

The Fiverr logo, consisting of the word "fiverr." in a white, lowercase, sans-serif font, set against a solid green rectangular background.

fiverr.

STOCK MARKET ANALYSIS

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The Upwork logo, featuring the word "upwork" in a white, lowercase, sans-serif font, with the "up" in a bright green color, set against a solid dark blue rectangular background.

upwork®



Fiverr, which was founded eleven years ago, lets users post or accept gigs that start at \$5. Upwork, which merged two older platforms (Elance and oDesk) six years ago, connects companies to freelancers.



Fiverr and Upwork are solving problems faced by freelancers and businesses.



These 2 companies do not share the same business model, and in fact, there are unique characteristics that deserve the attention of investors.



The Macroeconomic outlook is favorable, and both these companies seem to be well positioned to grow.

The Stock Market Analysis of Fiverr and Upwork was done by collecting the data available on Yahoo Finance.

The data sets were downloaded, the data included the open price, close price , volume etc. from Quarter 4 2019 to October 2022.

The Data was cleaned and processed in jupyter notebook using Python, models were built using Machine learning algorithms like Random Forest and LSTM neural networks. Best possible model were built.

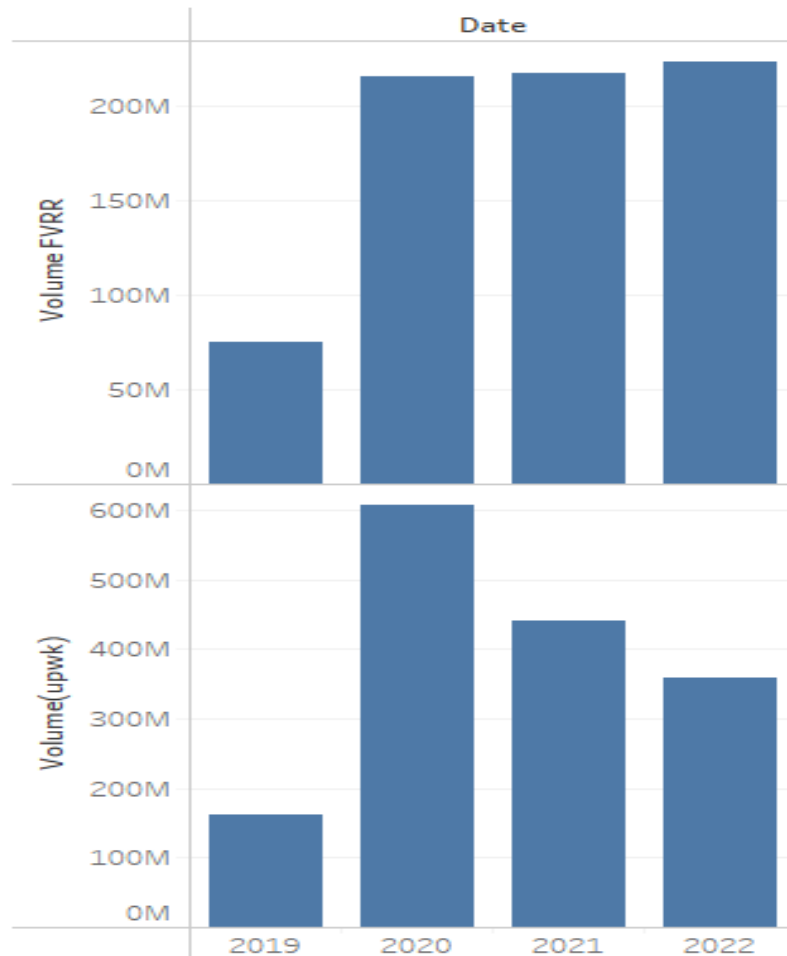
Stock Market analysis was made based on the above Analysis.

Visualizations are done using both python and Tableau.

