

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
International Master of Business Administration

TrumpCoin

The Cryptocurrency that took the world by storm when Donald Trump got elected

IMBA GROUP:

Sandu Costin – Bogdan

Raducanu Mihai

Professors:

Caraiani Petre

Wolfgang Karl Harlde

Daniel Pele

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1. INTRODUCTION

Over the past decade, cryptocurrencies have evolved from niche digital experiments into a significant component of the global financial system. Built on blockchain technology, these decentralized assets enable peer-to-peer transactions without reliance on traditional financial intermediaries such as banks or governments. The most well-known example, Bitcoin, introduced in 2009, paved the way for thousands of alternative cryptocurrencies—commonly known as *altcoins*—each seeking to innovate within areas like transaction speed, security, or utility.

Among these innovations, a new category known as “meme coins” has emerged, combining internet culture with speculative investment. Meme coins—such as Dogecoin, Shiba Inu, and Pepe—often gain value not from intrinsic utility but from viral marketing, online communities, and celebrity endorsements. Their prices are heavily influenced by social sentiment rather than traditional financial fundamentals.

In recent years, the intersection between politics, branding, and cryptocurrency has become increasingly significant. Public figures have begun leveraging their personal brands to launch digital assets that blur the lines between marketing, fan engagement, and financial speculation. The phenomenon raises important questions about ethics, regulation, investor behavior, and market manipulation.

In January 2025, former U.S. President Donald J. Trump launched \$TRUMP, a meme-based cryptocurrency hosted on the Solana blockchain. Marketed as the “official Trump meme,” the project debuted with the creation of one billion tokens, of which 200 million were made publicly available through an Initial Coin Offering (ICO) on January 17, 2025. Within twenty-four hours, the total market capitalization of the coin surpassed \$27 billion, valuing Trump’s retained holdings—approximately 800 million tokens—at over \$20 billion. Subsequent analyses,

including one by the Financial Times in March 2025, estimated that the project generated at least \$350 million in proceeds through token sales and associated fees.

The launch of \$TRUMP, occurring just days before Trump’s second presidential inauguration, has sparked widespread ethical and economic debate. Critics have raised concerns over potential conflicts of interest, given Trump’s dual role as both president and primary beneficiary of a rapidly appreciating digital asset. Despite disclaimers stating that the coin was “not political” and “not intended as an investment vehicle,” its market performance has been heavily influenced by Trump’s public endorsements and policy decisions during his presidency.

From a business research perspective, \$TRUMP offers a unique case study in cryptocurrency marketing, political branding, financial ethics, and speculative investment behavior. It illustrates how celebrity influence and political power can directly affect financial markets, investor sentiment, and public perception of value. Furthermore, the volatility of the coin’s valuation—from billions in early 2025 to reports of significantly lower holdings later in the year—highlights the inherent instability and perception-driven nature of meme-based assets.

This project will analyze the economic, ethical, and managerial implications of the \$TRUMP coin phenomenon. Using research methods grounded in business administration—such as qualitative content analysis, stakeholder mapping, and financial data interpretation—the study aims to evaluate how personal branding, digital finance, and political influence converge in shaping modern investment trends.

2. METHODOLOGY

To analyze the evolution and volatility of TrumpCoin since its launch, we implemented a data-driven approach using Python in a Jupyter Notebook environment. The process followed several key steps:

1. Library Import and Setup

We began by importing essential Python libraries such as **pandas**, **matplotlib**, and **seaborn** for data processing and visualization, as well as **requests** for API data extraction. These tools provided a solid foundation for data cleaning, analysis, and graphical representation.

```
# 1. Import libraries
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import requests
from datetime import datetime
|
sns.set(style="darkgrid")
```

2. Data Collection

Historical price data for *TrumpCoin* was retrieved from the **CoinPaprika API**, using the endpoint associated with the token's unique identifier (trump-official-trump). To capture the full historical record, the query was set to start from the **approximate launch date (January 17, 2025)** and end at the current date, ensuring a complete overview of the coin's market performance.

```
# 2. Fetch historical price data from CoinPaprika
# We'll use the coin ID "trump-official-trump" (you can check their /tickers endpoint to confirm)
url = "https://api.coinpaprika.com/v1/tickers/trump-official-trump/historical"
params = {
    "start": "2025-01-17T00:00:00Z", # approximate launch date
    "end": datetime.utcnow().strftime("%Y-%m-%dT00:00:00Z"),
    "interval": "1d"
}

resp = requests.get(url, params=params)
resp.raise_for_status()
data = resp.json()
```

