

Stock Trends

A Report and Advice

Introduction

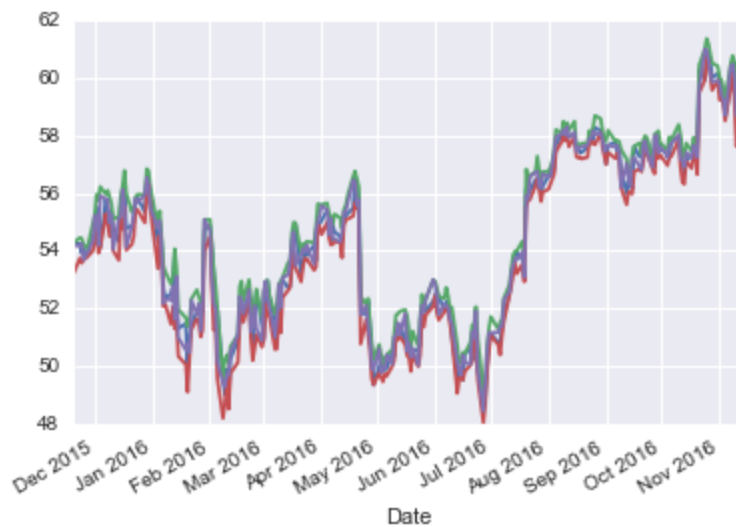
Stock data of five companies in tech (Google, Microsoft, Apple, Facebook, and Twitter) were analyzed. The opening, high, low, and closing prices for 2016 were graphed for each company, as well as for the combined numbers. Each company showed similar trends throughout 2016 in each category. It was also found that long-term trends should be avoided when deciding how to invest in these companies, as these might not be indicative of future market performance.

Industry As A Whole

It was found that when looking at past trends to direct investments in this industry, it is best to look at very recent market activity. On a day by day basis, past activity is a good predictor. The further the spread in time, though, the worse the predictive ability gets. Using a previous quarter, for instance, would not be advised. Below is a line graph showing the opening, closing, high, and low prices for the industry (averaged) throughout 2016.



Microsoft



Microsoft had a few rough periods in spring and summer, but over stayed pretty stable. Throughout most of the year, Microsoft did not fluctuate more than \$10, although the difference between July and December is quite high, as they finished the year out strong. I would suggest that if Microsoft dips back down to \$50 or below, that would be the time to buy.

Apple



Like Microsoft, Apple had some rough times in the spring and summer, but eventually pulled up to almost where it started. They ended the year on a downfall, though, which could have been a good chance to buy stock in Apple. Unlike Microsoft, Apple stock seems a bit more volatile, with larger fluctuations in price throughout 2016.

Twitter



Twitter looks a bit different than Apple or Microsoft. Twitter started the year out high, dipped quite low for the majority of the year, and then had a short-lived comeback in the fall. In my opinion, looking to buy Twitter stock while the price is around \$16 might be a wise investment. Beware, though, because Twitter's peaks seem to be quick and short.

Facebook



Facebook is the only company out of all that were analyzed that seems to have trended upward throughout the entire year. Looking at the dip at the end of the year, though, now might be a good time to buy.

Google



While Google's stocks are priced much higher than the rest, it also fluctuates much more. Obviously, more money is needed to buy into Google, but it seems like it would be worth it in the long run, especially if you can grab some at or below \$680.