

Stock Market Analysis Project

Domain : Finance



Project Overview

01

Data collection
and Analysis

02

Analysing insights
using KPI's

03

Used Excel,
Tableau, Power BI
and SQL

04

Created different
Dashboards on
Stock market
analysis

05

Providing actionable
recommendations for
informed decision-
making

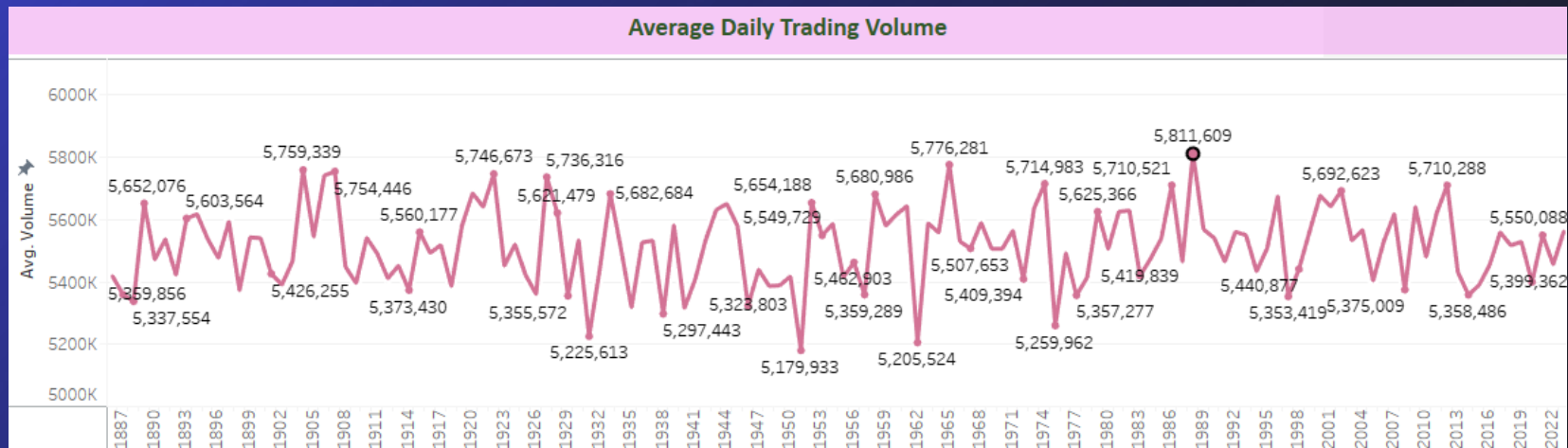


Objective of the Project

- ❑ The Primary objective of this dataset is to provide insights into the Stock Market performance of the selected major companies.
- ❑ We aim to identify patterns, trends and anomalies in the stocks behaviour over time to make informed decisions regarding the Stock purchases.



KPI – 1 Average Daily Trading Volume



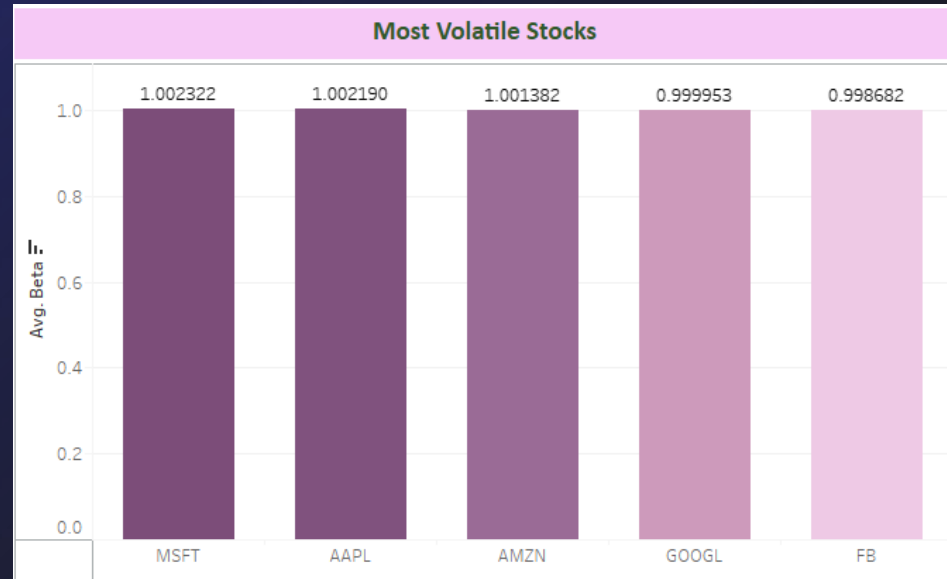
- The Year 1988 stands out with the highest average volume of 5811608.926
- This year experienced the highest average trading volume, likely due to the market's recovery phase. This period saw increased investor activity as confidence was being restored and opportunities were plentiful in a rebounding market.



