Event Analysis: 2021

* · The non farm payroll can have a significant impact on financial markets since a strong report can make investors feel more confident about the economy. In April 2021, there was a 63% decrease in the number of jobs and it is probably not a coincidence that during the same month the outflows were maximum for DPI. Consequently, us non farm payrolls were highest in February and march, that coincided with highest inflows during that year in march. Given that it would be the best move to watch out for any significant changes in the non farm payrolls and choose to launch a product in a month that has a stable or average report
* · With regards to inflation, it was not a surprise to see increasing inflows during inflationary periods, but what can be noted it that every time there was a decline in inflation month over month, there was an increase in outflows, probably because the public expected the market to go down eventually, so a good strategy to launch products could be to closely observe month over month inflation
* · Ideally, events like launching of new crypto coins, indices or NFTS like **memecoins/LooksRare** can distract potential customers from being interested in existing products, and hence it would be smart to keep track of potential new launches of similar products and release your products after such launches. This could be a potential reason of high outflows in April, coinciding with the rise of memecoins

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Event Analysis: 2022

* · From a survey report published by Bankrate in July 2022, it was established that real estate remains the most popular long-term investment with 29% Americans favouring real estate. Hence decline in US Building permits would suggest that the real estate demand is reducing, which in turn can instil a negative market sentiment and cause investors to discard opportunities in other investments including defi products
* · In 2022 Jan, there was a sharp decline of 11% in **Composite PMI index,** as the PMI is a leading indicator of growth it can affect the market sentiment in general. It is likely that trends across manufacturing and services factors affects the market in general and there is high possibility of defi investors also have a strong interest in manufacturing and services
* ·· For events like the Ukrainian-Russia conflict, it makes sense to watch out for crises in the countries that are top holders of cryptos or highly invested in the crypto market.