Risk and Return are the variable used to measure stock market performance. The risk is the amount of capital invested and return is the percentage change of that stock as well as the return the investor receives. Volatility, is a measure of how much variance is in the return. BAC had the greatest cumulative volume for year 2014 – 2015, price follows volume change and as we can see BAC had a consistent return all 3 years 2014 – 2016. In 2016, SD had a return of 11,675%, PLNT had a return of 1563% and DM had a return of 5,581.16%. These three stock had above average volume change in all 3 years, this shows there was interest in the stock from institutions, these are the type of stocks one should look for year over year.