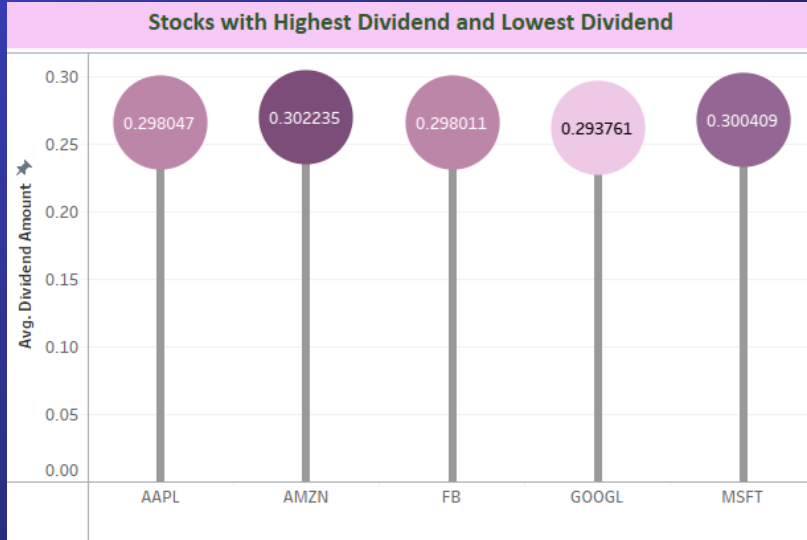
KPI – 2 Most Volatile Stocks



- Beta is a measure of stocks volatility in a relation to the market as a whole.
- A beta of 1 indicates that stocks price tends to move in tandem with the market. A beta greater than 1 suggests the stock is more volatile than the market, while a beta less than 1 implies it's less volatile.
- Considering the highest beta among the listed stocks, MSFT could be considered the most volatile in this context.



KPI – 3 Stocks with Highest and Lowest Dividend



Highest Dividend Stock:

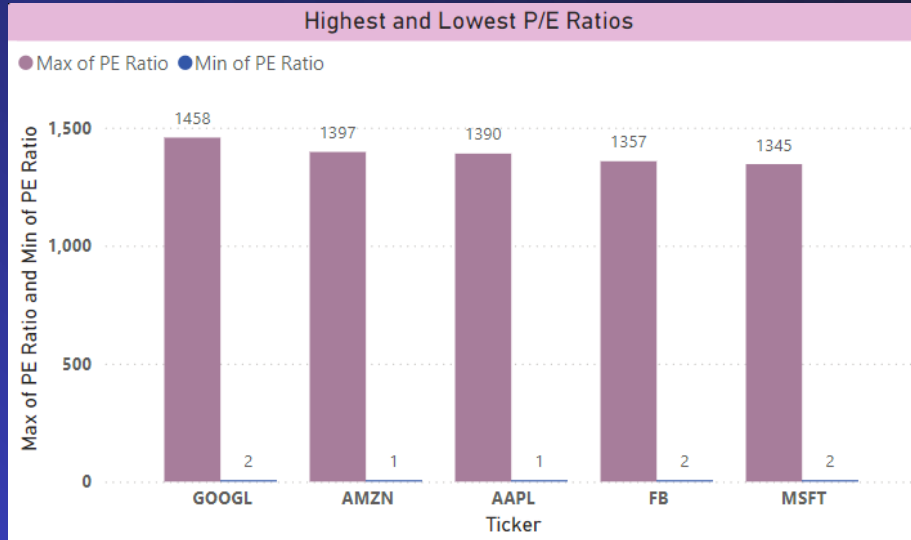
The stock with the highest average dividend amount is AMZN with an average dividend amount of 0.302235 indicating it provides the most significant returns to its shareholders in terms of dividends.

Lowest Dividend Stock:

The stock with the lowest average dividend amount is GOOGL with an average dividend amount of 0.293761 suggesting it distributes the least to its shareholders among the companies listed.



KPI - 4 Highest & Lowest P/E Ratios



Highest P/E Ratio:

- Google has the highest maximum P/E ratio of 1457.55
- A P/E ratio of this magnitude suggests extremely high investor expectations for future earnings growth.