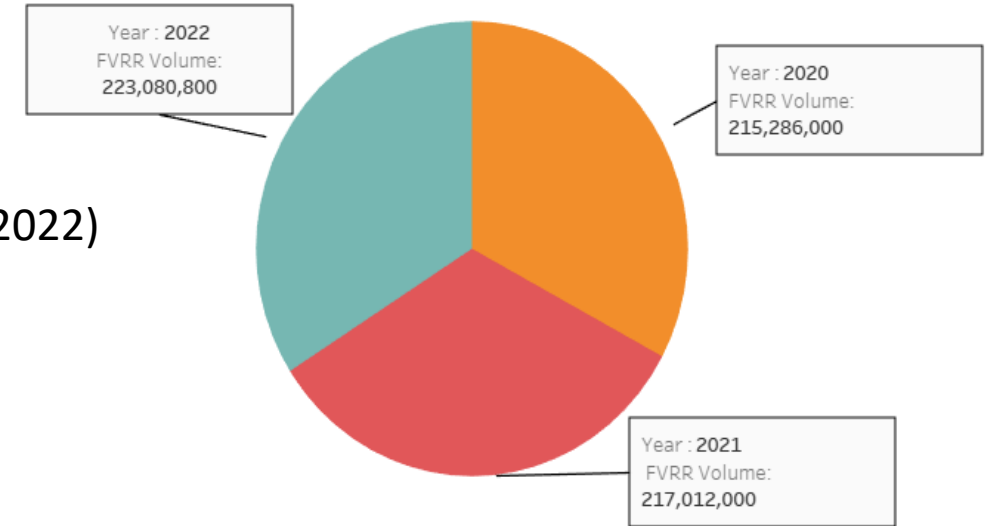
Volume Analysis of FVRR and UPWK

The charts shows that the volume of Fvrr has been almost the same compared to that of Upwork , which shows a decreasing trend.

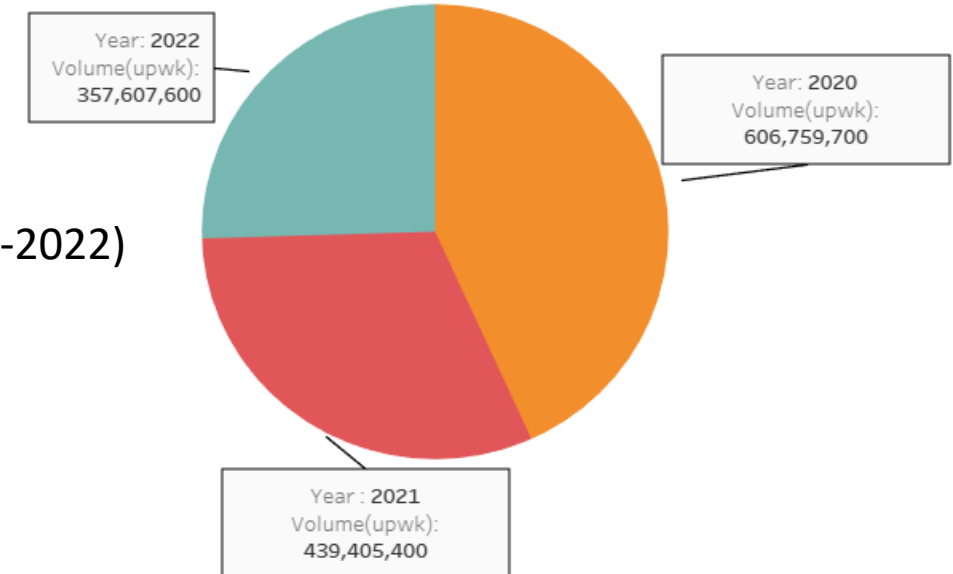
FVRR vs UPWK Volume comparison



FVRR Volume (2020-2022)

