**Data Visualization Final Project**

**Stock market Analysis**

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**Final Project Document**

**Our project about stock market analysis**

The stock market allows buyers and sellers of securities to meet, interact, and transact. The markets allow for price discovery for shares of corporations and serve as a barometer for [the overall economy](https://www.investopedia.com/how-stock-market-affects-economy-5296138). Buyers and sellers are assured of a fair price, high degree of liquidity, and transparency as market participants compete in the open market.

Our objective is to create an analysis for the stock market to help investors make decisions about where they can invest in the stock market, by analyzing the data and calculate measures that help them which company they should invest in.

**Our datasets**

**First table**

Daily\_Stock.csv Data

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

it’s about a dataset with historical stock prices (last 3 years)

Swvl,Fawry,Uber,Tesla,Amazon,Cisco,johnson&johnson,

Mcdonal’s, Nike,Oracle,Paybal,Philips,Apple,Microsoft,Netflix,

Adobe,Wal Mart,Intel

Content

The data is presented in a couple of formats to suit different individual's needs or computational limitations. I have included files containing 3 years of stock data (in the Daily\_stock.csv )

The folder individual stocks 3yr contains files of data for individual stocks, labelled by their stock ticker name. The Daily\_stock.csv contains the same data, presented in a merged.csv file. Depending on the intended use (graphing, modelling etc.) the user may prefer one of these given formats.

**Second Table**

Financial data

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The dataset includes a list of all the stocks contained therein and associated key financials such as price, market capitalization, earnings, price/earnings ratio, price to book, etc.

**This data collected from**

1. [**Investing.com - Stock Market Quotes & Financial News**](https://www.investing.com/)

definitive source for tools and information relating to the financial markets such as real-time quotes and streaming charts, up-to-date financial news, technical analysis, brokers directory & listings, an economic calendar, and tools & calculators. The site provides in-depth information on Currencies, Indices & Stocks, Futures and Options, Commodities, and Rates & Bonds. With a growing readership worldwide, Investing.com is a leading global financial portal that is constantly committed to launching innovative features and sections to ensure an optimal one-stop source for its readers.

1. [**Yahoo Finance - Stock Market Live, Quotes, Business & Finance News**](https://finance.yahoo.com/)

a media property that is part of the [Yahoo!](https://en.wikipedia.org/wiki/Yahoo!) network. It provides [financial](https://en.wikipedia.org/wiki/Financial) news, data and commentary including [stock quotes](https://en.wikipedia.org/wiki/Stock_quote), [press releases](https://en.wikipedia.org/wiki/Press_release), [financial reports](https://en.wikipedia.org/wiki/Financial_report), and original content. It also offers some online tools for [personal finance](https://en.wikipedia.org/wiki/Personal_finance) management. In addition to posting partner content from other web sites, it posts original stories by its team of staff journalists. It is ranked 20th by Similar Web on the list of largest news and media websites

1. [**Crunchbase: Discover innovative companies and the people behind them**](https://www.crunchbase.com/)

is a company providing business information about private and [public companies](https://en.wikipedia.org/wiki/Public_company). Their content includes investment and funding information, founding members and individuals in leadership positions, mergers and acquisitions, news, and industry trends.

1. [**The Egyptian Exchange - Home Page (egx.com.eg)**](https://www.egx.com.eg/en/homepage.aspx)

[**Companies ranked by Market Cap - CompaniesMarketCap.com**](https://companiesmarketcap.com/)

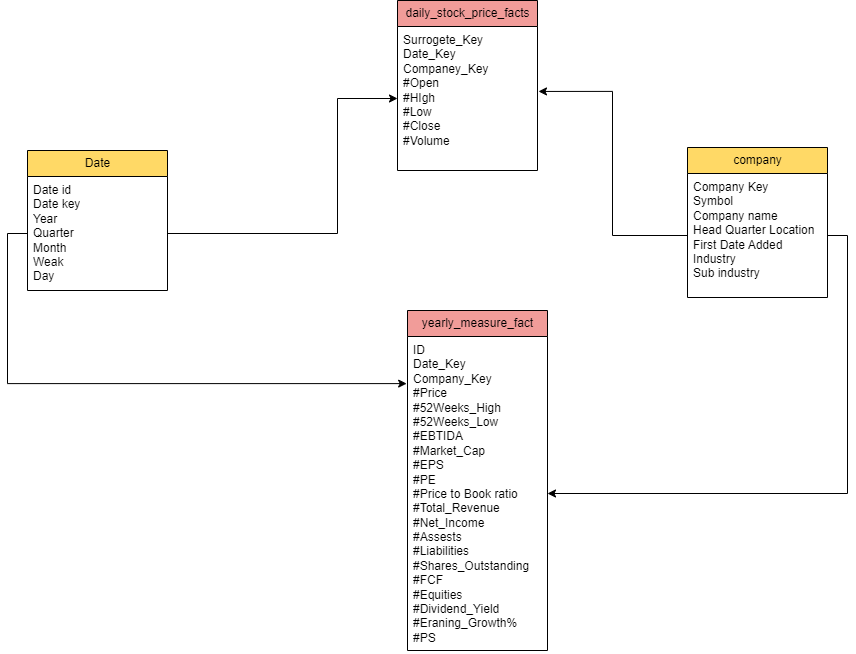
The Egyptian Exchange is one of the oldest stock markets established in the Middle East, we use to get financial data for fawry company.

