

## **Exploratory Questions**

1. How is the Finance and Insurance industry shaped? Which subcategory of the Finance and Insurance industry leads in sales/revenue?
2. Is it possible to accurately 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? Do larger companies tend to perform better or worse 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?
5. How do the stocks perform against one another? Are there any common characteristics between the top performing stocks?
6. How do quarterly financials impact the performance of our model's predictions? How do our results change?