

Traditional Vs. Modern:

How Certain Firms Fared
Before and During COVID

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Project Description

Financial Conditions of the Following Companies Before and During COVID



Industries and Firms in This Study:

- **Automotive**

Traditional: Ford, GM

Modern: Tesla

- **Retail**

Traditional: Target, Walmart

Modern: Amazon

- **Quick Serve Restaurants**

Traditional: McDonald's, Yum!

Modern: GrubHub

Our Quantitative Analysis Includes:

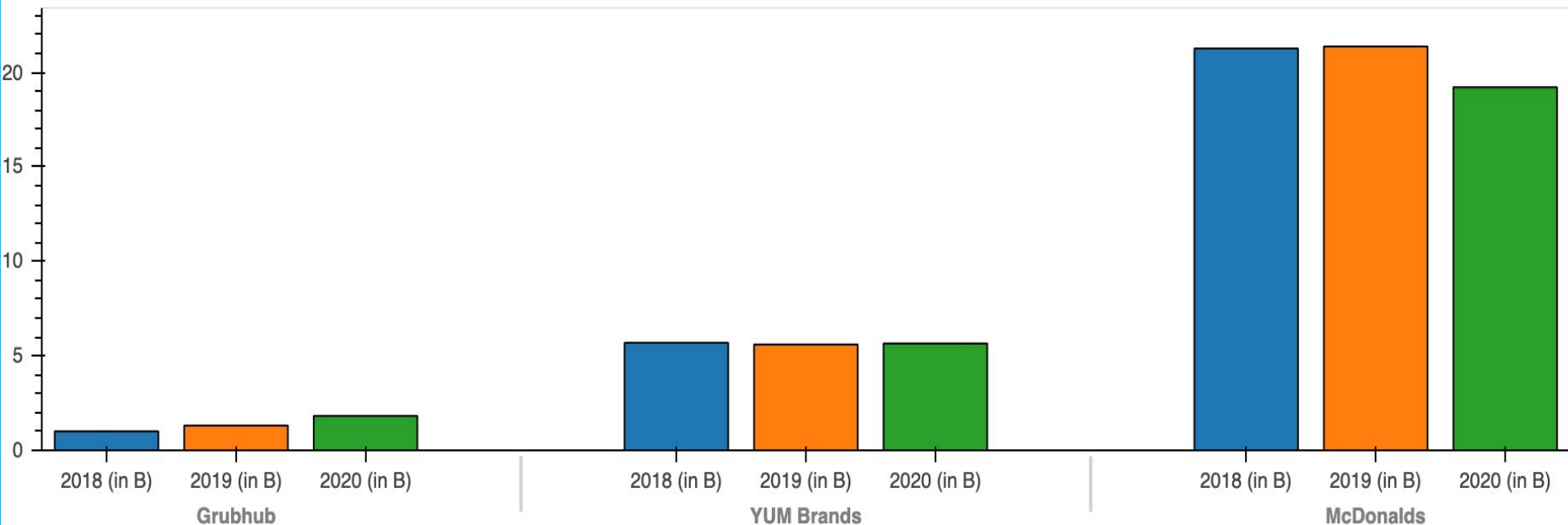
Stock Data (Volatility)

