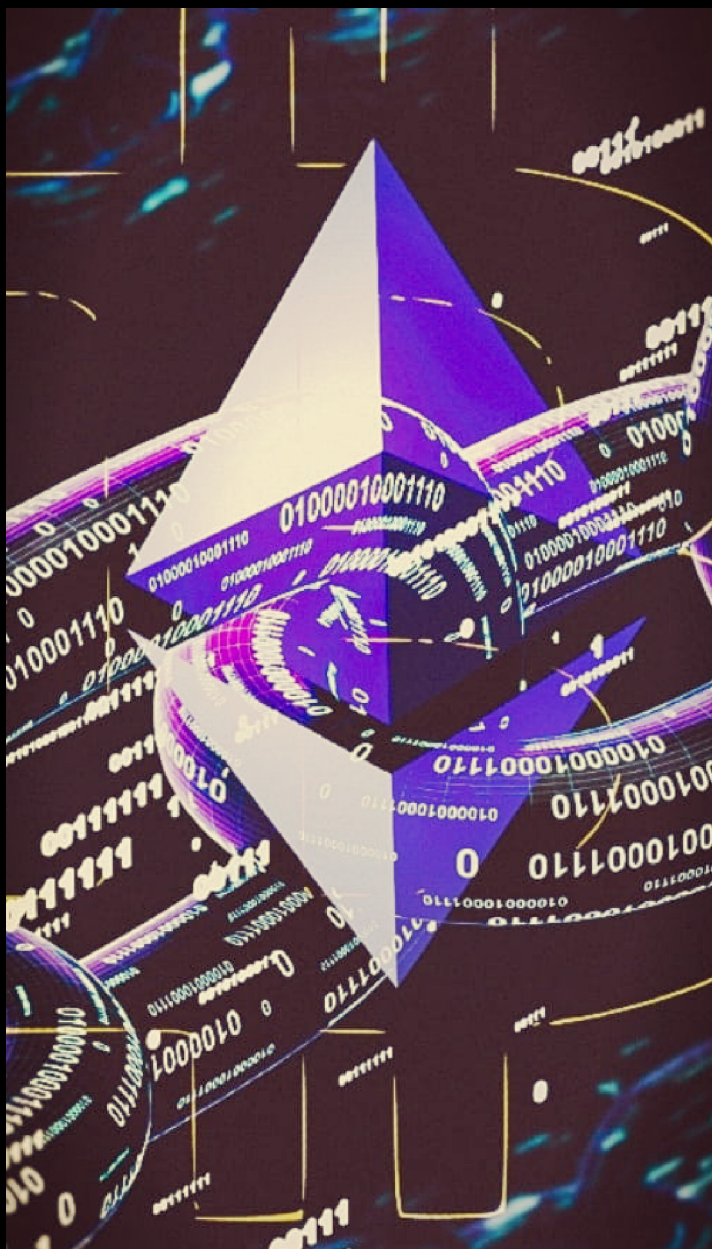


# Non-Fungible Tokens: investor analysis

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BRENDAN HUTCHINSON





“Facebook owner Meta  
dives into NFT digital  
collectibles craze”

FINANCIAL TIMES

“Mysterious Pak NFT  
Project Generates \$91.8  
M. in Sales on Nifty  
Gateway”

ARTNEWS

“Cryptocurrency and  
NFTs: future economy or  
iffy investment?”