3. Data Preparation

The data obtained from the API was converted into a **pandas DataFrame** for easier manipulation. We standardized the date format, set the date as the index, and retained only the relevant columns — mainly the coin's price in USD. From this dataset, we derived additional analytical metrics such as **daily returns**, **7-day percentage changes**, and a **7-day moving average**, allowing us to better capture short-term and medium-term trends in price movement.

```
# 3. Prepare dataframe
df = pd.DataFrame(data)
df["date"] = pd.to_datetime(df["timestamp"]).dt.date
df = df.rename(columns={"price": "price_usd"})
df = df[["date", "price_usd"]].set_index("date")

# 4. Compute metrics
df["daily_return"] = df["price_usd"].pct_change()
df["price_change_7d"] = df["price_usd"].pct_change(7)
df["MA7"] = df["price_usd"].rolling(7).mean()
```

4. Data Visualization

To illustrate the coin's price behavior over time, several visual representations were created:

- A **line chart** showing the daily price evolution since launch.
- A **comparative plot** of the daily price and its **7-day moving average**, highlighting broader market trends and smoothing out short-term fluctuations.

- A **distribution chart** (histogram) displaying the frequency and spread of daily returns, offering insight into volatility and risk patterns.

```
# 5. Price over time
plt.figure(figsize=(12,6))
plt.plot(df.index, df["price_usd"], label="Price (USD)")
plt.title("OFFICIAL TRUMP Coin Price - Full History")
plt.ylabel("Price (USD)")
plt.xlabel("Date")
plt.legend()
plt.tight_layout()
plt.show()
```

```
# 6. Price with 7-day moving average
plt.figure(figsize=(12,6))
plt.plot(df.index, df["price_usd"], label="Daily Price", alpha=0.6)
plt.plot(df.index, df["MA7"], label="7-Day Moving Average", color="red", linewidth=2)
plt.title("OFFICIAL TRUMP Coin - Price & 7-Day Moving Average (Full History)")
plt.xlabel("Date")
plt.ylabel("Price (USD)")
plt.legend()
plt.tight_layout()
plt.show()
```

```
# 7. Daily return distribution
plt.figure(figsize=(10,5))
sns.histplot(df["daily_return"].dropna(), bins=50, kde=True)
plt.title("Daily Return Distribution - OFFICIAL TRUMP (Full History)")
plt.xlabel("Daily Return")
plt.ylabel("Frequency")
plt.tight_layout()
plt.show()
```

5. Statistical Analysis

Descriptive statistics (mean, median, standard deviation, etc.) were computed to summarize the price distribution and daily return characteristics. In addition, we identified **days with major fluctuations** — defined as any instance where the daily price change exceeded $\pm 10\%$. This helped pinpoint significant market movements and potential reactionary events within the period studied.

```
# 8. Summary statistics
print("Summary statistics for price:")
print(df["price_usd"].describe())
print("\nSummary statistics for daily returns:")
print(df["daily_return"].describe())

# 9. Detect large fluctuations
big_moves = df[df["daily_return"].abs() > 0.10]
print("\nDays with > ±10% Daily Price Moves:")
print(big_moves)
```

6. Data Export

Finally, the processed dataset was exported as a .csv file (official_trump_price_full_history.csv) for documentation and potential future use in advanced analytics or sentiment correlation studies.

```
# 10. Save data
df.to_csv("official_trump_price_full_history.csv", index=True)
print("Data saved to official_trump_price_full_history.csv")
```

Through this methodology, we successfully collected, processed, and analyzed the full historical price data of TrumpCoin from its launch on January 17, 2025, to the present. By importing and setting up the necessary Python libraries, we ensured that the environment was ready for data manipulation, visualization, and statistical analysis.