Revenue

Standard Deviation

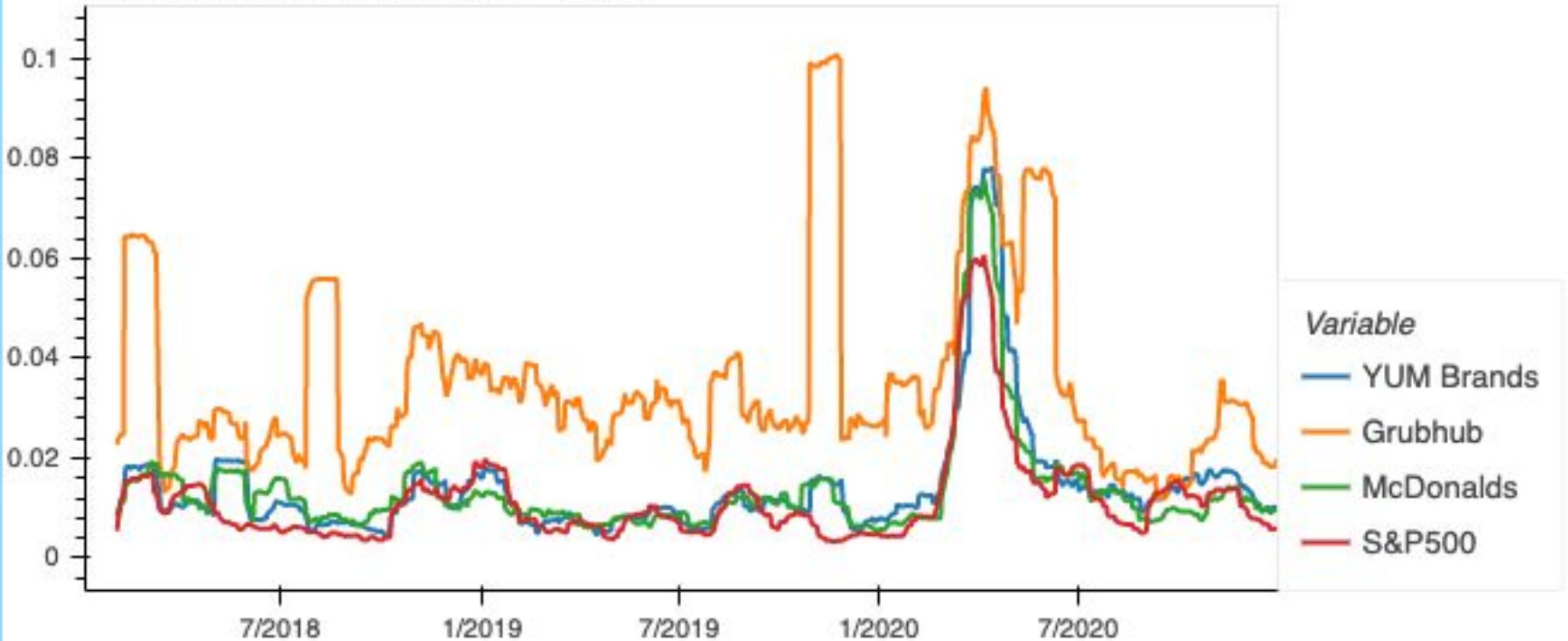
The Food Industry

Revenue 2018 - 2020



The Food Industry

Standard Deviation 2018 - 2020



How Retail Giants Fared from Covid



AMZN vs. COST vs. TGT vs. WMT

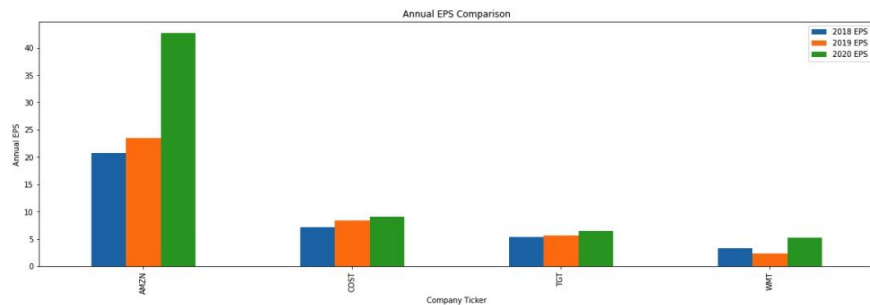
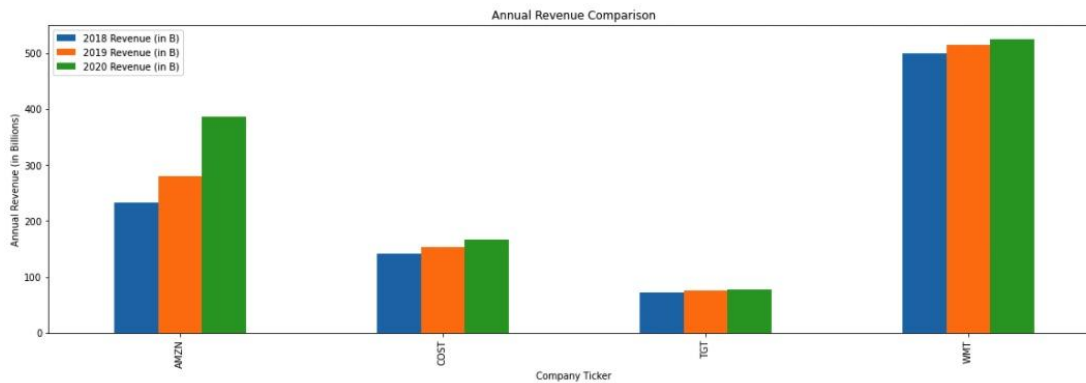