KXLY

# What is a Non-Fungible Token ?

## ● DIGITAL OWNERSHIP

NFTs offer proof of ownership

All transactions are recorded on the blockchain - ETH

## ● DIGITAL FORM OF ART

Digital Illustrations

Music

memes

Domain Names

Videos

Games

## ● EXPLOSION IN NFT POPULARITY OVER THE PAST FEW YEARS

Single Cryptopunk sold for 532 million

13 billion USD in total volume

OpenSea controls 95% of NFT marketplace

Adidas, Taco Bell, Jimmy Fallon, Snoop dogg , Twitter

## ● SOCIAL COMMUNITIES

Bored Apes Yacht Club

Discord

unlockable experiences

Cryptokitties/Axie Infinity

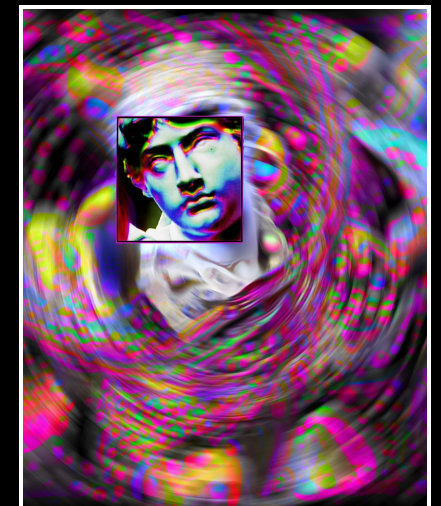
## ● SOURCES

NFT History Sales - Kaggle

NFT sales - Kaggle

OpenSea API

Selenium Webscrape - OpenSea.com



## EXPLORATORY DATA ANALYSIS

Isolate emergence of Non-Fungible Tokens  
Identify/Analyze Popular Collections  
Quantify interest

## COLLECTORS OR TRADERS

Primary vs Secondary Sales  
Buyers vs Owners vs Transactions  
Get Rich quick or investment opportunity

