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Abstract

Predicting the stock market has been of interest to many people in finance or people just looking to invest, however, due to the many different dynamics of the stock market, it is difficult to come up with a well-performing model. In recent years we have seen social media and the internet evolve how and what people think, thus changing their perspectives on certain stocks. I suspect that the amount of web traffic a company is generating at a given time will allow us to predict the direction a stock will be moving. For this analysis, I gathered 10 years of financial time series data from Yahoo Finance about Apple. I also pulled 10 years of web traffic data from Google Trends concerning Apple. Using this data, I will run an analysis to see how increases in web traffic will affect Apple's stock price at specific dates. In the end, my results proved that this specific strategy was not efficient, but the idea in general still has some promise.