Top & Bottom Line Comparisons

	2018 Revenue (in B)	2019 Revenue (in B)	2020 Revenue (in B)
AMZN	232.89	280.52	386.06
COST	141.58	152.70	166.76
TGT	72.71	75.36	78.11
WMT	499.91	514.41	523.96

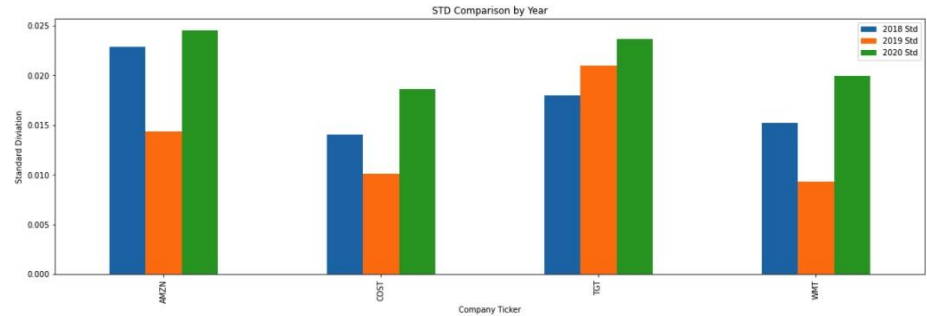
	2018 EPS	2019 EPS	2020 EPS
AMZN	20.68	23.46	42.66
COST	7.15	8.32	9.05
TGT	5.33	5.56	6.42
WMT	3.29	2.28	5.22

Prime Earnings?

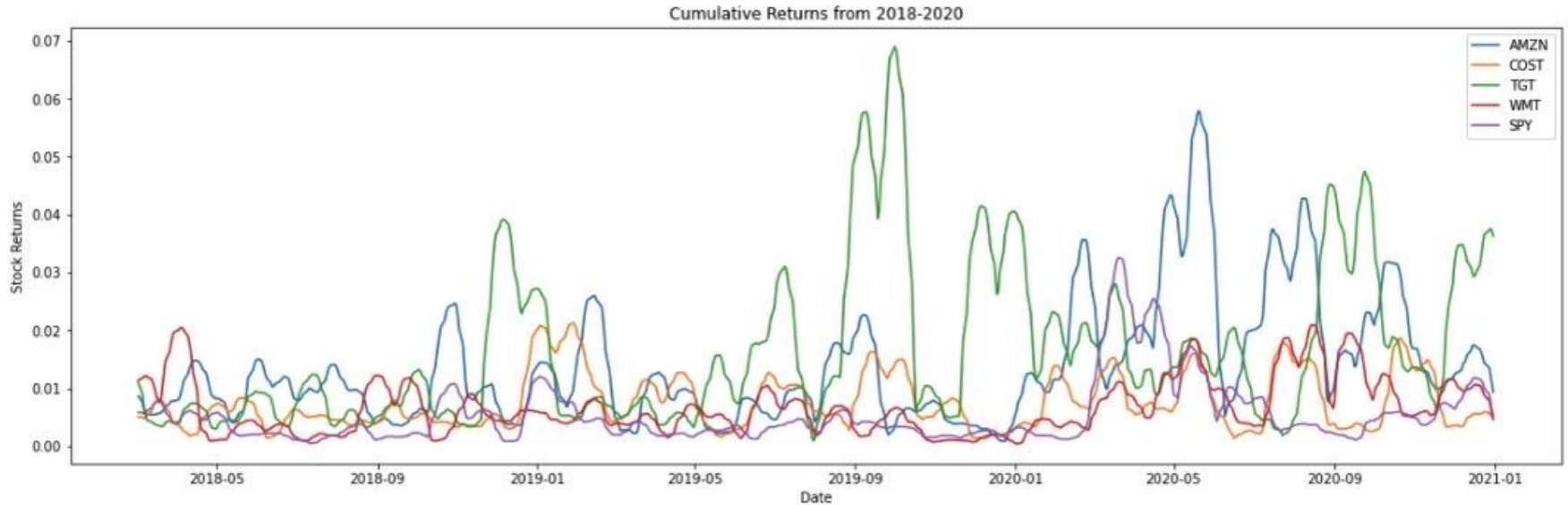


Standard Deviation by Year

	2018 Std	2019 Std	2020 Std
AMZN	0.022885	0.014359	0.024488
COST	0.014039	0.010100	0.018572
TGT	0.017945	0.020995	0.023669
WMT	0.015176	0.009320	0.019947