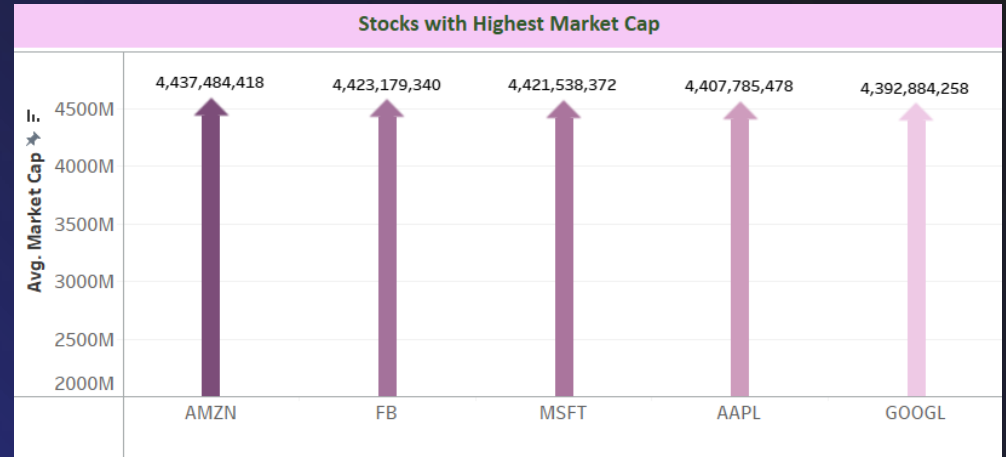
Lowest P/E Ratio:

- Apple has the lowest minimum P/E ratio of 1.42
- Investors might have lower expectations for future growth possibly due to market conditions, competition or other factors affecting the company's earnings.

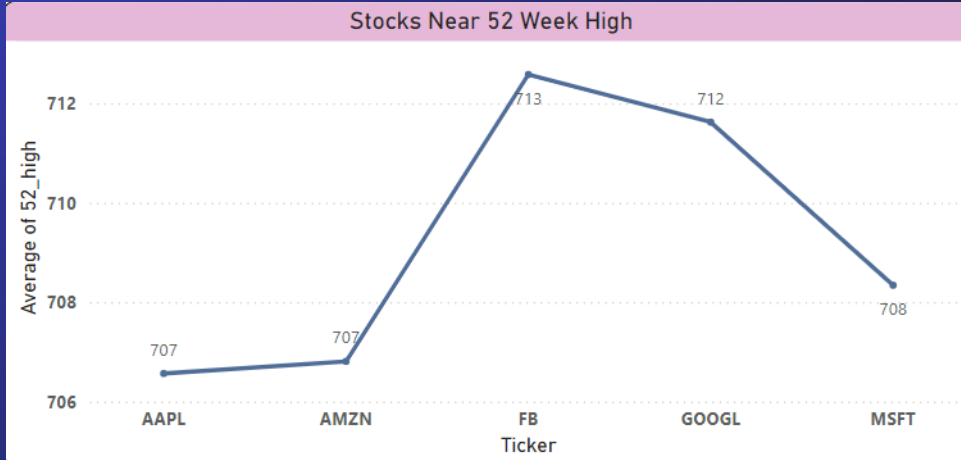


KPI – 5 Highest Market Capitalization

- Amazon has the highest market cap of 4,437,484,418
- As the highest market capital stock among these 5 tech giants, Amazon's valuation reflects investor confidence in its ability to generate significant earnings and maintain a competitive edge in various industries.



