**Senior Capstone Project**

Evaluating Success of Technical Analysis Investment Strategies

Chapter 1: Buy and Hold Investment Strategy



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**Background**

The stock market is a part of a complex global financial systems, acting as a centralized playform for investors and companies to interact in a dynamic environment where prices are dependent on supply and demand. It allows companies to raise capital by offloading shares to the public, where investors can look to captilize on under or over valued equities allowing the potential to see a return on their investment with the movement of a equities price.

**Data Science in Finance**

**Investment period**

Across all investment techniques, a 90 day investment period has been utilized. This will have offer about 60 trading days. This is meant to be long enough to mitigate short fluctuations but short enough so that there can be enough variation in sampling to get an accurate representation of expected returns.

**Technical Analysis**

**ETF’s**

**Economic Cycles**