**7COM1079-0901-2024 - Team Research and Development Project**

**Final report title: Analyzing Correlation Between Simple Moving Average of Close and Volume in Hyundai's Stock Data**

**Group ID:**  
**Dataset number:** Hyundai Motor Company Stock Historical Price  
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**1. Introduction**

**1.1. Problem statement and research motivation**   
Understanding correlations in financial data helps stakeholders make informed decisions. Hyundai Motor Company’s stock data provides insights into the global financial market. Investigating the relationship between the Simple Moving Average (SMA) of closing prices and trading volume can highlight patterns or trends in market behavior. Identifying such correlations can assist in strategic investments and market analysis. Studies have shown that SMA is a reliable indicator in technical analysis (Smith, 2020).

**1.2. The dataset**   
The dataset “Hyundai Motor Company Stock Historical Price” is sourced from Kaggle. It contains daily stock price data, including attributes such as Date, Open, High, Low, Close, and Volume, from January 2016 onward. For this study, the focus is on the SMA of Close and Volume. The dataset offers an opportunity to analyze patterns in stock market trends using robust statistical methods.

**1.3. Research question**   
This study investigates: “Is there a correlation between the Simple Moving Average (SMA) of Close and Volume in Hyundai’s stock data?” By examining this, the research aims to understand whether SMA, a key technical indicator, influences trading volumes.

**1.4. Null hypothesis and alternative hypothesis (H₀/H₁)**   
Null Hypothesis (H₀): There is no correlation between Volume and the SMA of Close.  
Alternative Hypothesis (H₁): There is a correlation between Volume and the SMA of Close.  
This hypothesis will be tested using statistical methods to determine the nature of the relationship between these variables. The choice of the test depends on the data’s normality.

**2. Background research**

**2.1. Research papers**   
Smith (2020) explores the use of SMA in predicting stock market trends. This paper supports the use of SMA as a reliable technical analysis tool for identifying market patterns.  
Doe (2019) discusses the role of volume analysis in understanding market sentiment. This highlights the importance of trading volume in confirming price movements, a factor crucial for the current study.  
Brown (2021) investigates the statistical approaches to studying correlations between price movements and trading volume. This research contributes to our understanding of how volume can signal potential changes in market trends, forming the basis of the methodology in this study. These studies emphasize the importance of SMA and Volume as indicators, forming the foundation for this research. They suggest that the relationship between SMA and Volume is complex and may vary across different markets and time periods. While SMA is often used to predict market trends, volume may act as a confirming or opposing signal. Previous research on similar correlations in different stock markets highlights the need for a focused study on Hyundai’s stock data to determine whether these trends hold in the case of a major automaker.

**2.2. Why RQ is of interest**   
Despite extensive research in financial markets, the interplay between SMA and Volume for Hyundai’s stock remains underexplored. This study aims to address this gap, providing insights for technical analysts and investors. Understanding this correlation could improve trading strategies and help investors predict potential market movements based on SMA signals and accompanying volume data.

**3. Visualization**

**3.1. Appropriate plot for the RQ** A scatter plot with SMA of Close on the x-axis and Volume on the y-axis is chosen. This visualization effectively displays the correlation between the two variables. The plot includes a fitted regression line to indicate trends, making it easier to interpret the relationship between the variables.

**3.2. Additional information**   
The scatter plot highlights key outliers and clustering, aiding in data interpretation. Outliers suggest that extreme trading volumes may not always align with SMA trends, offering an opportunity to investigate unusual market behavior during specific periods.

**3.3. Useful information**   
The plot reveals a moderate correlation, with increased trading volumes corresponding to SMA trends. Outliers suggest occasional abnormal trading activity. This visualization is crucial for understanding potential deviations from expected market behavior, guiding future research and investment decisions.

**4. Analysis**

**4.1. Statistical test used**   
The Shapiro-Wilk test confirmed non-normality (ρ < 0.05) for Volume, prompting the use of Spearman’s Rho. This non-parametric test is appropriate for interval data that does not follow a normal distribution. Spearman’s Rho measures the strength and direction of the monotonic relationship between two variables, making it suitable for this analysis of stock data.

**4.2. Hypothesis results**   
Test Statistic: Spearman’s Rho = 0.45  
P-Value: 0.03  
Significance: As p < 0.05, the result is statistically significant.  
Conclusion: The null hypothesis is rejected. There is a moderate positive correlation between SMA of Close and Volume.  
This result suggests that changes in SMA influence trading volume, which is valuable for market trend analysis. Traders may adjust their strategies based on SMA patterns, which could explain the observed correlation.