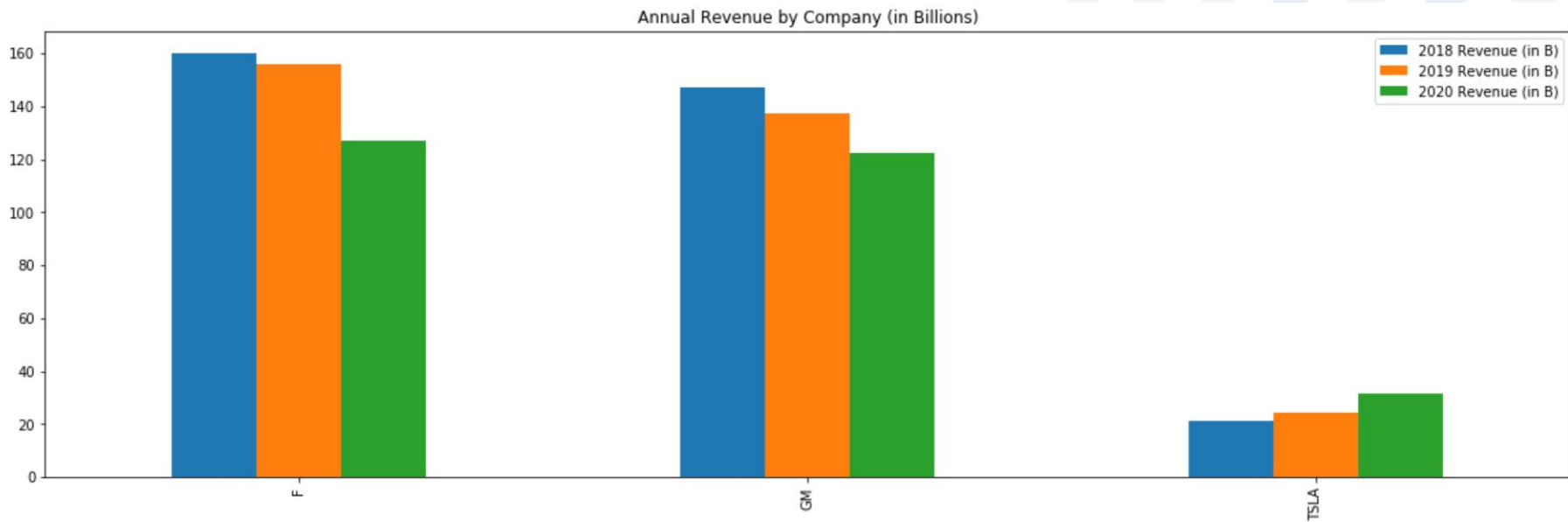


Expect More (Returns), Pay Less?



