

MCD STOCK PRICE FORECAST

McDonald's Corp



Ticker Symbol: NYSE:MCD

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Models Used



MODELS	FORECAST	\$CHANGE	%CHANGE	CONFIDENCE	DESCRIPTION
Model 1	221.12	43.99	24% ▲	20% to 24% (looking at current corona virus scenario)	Basic ARIMA Model on Adj Close Price
Model 2	212.89	35.76	20.18% ▲	25% to 34% (looking at current corona virus scenario)	Basic ETS Model on Adj Close Price
Model 3	221.12	43.99	24% ▲	20% to 24% (looking at current corona virus scenario)	ARIMA ETS Comparison Model, ARIMA gave a lower MAPE

\$Change and %Change - Change in Adj Close Price from 3/13 to 12/31

Forecast- Forecast of Adj Close Price on 12/31/2020

3/18/2020

Past Data of such a catastrophic pandemic is not available to take into account for the forecast



Models Used



MODELS	FORECAST	\$CHANGE	%CHANGE	CONFIDENCE	DESCRIPTION
Model 4	173.86	-3.27	-1.84% ▼	55% to 64% (looking at current corona virus scenario)	Linear Regression for Historical and Forecasted MCD Adj Close Prices on Competitors adj. close price. ARIMA- to forecast Competitors: Wendy's Co, Yum Brands, Chipotle
Model 5	173.57	-3.56	-2.01% ▼	55% to 64% (looking at current corona virus scenario)	Linear Regression MCD Adj Close Prices on Macroeconomic Indicators - GDP, CPI, Un-Emp Rate, HCPI- Hotels and Restaurants that were forecasted using ARIMA

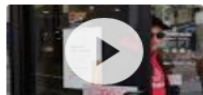
3/18/2020



Models Used



MODELS	FORECAST	\$CHANGE	%CHANGE	CONFIDENCE	DESCRIPTION
Model 6	173.59	-3.54	-2% ▼	55% to 64% (looking at current corona virus scenario)	Linear Regression MCD Adj Close Prices on Microeconomic Indicators – GDP (linearly interpolated for monthly data), CPI & Income per Capita that were forecasted using ARIMA
Model 7	164.48	-8.65	-4.88% ▼	55% to 64% (looking at current corona virus scenario)	Linear Regression MCD Adj Close Prices on Stock Exchange Indicators – NYSE Composite, Dow Jones Index, NASDAQ Index that were forecasted using ARIMA



McDonald's says it can't estimate coronavirus impact to its business, it will consider rent deferrals for franchisees

CNBC.com · 12 hours ago



Ensemble model



MODELS	FORECAST	WEIGHTS	PORTIONS
Model 1	221.12	0%	
Model 2	212.89	5%	10.64
Model 3	221.12	5%	11.05
Model 4	173.86	20%	34.77
Model 5	173.57	22.5%	39.05
Model 6	173.59	22.5%	39.06
Model 7	164.48	25%	41.12

**MCD Adj Close Price
12/31/2020:**

\$175.69





Stay Safe and Healthy!



THANK YOU

