Data Project - Stock Market Analysis



Time Series data is a series of data points indexed in time order. Time series data is everywhere, so manipulating them is important for any data analyst or data scientist.

In this notebook, we will discover and explore data from the stock market, particularly some technology stocks (Apple, Amazon, Google, and Microsoft). We will learn how to use yfinance to get stock information, and visualize different aspects of it using Seaborn and Matplotlib. we will look at a few ways of analyzing the risk of a stock, based on its previous performance history. We will also be predicting future stock prices through a Long Short Term Memory (LSTM) method!

We'll be answering the following questions along the way:

- 1.) What was the change in price of the stock over time?
- 2.) What was the daily return of the stock on average?
- 3.) What was the moving average of the various stocks?
- 4.) What was the correlation between different stocks'?
- 5.) How much value do we put at risk by investing in a particular stock?
- 6.) How can we attempt to predict future stock behavior? (Predicting the closing price stock price of

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1. What was the change in price of the stock overtime?

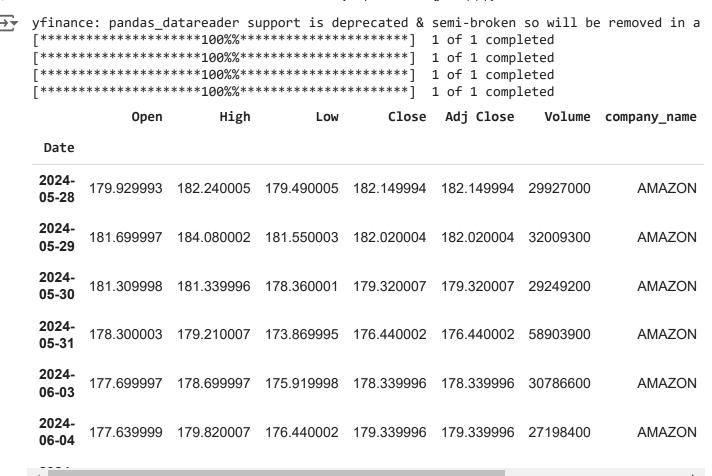
In this section we'll go over how to handle requesting stock information with pandas, and how to analyze basic attributes of a stock.

!pip install yfinance

```
Requirement already satisfied: yfinance in /usr/local/lib/python3.10/dist-packages (0.2. Requirement already satisfied: pandas>=1.3.0 in /usr/local/lib/python3.10/dist-packages Requirement already satisfied: numpy>=1.16.5 in /usr/local/lib/python3.10/dist-packages Requirement already satisfied: requests>=2.31 in /usr/local/lib/python3.10/dist-packages Requirement already satisfied: multitasking>=0.0.7 in /usr/local/lib/python3.10/dist-packages (1 Requirement already satisfied: lxml>=4.9.1 in /usr/local/lib/python3.10/dist-packages (1 Requirement already satisfied: platformdirs>=2.0.0 in /usr/local/lib/python3.10/dist-packages (1 Requirement already satisfied: pytz>=2022.5 in /usr/local/lib/python3.10/dist-packages (1 Requirement already satisfied: prozendict>=2.3.4 in /usr/local/lib/python3.10/dist-packages (1 Requirement already satisfied: peewee>=3.16.2 in /usr/local/lib/python3.10/dist-packages
```

Requirement already satisfied: beautifulsoup4>=4.11.1 in /usr/local/lib/python3.10/dist-Requirement already satisfied: html5lib>=1.1 in /usr/local/lib/python3.10/dist-packages Requirement already satisfied: soupsieve>1.2 in /usr/local/lib/python3.10/dist-packages (from Requirement already satisfied: six>=1.9 in /usr/local/lib/python3.10/dist-packages (from Requirement already satisfied: webencodings in /usr/local/lib/python3.10/dist-packages (Requirement already satisfied: python-dateutil>=2.8.2 in /usr/local/lib/python3.10/dist-packages Requirement already satisfied: tzdata>=2022.1 in /usr/local/lib/python3.10/dist-packages Requirement already satisfied: charset-normalizer<4,>=2 in /usr/local/lib/python3.10/dist-packages (Requirement already satisfied: urllib3<3,>=1.21.1 in /usr/local/lib/python3.10/dist-packages (Requirement already satisfied: certifi>=2017.4.17 in /usr/local/lib/python3.10/dist-package