The historical data was retrieved directly from the CoinPaprika API and transformed into a clean, structured DataFrame. Key metrics such as **daily returns**, **7-day percentage changes**, and a **7-day moving average** were computed to highlight trends, volatility, and short-term fluctuations in the coin's price.

The visualizations provided a clear understanding of TrumpCoin's market behavior:

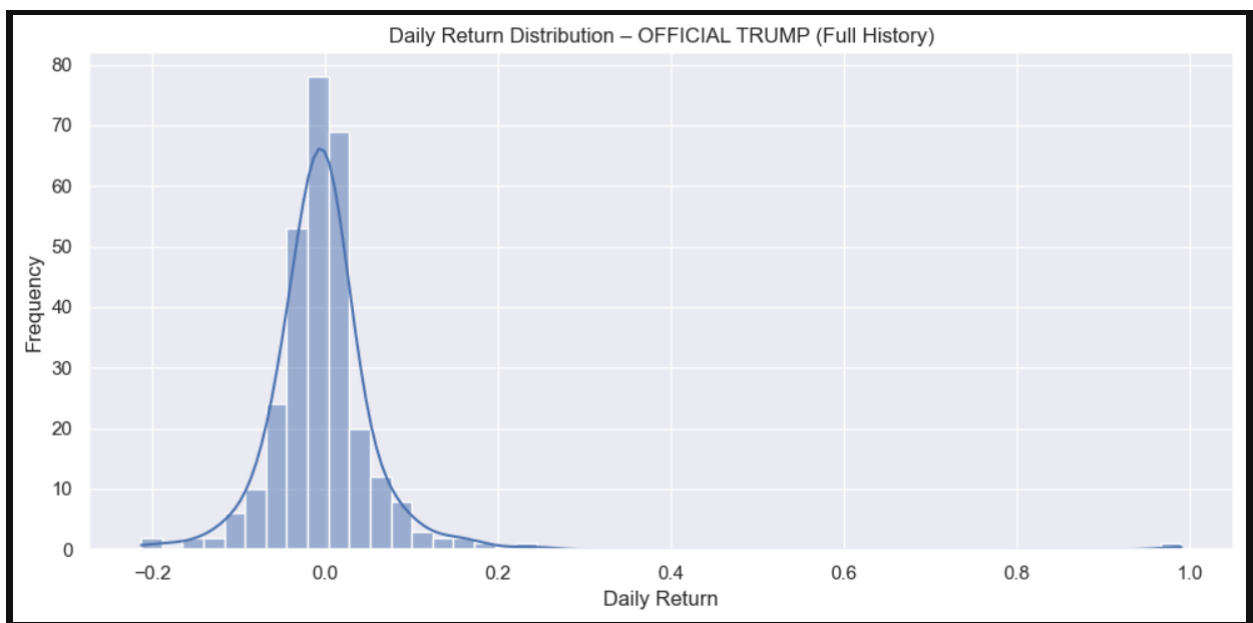
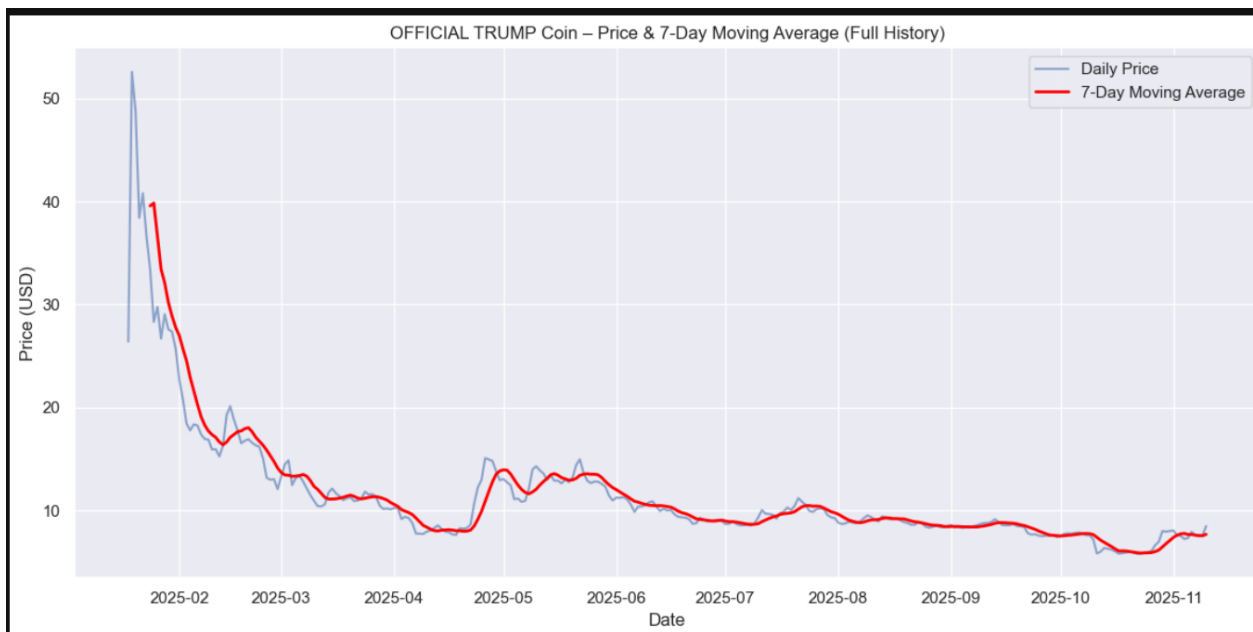
- The **line chart of daily prices** illustrated the overall trajectory of the coin since launch, showing periods of rapid growth and decline.
- The **7-day moving average overlay** smoothed out short-term volatility, making trends easier to observe.

