**Executive Summary**

My idea for my Capstone project is to pull stock information from the great depression to today to analyze stock performance during a Presidential election cycle. I’ll pull information from the S&P 500, Dow 30, NASDAQ and other finance and economic sites to investigate the gains or losses in the 12 months leading into the election and 6 months following the election to determine which sectors perform better during the Presidential election cycle. This information will give me, and other investors, insight in how to invest going into this year’s presidential election.

**Motivation**

*I have an interest in the stock market and investing.*

**Data Question**

*Present your question. Feel free to include any research/articles that are relevant or show where others have attempted to answer this question.*

**Minimum Viable Product (MVP)**

*Determine which sectors that would provide the highest possible rate of return.*

**Schedule (through <date of demo day>)**

1. Get the Data (By April 8th )
2. Clean & Explore the Data (By April 15th)
3. Create Presentation of your Analysis (By April 22nd)

* Should be a presentation, but could include a Jupyter Notebook or dashboard in Excel, Tableau, or PowerBI

1. Internal demos (<April 24th
2. Demo Day!! (<April 26th>)

**Data Sources**

*S&P 500, Dow 30, NASDAQ, Yahoo.com/finance, Bureau of Labor Statistics, Federal Reserve, Treasury.gov.*

**Known Issues and Challenges**

*Explain any anticipated challenges with your project, and your plan for managing them. Be sure to include:*

* *Introduction of new technologies that could give an inaccurate result.*