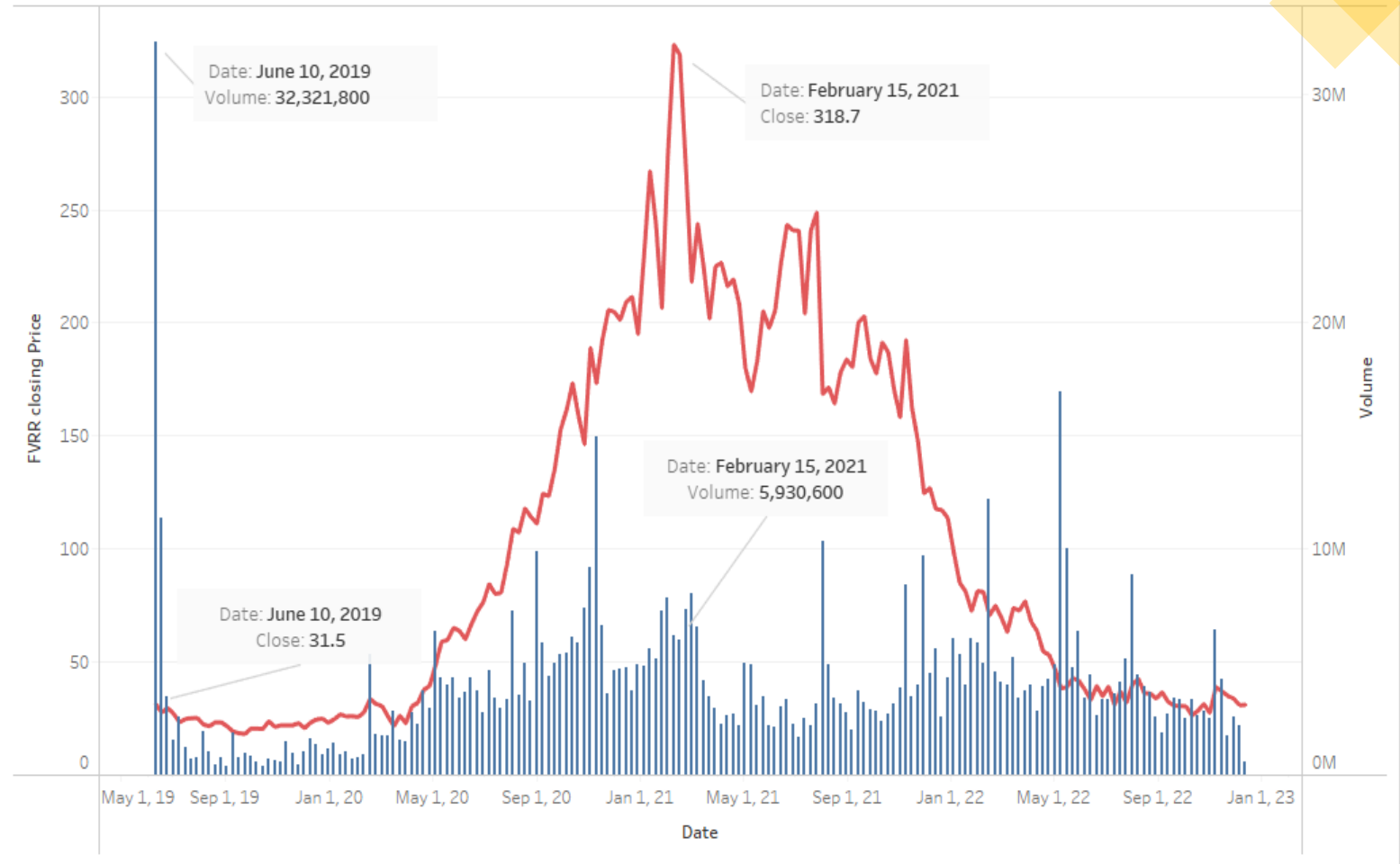


UPWORK Volume (2020-2022)