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
sns.set_style('whitegrid')
plt.style.use("fivethirtyeight")
%matplotlib inline
# For reading stock data from yahoo
from pandas_datareader.data import DataReader
import yfinance as yf
from pandas datareader import data as pdr
yf.pdr_override()
# For time stamps
from datetime import datetime
# The tech stocks we'll use for this analysis
tech_list = ['AAPL', 'GOOG', 'MSFT', 'AMZN']
# Set up End and Start times for data grab
tech_list = ['AAPL', 'GOOG', 'MSFT', 'AMZN']
end = datetime.now()
start = datetime(end.year - 1, end.month, end.day)
for stock in tech list:
   globals()[stock] = yf.download(stock, start, end)
company_list = [AAPL, GOOG, MSFT, AMZN]
company name = ["APPLE", "GOOGLE", "MICROSOFT", "AMAZON"]
for company, com_name in zip(company_list, company_name):
    company["company name"] = com name
df = pd.concat(company list, axis=0)
df.tail(10)
```



Import Libraries: Import necessary libraries. Set Styles: Set styles for plotting. Read Stock Data: Set up the stock symbols and download their data from Yahoo Finance. Add Company Names: Add a column to each DataFrame indicating the company name. Concatenate Data: Combine all individual DataFrames into one.

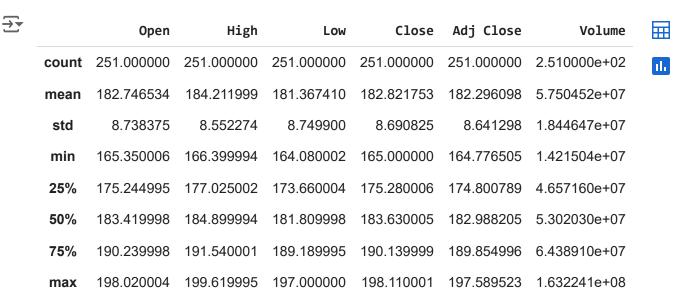
Quick note: Using globals() is a sloppy way of setting the DataFrame names, but it's simple. Now we have our data, let's perform some basic data analysis and check our data.

Descriptive Statistics about the Data

.describe() generates descriptive statistics. Descriptive statistics include those that summarize the central tendency, dispersion, and shape of a dataset's distribution, excluding NaN values.

Analyzes both numeric and object series, as well as DataFrame column sets of mixed data types. The output will vary depending on what is provided. Refer to the notes below for more detail.

Summary Stats
AAPL.describe()



We have only 255 records in one year because weekends are not included in the data.

Information About the Data

.info() method prints information about a DataFrame including the index dtype and columns, non-null values, and memory usage.

```
# General info
AAPL.info()
    <class 'pandas.core.frame.DataFrame'>
     DatetimeIndex: 251 entries, 2023-06-12 to 2024-06-10
     Data columns (total 7 columns):
          Column
                        Non-Null Count
                                        Dtype
     _ _ _
          ____
                        _____
                                        ____
                        251 non-null
                                        float64
      0
          0pen
                        251 non-null
                                        float64
      1
          High
      2
                                        float64
          Low
                        251 non-null
      3
                                        float64
          Close
                        251 non-null
      4
          Adj Close
                        251 non-null
                                        float64
      5
          Volume
                        251 non-null
                                        int64
          company_name 251 non-null
                                        object
     dtypes: float64(5), int64(1), object(1)
     memory usage: 15.7+ KB
```

Closing Price

The closing price is the last price at which the stock is traded during the regular trading day. A stock's closing price is the standard benchmark used by investors to track its performance over time.

```
# Let's see a historical view of the closing price
plt.figure(figsize=(15, 10))
plt.subplots_adjust(top=1.25, bottom=1.2)

for i, company in enumerate(company_list, 1):
    plt.subplot(2, 2, i)
    company['Adj Close'].plot()
    plt.ylabel('Adj Close')
    plt.xlabel(None)
    plt.title(f"Closing Price of {tech_list[i - 1]}")

plt.tight_layout()
```





Volume of Sales

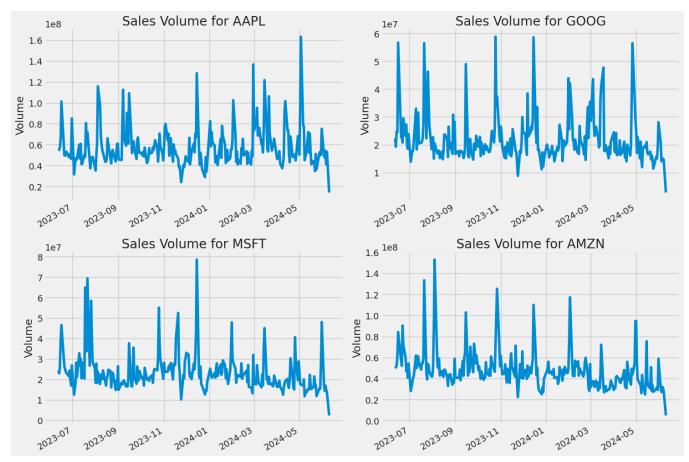
Volume is the amount of an asset or security that changes hands over some period of time, often over the course of a day. For instance, the stock trading volume would refer to the number of shares of security traded between its daily open and close. Trading volume, and changes to volume over the course of time, are important inputs for technical traders.

