In this PhD, I have looked at the application of three types of machine learning technologies. The first is the use of advanced regression and classification models to make prediction of future earnings. Secondly, I looked at the parsing of customer complaints using natural language processing to identify the performance of firms. Lastly, I have delved into deep learning models to construct a next day trading strategy.

In this strategy, I can:

I guess this s an important process where w e have to decide what is the really good overall tpics to tacklue

* Identify the relationships between the amount of complains and accruals, earnings management, corporate governance, profit and the stock price. - In a way similar to the readability, pick up the level of customer dissatisfaction and earnings management practice.
* Monopoly Market Concentration and Customer Complaints
* Customer Satisfaction Firm Value
* Firm ownership and concentration on customer satisfaction.
* Only invest in customer complaint save firms and see the difference in performance, to do this you would have to take a measure divide it etc. -> create something fancy to use, see first big para.
* Where customers disputed, where customers did not receive an answer effect on CR.
* I suggest an easy measure, number of complaints/assets/proportion of all complaints that month.
* Predicting bad debt looking at customer complaints -> Especially those disputed.
* I reckon there is about a 100 public firms.
* What states shows the most debt and mortgage collection issues, here the bubble might hit worse.
* That customer satisfaction fund has actually been performing prettu good, that is interstng, alsmot double than the general markt.

Prior research has largely focused on the positive side of customer experience, such as satisfaction. In contrast, this study investigates the negative side of customer experience and tests the harmful impact of consumer negative voice on firms’ stock returns. Based on a longitudinal real-world data set that matches consumer negative voice (complaint records) in the airline industry with firm stock prices, this article finds that higher levels of current consumer negative voice harm firms’ future idiosyncratic stock returns. In addition, this harmful impact is robust (albeit different across airline companies) after latent heterogeneity and traditional finance fundamentals are considered.

The finance literature suggests that investors that judge performance only in terms of returns place more resources than warranted in risky opportunities, forgo profitable opportunities, and apply misguided performance evaluations. Accordingly, this study develops, tests, and finds empirical support for the hypotheses that positive changes (i.e., improvement) in customer satisfaction result in negative changes (i.e., reduction) in overall and downside systematic and idiosyncratic risk. Using a panel data sample of publicly traded U.S. firms and satisfaction data from the American Customer Satisfaction Index, the study demonstrates that investments in customer satisfaction insulate a firm's stock returns from market movements (overall and downside systematic risk) and lower the volatility of its stock returns (overall and downside idiosyncratic risk). The results are robust to alternative measures of risk, model specifications, and concerns related to sample composition criteria raised in some recent studies. Therefore, the results indicate that customer satisfaction is a metric that provides valuable information to financial markets. The robust impact of customer satisfaction on stock returns risk indicates that it would be useful for firms to disclose their customer satisfaction scores in their annual report to shareholders.

Many researchers report that American Customer Satisfaction Index relates significantly and positively to firm value.

Interesting the ASCI has proprietory information on 14 companies, I will circumnavigate them with my analysis.

<http://www.theacsi.org/industries/finance-and-insurance/bank>

At the core of ACSI Funds’ investment thesis is the intuitive idea that companies whose customers are satisfied will outperform their peers over the long term. In an age of increasing sophistication and data availability, it is easy to become distracted from what matters most when evaluating stocks – that behind every stock is a tangible product or service. Financial statements can provide detail into how the company has operated in the recent past. Stock performance can tell us about the past trading patterns and recent direction of the company stock. Analysts can use all publicly available information to formulate their opinions about the prospects of a company. But the customers themselves – those who spend their own money and are most familiar with the good and services they are receiving – provide direct insight into the value of those goods and services which are at the core of any stock.

The idea that customer satisfaction is a driver of stock prices is substantiated through decades of academic studies and economic research. The American Customer Satisfaction Index (ACSI) was established in 1994 by researchers at University of Michigan’s Ross School of Business as a national indicator of the quality of economic output, as measured by US household consumption experience. Today, the ACSI tracks trends in customer satisfaction and provides benchmarking insights for companies, industry trade associations and government agencies. ACSI’s data utilizes the groundbreaking proprietary econometric models developed by Dr. Claes Fornell, the world’s leading authority on customer satisfaction, its measurement and analysis