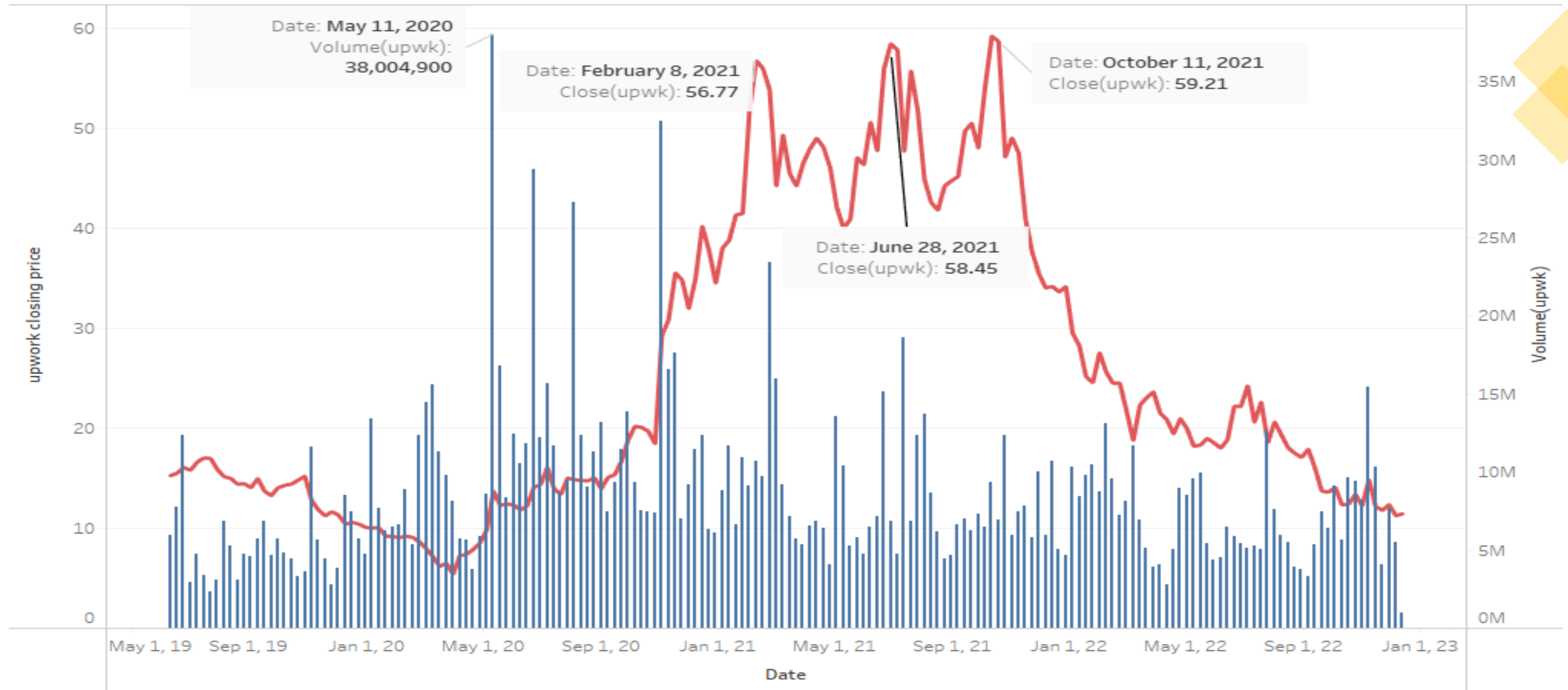


- On February 15th , the company closed with the highest of 318.7 till date , but it negatively correlates with the volume , any major events in the company might have caused the spike in the close price.
- The volumes are generally high during the quarterly results in the month of May, August and November.

FVRR Closing Price and volume (2019-2022)

