

# **University of New Haven**

## **Connecticut**



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CSCI-6674 (Data Mining)

## **Phase 4 – Data Exploration**

**Submitted by**

Team BruteForce

Department of Computer Science

**Submitted to**

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1) Team Name – **Team BruteForce**

Team Members –

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- 2) The datasets we chose are from a verified website and date back a few years. We'll be dealing with data from the big-tech firms FAANG (Facebook, Apple, Amazon, Netflix, and Google). We would want to examine these five organizations' stocks in order to comprehend how they have expanded rapidly over time and how they have impacted the globe since they are the pinnacle of technology and because we are technocrats ourselves. Additionally, we want to research potential companies for investments in the near future.

3) **Exploration Techniques Used:**

Bivariate analysis was applied in our study for data exploration. The only attributes in the dataset we have are those that are numerical. Therefore, we have utilized the data exploration approaches listed below:

1. Line plot
2. Scatter plot
3. Box plot

4) **Description and Findings of Data Exploration Techniques Used:**

Bivariate analysis is one of the exploratory strategies we utilized in our study. Close price and date are the characteristics that we have taken into account for our study. For this investigation, we've utilized either line and scatter plots.

The box plot shows that the Apple stock has fared consistently well, with only a few ups and downs, in accordance with the research strategies utilized. It saw a decline from 2018 to 2019 but recovered afterward, indicating the stock is a suitable one to include in the portfolio.

For the line graph that was drawn for Google, we can see that it demonstrates how well the stock fared throughout time, with very few setbacks. This suggests that it may be purchased to make money.

According to the Netflix line graph, there is a certain spike and subsequent decline because to covid limits. Therefore, investing in Netflix stock is not recommended. Because of consumers choosing online buying due to social isolation, the stock price of

Amazon has dramatically increased as seen on the graph. This suggests that it would be wise to invest in the stock.

**5) Github Repository Link:**

<https://github.com/anvesh-lp/BruteForce>