

# REGRESSÃO

→ RELACIONAMENTO

$X \rightarrow$  ATRIBUTO (PREÇO) ✓

$Y \rightarrow$  META (VENDAS) ✓

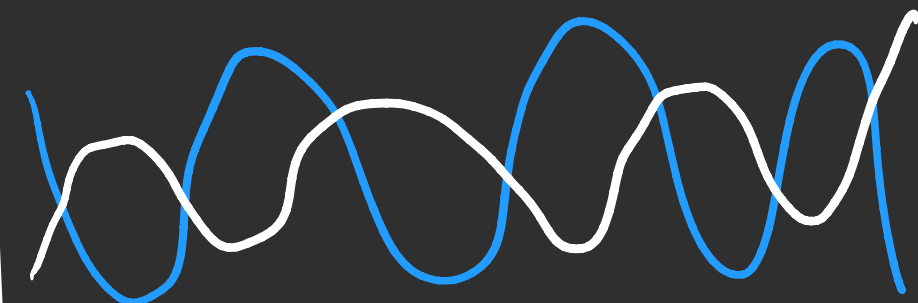
MÉTRICAS! { VALOR-P (SIGNIF.)  
 $R^2$  (FORÇA)

→ EQUAÇÃO

condição:  $\rho \in [-1; +1]$

(L)