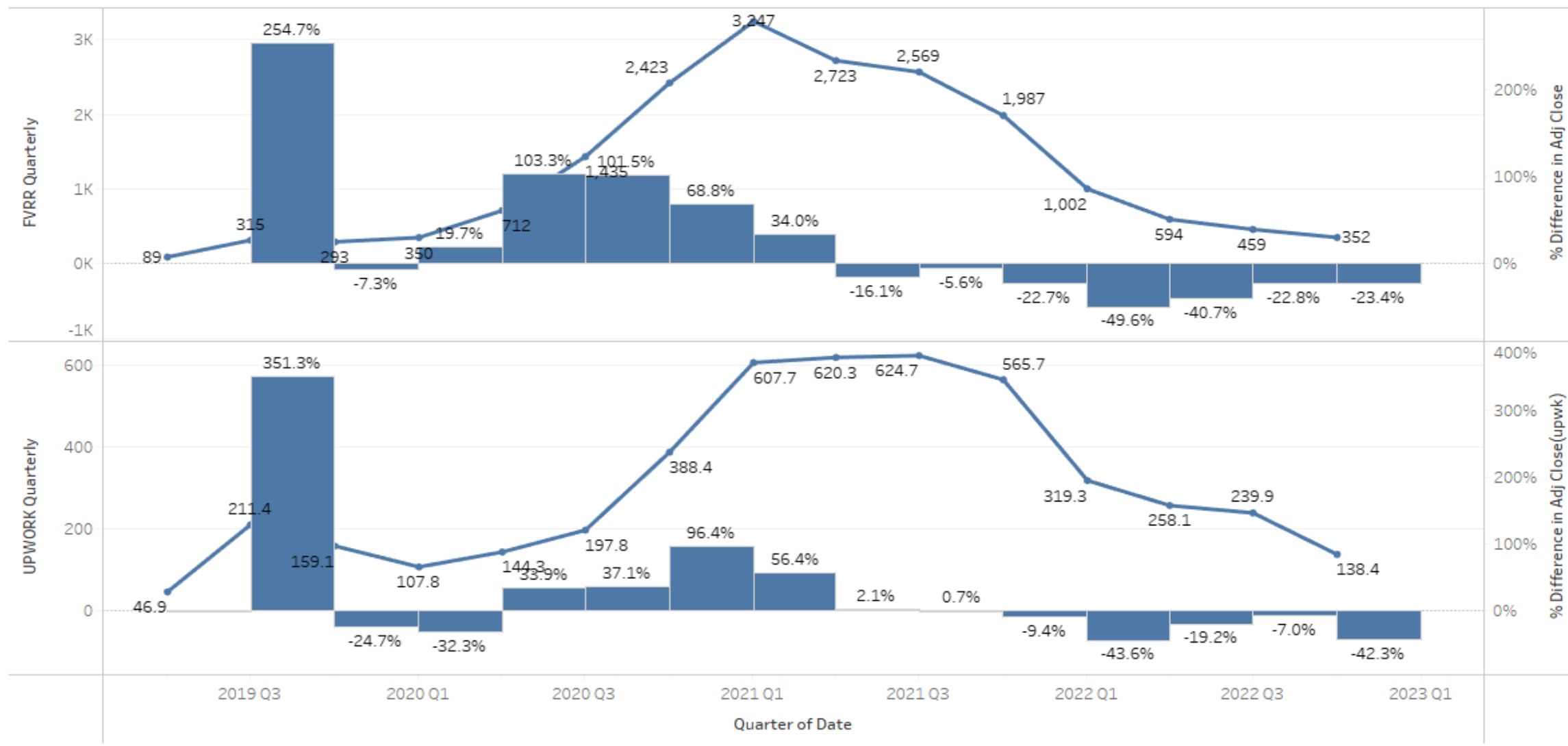


UPWORK Closing Price and Volume (2019-2022)