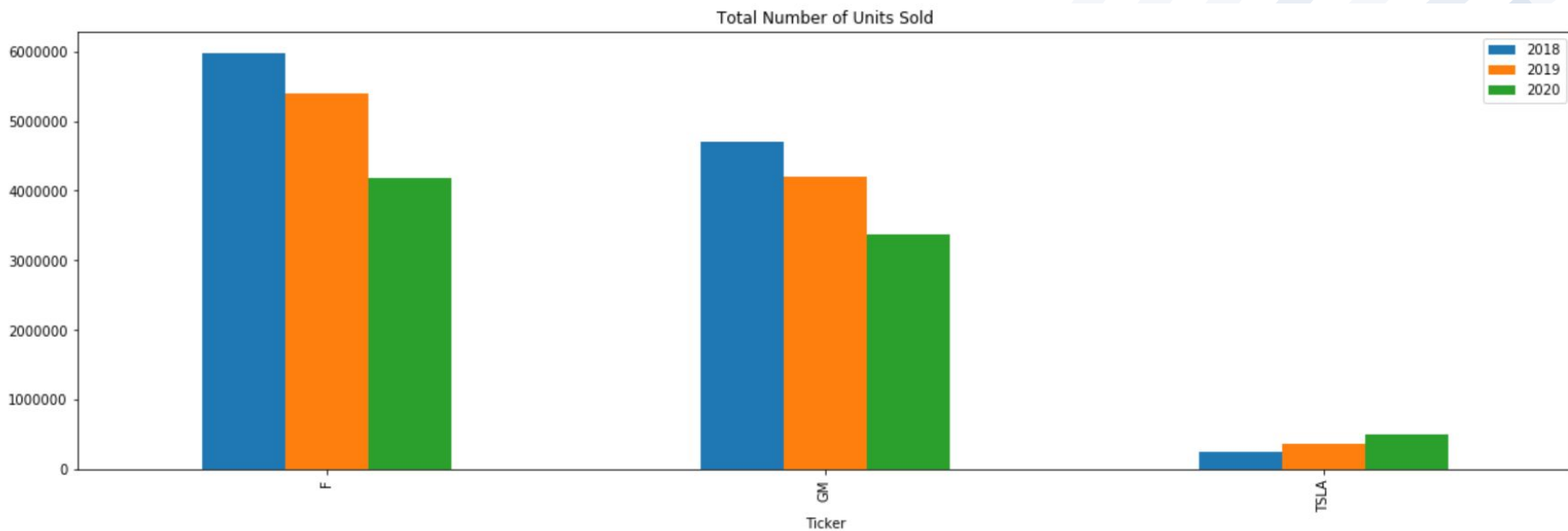
The Automotive Industry

Annual Revenue



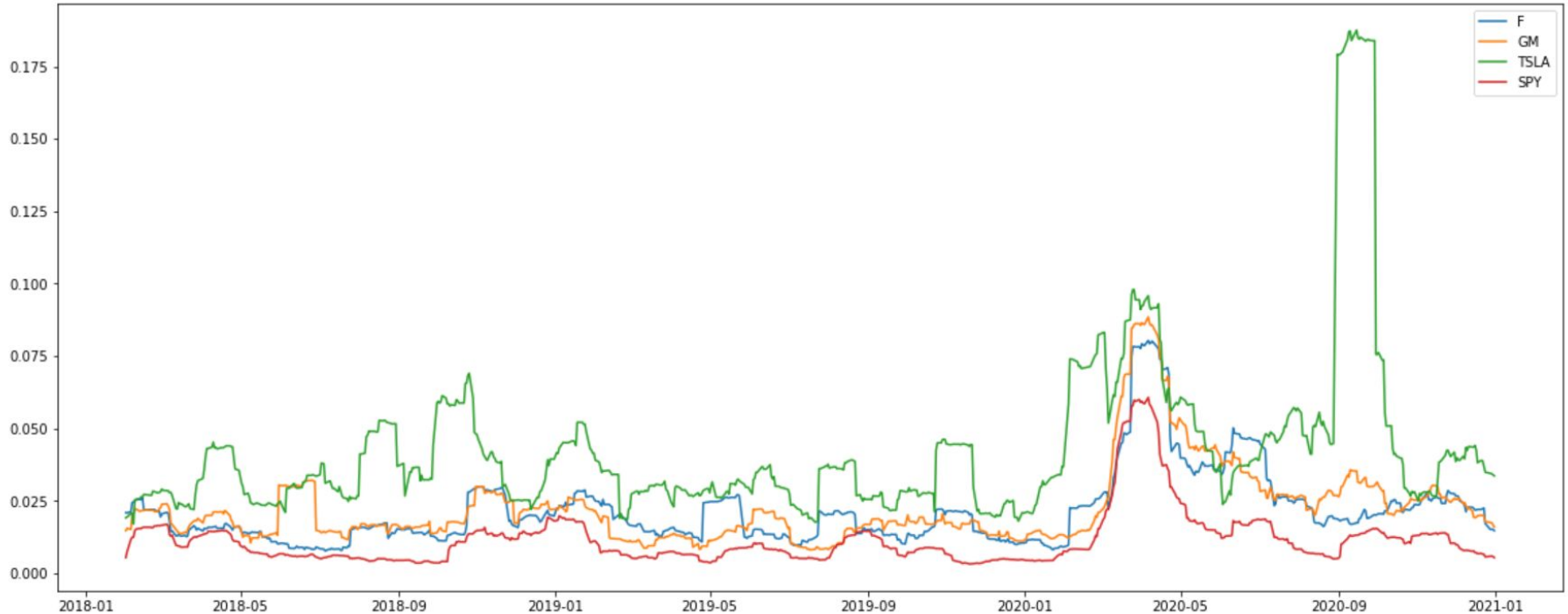
The Automotive Industry

How many cars sold?