**We use extra dataset from Kaggle:**

[**https://www.kaggle.com/datasets/dc0e09e5c6a808eedf06d57474263925202d84f9c35fabd6a447eab52fb1957f**](https://www.kaggle.com/datasets/dc0e09e5c6a808eedf06d57474263925202d84f9c35fabd6a447eab52fb1957f)

Tech firms around the globe are fighting the economic slowdown. The slow consumer spending, higher interest rates by central banks and strong dollars overseas are hinting towards possible recession and tech firms have started laying employees off. This economic slowdown has made Meta recently fire 13% of its workforce, which amounts to more than 11,000 employees. This dataset was made with the hope to enable Kaggle community to investigate and analyzing recent tech turmoil and discover useful insights.

**We use it for Swvl layoffs.**

 **Logical Data warehouse Model**

**Introduction**

The primary objective of this project is to create a concept data warehouse using dimensional modelling techniques. Identify the key stakeholders and business requirements for the same. Based on these requirements develop a design schema for the data warehouse. Create the warehouse using any Oracle SQL Toad. Produce Dashboards in support of the requirements using Power BI.

**Schema Used**: GALAXY SCHEMA – as the business has more than one business processes.

**Business Process**:

Daily Stock analysis, analyze companies KPIs and measures.

Granularity: Atomic per day, yearly summarized per company

**Dimensions:**

The information obtained from the dimension table is used to do the analysis. The dimension tables contain descriptive data. Each dimension table has a unique Primary Key which is then used to create the linking relation with the fact tables. For the Stock data Warehouse Model created the dimensions Company Dimension and Date Dimension

Company Dimension : contain various attributes that provide further information about companies

Date Dimension : contain daily dates from 2021 to 2023 to filtrate and doing the analysis in specific duration

**Fact Tables:**

The fact tables usually contain numeric measures of the subject of analysis. I have created two aggregate fact tables.

Daily Stock Price fact: This fact table takes the Stock Prices from the Companies using This table contain daily values about stock prices like high price , low price , open price , close price and volume of trading .

This fact table in relation with the two dimensions tables using two foreign keys company\_key and Date\_key

Yearly measure fact: This fact table takes the Attributes from the Companies in 2018 This table contain values price/earnings, dividend yield , earning/share , 52 week low , 52 week high , price/sales , price/book , EBITDA and market cap .This fact table in relation with the two dimensions tables using two foreign keys company\_key and Date\_key

**Physical Model:**

**Dimensions:**

CREATE TABLE COMPANY\_DIM(

COMPANY\_KEY NUMBER,

SYMBOL VARCHAR2(600 BYTE) NOT NULL,

COMPANY\_NAME VARCHAR2(30 BYTE) NOT NULL,

HEADQUARTERLOCATION VARCHAR2(50 BYTE),

FIRST\_DATE\_ADDED DATE,

INDUSTRY VARCHAR2(25 BYTE)

)

CREATE TABLE DATE\_DIM(

DATE\_KEY DATE,

YEAR INTEGER,

MONTH INTEGER,

QUARTER INTEGER,

WEEK\_OF\_YEAR INTEGER,

DAY INTEGER

)

**Facts:**

CREATE TABLE DAILY\_STOCK\_PRICE\_FACT

(

SURROGATE\_KEY NUMBER(8),

DATE\_KEY DATE NOT NULL,

COMPANY\_KEY NUMBER NOT NULL,

OPEN NUMBER(22,9),

HIGH NUMBER(22,9),

LOW NUMBER(22,9),

CLOSE NUMBER(22,9),

VOLUME NUMBER(22)

)

CREATE TABLE YEARLY\_MEASURE\_FACT(

ID NUMBER,

DATE\_KEY DATE NOT NULL,

COMPANY\_KEY NUMBER NOT NULL,

PRICE NUMBER(8,2),

WEEKS\_52\_HIGH NUMBER(8,2),

WEEKS\_52\_LOW NUMBER(8,2),

EBTIDA NUMBER(20,3),

EPS NUMBER(8,2),

MARKET\_CAP NUMBER(20,3),

PE NUMBER(22,4),

PRICE\_BOOK\_RATIO NUMBER(22,4),

PS NUMBER(20,2),

TOTAL\_REVENUE NUMBER(20),

NET\_INCOME NUMBER(20),

DIVDEND\_YIELD NUMBER(20),

SHARES\_OUTSTANDING NUMBER(20),

EARNING\_GROWTH\_PERCENT NUMBER(6,2),

ASSETS NUMBER(20,2),

FCF NUMBER(20,2),

LIABILITIES NUMBER(20,2),

EQUITY NUMBER(20,2))

ALTER TABLE COMPANY\_DIM ADD (

PRIMARY KEY

(COMPANY\_KEY));

ALTER TABLE DAILY\_STOCK\_PRICE\_FACT ADD (

PRIMARY KEY

(SURROGATE\_KEY));

ALTER TABLE DATE\_DIM ADD (

PRIMARY KEY

(DATE\_KEY));