A



$\rho = -80\% \checkmark$  S

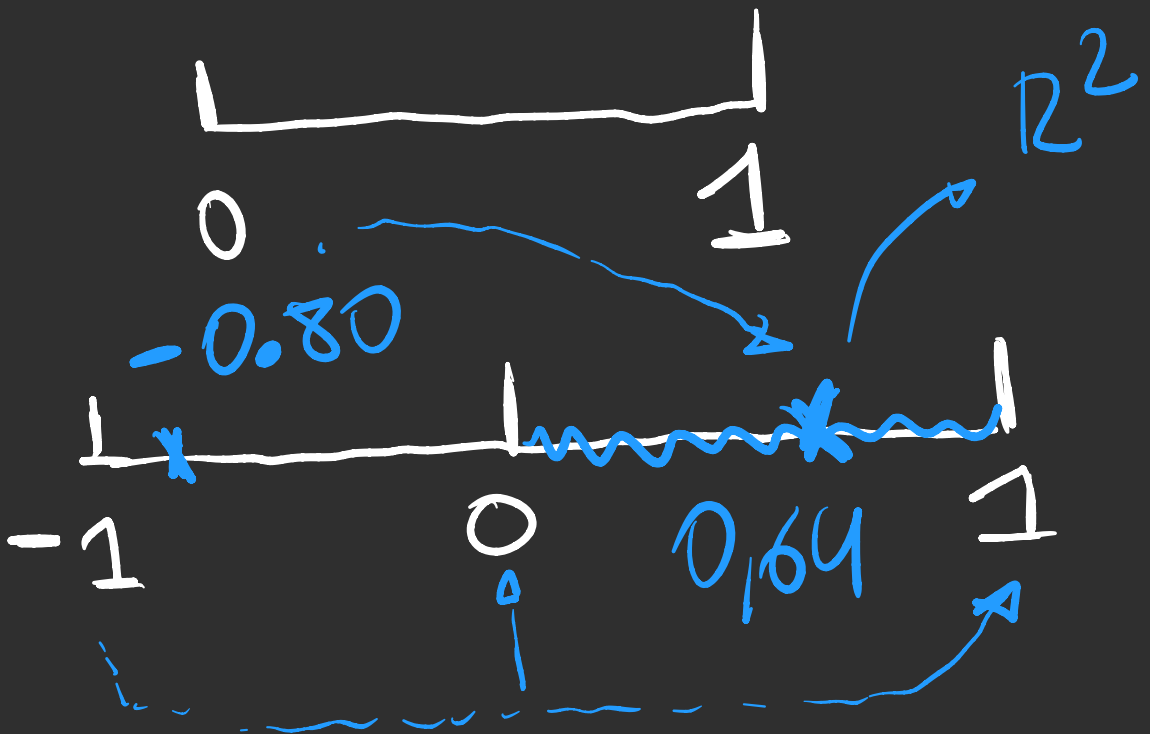
$\rho < 0$

t

↪ sentidos  
opostos

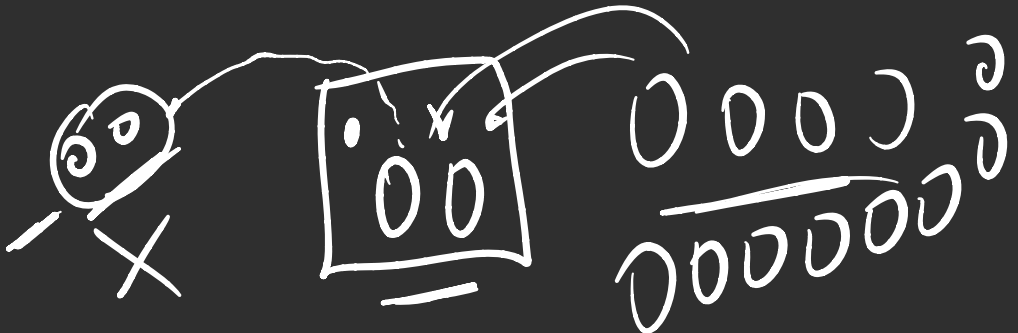
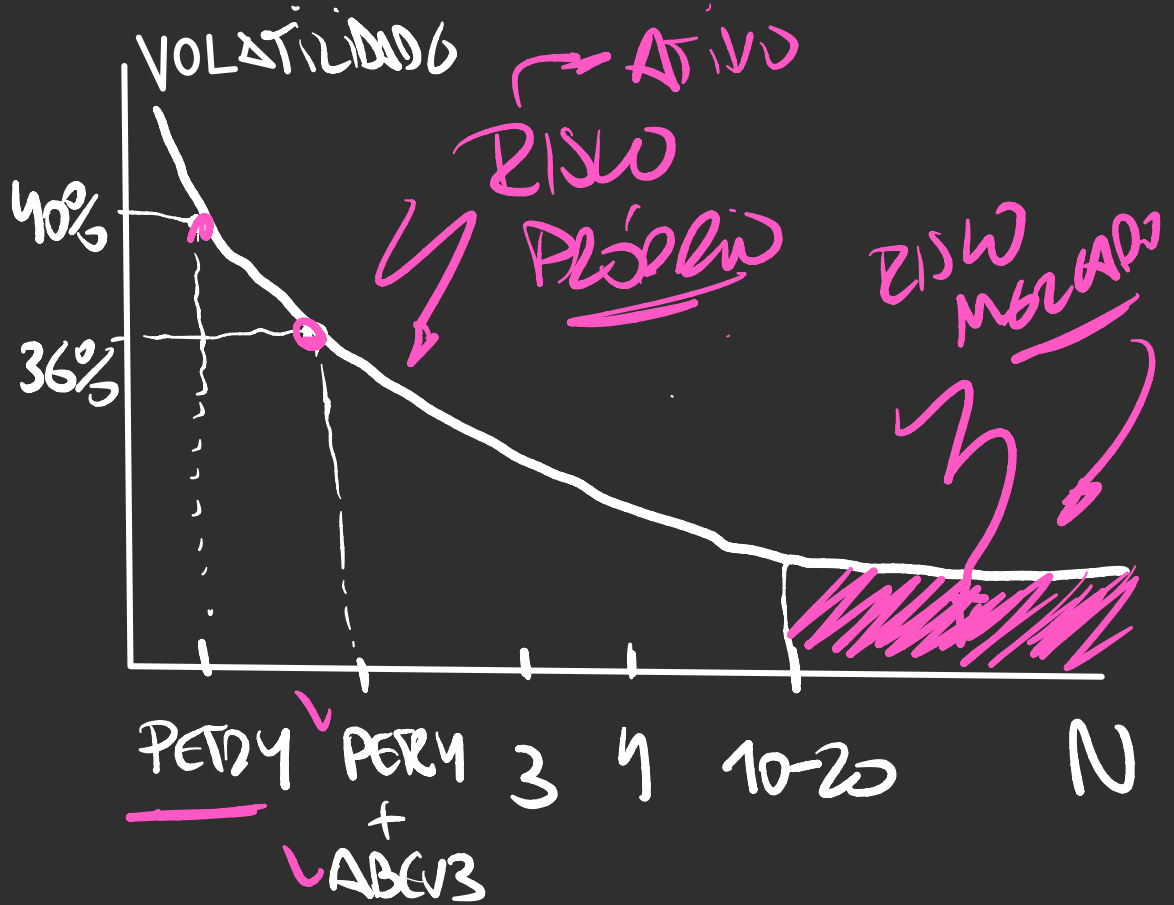
$$\rho_{AS} = -85\%$$

$R^2$  (FORÇA DE BOND)



# RISCO DE MERCADO

(FATORES EXTERNOS)



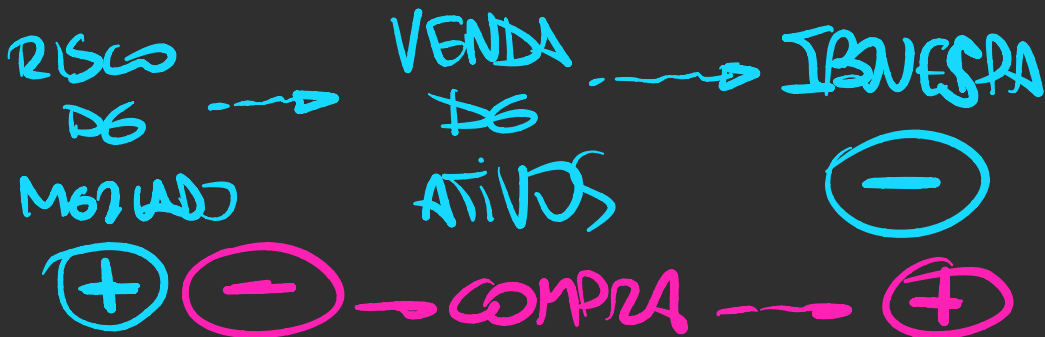
# RISCO DE MERCADO

HETEROGÊNEO!

- RENDIM
- JUROS
- INFLAÇÃO
- CRISE FISCAL
- GUERRAS

RISCO DE  
MERCADO

ABOLIDAGEM INDIRETA



# BETA (RISCO DO MERCADO)

$$- R_i = \beta \times R_M \quad \uparrow \text{IBOV!}$$

↳ DADOS NÍVEIS/SEMANAIS

$$\beta = \frac{R_i}{R_M} \quad \checkmark$$

$$\frac{R_M' = 1,00}{R_M \checkmark = 1,00}$$

$\beta$

0,50

1,60



SABESP

1,00

MGLU3

DEFENSIVA! MERCADO

AGRESSIVAS