- The **histogram of daily returns** revealed the frequency and distribution of price changes, allowing us to identify periods of high volatility.
- Major fluctuations exceeding $\pm 10\%$ in a single day were identified and listed, highlighting critical events that influenced the coin's market.

Finally, the processed data was saved as a .csv file, providing a structured record for further analysis or correlation with social media sentiment. Overall, the methodology demonstrates a complete and reproducible approach to studying the historical behavior of a cryptocurrency, combining both **quantitative metrics** and **visual evidence** to understand market dynamics.

Official Trump Price Chart (USD)



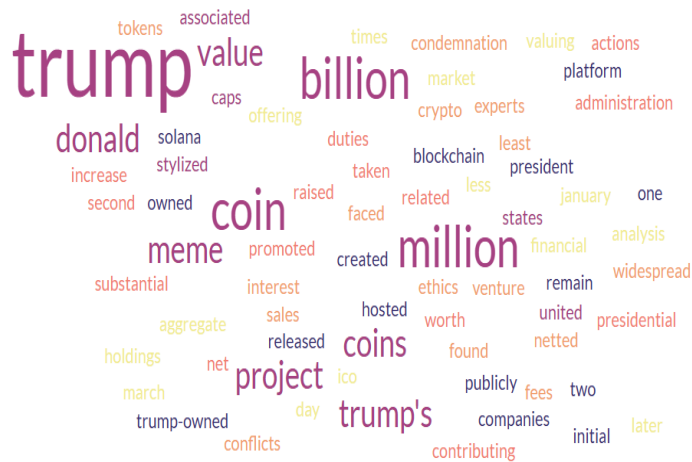


3. RESULTS

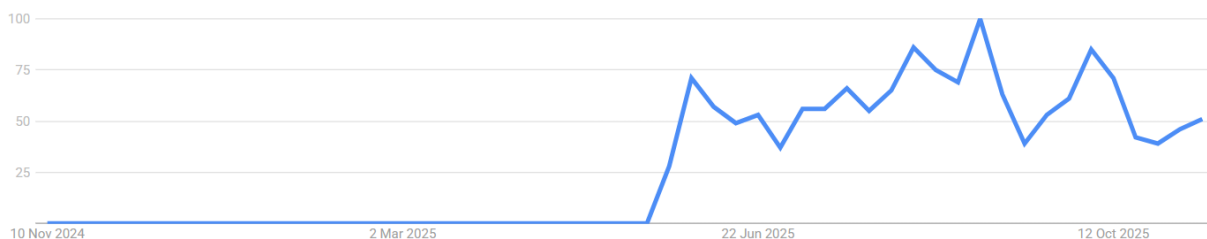
The results of our analysis show that, based on a sample of 1000 tweets mentioning **TrumpCoin**, the majority of frequently used words are **positive in sentiment**, reflecting a general enthusiasm and support for the meme coin among users on X. Words such as “win,” “invest,” and “community” appeared prominently in the dataset and are highly visible in the word cloud, demonstrating the central topics of discussion around TrumpCoin.