ALTER TABLE YEARLY\_MEASURE\_FACT ADD (

PRIMARY KEY

(ID));

ALTER TABLE DAILY\_STOCK\_PRICE\_FACT ADD (

FOREIGN KEY (DATE\_KEY)

REFERENCES DATE\_DIM (DATE\_KEY) DISABLE,

FOREIGN KEY (COMPANY\_KEY)

REFERENCES COMPANY\_DIM (COMPANY\_KEY));

AlTER TABLE YEARLY\_MEASURE\_FACT ADD (

FOREIGN KEY (DATE\_KEY)

REFERENCES DATE\_DIM (DATE\_KEY),

FOREIGN KEY (COMPANY\_KEY)

REFERENCES COMPANY\_DIM (COMPANY\_KEY));

**Data Preparation using Excel:**

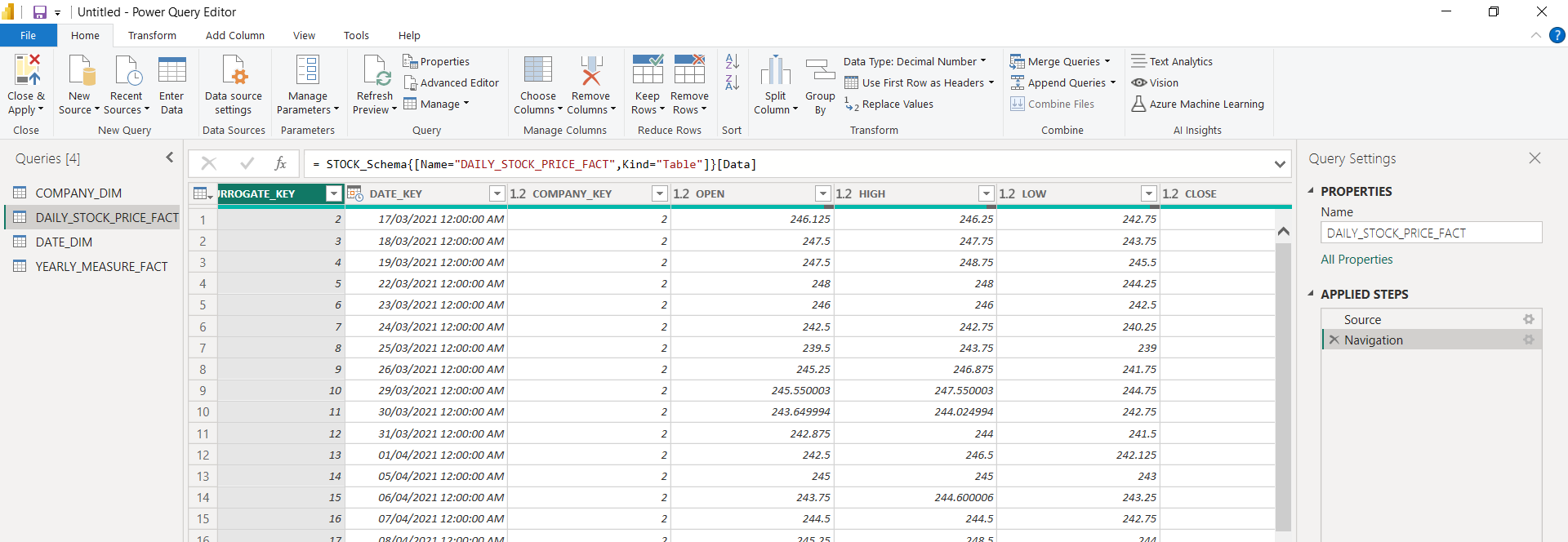
**Daily Stock Price Fact**

Promoted Headers and delete column (Name)

Add column company\_key as foreign key from Company\_Dim table that we created,

No nulls were handled.

Change data type.