```
# Now let's plot the total volume of stock being traded each day
plt.figure(figsize=(15, 10))
plt.subplots_adjust(top=1.25, bottom=1.2)

for i, company in enumerate(company_list, 1):
    plt.subplot(2, 2, i)
    company['Volume'].plot()
    plt.ylabel('Volume')
    plt.xlabel(None)
    plt.title(f"Sales Volume for {tech_list[i - 1]}")

plt.tight_layout()
```





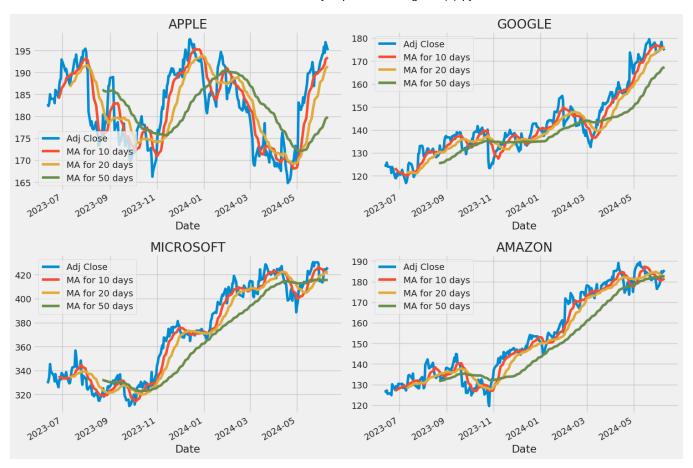
Now that we've seen the visualizations for the closing price and the volume traded each day, let's go ahead and caculate the moving average for the stock.

2. What was the moving average of the various stocks?

The moving average (MA) is a simple technical analysis tool that smooths out price data by creating a constantly updated average price. The average is taken over a specific period of time, like 10 days, 20 minutes, 30 weeks, or any time period the trader chooses.

```
ma_day = [10, 20, 50]
for ma in ma_day:
    for company in company_list:
        column_name = f"MA for {ma} days"
        company[column_name] = company['Adj Close'].rolling(ma).mean()
fig, axes = plt.subplots(nrows=2, ncols=2)
fig.set_figheight(10)
fig.set_figwidth(15)
AAPL[['Adj Close', 'MA for 10 days', 'MA for 20 days', 'MA for 50 days']].plot(ax=axes[0,0])
axes[0,0].set_title('APPLE')
GOOG[['Adj Close', 'MA for 10 days', 'MA for 20 days', 'MA for 50 days']].plot(ax=axes[0,1])
axes[0,1].set_title('GOOGLE')
MSFT[['Adj Close', 'MA for 10 days', 'MA for 20 days', 'MA for 50 days']].plot(ax=axes[1,0])
axes[1,0].set_title('MICROSOFT')
AMZN[['Adj Close', 'MA for 10 days', 'MA for 20 days', 'MA for 50 days']].plot(ax=axes[1,1])
axes[1,1].set_title('AMAZON')
fig.tight_layout()
```





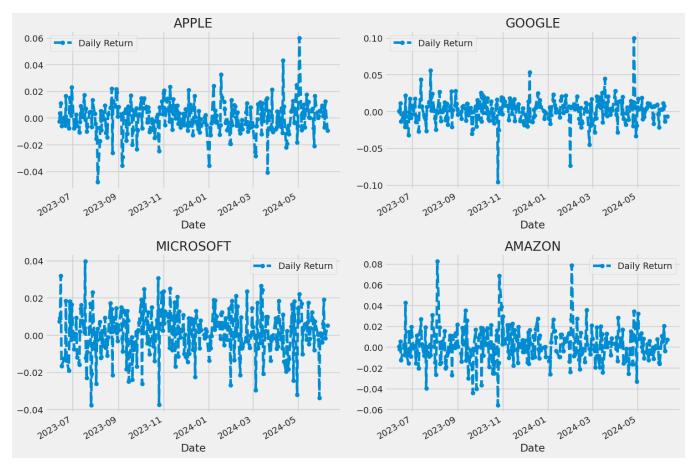
We see in the graph that the best values to measure the moving average are 10 and 20 days because we still capture trends in the data without noise.

3. What was the daily return of the stock on average?

Now that we've done some baseline analysis, let's go ahead and dive a little deeper. We're now going to analyze the risk of the stock. In order to do so we'll need to take a closer look at the daily changes of the stock, and not just its absolute value. Let's go ahead and use pandas to retrieve teh daily returns for the Apple stock.

