Zomato Stock Price Analysis

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Introduction

Zomato is a significant player in the modern food chain, particularly in the distribution and consumption phases. A Master's degree in Sustainable and Healthy Food studies the entire food chain, from production to consumption and waste processing, with a focus on sustainability and health. Understanding the economic aspects of a company like Zomato can be relevant within this broader context. Zomato's stock price can be an indicator of consumer behavior and trends in the food delivery sector.

The extent to which Zomato offers and promotes healthy and sustainable food options may influence its stock price in the long term, especially given increasing consumer awareness.

## Data set

This dataset presents historical stock price information for Zomato, a leading online platform for food delivery and restaurant aggregation. The dataset is compiled with data collected over a specific period, and it shows the fluctuation of Zomato's share prices over days, weeks, or months.

Source: [Zomato Stock Price](https://www.kaggle.com/datasets/cheesecke/zomato-stock-price)

## Aim

The primary goal of the data analysis of this dataset is to track the stock price over time. Is there an upward or downward trend visible in the last few years? Later, it can then be examined whether the extent to which Zomato offers and promotes healthy and sustainable food options might influence the stock price.

Loading the Data

The data was first viewed in Visual Studio Code:A screen shot of a computer

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*Figure 1. Dataset viewed with Visual Studio Code*

The column separator is a comma. The decimal separator is a period.

Load into Excel with Power Query:A screenshot of a spreadsheet

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*Figure 2. Data loaded into Excel.*

## Cleaning:

## No data cleaning procedures were found to be necessary for this dataset.

Analysis of the Stock Price:

An XY-scatter plot was generated to visualize the share prices:A graph with blue and orange lines

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*Figure 3. XY Scatter Plot of Share Prices.*

It can be observed that the share price decreased between February and August 2022 but then increased between March and October.

A grouped bar plot will be created to visualize the differences between the lowest price, the median price, and the highest price over this entire period.

These values were first calculated in Excel:

A table with numbers and text

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*Figure 4. Minimum, median, and maximum over the entire period analyzed.*

Subsequently, the Barplot was created:A graph of different colored bars

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*Figure 5. Grouped bar chart of the minimum, median, and maximum share prices.*

The minimum is approximately 40 dollars and the maximum is around 150 dollars. For completeness, the values calculated for the daily minimums and maximums have been included.

## Conclusion and discussion:

The analysis of Zomato's historical share price reveals significant fluctuations in the stock price over the period examined. A clear decline was observed between February and August 2022, followed by a recovery and increase from March to October. The spread between the lowest and highest daily share prices is substantial, with a minimum around 40 dollars and a maximum around 150 dollars. Further research can focus on explaining these fluctuations, possibly in relation to factors such as market conditions and the extent to which Zomato offers and promotes sustainable and healthy food options.

## Checklist:

The checklist has been cumulatively updated below:

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*Figure 6: Checklist updated.*

As can be seen, the last two components have now also been included, namely:

* Clustered barplot
* XY-scatterplot

This concludes the Excel component of my portfolio.