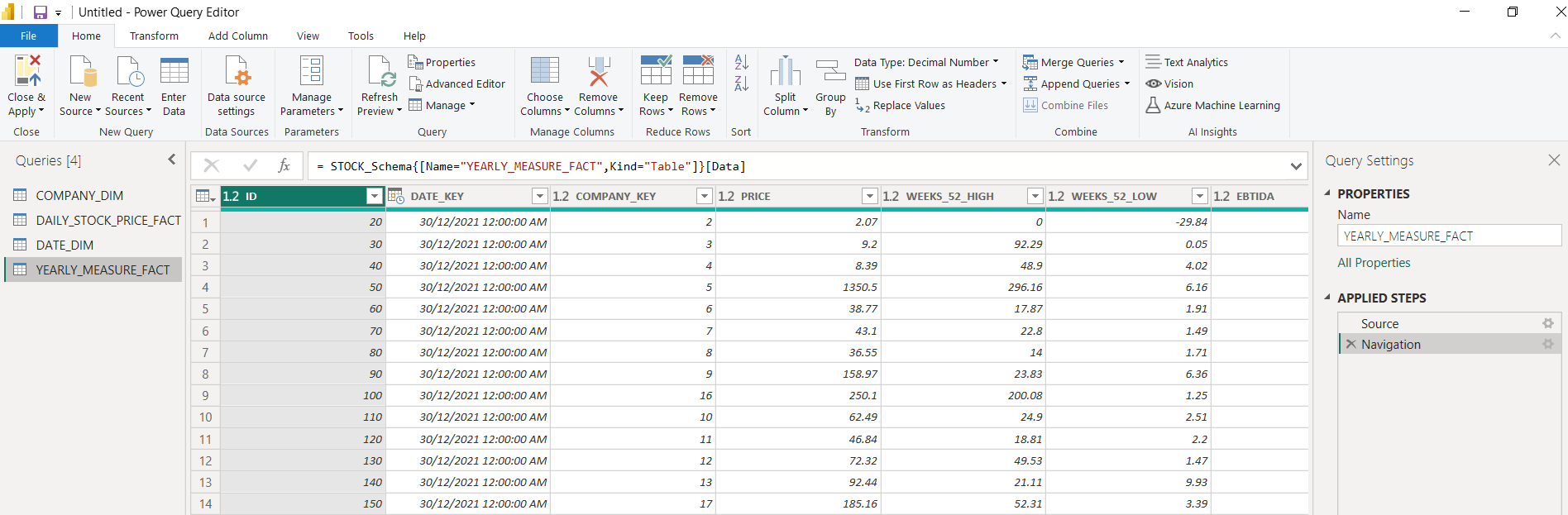


**Yearly measure Fact**

Promoted Headers delete column name.

Add column company\_key as foreign key from company\_dim table that we created, column date key

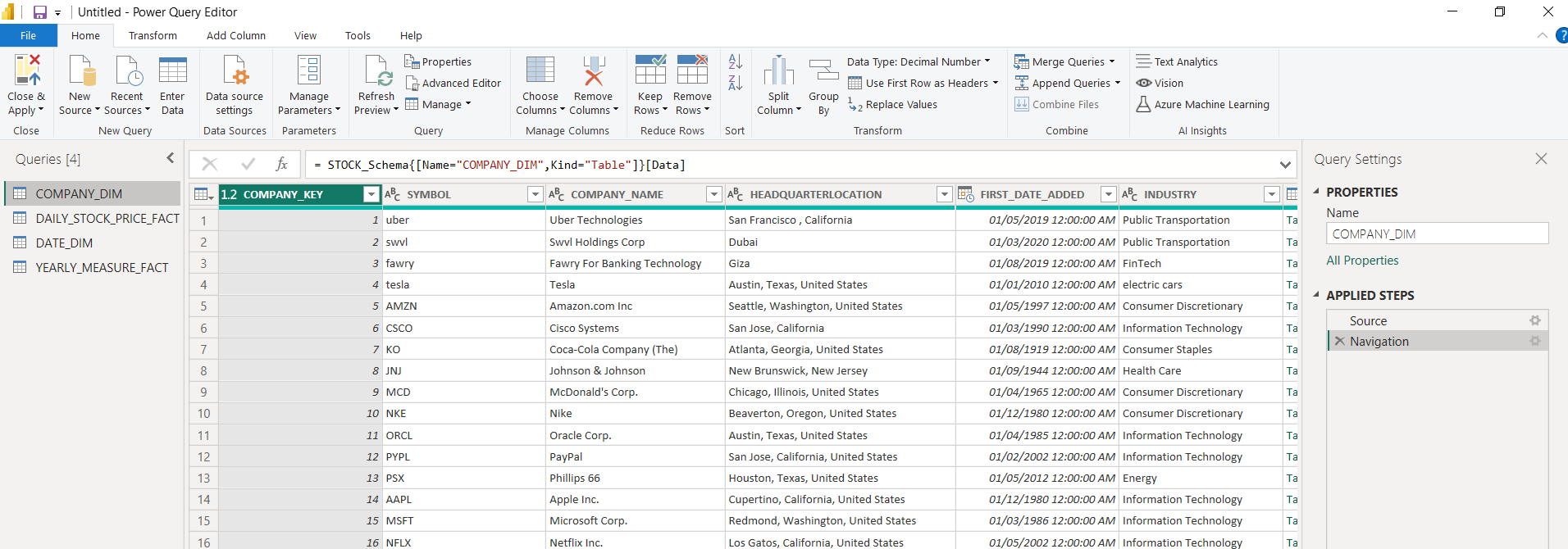
Change data type

****

**Company Dimension**

Add company key to be the primary key.