```
# We'll use pct change to find the percent change for each day
for company in company list:
    company['Daily Return'] = company['Adj Close'].pct_change()
# Then we'll plot the daily return percentage
fig, axes = plt.subplots(nrows=2, ncols=2)
fig.set_figheight(10)
fig.set_figwidth(15)
AAPL['Daily Return'].plot(ax=axes[0,0], legend=True, linestyle='--', marker='o')
axes[0,0].set_title('APPLE')
GOOG['Daily Return'].plot(ax=axes[0,1], legend=True, linestyle='--', marker='o')
axes[0,1].set_title('GOOGLE')
MSFT['Daily Return'].plot(ax=axes[1,0], legend=True, linestyle='--', marker='o')
axes[1,0].set title('MICROSOFT')
AMZN['Daily Return'].plot(ax=axes[1,1], legend=True, linestyle='--', marker='o')
axes[1,1].set title('AMAZON')
fig.tight_layout()
```





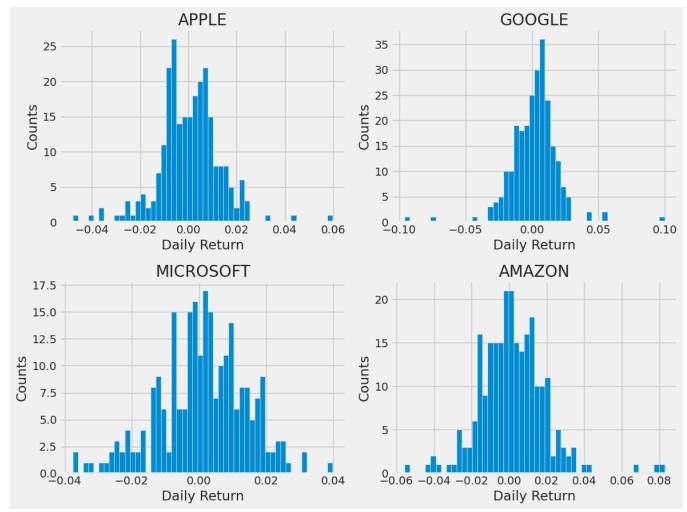
Great, now let's get an overall look at the average daily return using a histogram. We'll use seaborn to create both a histogram and kde plot on the same figure.

```
plt.figure(figsize=(12, 9))

for i, company in enumerate(company_list, 1):
    plt.subplot(2, 2, i)
    company['Daily Return'].hist(bins=50)
    plt.xlabel('Daily Return')
    plt.ylabel('Counts')
    plt.title(f'{company_name[i - 1]}')

plt.tight_layout()
```





4. What was the correlation between different stocks closing prices?

Correlation is a statistic that measures the degree to which two variables move in relation to each other which has a value that must fall between -1.0 and +1.0. Correlation measures association, but doesn't show if x causes y or vice versa — or if the association is caused by a third factor[1].

Now what if we wanted to analyze the returns of all the stocks in our list? Let's go ahead and build a DataFrame with all the ['Close'] columns for each of the stocks dataframes.

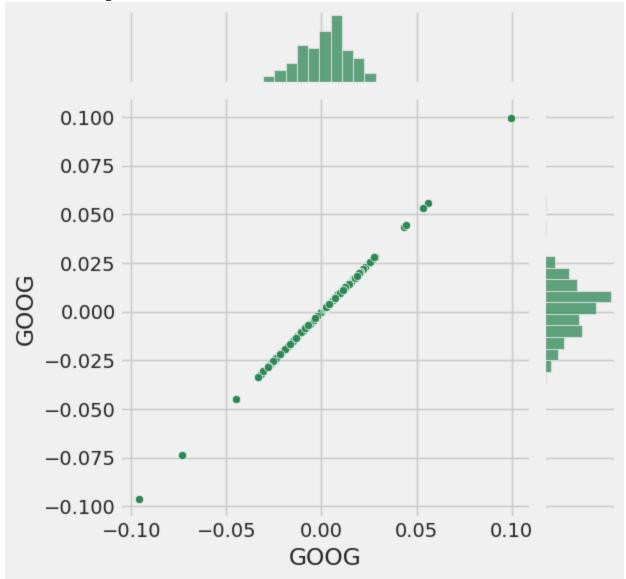
```
# Grab all the closing prices for the tech stock list into one DataFrame
closing_df = pdr.get_data_yahoo(tech_list, start=start, end=end)['Adj Close']
# Make a new tech returns DataFrame
tech_rets = closing_df.pct_change()
tech rets.head()
    4 of 4 completed
        Ticker
                   AAPL
                             AMZN
                                      GOOG
                                               MSFT
                                                      m
          Date
                                                      ıl.
     2023-06-12
                    NaN
                             NaN
                                                NaN
                                      NaN
     2023-06-13 -0.002612
                         0.000711
                                   0.000643
                                            0.007353
     2023-06-14 0.003491 -0.001895
                                  -0.000402
                                            0.009124
     2023-06-15 0.011199 0.005458
                                   0.011336 0.031897
     2023-06-16 -0.005860 -0.012745 -0.013753 -0.016576
 Next steps:
             View recommended plots
```

Now we can compare the daily percentage return of two stocks to check how correlated. First let's see a sotck compared to itself.