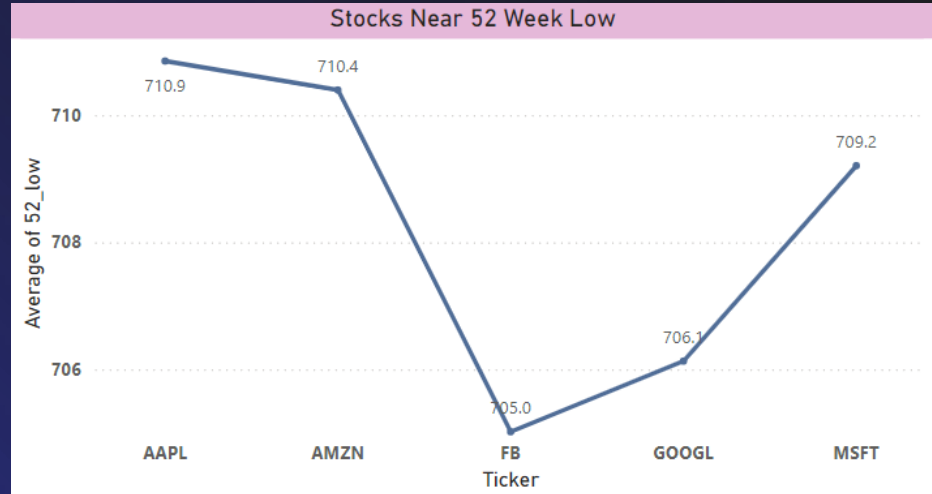
KPI – 6 Stocks near 52 week High



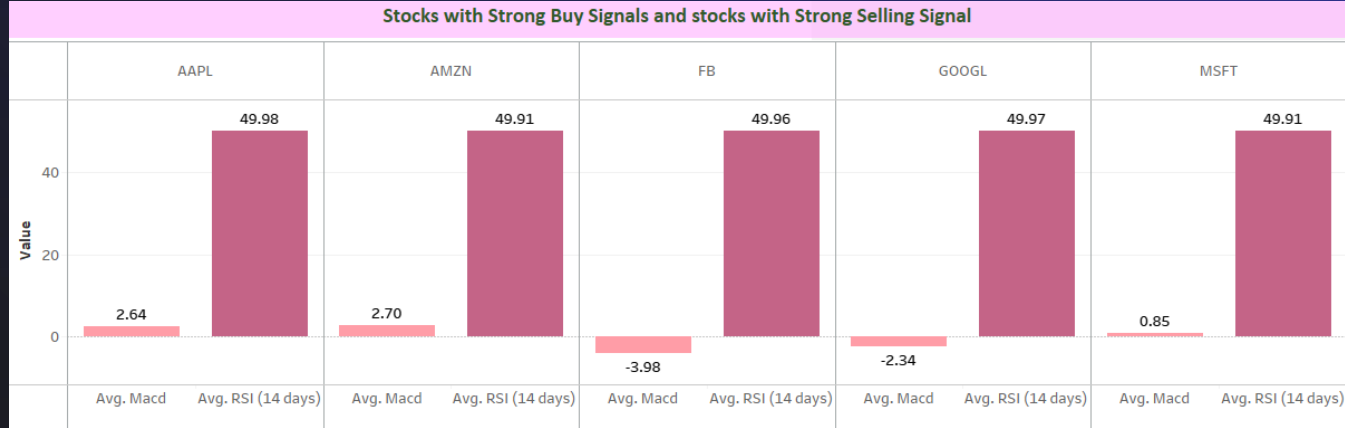
- **Apple and Amazon** are the stocks closest to their 52-week highs might be seen as more stable or potentially less volatile.
- A stock near its 52 week high typically reflects positive market sentiment and investor confidence in the company's future performance. This can be influenced by strong earnings reports, product launches or favourable industry trends.

KPI – 7 Stocks near 52 week Low

- Facebook has the lowest average difference from their 52 week low of 705.02, indicating it is closer to its lowest point in the past year.
- A stock near its 52 week low might indicate ongoing challenges, declining performance or negative market sentiment. It's crucial to identify the reasons behind the low prices to make informed decisions.



KPI – 8 Stocks with Strong buying and Strong selling Signals



- ❑ **RSI:** Stocks with RSI values significantly above 50 might be considered to have a strong buying signal like APPL, AMZN, FB, GOOGL and MSFT all have RSI values close to 50 suggesting neutrality, but not necessarily a strong buy signal based on RSI alone.
- ❑ **MACD:** Stocks with positive MACD values like APPL, AMZN and MSFT, might be considered to have a strong buy signal based on MACD
- ❑ **MACD:** Stocks with negative MACD values like FB and GOOGL might be considered to have a strong selling signal based on MACD.



Conclusion



Best stock to Invest in:

Considering the balance of volatility, valuation and income potential, **MICROSOFT** appears to be a strong choice due to its high dividend and moderate valuation despite its higher volatility.



Worst Stock to Invest in:

GOOGL might be considered less attractive due to its lower dividend amount and relatively higher P/E ratio.