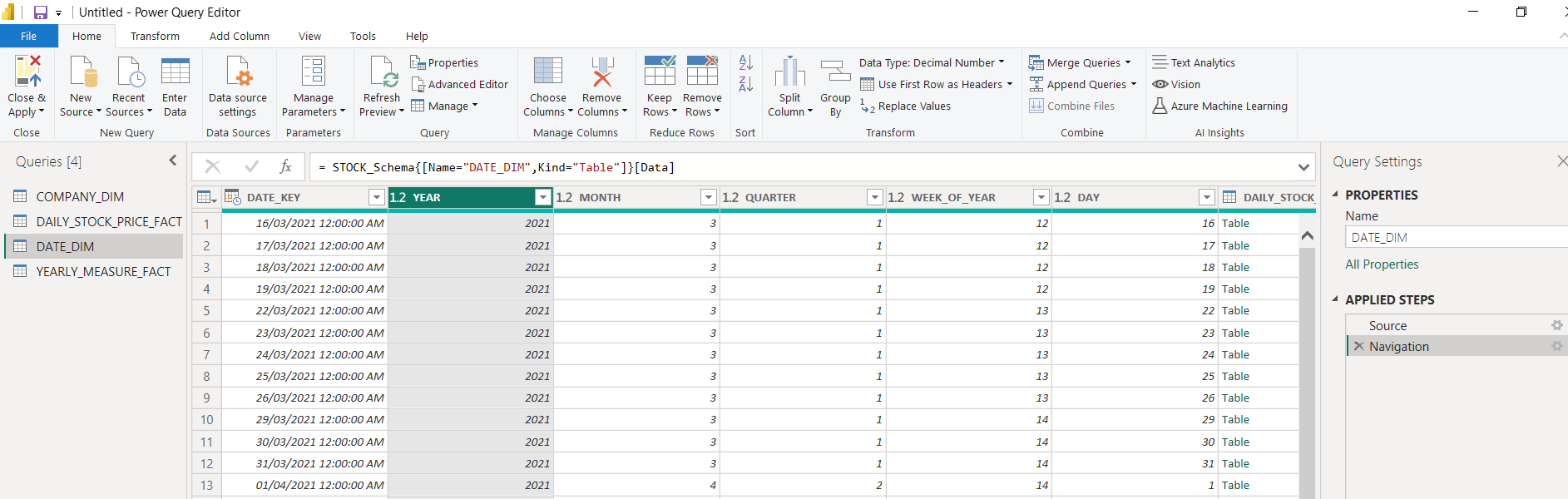
Change data types.



**Date Dimension**

List.Dates(#date(2021,01,01), 365\*10, #duration(1,0,0,0))

we add Year, Quarter, week of year, Day columns



**Import data into toad.**

**Queries:**

*--1) get the date of the fiscal year for each company*

select

Company\_dim.company\_name,

Max(daily\_stock\_price\_fact.date\_key) as end\_fisical\_year,

trim(to\_char(avg(daily\_stock\_price\_fact.close),'999.00L')) as year\_close

from daily\_stock\_price\_fact

join Company\_dim on daily\_stock\_price\_fact.company\_key = Company\_dim.company\_key

group by Extract (year from date\_key) , Company\_name

order by company\_name ,end\_fisical\_year desc ;



*-- 2)Rank the companies by their revenue over years*

Select

c.company\_name as "Company Name",

trim(To\_char(s.TOTAL\_REVENUE/1000000000,'999.00L')) as "Total Revenue in Bn",

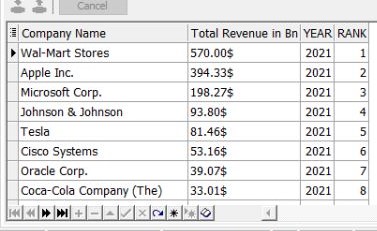
extract (year from date\_key) as year,

rank() Over ( partition by extract (year from date\_key) order by s.TOTAL\_REVENUE desc ) rank

From company\_Dim c

join yearly\_measure\_fact s on c.company\_key = s.company\_key

order by year, Rank;



*-- 3)get the previous Close and Volume each day for the companies*

Select

Date\_key,

company\_Dim.company\_name as "Company Name",

Trim(To\_Char(Open,'999.00L')) as "Open",

Trim(To\_Char(high,'999.00L')) as "High",

Trim(To\_Char(low,'999.00L')) as "Low",

Trim(To\_Char(close,'999.00L')) as "Close",

Trim(To\_Char(COALESCE(LAG(Close) over ( partition by company\_name order by DATE\_key ASC),Close),'999.00L')) as "Previous Close",

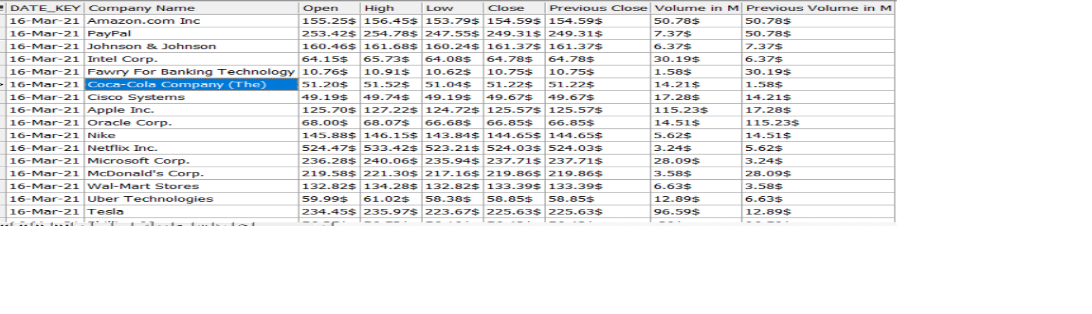
Trim(To\_Char(Volume/1000000,'999.00L')) as "Volume in M",

Trim(To\_Char(COALESCE(LAG(Volume) over (order by DATE\_key ASC),Volume)/1000000,'999.00L')) as "Previous Volume in M"

from DAILY\_STOCK\_PRICE\_FACT

Join company\_Dim on DAILY\_STOCK\_PRICE\_FACT.company\_key = company\_Dim.company\_key

where high is not null;