Negative sentiment values were relatively rare, and in many cases, these corresponded to words that carry a negative dictionary definition but are used in a positive or joking context in social media posts (e.g., “crazy,” “wild”). Additionally, mentions of Donald Trump’s official X posts promoting TrumpCoin corresponded with spikes in tweet activity and sentiment, suggesting a strong correlation between the president’s communications and public engagement with the coin.

The word cloud visualization highlights the most commonly discussed terms, reinforcing the predominance of supportive language and the influence of key phrases originating from Trump’s own social media presence.



Interest over time ?



4. ANALYSIS & DISCUSSION

Our study set out to examine the social and market dynamics surrounding TrumpCoin and to explore whether public engagement on X (formerly Twitter) played a significant role in the coin's adoption and value fluctuations. The data shows a clear correlation between Donald Trump's posts promoting TrumpCoin and spikes in online activity, indicating that the coin's popularity is strongly influenced by his social media presence. From the sample of 1000 tweets analyzed, the majority of words and phrases carried a positive sentiment, demonstrating widespread support and enthusiasm for the coin among users. Popular expressions such as "Trump community," "winning," and "invest in \$TRUMP" dominated the discourse, mirroring the language used in Trump's own communications.

Interestingly, some negative sentiment scores emerged in the analysis, but these often reflected lexical nuances rather than true opposition; for instance, words with seemingly negative dictionary meanings were employed humorously or to emphasize excitement, consistent with the playful and meme-driven nature of the coin. This aligns with the idea that TrumpCoin functions as a cultural as well as financial phenomenon, where users rally around shared symbols of identity and political fandom as much as monetary speculation.

Furthermore, the historical price data shows that the coin experienced major fluctuations immediately following key announcements and tweets, highlighting the influence of social sentiment on market behavior. The combination of sentiment analysis, word frequency, and price tracking suggests that TrumpCoin operates at the intersection of social media virality and speculative investment, where public perception and online engagement can significantly amplify market movements. These findings illustrate how meme coins, particularly politically associated ones like TrumpCoin, can transform social engagement into measurable economic impact, effectively turning online communities into active market participants.

5. CONCLUSIONS

The analysis of TrumpCoin provides a unique insight into the intersection of **cryptocurrency, social media, and political branding**. From its launch in January 2025, the coin has demonstrated that the market value of meme-based digital assets can be heavily influenced by public sentiment and the communications of high-profile figures. Our data-driven investigation shows that Donald Trump's promotion of the coin on X directly correlated with spikes in online engagement, and the majority of tweets exhibited **positive sentiment**, reflecting strong public support and enthusiasm.

The historical price analysis revealed significant volatility, with major fluctuations occurring immediately after key announcements and social media posts. The 7-day moving average and distribution of daily returns provided a clear visualization of both short-term volatility and broader market trends, demonstrating that TrumpCoin's valuation is **highly perception-driven** rather than grounded in traditional financial fundamentals.

Furthermore, the word frequency and sentiment analysis illustrate that TrumpCoin operates as both a **cultural phenomenon and a financial asset**, where meme-driven narratives, political branding, and community engagement play a critical role in shaping market behavior. The combination of visualizations, statistical summaries, and sentiment tracking confirms that meme coins like TrumpCoin can transform social engagement into measurable economic impact, highlighting the power of online communities in influencing speculative markets.

Overall, this study underscores the importance of monitoring **social sentiment, media influence, and ethical considerations** when evaluating the dynamics of politically associated cryptocurrencies. TrumpCoin serves as a compelling case study for understanding the modern landscape of **digital finance**, where investment behavior, celebrity influence, and community culture converge to create both opportunities and risks for investors and regulators alike.

6. REFERENCES

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