The Automotive Industry

Daily Returns




Quantitative vs. Qualitative



“

Does the behavior of the CEO on social media affect the stock of a company?



How the data was
obtained:

We are researching
Twitter posts only.

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Twitter posts only.

There is an almost
immediate reaction
to certain types of
tweets, and the
information can be
analyzed in real
time.

Using .std to see the measurement of risk - TSLA is at the top for risk

```
WMT.csv      0.223048  
MCD.csv      0.231713  
YUM.csv      0.248865  
AMZN.csv     0.290849  
TGT.csv      0.311085  
F.csv        0.348873  
GM.csv       0.393371  
GRUB.csv     0.559841  
TSLA.csv     0.591991  
dtype: float64
```

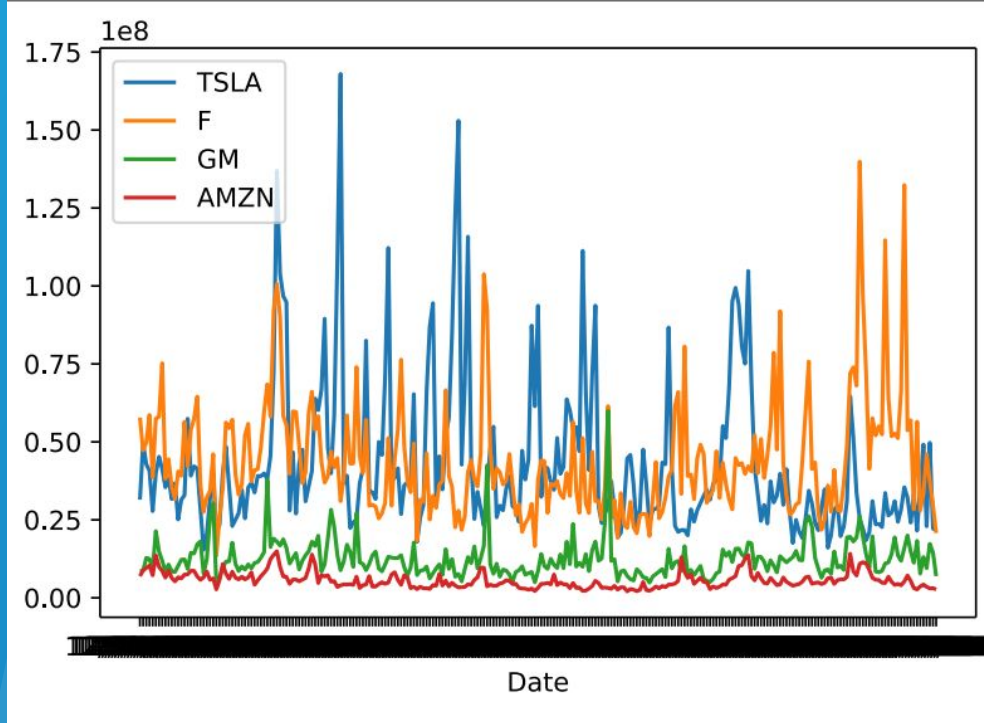
0] ▶ ≡ M4

The datasets for COVID-19 were not usable.

There was not enough time for me to sift through and analyze these large datasets.