*-- 4)get the avg close of the year and each quarter for each company over the years*

*-- get the avg close of the year for each company over years*

WITH sept\_end (company\_name, end\_fiscal\_year, year\_close , year)

AS (

select company\_Dim.company\_name,

Max(daily\_stock\_price\_fact.date\_key),

avg(daily\_stock\_price\_fact.close),

Extract (year from date\_key)

from daily\_stock\_price\_fact , company\_Dim

where daily\_stock\_price\_fact.company\_key = company\_Dim.company\_key

group by Extract (year from date\_key) , Company\_name

),

*-- get the avg close of the Q1 in each year for each company over years*

avg\_q1(year, q1, company\_name)

AS (

SELECT dd.year,

AVG(sf.close),

c.company\_name

FROM daily\_stock\_price\_fact sf, date\_dim dd, company\_Dim c

WHERE sf.date\_key = dd.date\_key

AND c.company\_key = sf.company\_key

AND dd.quarter = 1

GROUP BY c.company\_name, dd.year

),

*-- get the avg close of the Q2 in each year for each company over years*

avg\_q2(year, q2, company\_name)

AS (

SELECT dd.year,

AVG(sf.close),

c.company\_name

FROM daily\_stock\_price\_fact sf, date\_dim dd, company\_Dim c

WHERE sf.date\_key = dd.date\_key

AND c.company\_key = sf.company\_key

AND dd.quarter = 2

GROUP BY c.company\_name, dd.year

),

*-- get the avg close of the Q3 in each year for each company over years*

avg\_q3(year, q3, company\_name)

AS (

SELECT dd.year,

AVG(sf.close),

c.company\_name

FROM daily\_stock\_price\_fact sf, date\_dim dd, company\_Dim c

WHERE sf.date\_key = dd.date\_key

AND c.company\_key = sf.company\_key

AND dd.quarter = 3

GROUP BY c.company\_name, dd.year

),

*-- get the avg close of the Q4 in each year for each company over years*

avg\_q4(year, q4, company\_name)

AS (

SELECT dd.year,

AVG(sf.close),

c.company\_name

FROM daily\_stock\_price\_fact sf, date\_dim dd, company\_Dim c

WHERE sf.date\_key = dd.date\_key

AND c.company\_key = sf.company\_key

AND dd.quarter = 4

GROUP BY c.company\_name, dd.year

)

*--retrive desired data*

SELECT se.company\_name,

se.end\_fiscal\_year,

trim(to\_char(se.year\_close,'999.00L')) as Avg\_Year\_close,

trim(to\_char(q1.q1,'999.00L')) as Avg\_Close\_Q1,

trim(to\_char(q2.q2,'999.00L')) as Avg\_Close\_Q2,

trim(to\_char(q3.q3,'999.00L')) as Avg\_Close\_Q3,

trim(to\_char(q4.q4,'999.00L')) as Avg\_Close\_Q4

FROM sept\_end se

JOIN avg\_q1 q1 ON se.company\_name = q1.company\_name and se.year = q1.year

left outer JOIN avg\_q2 q2 ON se.company\_name = q2.company\_name and se.year = q2.year

left outer JOIN avg\_q3 q3 ON se.company\_name = q3.company\_name and se.year = q3.year

left outer JOIN avg\_q4 q4 ON se.company\_name = q4.company\_name and se.year = q4.year

order by se.year, company\_name;



*- 4)retrive the top and bottom 10 days in change over all companies*

with Top\_days as (

SELECT

date\_key ,

company\_Dim.Company\_name ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.high , '999,999.00L')) as high ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.Low, '999,999.00L')) as Low ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.open, '999,999.00L')) as Open ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.Close, '999,999.00L')) as CLose,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.volume/1000000, '999,999,999.00L')) as "Volume in M",

round((Close - coalesce(lag(Close) OVER (partition by company\_Dim.Company\_name ORDER BY date\_key ASC ),Close))

/ coalesce(lag(Close) OVER (partition by company\_Dim.Company\_name ORDER BY date\_key ASC ),Close),4)\*100 as "Change %" ,

'TOP DAY' as day

FROM DAILY\_STOCK\_PRICE\_FACT

join company\_Dim on DAILY\_STOCK\_PRICE\_FACT.COMPANY\_KEY = company\_Dim.Company\_Key

where high is not null

order by "Change %" desc

),

Bottom\_days as (

SELECT

date\_key ,

company\_Dim.Company\_name ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.high, '999,999.00L')) as high ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.Low, '999,999.00L')) as Low ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.open, '999,999.00L')) as Open ,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.Close, '999,999.00L')) as CLose,

trim(to\_char(DAILY\_STOCK\_PRICE\_FACT.volume/1000000, '999,999,999.00L')) as "Volume in M",

round((Close - coalesce(lag(Close) OVER (partition by company\_Dim.Company\_name ORDER BY date\_key ASC ),Close))

/ coalesce(lag(Close) OVER (partition by company\_Dim.Company\_name ORDER BY date\_key ASC ),Close),4)\*100 as "Change %",

