

A close-up, slightly blurred photograph of a person's hand holding a very thick stack of US dollar bills. The bills are fanned out, showing various denominations including \$100, \$50, and \$20. The background is dark and out of focus. Overlaid on the center of the image is the title 'HOW SUCCESSFUL ARE ROBINHOOD USERS?' in a clean, white, sans-serif font.

HOW SUCCESSFUL ARE ROBINHOOD USERS?

By Heather McLauren



I want to help investors figure out if Robinhood users are more successful self managing their investments on the fintech platform or if they should take a more traditional route by using a wealth management firm and hiring a financial advisor.

How much has Robinhood's user base changed since the COVID 19 declaration on March 13, 2020?



Question 1

Did Robinhood users choose the most profitable assets?



Question 3

Question 2



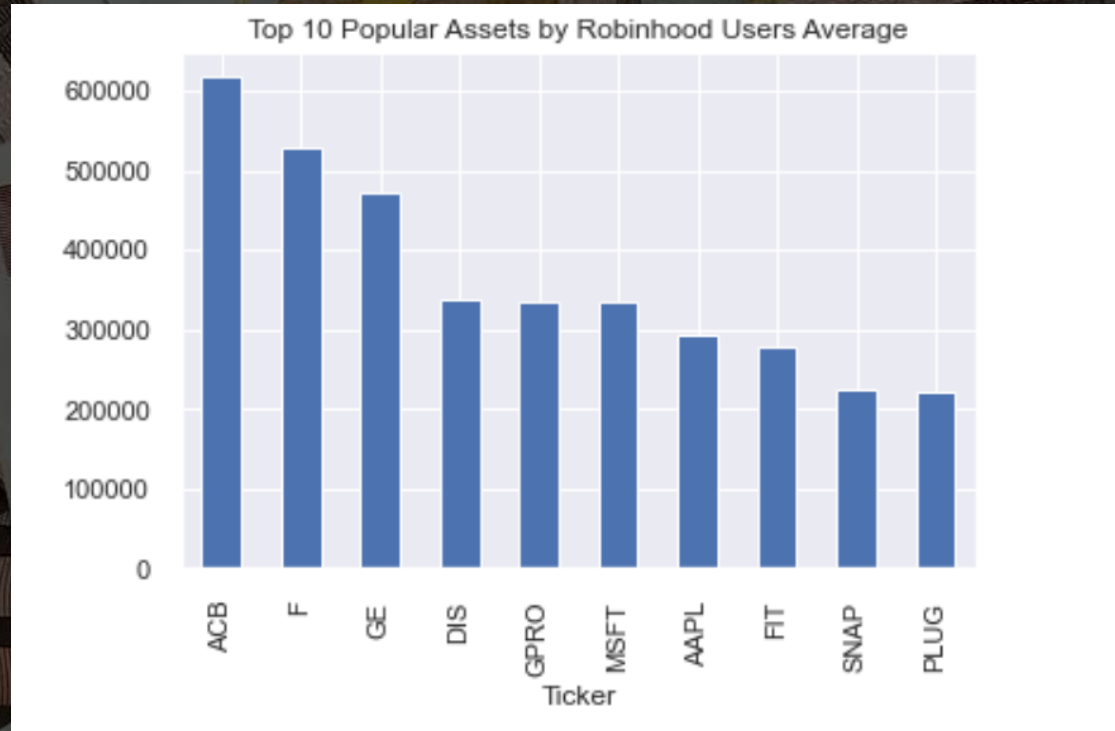
What are the most popular assets among Robinhood users?

How much has Robinhood's user base changed since the COVID 19 declaration on March 13, 2020?