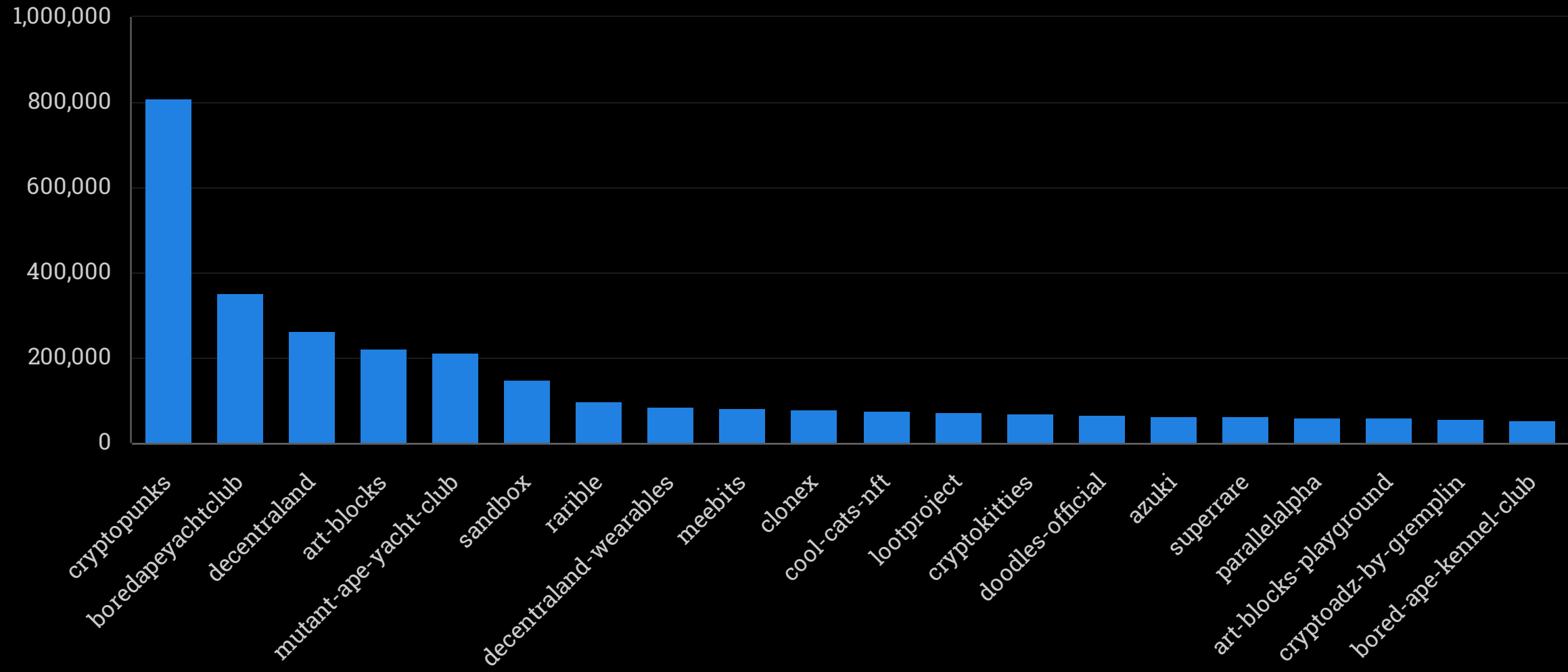
## SINGLE COLLECTION OUTLIERS

Single Collection Skew Market Analysis

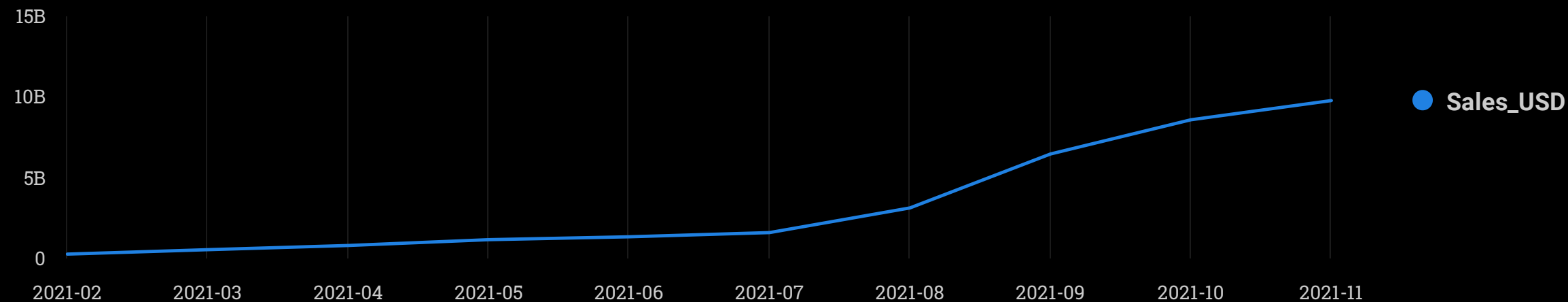
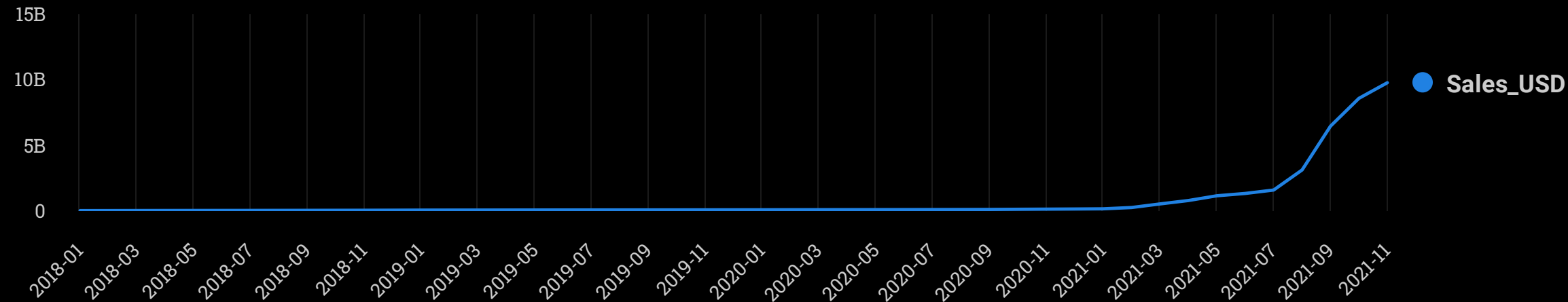
## FUTURE PREDICTIONS