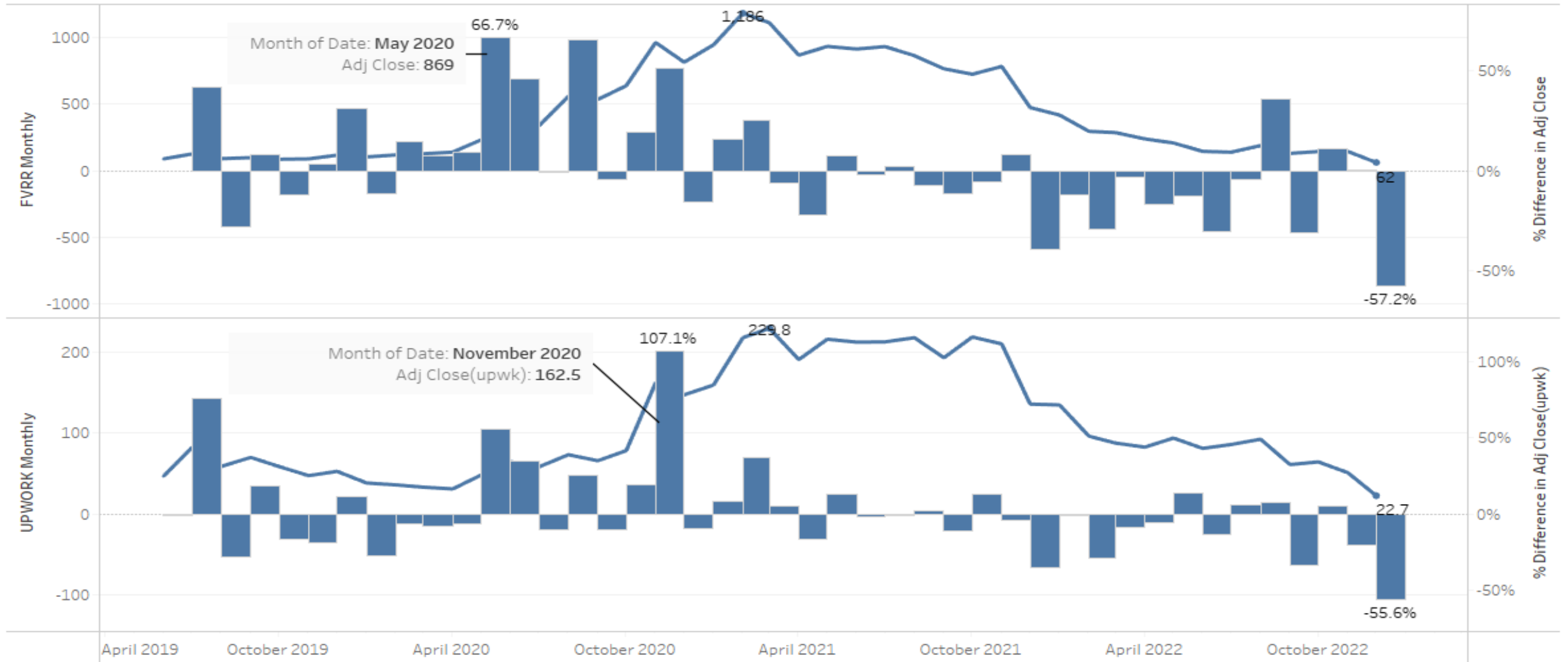
- There are 3 different peaks in 2021, in Feb, June and October, which is correlated with the volume. May 2020 shows the highest volume, where the price was on the lower percentile.

FVRR vs UPWK closing percentage difference -Quarterly



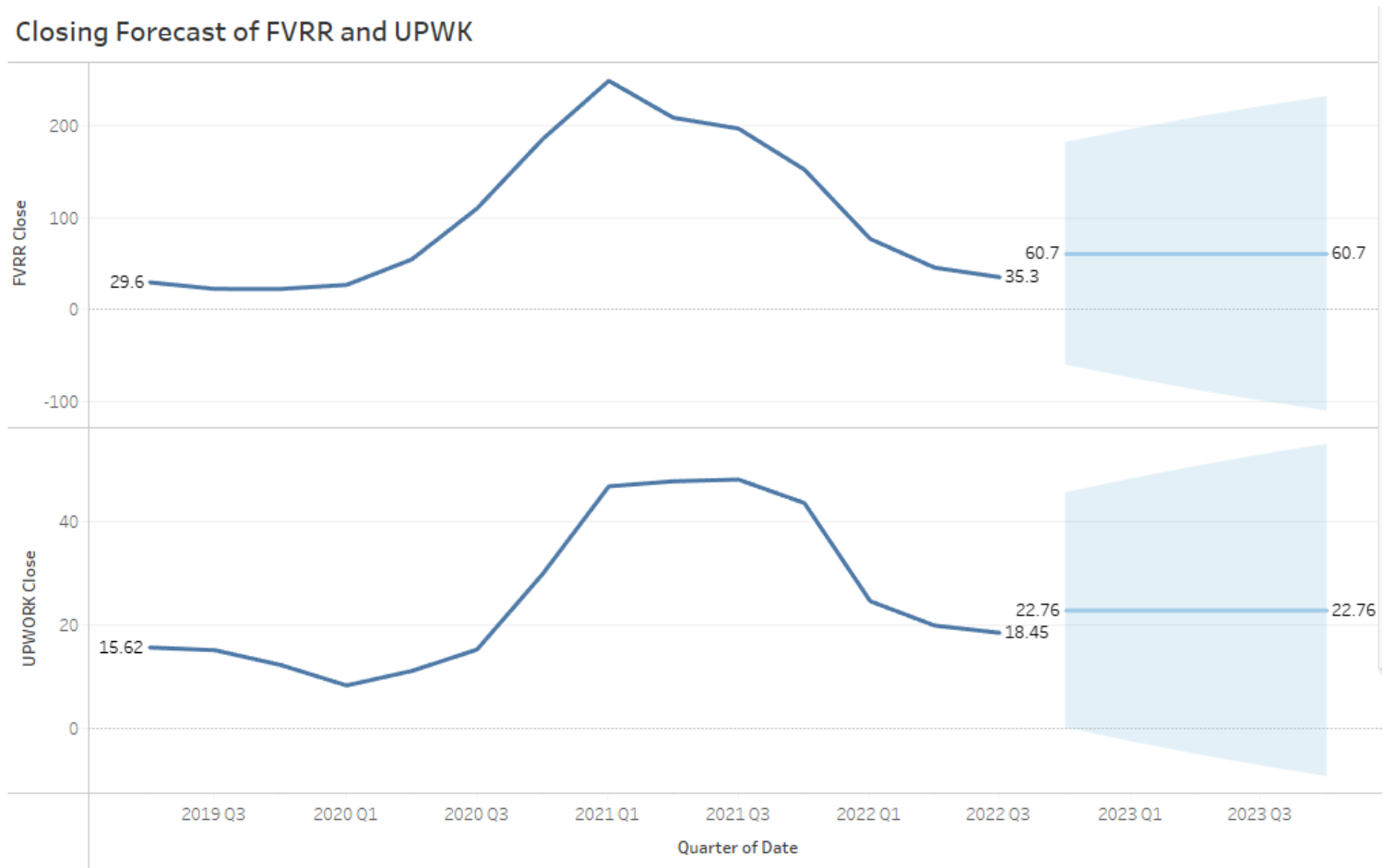
The closing price tend to decrease after the third quarter of every year, the figure shows an increase in the closing rates from Q3 2020 till Q1 2021, but the closing prices have been decreasing later for both FIVERR and UPWORK.

