

Comprehensive Market Analytics Report

7M+ Row Enterprise Analysis | Full Disney Ecosystem

Client: Demo Client (Disney Market Analysis)

Analyst: Mboya Jeffers, Data Engineer & Analyst

Date: January 25, 2026

Executive Summary

This comprehensive market analytics report synthesizes **7,731,886 data points** across multiple data domains including market prices, options chains, SEC filings, economic indicators, and technical analysis. The analysis provides a 360-degree view of Disney's market position and operating environment.

7.73M

TOTAL DATA POINTS

618MB

RAW DATA PROCESSED

150s

TOTAL PROCESSING TIME

1. Data Architecture Summary

Scale Achievement: This report demonstrates enterprise-grade data processing capability, handling 7.7 million rows of real market data across 17 data files totaling 618MB. All data is authentic, sourced from Yahoo Finance, SEC EDGAR, and Federal Reserve Economic Data.

1.1 Data Inventory

Dataset	Rows	Size (MB)	Source
Correlation Analysis (Expanded)	6,320,612	346.7	Computed from Yahoo Finance
Technical Indicators	162,694	104.4	Computed from Yahoo Finance
Technical Indicators (Hourly)	121,778	45.6	Computed from Yahoo Finance
Daily Stock Data	162,694	19.5	Yahoo Finance API
Daily Expansion	127,565	14.8	Yahoo Finance API
Correlation Analysis (Base)	544,728	29.7	Computed from Yahoo Finance
Hourly Data (Expanded)	121,778	14.1	Yahoo Finance API
FRED Economic Data	94,919	4.3	Federal Reserve
Options Chains	22,909	3.5	Yahoo Finance API
SEC Company Facts	15,345	2.3	SEC EDGAR API
Minute Data	35,864	4.8	Yahoo Finance API
SEC Submissions	1,000	0.2	SEC EDGAR API
TOTAL	7,731,886	618.4	All Sources

2. Disney Market Position Analysis

CURRENT PRICE	52-WEEK HIGH	52-WEEK LOW	AVG DAILY VOLUME
\$110.97	\$111.72	\$110.55	4.7M
DIS	12-month peak	12-month trough	Shares traded

2.1 Securities Universe

This analysis covers **24 securities** across the Disney ecosystem:

- **Primary:** DIS (The Walt Disney Company)
- **ETF Holdings:** SPY, DIA, XLY, VTI, VOO, IYC, PEJ, FDIS
- **Media Competitors:** CMCSA, NFLX, WBD, FOXA, AMC, CNK
- **Tech Partners:** AAPL, GOOGL, AMZN, ROKU, META
- **Distribution:** T, VZ, TMUS, CHTR
- **Hospitality:** MAR, HLT, H, WH, FUN
- **Retail:** TGT, WMT, COST, DG

3. SEC Filing Analysis

3.1 Company Facts Summary

Metric	Value
Total Financial Facts on Record	15,345
Unique Accounting Concepts	495
SEC Filings Analyzed	1,000
Taxonomies Covered	dei, us-gaap, srt

4. Technical Analysis Framework

4.1 Indicators Computed

Category	Indicators	Windows
Moving Averages	SMA, EMA	5, 10, 20, 50, 100, 200
Volatility	Rolling Std Dev, Bollinger Bands	10, 20, 30 days
Momentum	RSI, MACD, Price Momentum	14 (RSI), 12/26/9 (MACD)
Volume	Volume SMA, Volume Ratio, VWAP	20-day rolling
Range	ATR, Intraday Range	14-day rolling

5. Enterprise Processing Metrics

System Performance:

- Data Ingestion: 618MB processed across 17 files
- Row Processing Rate: ~51,500 rows/second
- Memory Footprint: Chunked processing maintained under 2GB peak
- Output Generation: 3 executive PDFs + raw data exports

The CMS Enterprise pipeline demonstrated capability to:

1. Ingest data from 4 distinct API sources (Yahoo Finance, SEC EDGAR, FRED, Options)
2. Process 7.7M+ rows while maintaining memory efficiency through chunked operations
3. Compute complex rolling statistics across multi-dimensional data
4. Generate audit-grade PDF reports with embedded analytics

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