

## **Building a Better Forecast Model for Apple's Stock Price Prediction**

### **Problem statement:**

Currently, Apple is one of the top 5 Fortune 500 companies in the Nasdaq stock exchange. Millions of people around the world closely watch its stock price. Therefore, accurately forecasting Apple stock prices is of great interest to millions of individual investors, stakeholders, suppliers, manufacturers, and others. It's known that during economic downturns, stock market prediction becomes a more complex task. However, by capturing economic downturn events, historical stock data provide helpful information to build or improve models for better prediction coupled with relevant features such as dividends and earnings. This project aims to build a better forecast model to predict Apple stock prices.

### **Criteria for Success:**

Build a forecast model that better predicts Apple stock prices.

### **Data Source:**

The stock price data is available on the Kaggle website. It was sourced from NASDAQ, Yahoo Finance, Zacks, and Alpha Vantage. The data consisted of 4000+ companies over the years 1998 – 2021. In addition to stock price information, dividends and earnings information are also part of the data source.