FVRR vs UPWK closing percentage difference -Monthly



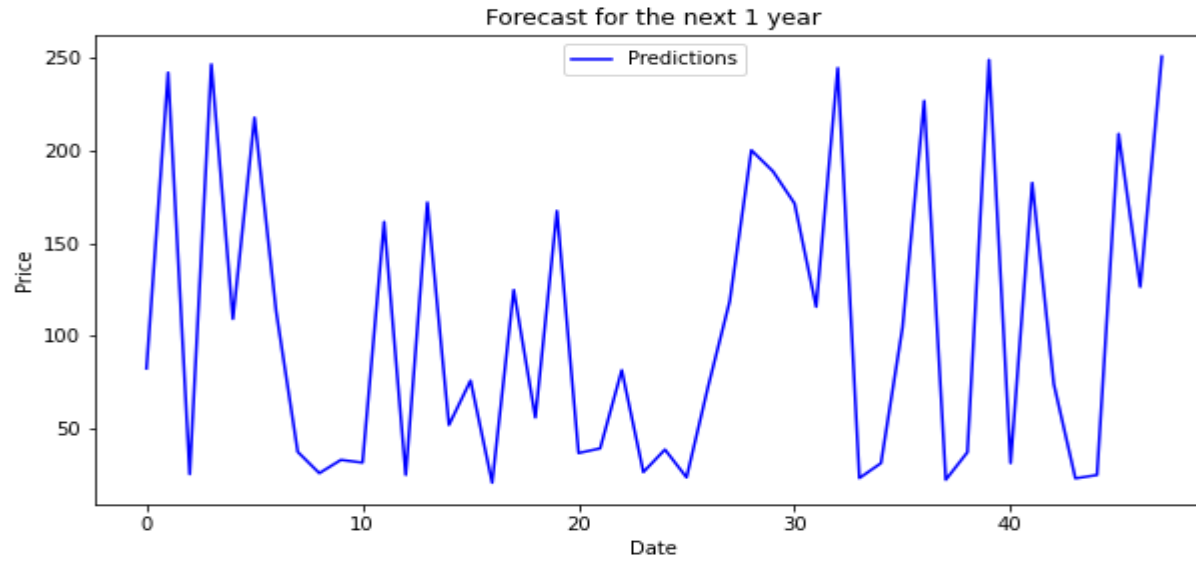
The closing Prices of FIVERR and UPWORK has been the highest in 2020 , The closing prices shows a decreasing trend in Dec 2022.