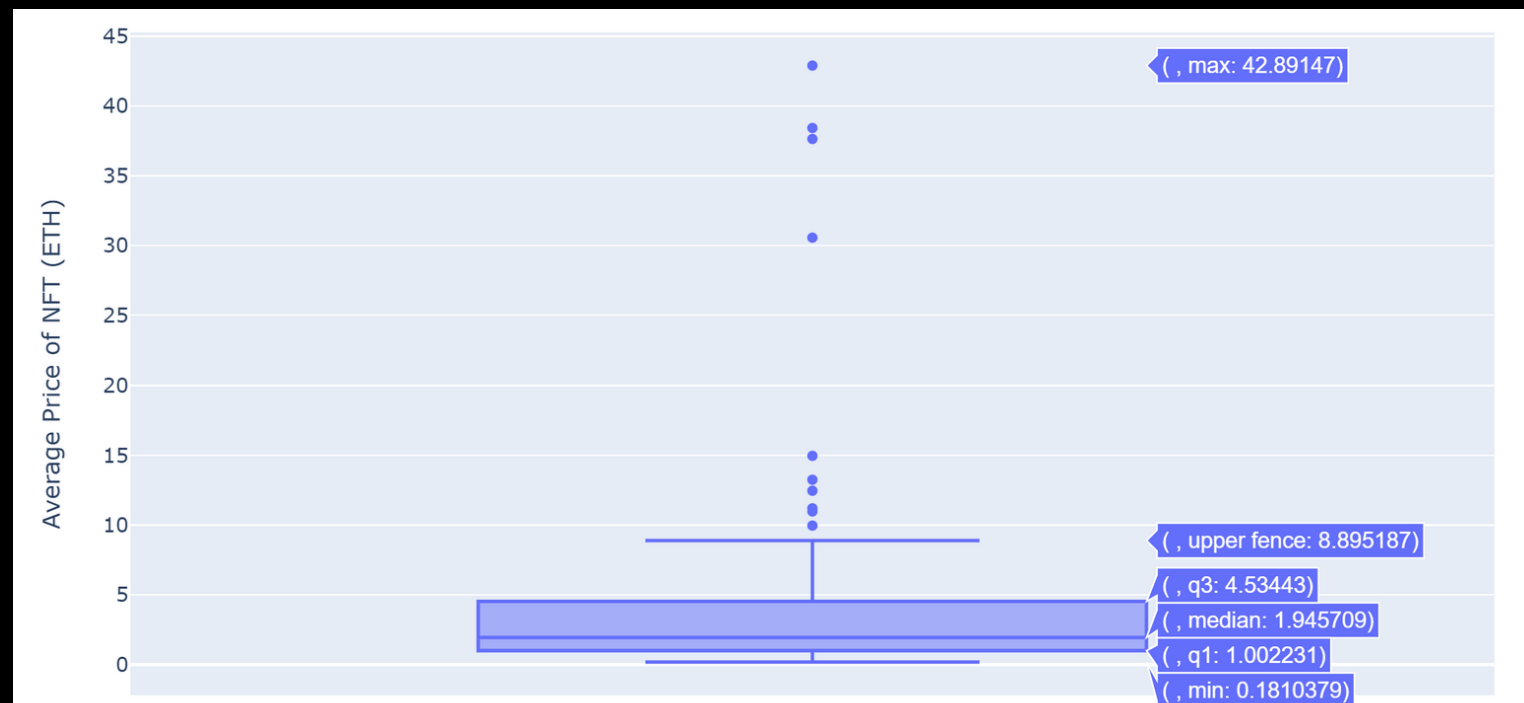
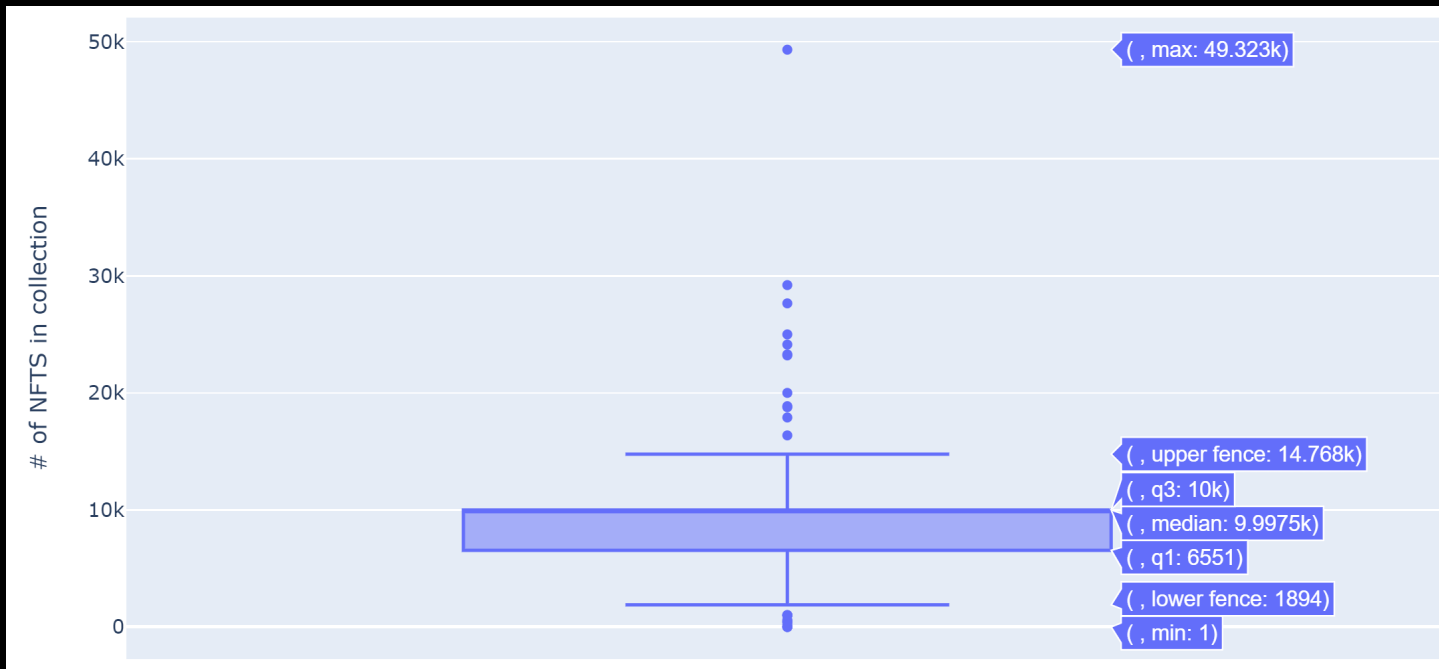
Volatility  
Blockchain/Cryptocurrency  
Data

