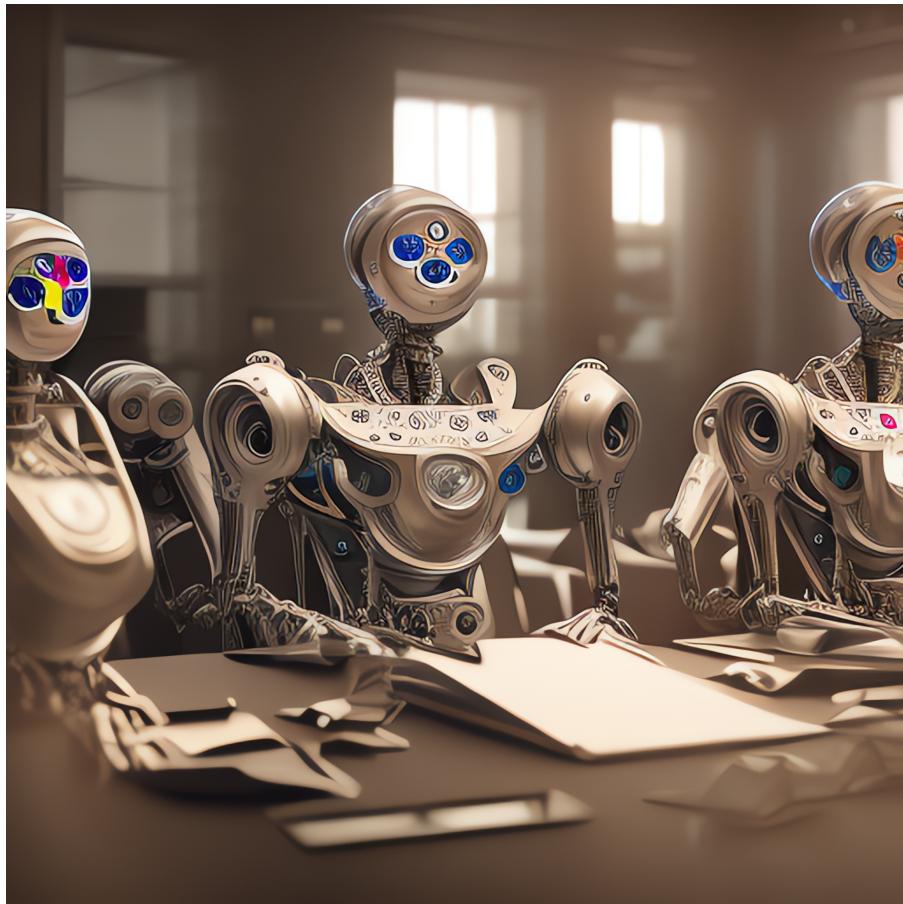


# Immersion Investment Committee



Stable Diffusion prompt: investment committee in a boardroom of robots, mdjrnu-v4, , Detailed and Intricate, Photo, Realistic, Canon50, Dynamic Lighting

## Scenario

In midst of the turbulent financial markets, the Immersion Investment Committee has decided to reassess their portfolio strategy. The Committee has been considering investing in prominent S&P 500 companies such as industrials like 3M company (MMM) and General Electric (GE). The Committee believes comparing two companies at a time is a way to be focused, and disciplined leading to sound investment decisions. The company wants you to analyze two companies that are within the same industry to identify the better equity investment opportunity between them.

The Committee has assigned a task force comprising of finance and data science employees. The task force has to evaluate two assigned companies utilizing technical trading rules over the last two years, scrutinizing their annual reports, SEC filings, and applying analytics to earnings call transcripts. To ensure a comprehensive analysis, the team is expected to use time-series closing stock data, transcripts and report filings to provide actionable insights.

The task force has to prepare a detailed report containing the technical analysis portion whilst also having to present their recommendations to the Immersion Investment Committee.

The key parameters for evaluation include but are not limited to:

- Relevant Performance Metrics: Return on Equity, Earnings per Share, Price/Earnings ratio, beta of the equity, and Dividend yield (if applicable).
- Relevant Financial Health Metrics: Debt/Equity ratio, Quick ratio, and Current ratio.
- Stock Performance: Trends in closing stock prices, moving averages, applicable technical trading rule indications.
- Other Factors: Factors such as market sentiment, recent earnings call transcripts analysis, product innovation, diversification and market position should also be considered.

The aim is to provide the Immersion Investment Committee with the most plausible investment recommendation between the two companies based on the in-depth review conducted.

## Deliverables

1. **Technical Analytics Report:** A technical analysis report that covers all the aspects mentioned above to gain insight into the companies' financials and stock performance. The report should also highlight the key discrepancies the two companies, arriving at a coherent conclusion as to which company represents better equity investment for the next 6 months. An appendix page of source URLs should be utilized for non-analytical data sources should be included, I.E. <https://finance.yahoo.com/quote/MMM/key-statistics>
2. **Presentation:** The task force is to present their conclusions in a succinct and persuasive presentation to the Investment Committee. The presentation should detail the task force's approach, findings, and recommendations. The team should be prepared to answer any questions the committee might have based on their analysis.
3. **Code:** Where applicable all scripts to perform analysis and create visualizations should be submitted for the "auditing committee".

## Data

Various data files are provided to task force members but additional research is needed and some teams may want to use more recent information. Provided files include:

- High Low Open Close CSV file for both companies
- Recent earnings cal transcripts
- A sample 10-k report filing

## Criteria for Success

The presentation will be evaluated on a 100 pt scale among the following criteria.

- **Information** - The quality and range of quantitative and qualitative analysis performed then provided in the report and presentation.
- **Organization** – Was the presentation well organized? The communication clarity to reach a conclusion in a structured manner.
- **Delivery** – Was the content delivered clearly and persuasively with the audience in mind? The ability of the team to effectively communicate their results, defend their analysis and, if applicable answer specific questions from the committee.
- **Documentation** – Was the data mined to support the conclusion? The practicality and cogency of the final recommendation \*as well as\* the documentation, efficiency and readability provided within the analytical code.
- **Data Mining Process** – For analytical work, did the team approach the problem in an organized, structured fashion as opposed to meandering through ratios, analysis, and machine learning (when applicable). Was SEMMA, or similar approaches used to ensure sound analysis?

Your task now is to dive into the numbers, text, and figures to identify the best investment opportunity for the next six months. Happy investing!