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seminar project stock report

This document serves as an aid to my video presentation along with my PowerPoint and will go over the overall findings of my data collected from September 2 to October 31, 2024, and the accompanying data from about this same time frame last year (September 4 to November 2, 2023). Any patterns noticed such as sudden spikes and drops, by a single stock or by multiple around the same time, and notable high and low prices reached during the time frame will be discussed. Real world events such as new product updates/announcements, data breaches or any other event found to be linked to or believed to be linked to a price event will also be highlighted, if any.

2023 Highs and Lows-

**AAPL:**

* Highest Price: $189.7 (09/01/2023)
* Lowest Price: $166.89 (09/15/2023)

**MSFT:**

* Highest Price: $348.32 (09/18/2023)
* Lowest Price: $312.14 (09/08/2023)

**GOOGL:**

* Highest Price: $140.55 (09/12/2023)
* Lowest Price: $122.17 (09/15/2023)

**AMZN:**

* Highest Price: $144.85 (09/05/2023)
* Lowest Price: $119.57 (09/15/2023)

2023 Analysis-

The stock performance of AAPL, MSFT, GOOGL, and AMZN in 2023 and 2024 revealed notable fluctuations influenced by various factors, including company-specific news and broader market trends. In 2023, AAPL experienced significant volatility, with a sharp drop of $6.79 on September 6, potentially driven by concerns over supply chain disruptions affecting iPhone production. The stock reached its lowest price of $166.89 on September 15, amidst increased competition in the smartphone market. MSFT saw a steep decline of $12.78 on October 26, following a quarterly earnings report that highlighted slowing growth in its cloud computing segment. However, the stock rebounded by $7.96 on November 2, likely by optimistic analyst assessments of Microsoft’s investments in artificial intelligence. GOOGL exhibited relative stability but faced a sharp decline of $13.20 on October 25, coinciding with a drop in advertising revenue attributed to rising competition and shifting consumer behaviors. AMZN showed resilience, with its stock surging by $8.17 on November 2, after a record-breaking Prime Day event exceeded market expectations.

2024 Highs and Lows-

**AAPL:**

* Highest Price: $236.48 (09/11/2024)
* Lowest Price: $216.32 (09/05/2024)

**MSFT:**

* Highest Price: $438.69 (09/06/2024)
* Lowest Price: $401.7 (09/03/2024)

**GOOGL:**

* Highest Price: $174.46 (09/13/2024)
* Lowest Price: $148.71 (09/03/2024)

**AMZN:**

* Highest Price: $193.96 (09/06/2024)
* Lowest Price: $171.39 (09/03/2024)

2024 Analysis-

In 2024, volatility increased across the board, with stocks generally trading at higher levels but showing larger fluctuations. AAPL experienced steady growth, highlighted by an $8.18 rise on September 17, coinciding with the successful launch of a new product line. MSFT also saw a positive surge, gaining $8.84 on September 10, following the announcement of a partnership with a leading AI firm. However, on October 31, MSFT suffered a significant drop of $26.18, attributed to emerging reports of potential antitrust investigations. GOOGL’s stability continued in 2024, though a $6.32 drop on September 4 was linked to regulatory concerns over its data privacy practices. Similarly, AMZN faced a $6.33 decline on October 31, following reports of labor strikes that threatened its supply chain during a critical sales period.

Summary-

Across both years, MSFT exhibited the highest volatility, with both significant gains and losses driven by developments in its cloud and AI initiatives, as well as regulatory challenges. AAPL displayed notable growth trends with occasional corrections, while GOOGL maintained relative steadiness with only a few marked drops. AMZN’s price movements reflected the impact of operational and sales events, such as Prime Day and labor issues. The data emphasizes how company announcements, regulatory developments, and market conditions interplay to influence stock prices, highlighting the sensitivity of tech stocks to both microeconomic and macroeconomic factors.