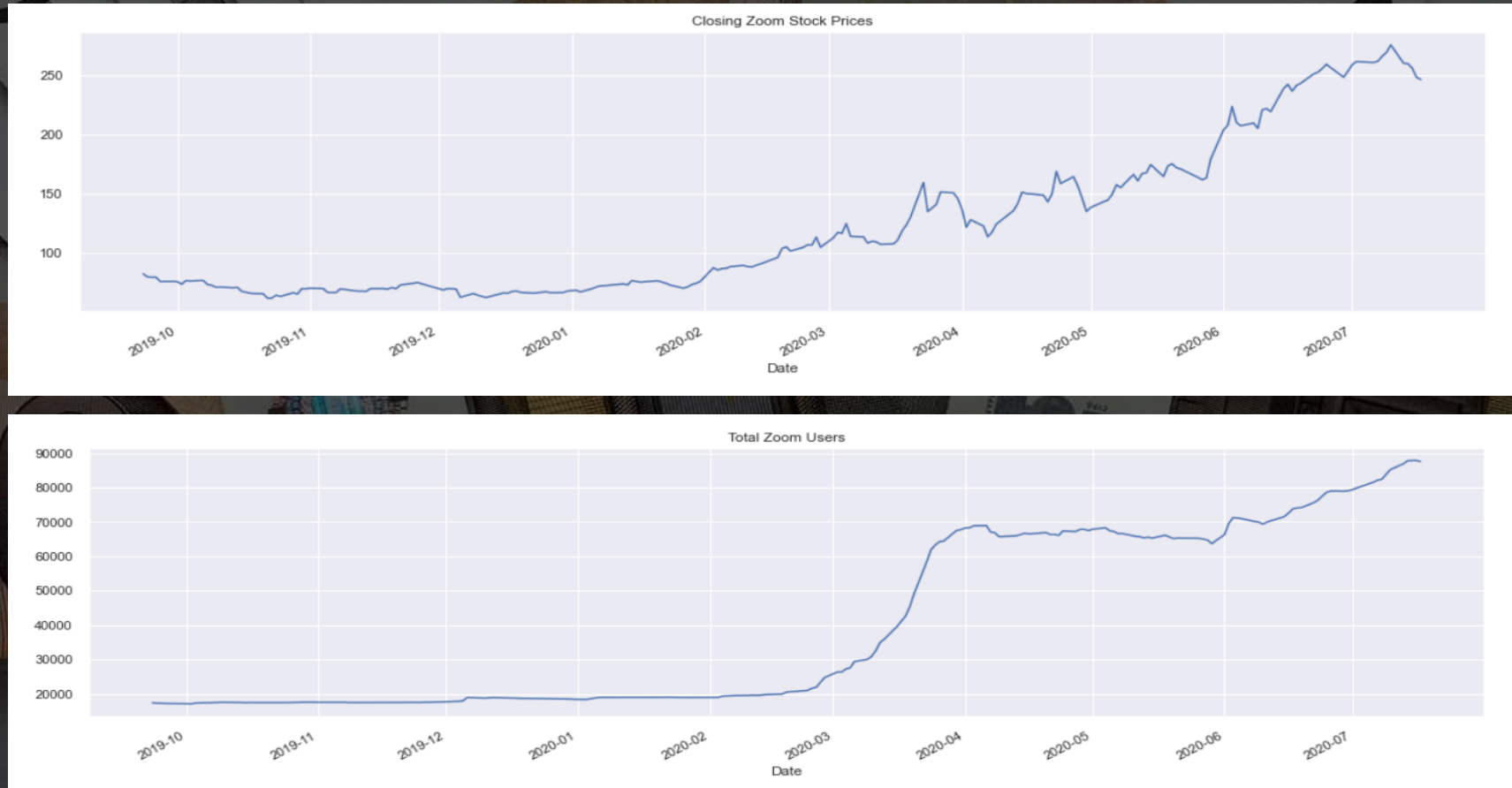
Since COVID 19 quarantine started between March 13, 2020 - July 17, 2020, the amount of users on Robinhood's platform has increased by 122%

What are the most popular assets among Robinhood users?



Asset Name	% Change Post COVID	Price Change from 03/13 - 07/17
1. Aurora Cannabis Inc.	22.00%	\$9.24 - \$11.88
2. Ford	20.78%	\$5.63 - \$6.80
3. General Electric	-9.80%	\$7.84 - \$7.07
4. Walt Disney	15.70%	\$102.52 - \$118.65
5. GoPro Inc.	82.56%	\$2.70 - \$4.92

