talk about a brief description of the company and its operations, why its a good stock to buy (i.e. large market share, growth potential, ) and that its in its golden cross

**Yum! Brands, Inc.**, or **Yum!**  formerly **Tricon Global Restaurants, Inc.**, is an American [fast food](https://en.wikipedia.org/wiki/Fast_food) company. A [Fortune 500](https://en.wikipedia.org/wiki/Fortune_500) [corporation](https://en.wikipedia.org/wiki/Corporation), Yum! operates the brands [Taco Bell](https://en.wikipedia.org/wiki/Taco_Bell), [KFC](https://en.wikipedia.org/wiki/KFC), [Pizza Hut](https://en.wikipedia.org/wiki/Pizza_Hut) etc.

**Yum’s business model**

Yum! doesn't operate more than a handful of actual restaurants, but it owns the brands behind them. That business model is what makes the company such a compelling investment, and why the stock is worth holding for years and years.

Yum China is a classic owner-operator focusing on operations to make sure profit stays high. Meanwhile, parent Yum! Brands cashes royalty checks based on a percentage of revenue with barely any capital investment.

With a strong business model and solid execution, Yum! Brands should be an excellent holding in any portfolio for years, if not decades.

We can see that the 200DMA and 50DMA is moving up steadily with occasional golden crosses in between which shows it has a high growth potential.

September 21 , 50d moving average crossed 200d moving average

Flipping the data

Calculated 200DMA and 50 DMA per stock

Concatenation of data frames

adjusted close less than DMA

created a bucket where we uploaded all files

current stock price 95.93$