

Product Releases and Stock Market Prices

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I. OBJECTIVE

Our objective for this project is to learn more about how new product announcements impact stock prices of different tech companies

II. MOTIVATION

We are motivated to research the effect product release announcements have on the stock price because we're all interested in business and finance. We are investigating the factors that influence the stock market in hopes of better understanding why a stock has a certain price.

III. DISCUSSION OF DATA TO BE USED

Overall, our project is relatively simple in terms of the data it requires. We really only need two types of data: product announcement dates and stock prices. We will look at a few products from each tech company (the amount of products we look for can be altered as needed for project scope). The product announcements we look for will be limited to be a new product, not just an update of a previous one—we will look at the product release date for the original ipad, but not the ipad 2 and 3. The product announcement dates will be used as a set of important dates to check the stock price ranges of. We will scrape the product release dates off of the product release pages of three major tech companies (Apple, Google, and Tesla) and then scrape each company's stock data in the days before and after the product announcements. We haven't decided on a specific website to scrape stock data from, but Yahoo Finance, marketwatch.com, and cnn all have good stock market data that we could use.

IV. RESPONSIBILITIES AND TIMELINE

We will have a team leader whose primary role will be to keep the group on track of milestones as well as making sure the project is in steady progress. The other two members will have similar tasks as they will need to steadily monitor stock price patterns and times. We plan to have weekly meetings for discussion on progress and new data. Members will come together for discussion on analyzing data and forming conclusions. It will be the responsibility of all members to find product announcement dates and stock prices. One of the first milestones will be researching different products and choosing a few to focus on. After we have our set, our next milestone will be gathering and organizing information with dates and corresponding stock prices.

V. EXPECTED OUTCOME

After analyzing stock market trends in relation to specific product announcements, we expect to see jumps in the stock price in the days after a new announcement. Since so many people nowadays want to have the newest technology, it makes sense that the stock prices will increase, since they are an indicator of consumer interest. As most product announcements are met with excitement from the consumer base, we expect that product releases will lead to increased stock prices, and if a product release isn't met with increased stock prices, we expect there to be extenuating circumstances behind the anomaly. At the end of this project, we hope to have a clear view on how product releases impact stock prices.