Excel Dashboard



Stock Market Analysis Dashboard

Ticker

AAPL

AMZN

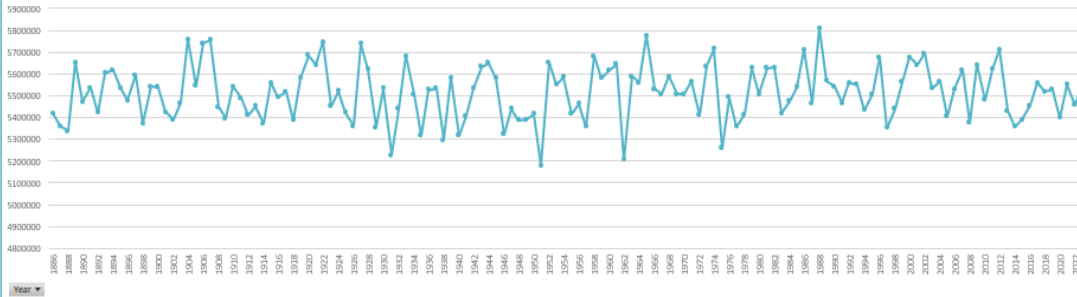
FB

GOOGL

MSFT

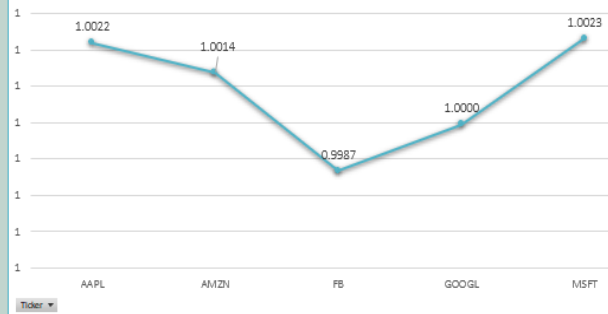
Average of Volume

Average Daily Trading Volume



Average of Beta

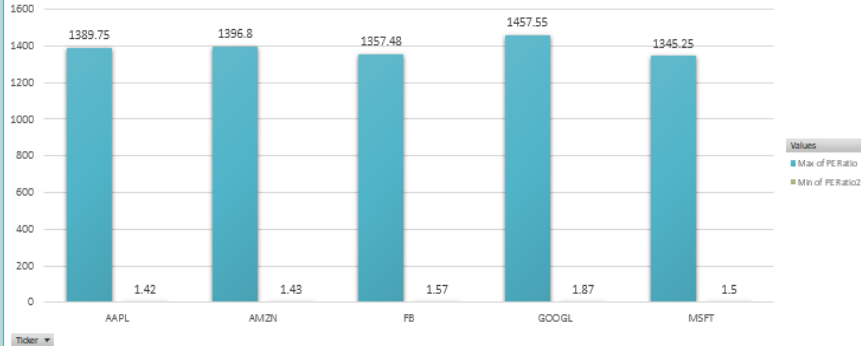
Most Volatile Stocks



Max of PE Ratio

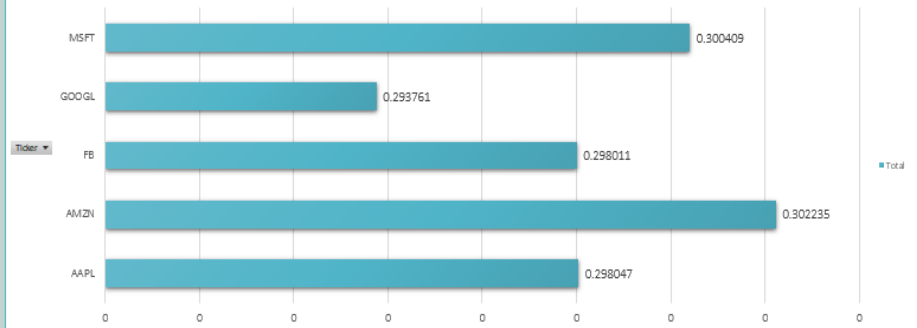
Min of PE Ratio2

Highest and Lowest P/E Ratios



Average of Dividend Amount

Stocks with Highest Dividend and Lowest Dividend



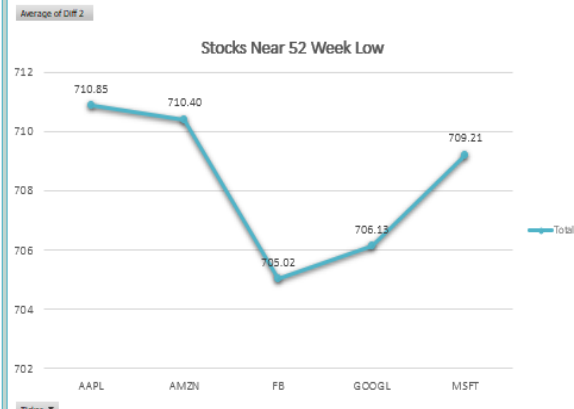
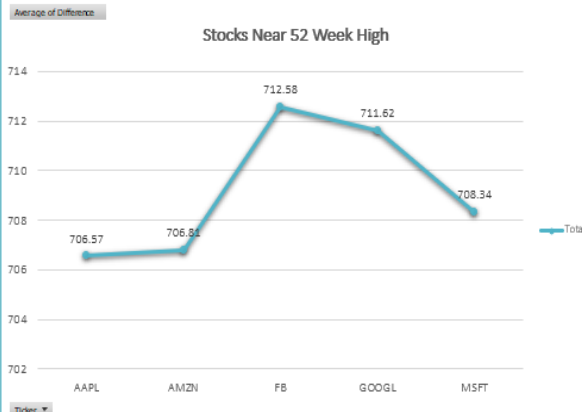