```
# Comparing Google to itself should show a perfectly linear relationship
sns.jointplot(x='G00G', y='G00G', data=tech_rets, kind='scatter', color='seagreen')
```

 $\overline{\mathbf{x}}$

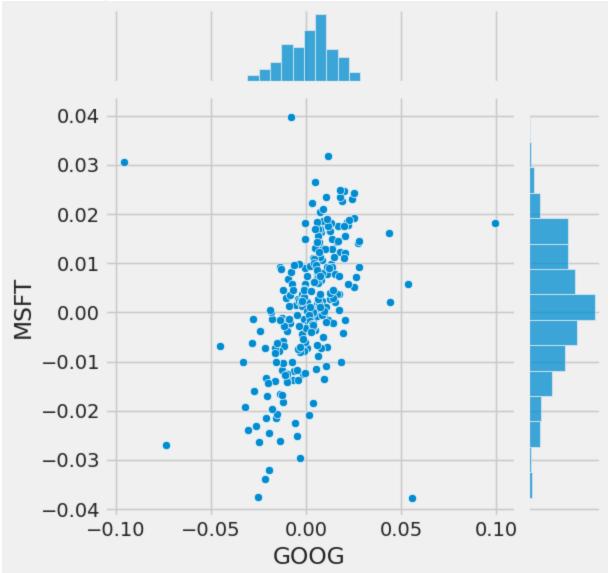
<seaborn.axisgrid.JointGrid at 0x7fb67115ff70>



We'll use joinplot to compare the daily returns of Google and Microsoft
sns.jointplot(x='GOOG', y='MSFT', data=tech_rets, kind='scatter')

 $\overline{2}$

<seaborn.axisgrid.JointGrid at 0x7fb67107b250>



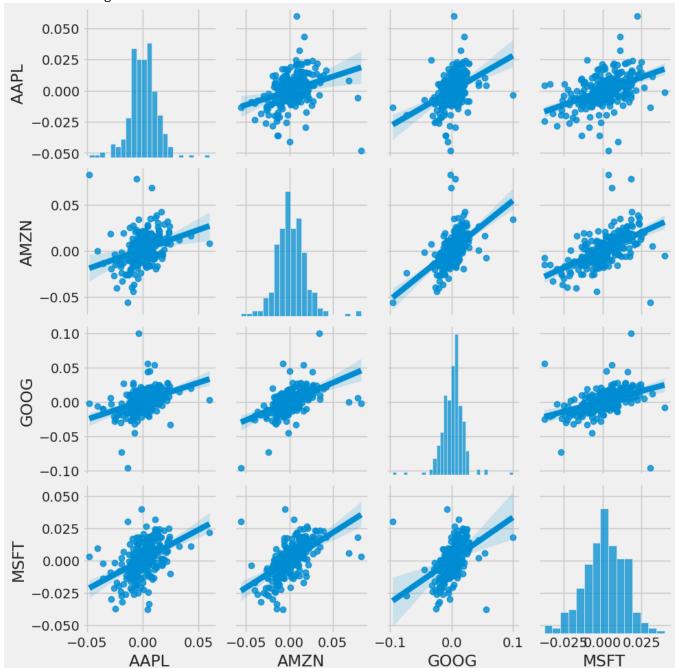
So now we can see that if two stocks are perfectly (and positivley) correlated with each other a linear relationship bewteen its daily return values should occur.

Seaborn and pandas make it very easy to repeat this comparison analysis for every possible combination of stocks in our technology stock ticker list. We can use sns.pairplot() to automatically create this plot

```
# We can simply call pairplot on our DataFrame for an automatic visual analysis
# of all the comparisons
sns.pairplot(tech_rets, kind='reg')
```

 $\overline{\mathbf{T}}$

<seaborn.axisgrid.PairGrid at 0x7fb6734a2860>



Above we can see all the relationships on daily returns between all the stocks. A quick glance shows an interesting correlation between Google and Amazon daily returns. It might be interesting to investigate that individual comaprison.

While the simplicity of just calling sns.pairplot() is fantastic we can also use sns.PairGrid() for full control of the figure, including what kind of plots go in the diagonal, the upper triangle, and the lower triangle. Below is an example of utilizing the full power of seaborn to achieve this result.

