

Exploratory Questions

1. Which subcategory of the Finance and Insurance industry leads in sales/revenue? Which subcategory of the Finance and Insurance industry leads in annual payroll?
2. How accurately can we predict whether a stock price will perform better or worse than an index like the S&P 500?
3. How is a company's market capitalization correlated with stock price changes? Do larger companies tend to perform better or worse compared to the S&P 500 than small or mid-cap stocks?
4. How do major events like the Great Recession, Coronavirus Pandemic, and presidential elections impact stock performance compared to the S&P 500 performance? How do expectations affect these outcomes?
5. How do the stocks perform compared to one another? Are there any common characteristics between the top performing stocks?
6. How do quarterly financial measures impact the performance of our model's predictions? How do our results change from merely using stock data?