Tableau Dashboard



STOCK MARKET ANALYSIS

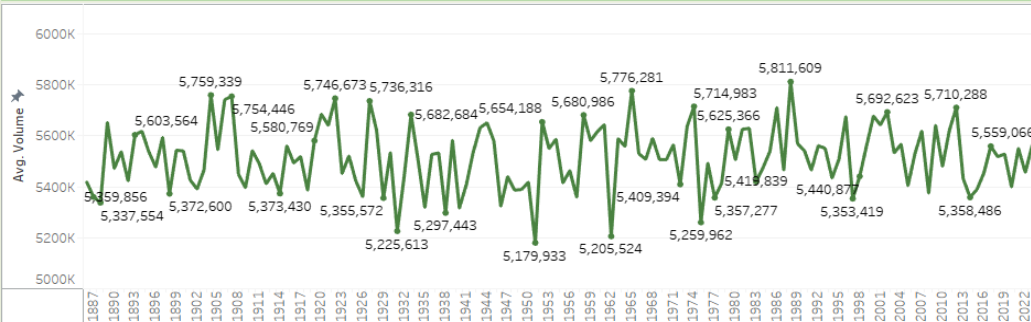
Open
40,000,366

Close
39,998,938

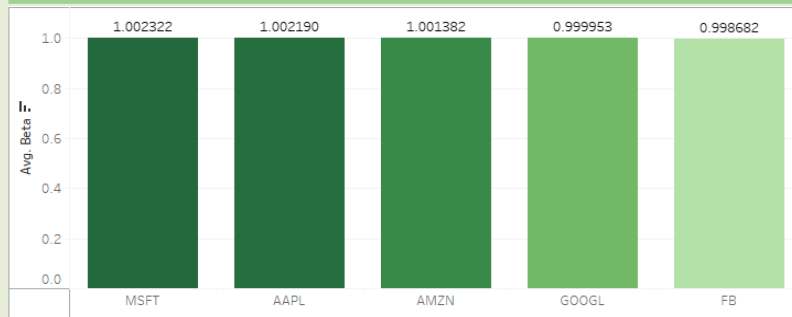
High
41,253,882

Low
38,750,674

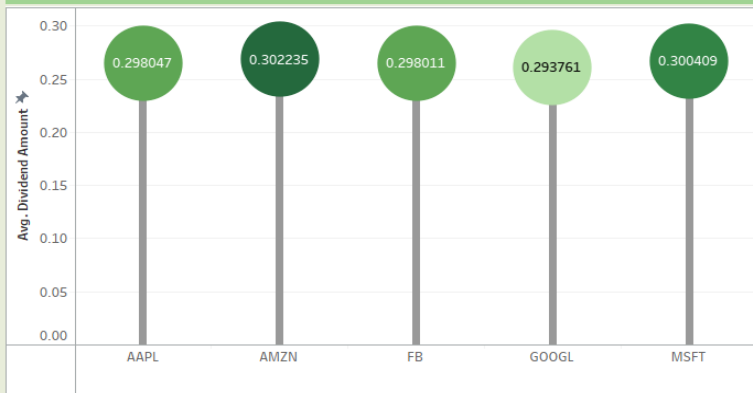
Average Daily Trading Volume



Most Volatile Stocks



Stocks with Highest Dividend and Lowest Dividend



Top N Years

138

Ticker

(All)

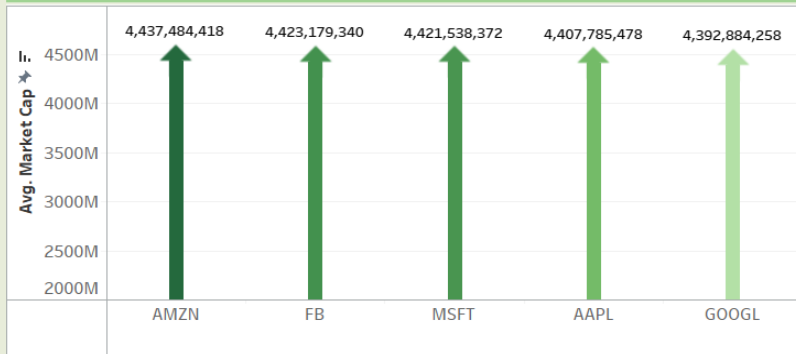
Year of Date

(All)