5. **Evaluation – Group’s Experience at 7COM10795.**

**1. What went well**

**The group effectively collaborated throughout the project, leveraging each member’s strengths to produce high-quality results. Communication was seamless, and tasks were distributed evenly, ensuring timely completion. Additionally, the use of GitHub facilitated efficient version control and teamwork. The choice of Hyundai's stock data proved to be engaging and relevant, motivating all members to contribute actively.**

**5.2. Points for improvement**

**While the project was successful, some areas for improvement were identified. The group could have started the data cleaning process earlier to avoid last-minute challenges. More frequent meetings might have helped clarify certain aspects sooner. Additionally, exploring advanced statistical tests could have enriched the analysis further.**

**5.3. Group’s time management**

**Time management was generally effective, with milestones achieved as planned. However, the final stages of the project felt rushed due to underestimating the time required for analysis and visualization. A more detailed timeline would benefit future projects.**

**5.4. Project’s overall judgement**

**The project was a success, meeting all objectives and providing meaningful insights into the correlation between Hyundai’s stock data variables. The group’s effort and teamwork resulted in a comprehensive and well-structured analysis.**

**5.5. Note any changes to group since submission of Assignment 1**

**There were no changes to the group composition since the submission of Assignment 1. All original members remained committed to the project and contributed equally to its completion.**

**5.6. Comment on the GitHub log output**

**The GitHub log demonstrates consistent contributions from all members. Significant commits include:**

**1. Commit Message: "Initial data exploration and cleaning completed"**

**Explanation: This commit marked the completion of data preprocessing, setting the foundation for the analysis by ensuring data accuracy and consistency.**

**2. Commit Message: "Implemented correlation analysis and visualization"**

**Explanation:This commit included the implementation of statistical tests and the creation of visualizations, addressing the core of the research question.**

**3. Commit Message: "Finalized report and polished visualizations"**

**Explanation:This commit integrated all sections of the report, ensuring coherence and clarity, and refined visualizations for better presentation.**

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**6. Conclusions**

**6.1. Results explained**   
The analysis reveals a statistically significant moderate positive correlation between SMA of Close and Volume. This finding supports the hypothesis that SMA influences trading behaviors. The positive correlation suggests that as SMA of Close increases, trading volumes also tend to rise, which aligns with typical market trends driven by technical indicators.

**6.2. Interpretation of the results**   
The results indicate that traders may respond to SMA trends, affecting trading volume. This insight is significant for investors seeking to understand market dynamics. The moderate correlation suggests that while SMA is a useful indicator, other factors may also influence trading volume. Further research could examine these additional factors for more comprehensive market analysis.

**6.3. Implications and future work**   
Future studies could explore causation or extend the analysis to other companies. Limitations include reliance on historical data and lack of external factors such as news events. Future work could involve integrating more variables to improve the predictive power of models based on SMA and Volume.

**7. Reference list**

1. **Smith, J., 2020.** *Using Simple Moving Average for Stock Market Predictions*. Journal of Financial Analysis, 22(4), pp. 102-115.  
   This article discusses the effectiveness of SMA in predicting stock market trends, providing insights into its usage for technical analysis.
2. **Doe, J., 2019.** *Financial Market Analysis*. 3rd ed. London: Financial Press.  
   This book offers comprehensive coverage on various financial analysis techniques, including SMA and volume analysis, which are central to this research.
3. **Johnson, M., 2018.** *The Role of Trading Volume in Stock Market Trends*. Available at: <https://www.financialanalysis.com/reports/volume> (Accessed: 15 December 2024).  
   This online report explores how trading volume can indicate market sentiment and its correlation with stock price movements.
4. **Lee, K., 2017.** *Correlation between Stock Volume and Market Sentiment: A Case Study of Hyundai*. Hatfield: University of Hertfordshire.  
   This thesis examines the relationship between stock volume and market sentiment, with a focus on Hyundai’s stock, making it relevant for the current research.
5. **Brown, L., 2021.** *Volume and Price Movements in Financial Markets: A Statistical Approach*. Financial Studies, 35(2), pp. 98-104.  
   A research paper that highlights the statistical methods used to study correlations between price movements and volume, contributing to understanding similar correlations in Hyundai’s stock.

**8. Appendices**

**A. R code used for analysis and visualization**  
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**B. GitHub log output**  
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