#### **Business Report: Stock Market Price Prediction Analysis**

- **1. Introduction** This report presents an analysis of stock market price predictions, evaluating trends, model performance, and trading recommendations based on forecasted price movements.
- 2. Data Overview The dataset consists of various stock attributes, including:
  - Stock Symbol
  - · Opening Price
  - · High and Low Prices
  - Previous Close Price
  - Last Traded Price (LTP)
  - Percentage Change
  - Trading Volume
  - 52-Week High and Low
- **3. Model Used for Prediction** A machine learning model was implemented to predict stock price movements. The model was trained using historical stock data and evaluated using key performance metrics:
  - R-squared (R<sup>2</sup>) Score
  - Mean Squared Error (MSE)
  - Mean Absolute Error (MAE)
- **4. Prediction Insights and Market Trends** Based on the model predictions:
  - Stocks with upward trends were identified for potential buying or holding.
  - Stocks showing a declining trend were flagged for short-selling or avoidance.
  - Sideways moving stocks were evaluated for potential breakout scenarios.

#### 5. Trading Recommendations

## For Stocks with Rising Predicted Prices (Bullish Signals)

- Buy or hold if price increase is predicted with high confidence and trading volume supports the trend.
- Set a stop-loss at 2-5% below the current price.
- Set a profit target at 5-10% above the current price.

# For Stocks with Falling Predicted Prices (Bearish Signals)

- Avoid buying or consider short-selling if a price drop is predicted.
- Hedge positions using put options to manage risk.
- Re-enter positions when reversal signals appear.

### For Uncertain or Sideways Trends

- Wait for a breakout confirmation before trading.
- Use moving averages and technical indicators to confirm trends.
- Consider options strategies like straddles or iron condors for low-volatility markets.

**Conclusion** The analysis provides actionable insights for traders and investors based on stock price predictions. Further improvements in model training, market sentiment analysis, and feature selection can enhance forecast accuracy.