```
# Set up our figure by naming it returns_fig, call PairPLot on the DataFrame
return_fig = sns.PairGrid(tech_rets.dropna())

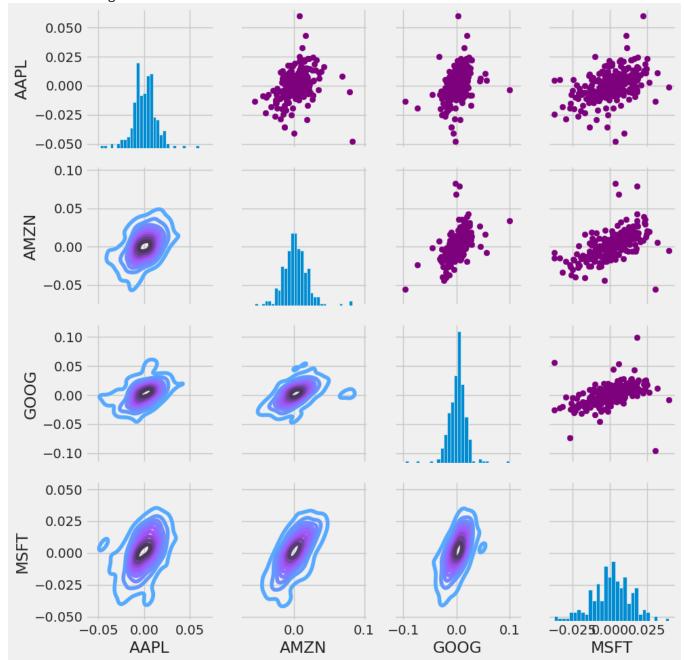
# Using map_upper we can specify what the upper triangle will look like.
return_fig.map_upper(plt.scatter, color='purple')

# We can also define the lower triangle in the figure, inclufing the plot type (kde)
# or the color map (BluePurple)
return_fig.map_lower(sns.kdeplot, cmap='cool_d')

# Finally we'll define the diagonal as a series of histogram plots of the daily return
return_fig.map_diag(plt.hist, bins=30)
```

 $\overline{2}$

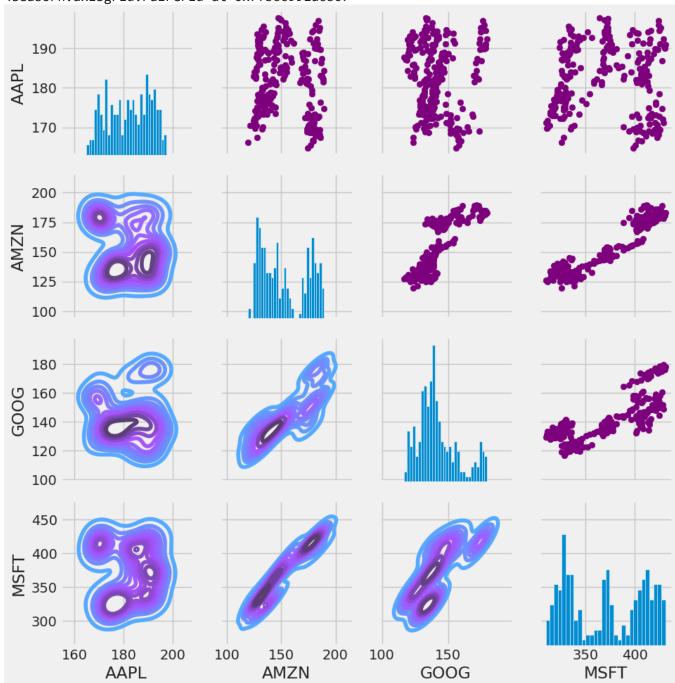
<seaborn.axisgrid.PairGrid at 0x7fb670305660>



- # Set up our figure by naming it returns_fig, call PairPLot on the DataFrame
 returns_fig = sns.PairGrid(closing_df)
- # Using map_upper we can specify what the upper triangle will look like.
 returns_fig.map_upper(plt.scatter,color='purple')
- # We can also define the lower triangle in the figure, including the plot type (kde) or the returns_fig.map_lower(sns.kdeplot,cmap='cool_d')
- # Finally we'll define the diagonal as a series of histogram plots of the daily return
 returns_fig.map_diag(plt.hist,bins=30)

 $\overline{\Rightarrow}$

<seaborn.axisgrid.PairGrid at 0x7fb66991a6b0>

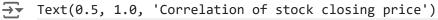


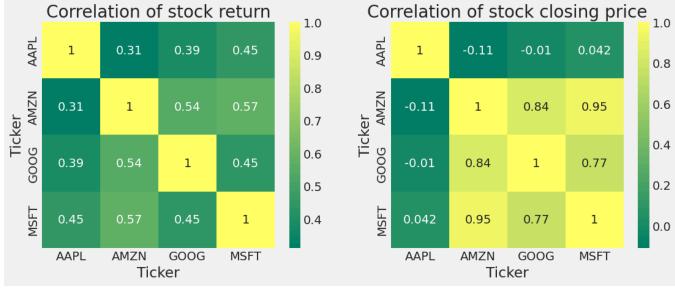
Finally, we could also do a correlation plot, to get actual numerical values for the correlation between the stocks' daily return values. By comparing the closing prices, we see an interesting relationship between Microsoft and Apple.

