread sheet from Stock Project 2 to finish this calculation. Here are some important steps and results.

Mutual fund recommendation

The following claims are all based on the information from [Vanguard](https://investor.vanguard.com/mutual-funds/list#/mutual-funds/asset-class/month-end-returns). The website has already marked the selected one. The reasons are (The Vanguard Group, Inc. N/A)

* Highly diversified, which helps spread out the overall risk.
* Huge size, about billion for index funds and billion for actively managed funds, which can be regard as a promise for lower risk.
* Reliable and Responsible, the fund managers are experienced and tenured, with a history of putting clients first.

Stock Mutual Fund

Back in China, one of the most astonishing findings during my project research is that sometimes just trading the small -cap stocks will result in a higher return than trading by a elaborately designed algorithm that may take you several days. The reason might be there’re so many stocks that are underpriced so that with great probability that experience a booming period later. So based on this reason I would recommend [Vanguard Small-Cap Index Fund Admiral Shares (VSMAX)](https://personal.vanguard.com/us/funds/snapshot?FundIntExt=INT&FundId=0548&ps_disable_redirect=true) (The Vanguard Group, Inc. N/A). It’s expense ratio is which is one of the lowest amongst several others. However it’s return rates of three different time periods, year, years, years, are all in the top positions of the overall stock mutual fund.

As listed on that page, its potential risk is in the highest level, meaning higher return and as for the fee, almost NONE! No purchase fee, redemption fee, or 12b-1 fee. Only when you meet some special requirements will you be charged for account service fee.

Bond Mutual Fund

I would recommend [Vanguard Total Bond Market Index Fund Admiral Shares (VBTLX)](https://personal.vanguard.com/us/funds/snapshot?FundIntExt=INT&FundId=0584&ps_disable_redirect=true) (The Vanguard Group, Inc. N/A). Its shinning points is its low expense ratio , which is just and lower than average expense ratio of funds with similar holdings. Also it’s shown that it has a more attracting return rate. In terms of the long-term return like years of years, it performs pretty good as it ranks the forth position out of all the bond mutual funds. And it ranks the second when sorting the year return rate in ascending order.

As for the fee, it’s same with the one I just mentioned above.

Summary

This project contains almost all the materials taught this term except for the last two chapters on options. The major points are equity analysis, which focus on the relation of individual stock and market performance using regression from Excel; portfolio analysis, which is designed for the relation of portfolio return and variance, or, Sharpe ratio; bond analysis, which mainly deals with bond pricing, duration and convexity, and several factors that can affect those; and the last one, mutual fund recommendation, which is basically about choosing the one you have faith with based on its price and performance, the risk and management, its fees and distributions. And doing this project is really helpful as a comprehensive review of all of the knowledge from the beginning of this semester. May all of them can stay in my brain forever.

References

Black, Fischer, and Myron Scholes. "The Pricing of Options and Corporate Liabilities." *Journal of Political Economy* (The University of Chicago Press) 81, no. 3 (1973): 637-654.

Bolton, Anthony, and Jonathan Davis. *Investing with Anthony Bolton.* 2. Petersfield, Hampshire: Harriman House, 2006.

Fantazzini, Dean , and Petr Geraskin. "Everything You Always Wanted to Know About Log Periodic Power Laws for Bubble Modelling But Were Afraid to Ask." *European Journal of Finance, Forthcoming*, 2 1, 2011: 366-391.

Gatev, Evan , Goetzmann N. Goetzmann, and K. Geert Rouwenhorst. "Pairs Trading: Performance of a Relative-Value Arbitrage Rule." *The Review of Financial Studies* 19, no. 3 (10 2006): 797–827.

Kilgore, Tomi, and Ciara Linnane. "This company is parsing earnings calls to identify the speech patterns that move stock prices." *MarketWatch.* 10 28, 2017. https://www.marketwatch.com/story/this-company-is-parsing-speech-patterns-on-earnings-calls-that-can-move-stock-prices-2017-10-11?siteid=yhoof2&yptr=yahoo (accessed 10 28, 2017).

The Vanguard Group, Inc. "Total Bond Market Index Fund Admiral Shares - Overview." *Vanguard.* N/A N/A, N/A. https://personal.vanguard.com/us/funds/snapshot?FundIntExt=INT&FundId=0584&ps\_disable\_redirect=true#tab=0 (accessed 11 28, 2017).

—. "Vanguard funds list - index and active mutual funds." *Vanguard.* N/A N/A, N/A. https://investor.vanguard.com/mutual-funds/list#/mutual-funds/asset-class/month-end-returns (accessed 11 28, 2017).

—. "Vanguard Small-Cap Index Fund Admiral Shares." *Vanguard.* N/A N/A, N/A. https://personal.vanguard.com/us/funds/snapshot?FundIntExt=INT&FundId=0548&ps\_disable\_redirect=true (accessed 11 28, 2017).

1. <https://finance.yahoo.com/quote/COST>, others are also from [Yahoo Finance](https://finance.yahoo.com). [↑](#footnote-ref-1)
2. Microsoft® Excel® [↑](#footnote-ref-2)