'BOTTOM DAY' as day

FROM DAILY\_STOCK\_PRICE\_FACT

join company\_Dim on DAILY\_STOCK\_PRICE\_FACT.COMPANY\_KEY = company\_Dim.Company\_Key

where high is not null

order by "Change %" asc

) , Top\_Bottom\_days as (

select \*

from

(SELECT \*

FROM Top\_days

where rownum <= 10

order by "Change %" asc)

union

select \*

from

(SELECT\*

FROM Bottom\_days

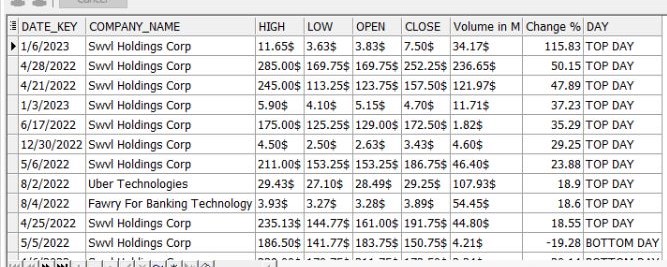
where rownum <= 10

order by "Change %" desc) )

SELECT \*

FROM Top\_Bottom\_days

ORDER BY Day desc, "Change %" DESC;



*-- 5)calculate the Weekly and Monthly Performance Percentage*

select

Date\_key,

Company\_dim.company\_name as "Company Name",

trim( to\_char( COALESCE( ( close - LAG(close) over (partition by Company\_name

order by date\_key asc ) ) , Close) ,'999.00L' ) ) as "Change",

ROUND( ( Close - COALESCE(LAG(Close,7) over (partition by company\_name

order by DATE\_key ASC) ,Close)

)/COALESCE(LAG(Close,7) over (partition by company\_name

order by DATE\_key ASC),Close),5)\*100 as "Weekly Performance %",

ROUND( ( Close - COALESCE(LAG(Close,30) over (partition by company\_name

order by DATE\_key ASC) , Close )

)/COALESCE(LAG(Close,30) over (partition by company\_name

order by DATE\_key ASC),Close),5)\*100 as "Monthly Performance %",

trim(to\_char(ROUND(MAX(High) over (partition by company\_name

order by DATE\_key

ROWS BETWEEN 252 PRECEDING

AND CURRENT ROW),2),'999.00L')) as "52\_Week\_High",

trim(to\_char((MIN(Low) over (partition by company\_name

order by DATE\_key

ROWS BETWEEN 252 PRECEDING

AND CURRENT ROW)),'999.00L')) as "52\_Week\_Low",

trim(to\_char((MAX(Volume) over(PARTITION BY company\_name,

extract (YEAR from date\_key)))/1000000,'999.00L')) as "Volume per Year in M"

from DAILY\_STOCK\_PRICE\_FACT

join Company\_dim on DAILY\_STOCK\_PRICE\_FACT.company\_key =Company\_dim.company\_key

order by date\_key,

COALESCE((close-LAG(close) over (partition by Company\_name order by date\_key asc)), Close) desc;

![Table

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**Dax Calculations:**

CALCULATED COLUMNS :

**1- avg\_price =** (DAILY\_STOCK\_PRICE\_FACT[CLOSE] + DAILY\_STOCK\_PRICE\_FACT[OPEN])/ 2

**2- change =** DAILY\_STOCK\_PRICE\_FACT[CLOSE]-DAILY\_STOCK\_PRICE\_FACT[prev close]

**3- change% =** DIVIDE((DAILY\_STOCK\_PRICE\_FACT[CLOSE]-DAILY\_STOCK\_PRICE\_FACT[prev close]),DAILY\_STOCK\_PRICE\_FACT[prev close],blank())

**4- prev close =**

VAR currentRow = DAILY\_STOCK\_PRICE\_FACT[SURROGATE\_KEY]

var prevRow=CALCULATE(MAX(DAILY\_STOCK\_PRICE\_FACT[SURROGATE\_KEY]),FILTER(DAILY\_STOCK\_PRICE\_FACT,DAILY\_STOCK\_PRICE\_FACT[SURROGATE\_KEY]<currentRow))

var result = CALCULATE(MAX(DAILY\_STOCK\_PRICE\_FACT[CLOSE]),FILTER(DAILY\_STOCK\_PRICE\_FACT,DAILY\_STOCK\_PRICE\_FACT[SURROGATE\_KEY]=prevRow))

return result

**5- Turnover Ratio =** DIVIDE(YEARLY\_MEASURE\_FACT[TOTAL\_REVENUE], YEARLY\_MEASURE\_FACT[ASSETS])

**6- ROE =** YEARLY\_MEASURE\_FACT[ROA] \* YEARLY\_MEASURE\_FACT[Leverage]

**7- ROA =** YEARLY\_MEASURE\_FACT[Profit Margin] \* YEARLY\_MEASURE\_FACT[Turnover Ratio]

**8- Profit Margin** = DIVIDE(YEARLY\_MEASURE\_FACT[NET\_INCOME], YEARLY\_MEASURE\_FACT[TOTAL\_REVENUE])

**9- Leverage** = DIVIDE(YEARLY\_MEASURE\_FACT[ASSETS], YEARLY\_MEASURE\_FACT[EQUITY])

**10 - COGS&Operating exp** = YEARLY\_MEASURE\_FACT[TOTAL\_REVENUE] - YEARLY\_MEASURE\_FACT[EBTIDA]

**11- Start ROE By Industry =**

CALCULATE(

MIn(YEARLY\_MEASURE\_FACT[ROE]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**12- Start ROA By Industry =**