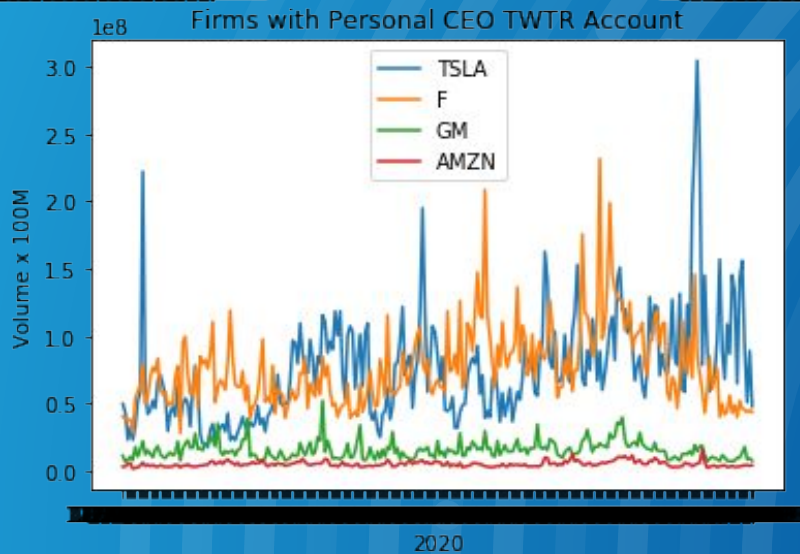
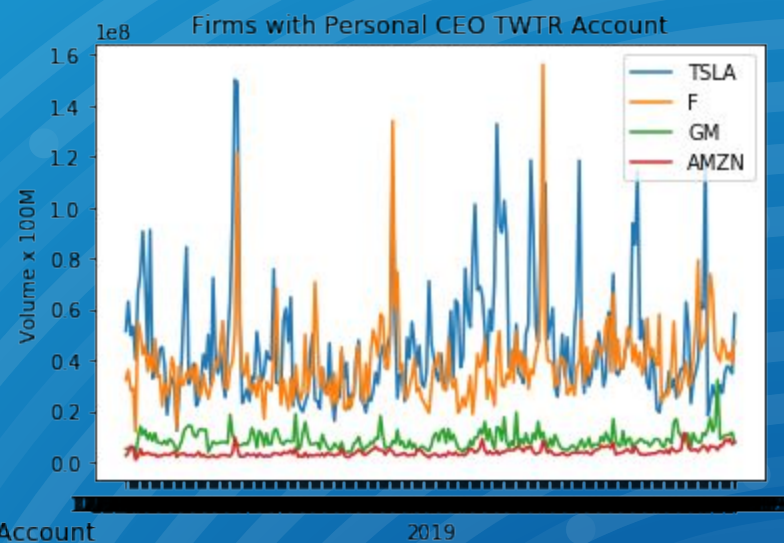
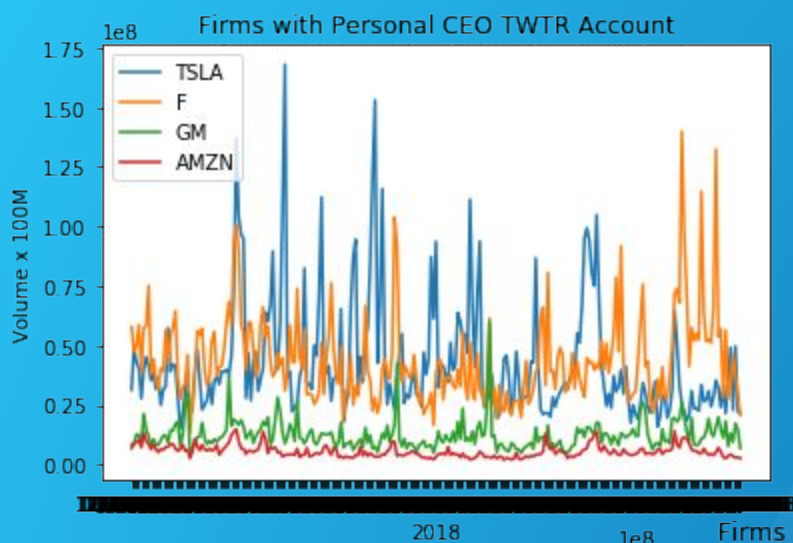
1. Studying the volume of all nine stocks for all three years. We needed to be more specific.





