

Springboard Project 2 Proposal

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The problem I wish to solve is predicting whether the S&P 500 (a proxy for the stock market) will rise or fall on a given day based on headlines of the New York Times. A category of clients interested in this technology is a stock investor, who would like to see the power of natural language processing to predict market behavior. An investor may invest based on this predictive intelligence, though he may be interested in more short-term analyses, which could be generated from streaming news feeds.

The source of data I will be using is Yahoo Finance. I will be looking at the S&P 500 price rise or fall as a metric for the market.

After collecting and parsing the headlines, I will use natural language processing and train a model to predict the market rise or fall. I anticipate using a variety of machine learning approaches to evaluate which is best.

I plan to deliver code and slides at least and perhaps a summary paper.