

ISOM 671 – Managing Big Data

Assignment 3: Loading Data in Relational Databases and Data Warehouse

Efe Comu

Question 4 Paragraph

The mobility trend analysis conducted shows a clear correlation between mobility changes and stock performance for key companies during March and April 2020. Specifically, on March 11, 2020, a high mobility trend of +26, especially in sectors such as retail and recreation, was linked with significant stock performance improvements for companies like Apple, Tesla, and Microsoft, each reporting a stock price of over \$600. This suggests that increased consumer movement and economic activity had a positive impact on these companies' relative stock performance. Conversely, during periods of low mobility, such as on April 17, 2020, when the mobility trend for retail and recreation dropped to -49, stock prices were negatively affected, as seen with Apple and Tesla. This suggests that reduced societal movement, most likely driven by the COVID-19 lockdowns and restrictions, had a negative effect on stock performance. These insights indicate that mobility trends serve as a strong indicator of economic and business activity. High mobility is linked to improved stock performance, and low mobility is linked to diminished economic activity and stock prices. Monitoring mobility trends could provide businesses and investors early signals of potential market changes and help shape decisions regarding investment strategies or operational adjustments.

	Date	CompanyID	MobilityTrend	StockPerformance
	2020-03-11	1	26	634.23
	2020-03-11	2	26	634.23
	2020-03-11	3	26	634.23
	2020-03-03	2	22	745.51
	2020-03-03	3	22	745.51
	2020-03-02	1	19	743.62
▶	2020-03-02	2	19	743.62