Closing Forecast of FVRR and UPWK



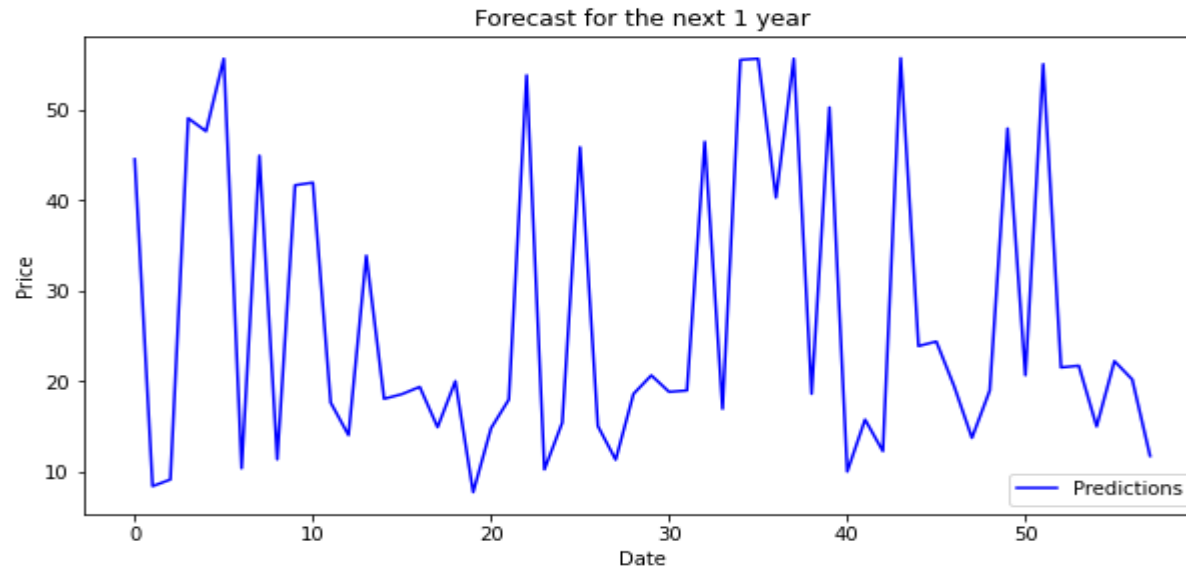
- Close price Forecast using Tableau for both FVRR and UPWK . The forecast of FVRR shows that the price is tend to increase much higher than that in Dec 2022, whereas the forecast of UPWK shows a slight or no much change in the closing price.

Analysis Using Random Forest - FVRR



Mean Absolute Error: 2.2661
Mean Squared Error: 23.7175
Root Mean Squared Error:
4.8701 (R^2) Score: 0.9963
Train Score : 99.95% and
Test Score : 99.63% using
Random Tree Regressor.
Accuracy: 98.13 %.

Analysis Using Random Forest - UPWK



Random Forest has the best
performance compared to
other models with an
accuracy of 98% for
predicting the stock market
prices of FVRR and UPWK

Recommendation

Upwork is a publicly traded company, and as such, its stock price is subject to the fluctuations of the market. UpWork's stock may be dropping because of recent changes to the company's business model. UpWork used to charge clients a percentage of each project's total value. However, earlier this year, UpWork switched to a subscription-based pricing model. It can be considered as a Moderate buy option.

Fiverr has turned its focus to cost efficiency as demand slows, and net loss narrowed in the third quarter from \$14.3 million to \$11.4 million. It appears to be on a track toward profitability, and positive earnings are within range.

Fiverr stock is also sufficiently cheap at this point, which allows it to be considered a good value. Specifically, the stock trades at 3.7 times trailing-12-month sales. Wall Street expects Fiverr stock to gain as much as 61% over the next 12 months, and it looks like a great buy for 2023.



Thank you