Highest and Lowest P/E Ratios



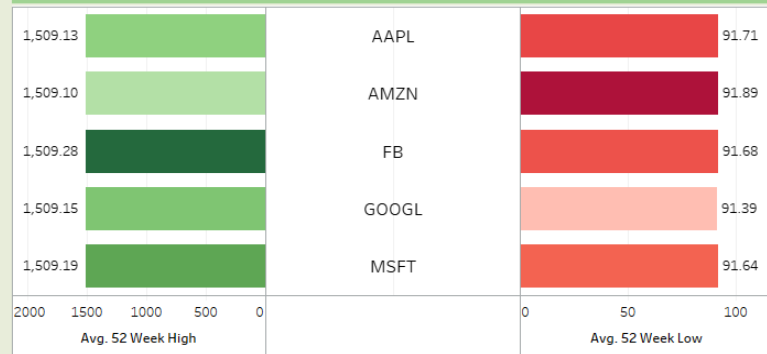
Stocks with Highest Market Cap



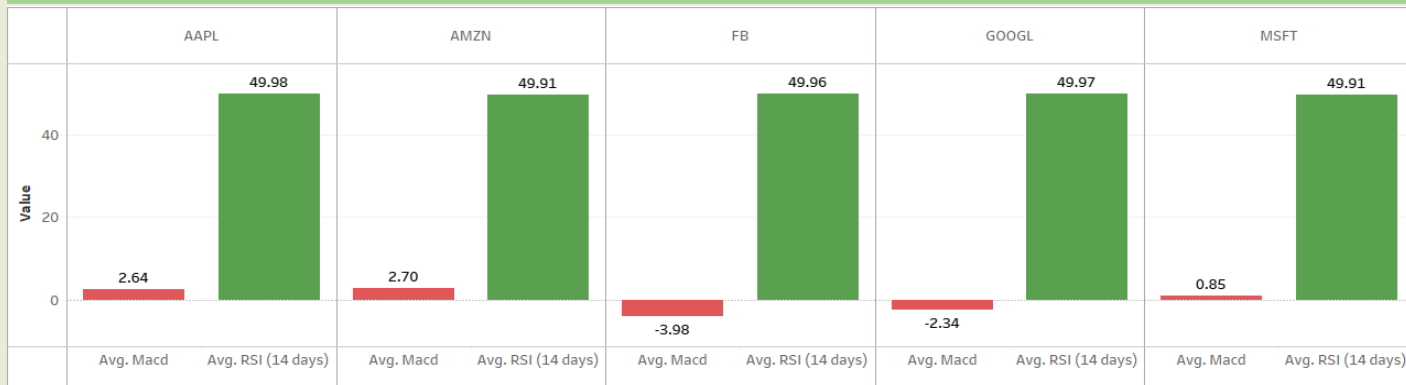
Average Of Volume
5,514,863

Sum Of Dividend Amnt
14,924

Stocks Near 52 Week High and 52 Week Low



Stocks with Strong Buy Signals and stocks with Strong Selling Signal



Power BI Dashboard



Stock Market Analysis Dashboard

5514863.11

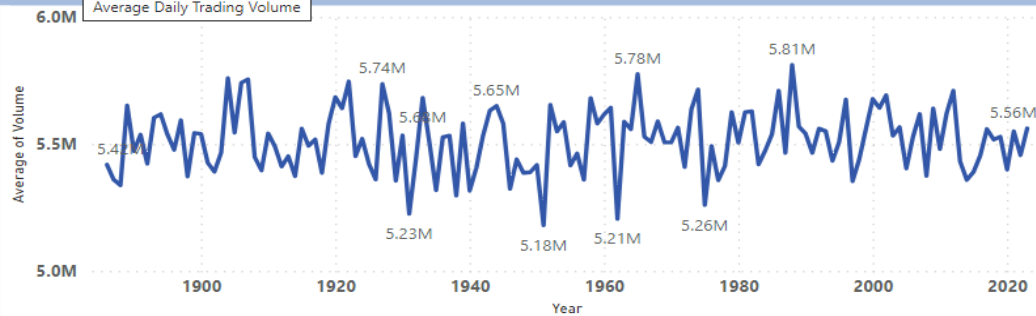
Average of Volume

14,924.00

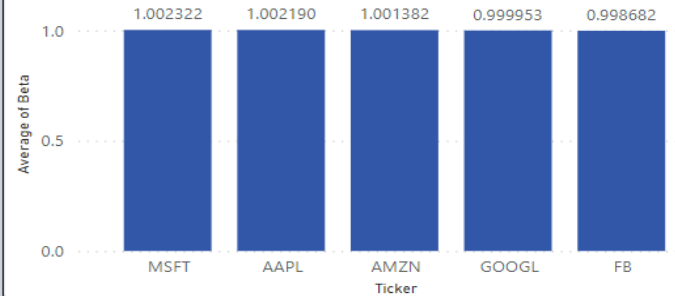
Sum of Dividend Amount



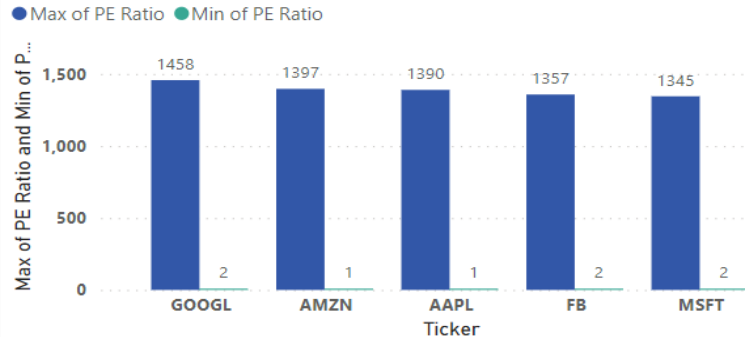
Average Daily Trading Volume



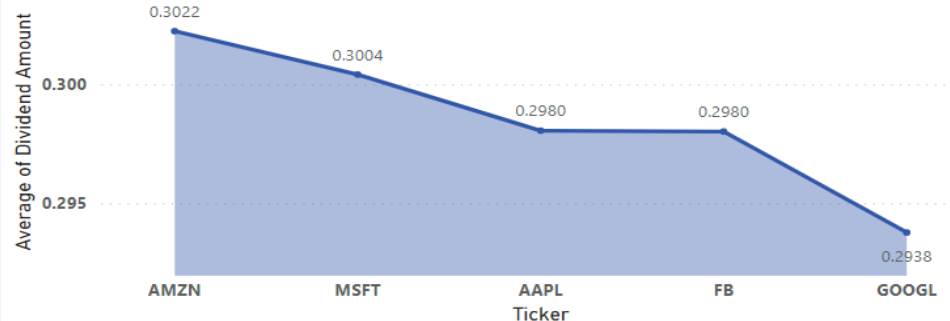
Most Volatile Stocks