CALCULATE(

MIn(YEARLY\_MEASURE\_FACT[ROA]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**13- Start FCF By Industry =**

CALCULATE(

MIN(YEARLY\_MEASURE\_FACT[FCF]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**14- Start avg range ROE By Industry =**

CALCULATE(

DIVIDE(SUM('Industry Measures'[Avg ROE By Industry]) + SUM('Industry Measures'[Start ROE By Industry]), 2),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**15- Start avg range ROA By Industry =**

CALCULATE(

DIVIDE(SUM('Industry Measures'[Avg ROA By Industry]) + SUM('Industry Measures'[Start ROA By Industry]), 2),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**16- Start avg range FCF By Industry =**

CALCULATE(

DIVIDE(SUM('Industry Measures'[Avg FCF By Industry]) + SUM('Industry Measures'[Start FCF By Industry]), 2),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**17 - End ROE By Industry =**

CALCULATE(

MAX(YEARLY\_MEASURE\_FACT[ROE]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**18- End ROA By Industry =**

CALCULATE(

MAX(YEARLY\_MEASURE\_FACT[ROA]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**19- End FCF By Industry =**

CALCULATE(

MAX(YEARLY\_MEASURE\_FACT[FCF]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**20- End avg range ROE By Industry =**

CALCULATE(

DIVIDE( SUM('Industry Measures'[End ROE By Industry]) + SUM('Industry Measures'[Avg ROE By Industry]), 2),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**21- End avg range ROA By Industry =**

CALCULATE(

DIVIDE( SUM('Industry Measures'[End ROA By Industry]) + SUM('Industry Measures'[Avg ROA By Industry]), 2),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**22- End avg range FCF By Industry =**

CALCULATE(

DIVIDE( SUM('Industry Measures'[End FCF By Industry]) + SUM('Industry Measures'[Avg FCF By Industry]), 2),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**23- Avg ROE By Industry =**

CALCULATE(

AVERAGE(YEARLY\_MEASURE\_FACT[ROE]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**24- Avg ROA By Industry =**

CALCULATE(

AVERAGE(YEARLY\_MEASURE\_FACT[ROA]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**25- Avg PB Ratio By Industry =**

CALCULATE(

AVERAGE(YEARLY\_MEASURE\_FACT[PRICE\_BOOK\_RATIO]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**26- Avg FCF By Industry =**

CALCULATE(

AVERAGE(YEARLY\_MEASURE\_FACT[FCF]),

ALLEXCEPT('Industry Measures', 'Industry Measures'[INDUSTRY])

)

**MEASURES :**

**1- close Margin** = SUM(DAILY\_STOCK\_PRICE\_FACT[CLOSE])-[Yesterday close]

**2- last\_open =** CALCULATE(sum(DAILY\_STOCK\_PRICE\_FACT[OPEN]),MAX(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY])= DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY])

**3- first\_open** = CALCULATE( SUM(DAILY\_STOCK\_PRICE\_FACT[OPEN]) , DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY]= MIN(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY]))

**4- diff\_last\_fist\_open =** [last\_open] - [first\_open]

**5- max\_of\_close** = MAX(DAILY\_STOCK\_PRICE\_FACT[CLOSE])

**6- open Margin** = SUM(DAILY\_STOCK\_PRICE\_FACT[OPEN])-[Yesterday open]

**7- SMA 200** = AVERAGEX(

DATESBETWEEN(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY],MAX(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY])-199,MAX(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY]))

, CALCULATE(SUM(DAILY\_STOCK\_PRICE\_FACT[CLOSE]))

)

**8- SMA 50** = SMA 50 = AVERAGEX(

DATESBETWEEN(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY],MAX(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY])-49,MAX(DAILY\_STOCK\_PRICE\_FACT[DATE\_KEY]))

, CALCULATE(SUM(DAILY\_STOCK\_PRICE\_FACT[CLOSE])))

**9- Yesterday close** = CALCULATE(SUM(DAILY\_STOCK\_PRICE\_FACT[CLOSE]),DAILY\_STOCK\_PRICE\_FACT[CLOSE]= TODAY() - 1)

**10- Yesterday open** = CALCULATE(SUM(DAILY\_STOCK\_PRICE\_FACT[OPEN]),DAILY\_STOCK\_PRICE\_FACT[OPEN]= TODAY() - 1)

**11- PEG** = DIVIDE(sum(YEARLY\_MEASURE\_FACT[PE] ), sum(YEARLY\_MEASURE\_FACT[EARNING\_GROWTH\_PERCENT]))\*100

**Conclusion:**

After analysing the data using the data warehouse model, we were able to create a compelling story about where to invest your money in the stock market. The data warehouse model allowed us to gather and organize large amounts of data from various sources, which helped us identify patterns and trends that would have been difficult to spot otherwise. By using this information, we were able to make informed decisions about which stocks to invest in and which ones to avoid. Overall, the data warehouse model proved to be an invaluable tool in helping us create a successful investment strategy.