2. Studied stock volume of the four CEOs with a personal TWTR account





- Researched the ten highest volume days for 2018, 2019, and 2020
- Compared each high volume day to see if one of the four CEO's posted a "controversial"*** tweet

What criteria
needed for
“controversial
tweets”



- More than one article that day with headline, “loses \$\$\$ due to tweet”
- If a major organization condones tweet

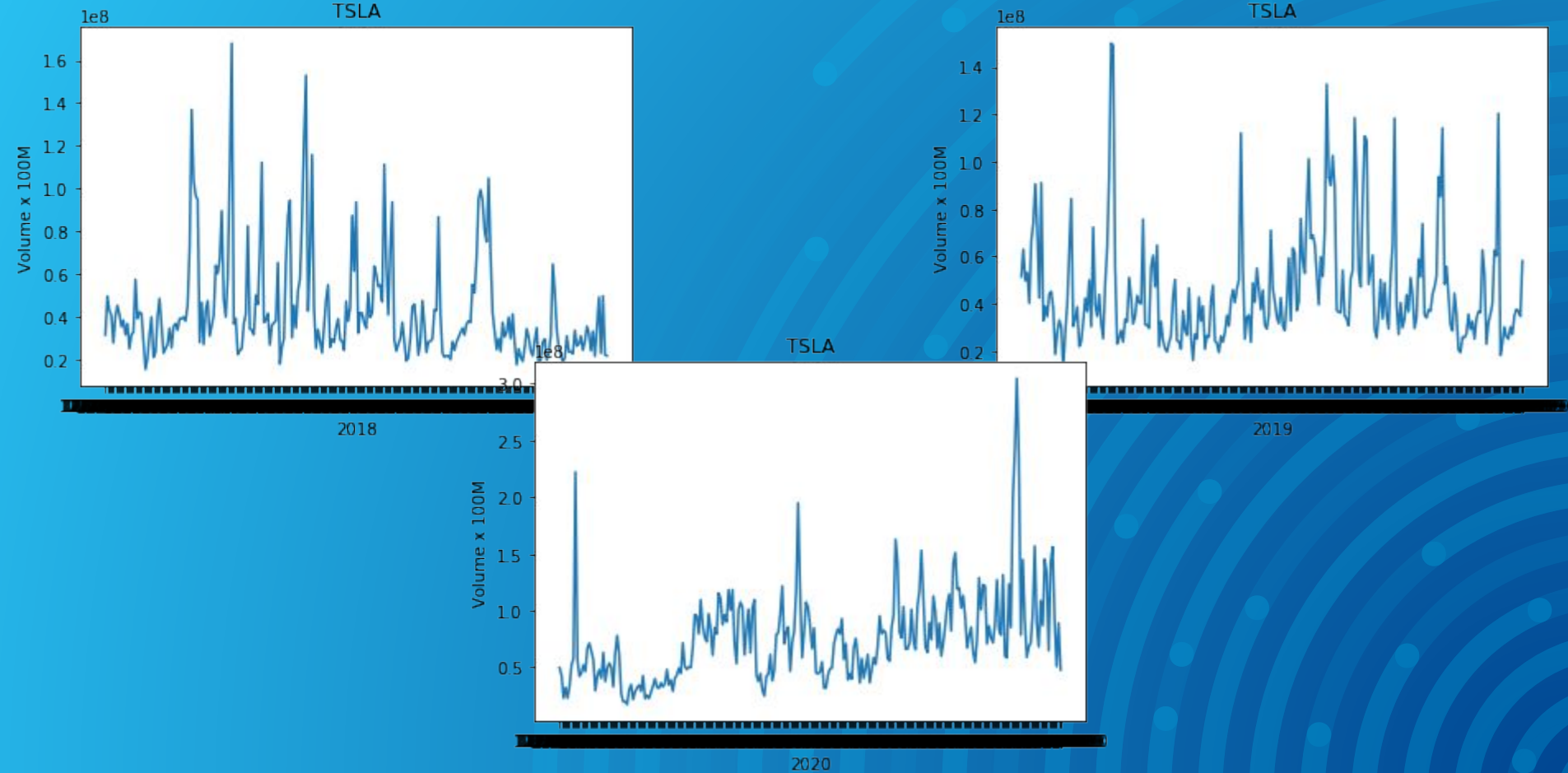


3. Found only
one CEO on our
list with a
personal TWTR
account with
more than one
“controversial”***
tweet

3. Found only one CEO on our list with a personal TWTR account with more than one “controversial”*** tweet



2018-2020 TSLA Volume



Elon Musk's Controversial Tweets from Ten Highest Volume Days

2018:

6 out of 10

2019:

0 out of 10

2020:

2 out of 10

“

Does the qualitative and some quantitative data show that the social media behavior of the CEO affects the stock of a company?

Results: Inconclusive

There is no conclusive evidence showing “controversial” social media posts, specifically, tweets, correlates with stock volume.

Thank you