Highest and Lowest P/E Ratios



Stocks with Highest and Lowest Dividend





4,41,65,00,494

Average of Market Cap

-0.03

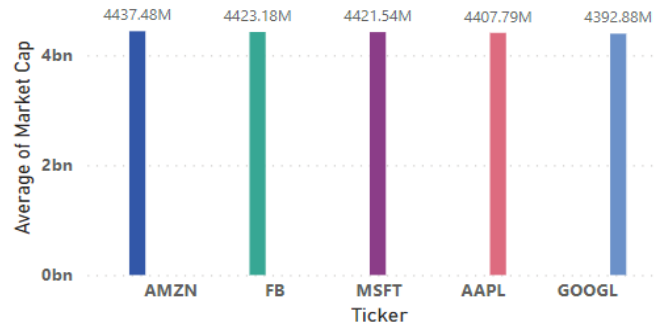
Average of MACD

49.95

Average of RSI (14 days)

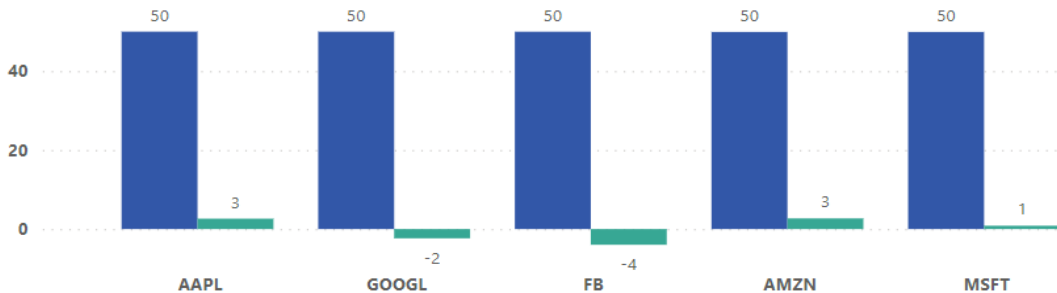
Stocks with Highest Market Cap

Ticker ● AMZN ● FB ● MSFT ● AAPL ● GOOGL

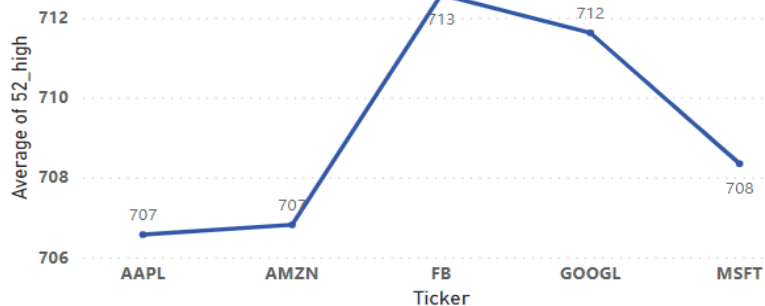


Stocks with Strong Buy Signals and stocks with Strong Selling Signal

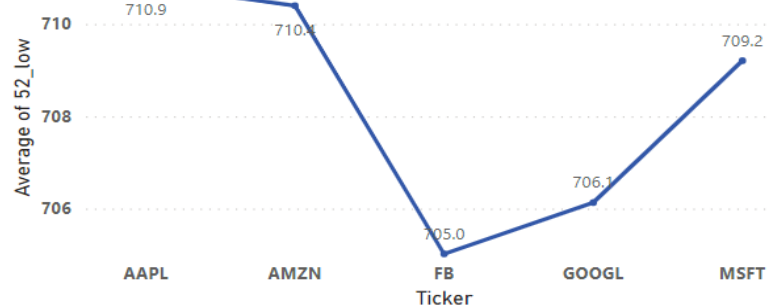
● Average of RSI (14 days) ● Average of MACD



Stocks Near 52 Week High



Stocks Near 52 Week Low



35.46M

Sum of 52_high

35.42M

Sum of 52_low



Thanks!