

Indicator Research

Indicator Summary: (What is this indicator)

Indicator Reference: (Where to find information about it, or it's data sets)

Indicator Rating: (1-5, how useful do you think this indicator will be, just so we can prioritize them in order of importance)

Indicator Summary:

Investment in R&D

How much money a company spends in past research and development could be an indicator of future growth. For example, if a company spent large amounts of capital on R&D last year, the results of that research could hit the market this year, and affect the company's earnings.

Indicator Reference: Yahoo Finance has information on how much a company has spent on R&D

Indicator Rating: 4, this would probably be useful in technology companies, but not as useful elsewhere.

Indicator Summary:

Return On Equity (ROE)

ROE refers to the effectiveness of a company's use of their assets to produce income. A high ROE indicates that a company uses financing effectively to grow their business. When a company's ROE is increasing, this indicates that the company is generating more profit relative to the amount of capital they are using. Thus, it would be important to look for companies that have a high ROE.

Indicator Reference: DiscoverCI

Indicator Rating: 4. A high ROE directly correlates with the profit of a company, and a consistent rise in ROE would indicate profit growth.

Indicator Summary:

Moving Average

The current trends of a stock are important to consider when trying to determine the future price. Therefore the moving average is a good piece of information to have since it can determine that. It is easy to obtain too. It can determine the market outlook and if the market outlook is positive then more people will probably be buying stocks.

Indicator Reference: Yahoo Finance

Indicator Rating: 4, This information can determine market outlook and thus possibly future price of a stock

Indicator Summary:

Google Trends Data

How often a company or keywords related to it are appearing in google searches can be an indicator of retail investor and consumer attention (see [here](#)). Since the amount of attention a company gets could influence their performance, this could be a useful dataset to include. A simple way to include this data would be to get the trends data for searches of that company's name, though a harder, but possibly useful, method would also include keywords related to their industry.

Indicator Reference: Google trends, the pytrends python library lets us automate queries.

Indicator Rating: 3, could be extremely useful, but could also be a dud.

Indicator Summary:

Previous Earnings Reports

Checking to see whether a company's previous earnings reports were good and using this information may be able to predict the next earning report and in turn the price movement.

Indicator Reference: SECs EDGAR database

Indicator Rating: 3, previous earning reports may change expectations for future earning reports

Indicator Summary:

Days Payable Outstanding (DPO)

DPO refers to the average time a company takes to pay its bills/invoices to its lenders. A high DPO can indicate that a company has difficulty paying off its bills in a normal amount of time, which could hurt the company. On the other hand, a high DPO could show that a company has a high amount of time and opportunity to utilize funds to maximize their benefit.

Indicator Reference: DiscoverCI

Indicator Rating: 3. A high DPO can refer to different pros and cons for a company, but could also be a good indicator of a company's risk for bankruptcy.

Indicator Summary:

Economic Optimism Index

Could be an indicator of general impressions and consumer/business reluctance to spend, which would impact companies. Consumer Spending, Confidence and Household Debt to GDP could also be good indicators of the same idea.

Indicator Reference: Yahoo Finance ([consumer section](#))

Indicator Rating: 3, could be useful, but is more about the economy than this specific company.

Indicator Summary:**Market Share / Market Size**

Market share refers to the percentage of this company's industry that it controls. It could be useful in determining potential growth and profitability for a company. However, it doesn't look like there is easily accessible data for it, which could be a problem.

Indicator Reference: Couldn't find a good reference

Indicator Rating: 2, the stat could be very useful, but without a large dataset, it is useless for us.

Indicator Summary:**Jobless Claims**

The number of unemployed can greatly affect the stock market as a whole and as such will impact individual companies. This would be very simple to find for the US, but could be different based on the country that the company is located in and how many overseas jobs there are in that field.

Indicator Reference: Government websites

Indicator Rating: 3, Unemployment will greatly affect the economy and as such will probably drive stock prices in a specific direction.

Indicator Summary:**Debt To Equity Ratio**

Shows how much financial leverage a company has which can be a good indicator for the future price of a stock since having financial leverage is always beneficial.

Calculated by dividing liabilities over shareholder equity.

Indicator Reference: SEC's EDGAR database with a bit of math

Indicator Rating: 3, Can be useful to determine a company's financial status but that doesn't always affect price how you would think.