# All time Total volume traded (ETH) - Opeansea

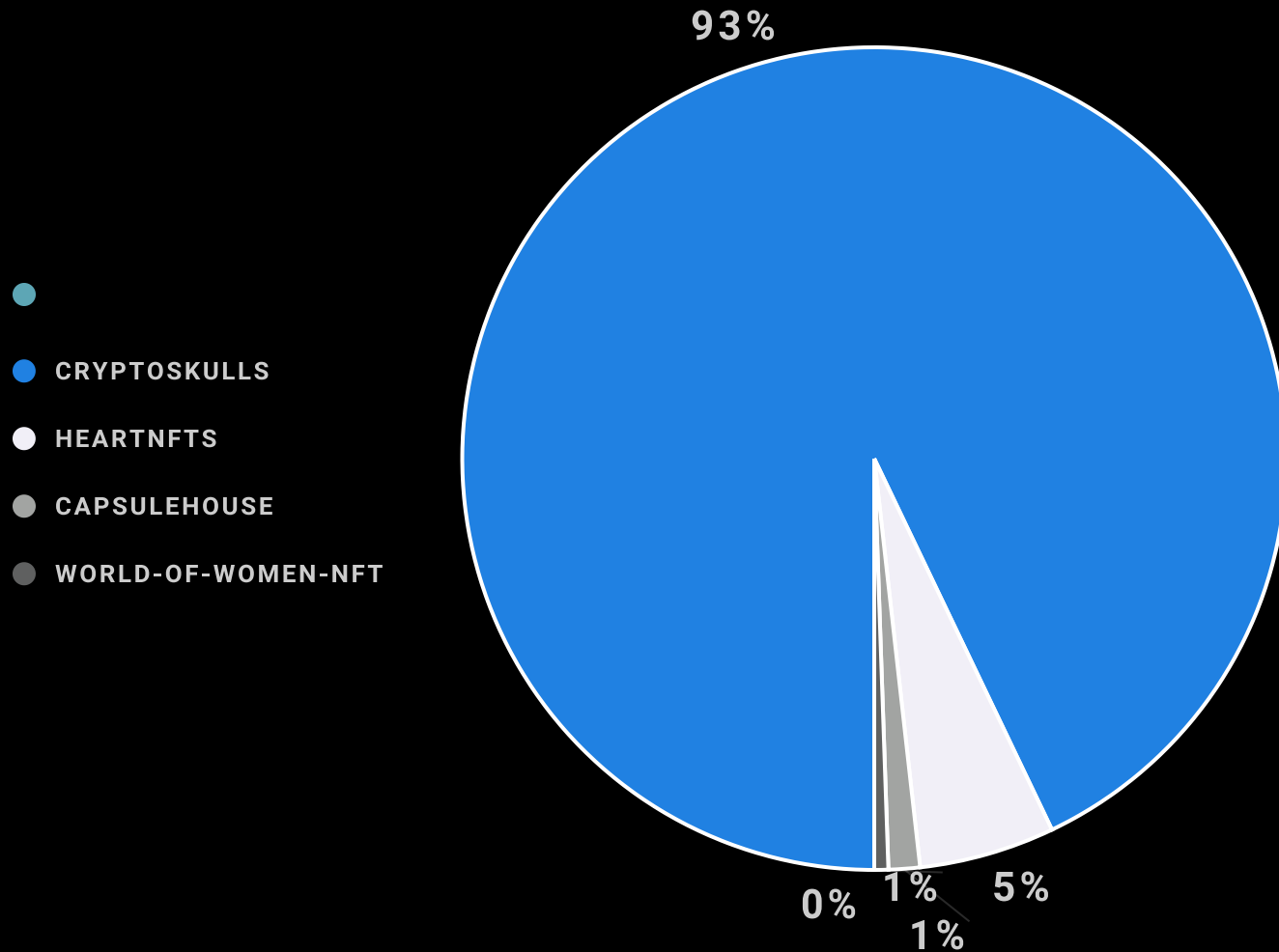


# Cumulative NFT