**Project Title:** Is the January Effect still real? Revisiting the January Effect in U.S. stocks.

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**Abstract:**

This project examines whether the January Effect, where stock returns are historically higher in January, still exists or if it has shifted to November. Using monthly S&P 500 data from 1970 to 2024, we calculated log returns to address non-stationarity and analyzed trends through plots of closing prices, log returns, and rolling averages. We assessed monthly seasonality by averaging returns for each month and formally tested for patterns using STL decomposition, ARIMA, SARIMA models, and regression with monthly dummy variables. Forecasting models were evaluated through AIC, BIC, MAE, and RMSE metrics. If time permits, volatility modeling will also be used to explore risk patterns. This project aims to identify changes in seasonal effects and inform trading strategies based on updated market behavior.