```
plt.figure(figsize=(12, 10))

plt.subplot(2, 2, 1)
sns.heatmap(tech_rets.corr(), annot=True, cmap='summer')
plt.title('Correlation of stock return')

plt.subplot(2, 2, 2)
sns.heatmap(closing_df.corr(), annot=True, cmap='summer')
plt.title('Correlation of stock closing price')
```



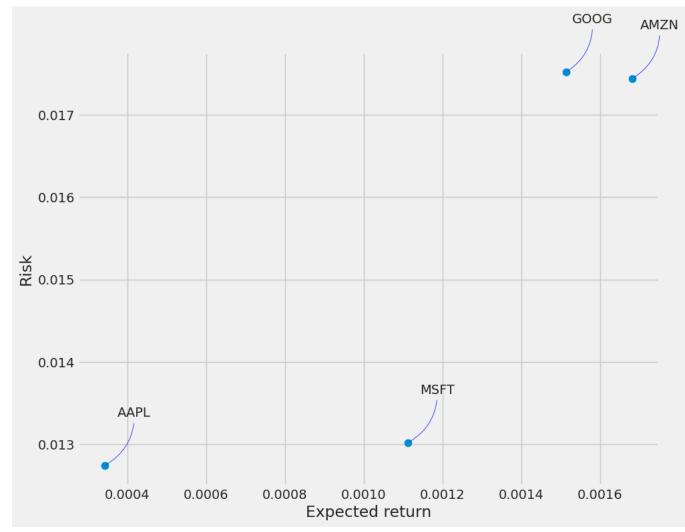


Just like we suspected in our PairPlot we see here numerically and visually that Microsoft and Amazon had the strongest correlation of daily stock return. It's also interesting to see that all the technology comapnies are positively correlated.

5. How much value do we put at risk by investing in a particular stock?

There are many ways we can quantify risk, one of the most basic ways using the information we've gathered on daily percentage returns is by comparing the expected return with the standard deviation of the daily returns.





6. Predicting the closing price stock price of APPLE inc:

pip install arch

```
→ Collecting arch
```

Installing collected packages: arch

Successfully installed arch-7.0.0

ARIMA and GARCH models
from statsmodels.tsa.arima.model import ARIMA
from arch import arch model

Get the stock quote
df = pdr.get_data_yahoo('AAPL', start='2012-01-01', end=datetime.now())
Show teh data
df

₹

1 of 1 completed High Close Low Adj Close Volume 0pen Date 2012-01-03 14.621429 14.732143 14.607143 14.686786 12.416981 302220800 2012-01-04 14.642857 14.810000 14.617143 14.765714 12.483709 260022000 2012-01-05 14.819643 14.948214 14.738214 14.929643 12.622306 271269600 2012-01-06 14.991786 15.098214 14.972143 15.085714 12.754258 318292800 2012-01-09 15.196429 15.276786 15.048214 15.061786 12.734029 394024400 47471400 **2024-06-04** 194.639999 195.320007 193.029999 194.350006 194.350006 **2024-06-05** 195.399994 196.899994 194.869995 195.869995 195.869995 54156800 **2024-06-06** 195.690002 196.500000 194.169998 194.479996 194.479996 41181800 **2024-06-07** 194.649994 196.940002 194.139999 196.889999 196.889999 53044700 **2024-06-10** 197.199997 197.281693 194.830002 195.128998 195.128998 14358294

3129 rows × 6 columns

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Next steps:

View recommended plots

```
plt.figure(figsize=(16,6))
plt.title('Close Price History')
plt.plot(df['Close'])
plt.xlabel('Date', fontsize=18)
plt.ylabel('Close Price USD ($)', fontsize=18)
plt.show()
```