collection sales





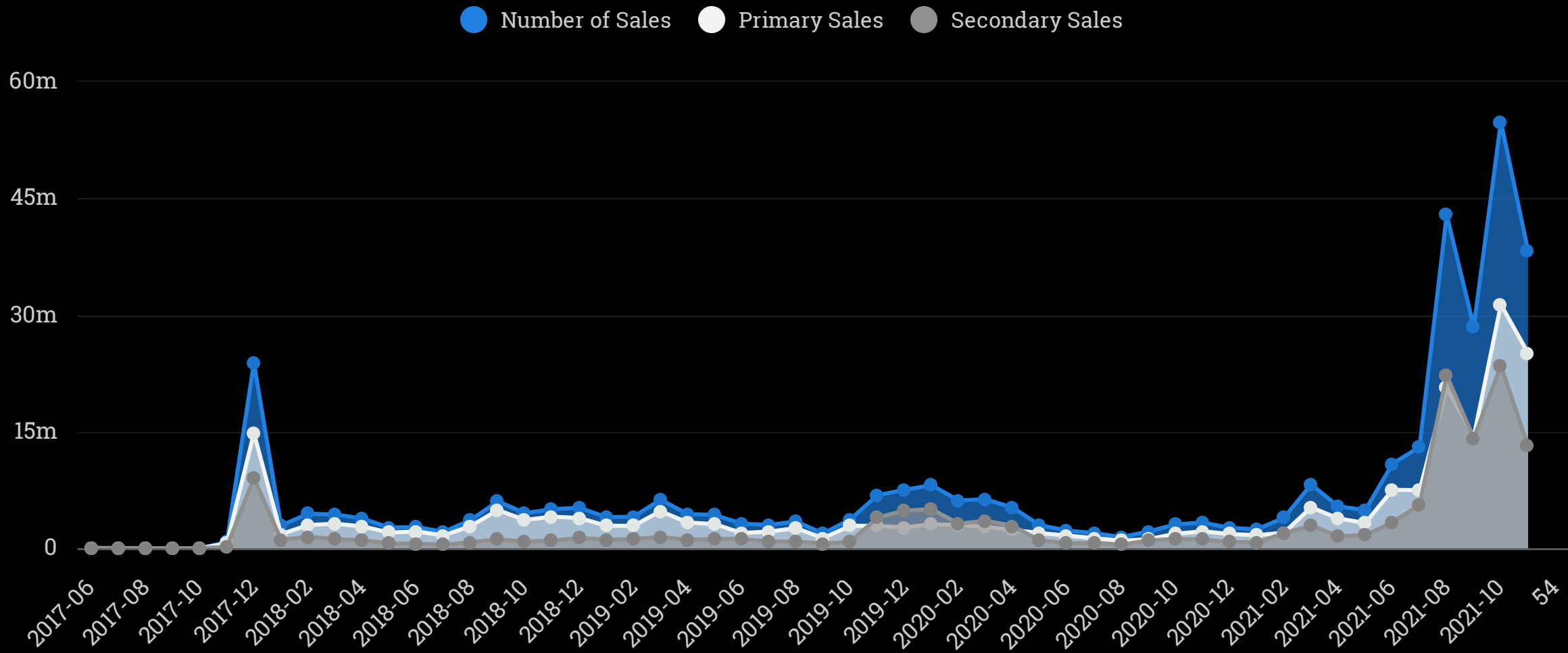
# Single Collections effect on overall market growth