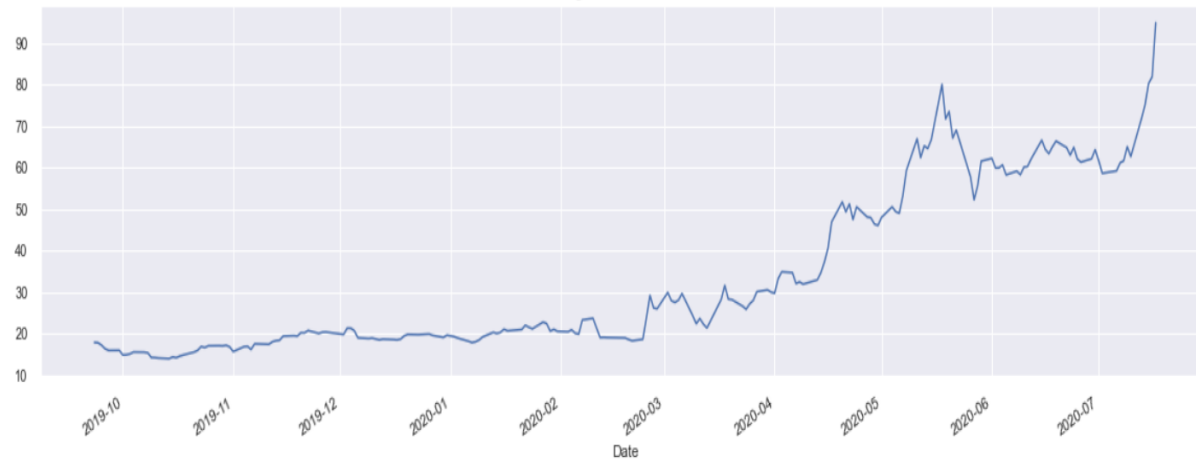
Did Robinhood users choose the most profitable assets?



Stock Name	% Change Post COVID	Price Change from 03/13 - 07/17
1. Moderna	345.00%	\$21.30 - \$94.85
2. Docusign	153.86%	\$77.37 - \$196.41
3. Zoom	129.00%	\$107.47 - \$246.54
4. Amazon	65.94%	\$1785.00 - \$2961.97
5. Netflix	46.60%	\$336.28 - \$492.99