```
# Create a new dataframe with only the 'Close column
data = df.filter(['Close'])
# Convert the dataframe to a numpy array
dataset = data.values
# Get the number of rows to train the model on
training_data_len = int(np.ceil( len(dataset) * .95 ))
training_data_len
→ 2973
# Scale the data
from sklearn.preprocessing import MinMaxScaler
scaler = MinMaxScaler(feature_range=(0,1))
scaled_data = scaler.fit_transform(dataset)
scaled_data
→ array([[0.00401431],
            [0.00444289],
            [0.00533302],
            [0.98028912],
            [0.99337541],
            [0.98381319]])
# Create the training data set
# Create the scaled training data set
train_data = scaled_data[0:int(training_data_len), :]
# Split the data into x_train and y_train data sets
x train = []
y_train = []
for i in range(60, len(train_data)):
   x_train.append(train_data[i-60:i, 0])
   y_train.append(train_data[i, 0])
    if i<= 61:
        print(x train)
        print(y_train)
        print()
# Convert the x_train and y_train to numpy arrays
x_train, y_train = np.array(x_train), np.array(y_train)
# Reshape the data
x_train = np.reshape(x_train, (x_train.shape[0], x_train.shape[1], 1))
# x_train.shape
→ [array([0.00401431, 0.00444289, 0.00533302, 0.00618049, 0.00605056,
            0.00634339, 0.00620958, 0.00598462, 0.00567821, 0.00662652,
```

```
0.00748175, 0.007218 , 0.00577323, 0.00715207, 0.00579457,
      0.01088518, 0.01049151, 0.01100542, 0.01211663, 0.01278955,
      0.01273332, 0.01252582, 0.01341013, 0.01424207, 0.01518457,
      0.01670691, 0.01990478, 0.01995326, 0.02173353, 0.02306387,
      0.02077746, 0.02165789, 0.02164044, 0.02410915, 0.02375813,
      0.02440779, 0.02557523, 0.0262249, 0.02809631, 0.02945961,
      0.02985329, 0.02999098, 0.02765997, 0.02709757, 0.02718096,
      0.02937236, 0.02998905, 0.03131358, 0.03443581, 0.03860139,
      0.0378218 , 0.03782373 , 0.04083544 , 0.04177794 , 0.04110694 ,
      0.04049413, 0.03985611, 0.04197573, 0.0434302 , 0.04403914])]
[0.042534249860459186]
[array([0.00401431, 0.00444289, 0.00533302, 0.00618049, 0.00605056,
      0.00634339, 0.00620958, 0.00598462, 0.00567821, 0.00662652,
      0.00748175, 0.007218 , 0.00577323, 0.00715207, 0.00579457,
      0.01088518, 0.01049151, 0.01100542, 0.01211663, 0.01278955,
      0.01273332, 0.01252582, 0.01341013, 0.01424207, 0.01518457,
      0.01670691, 0.01990478, 0.01995326, 0.02173353, 0.02306387,
      0.02077746, 0.02165789, 0.02164044, 0.02410915, 0.02375813,
      0.02440779, 0.02557523, 0.0262249, 0.02809631, 0.02945961,
      0.02985329, 0.02999098, 0.02765997, 0.02709757, 0.02718096,
      0.02937236, 0.02998905, 0.03131358, 0.03443581, 0.03860139,
      0.0378218 , 0.03782373 , 0.04083544 , 0.04177794 , 0.04110694 ,
      0.04049413, 0.03985611, 0.04197573, 0.0434302, 0.04403914]), array([0.00444289,
      0.00620958, 0.00598462, 0.00567821, 0.00662652, 0.00748175,
      0.007218 , 0.00577323, 0.00715207, 0.00579457, 0.01088518,
      0.01049151, 0.01100542, 0.01211663, 0.01278955, 0.01273332,
      0.01252582, 0.01341013, 0.01424207, 0.01518457, 0.01670691,
      0.01990478, 0.01995326, 0.02173353, 0.02306387, 0.02077746,
      0.02165789, 0.02164044, 0.02410915, 0.02375813, 0.02440779,
      0.02557523, 0.0262249, 0.02809631, 0.02945961, 0.02985329,
      0.02999098, 0.02765997, 0.02709757, 0.02718096, 0.02937236,
      0.02998905, 0.03131358, 0.03443581, 0.03860139, 0.0378218,
      0.03782373, 0.04083544, 0.04177794, 0.04110694, 0.04049413,
      0.03985611, 0.04197573, 0.0434302 , 0.04403914, 0.04253425])]
[0.042534249860459186, 0.04053485447430975]
```