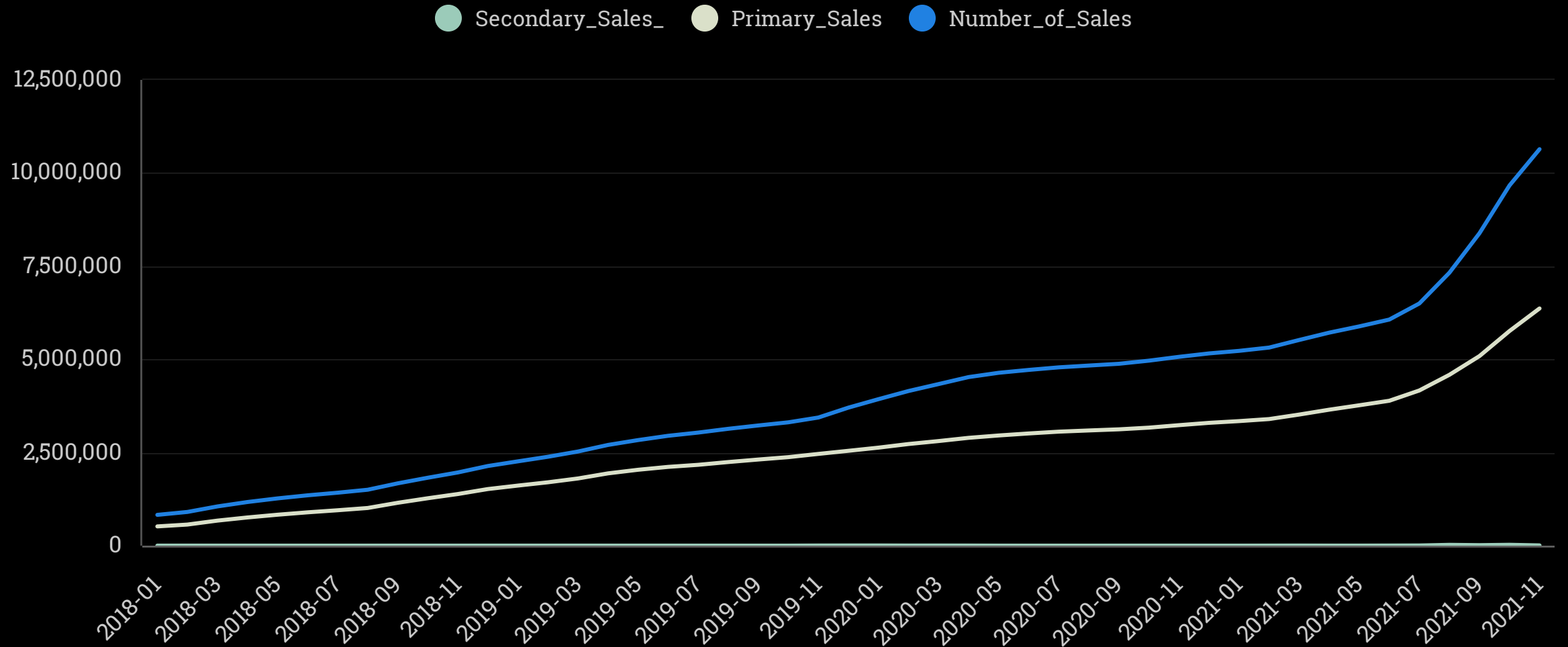
Cryptoskulls accounted for 93% of the total market increase for the month of December 2021



# Type of Sales 2017 -2021



1



# Executive Summary

This page should summarize the key points and focus on the most important, high level information.



## POINT #1

- High variability in type of NFT leads to numerous outliers - ie rarible, cryptokitties,ect



## POINT #2

- Single Collections effect on market growth prevent quantifying true market



## POINT #3

- Exponential increase in the amount of Transactions, and Active market wallets will lead to overall growth



## POINT #4

- Social influences, Communities, and collection rarity



## POINT #5

- NFTs are still a relatively new concept, however the idea of traceable digital owners has abundant potential



## POINT #5

Going forward