Top Performance Asset Trend

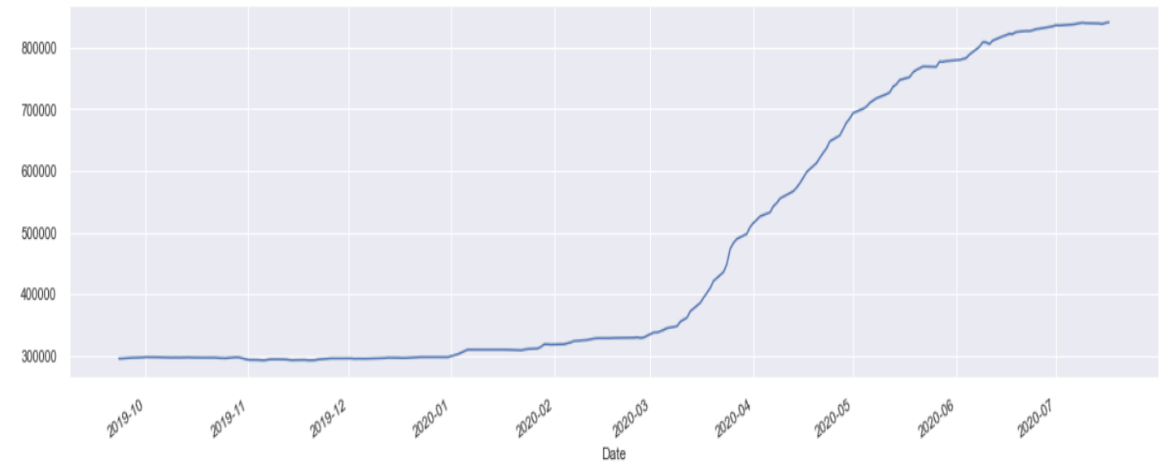
Closing Moderna Stock Prices



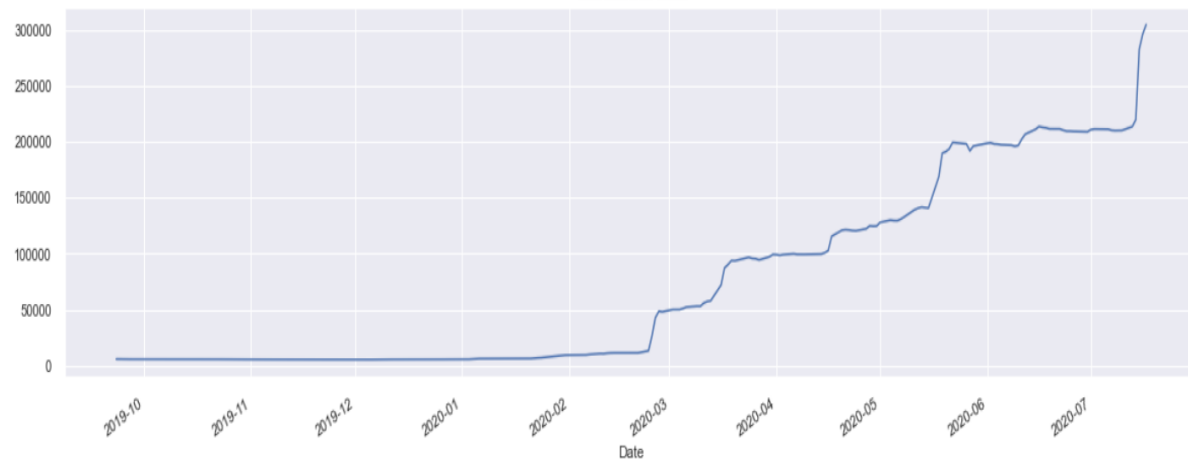
VS.

Popular Asset Trend

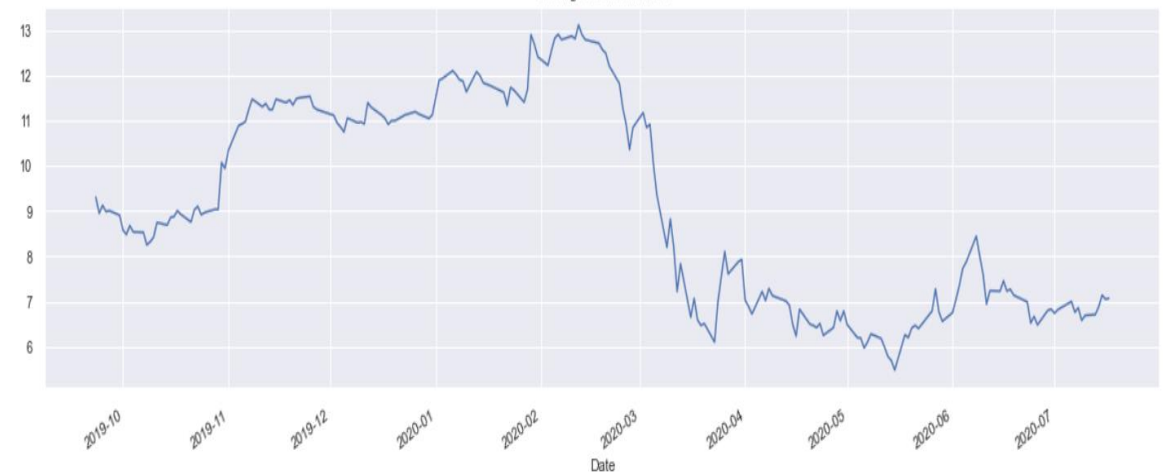
Total GE Users



Total Moderna Users



Closing GE Stock Prices



Investors are buying high with the top performers and investing in industries that may never go back to normal in the popular assets.

Use a Wealth Manager/ Financial Advisor to help choose the most appropriate assets and portfolio allocation for your investment.

Be a proactive investor and not a reactive investor.

Recommendation 1

Recommendation 2

Recommendation 3

Look at short-term and long-term economic concepts when making investment decisions.

TIP:

RECOMMENDATIONS

Future Work



Investigate more on the correlation between the rate of change in users in each asset and the asset's price change



Create a strategic portfolio and compare that to Robinhood user's portfolio as a whole



Update dataset to reflect the last quarter in 2020

A close-up photograph of a person's hand holding a very thick stack of Indian currency notes. The stack is held horizontally, showing the edges of many notes. The top of the stack features a yellowish-green 500 rupee note. Below it, a large portion of the stack consists of pink 1000 rupee notes, which have a distinct purple security pattern. The bottom of the stack shows some yellowish notes. The background is dark and out of focus, emphasizing the stack of money.

THANK YOU