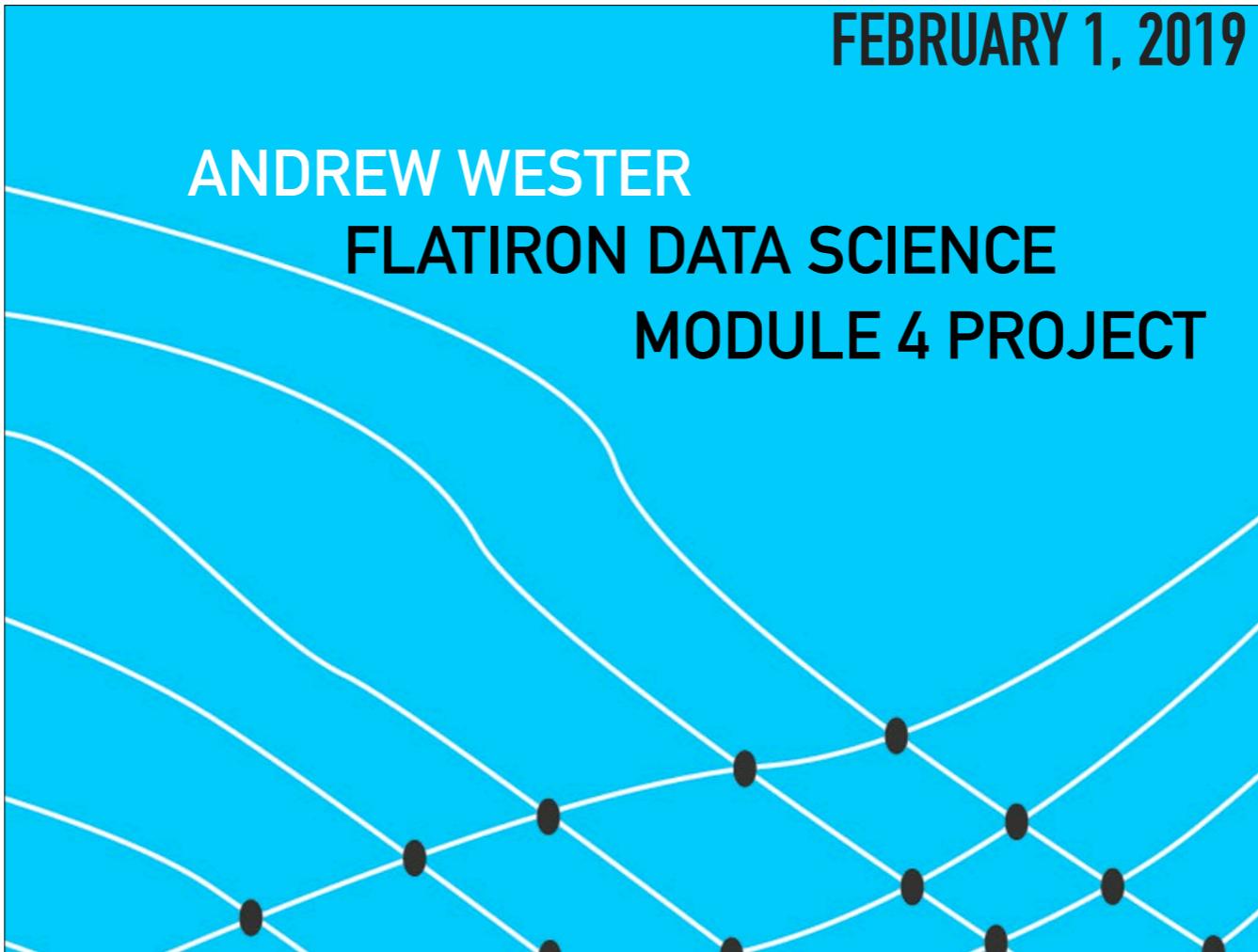


FEBRUARY 1, 2019

ANDREW WESTER
FLATIRON DATA SCIENCE
MODULE 4 PROJECT

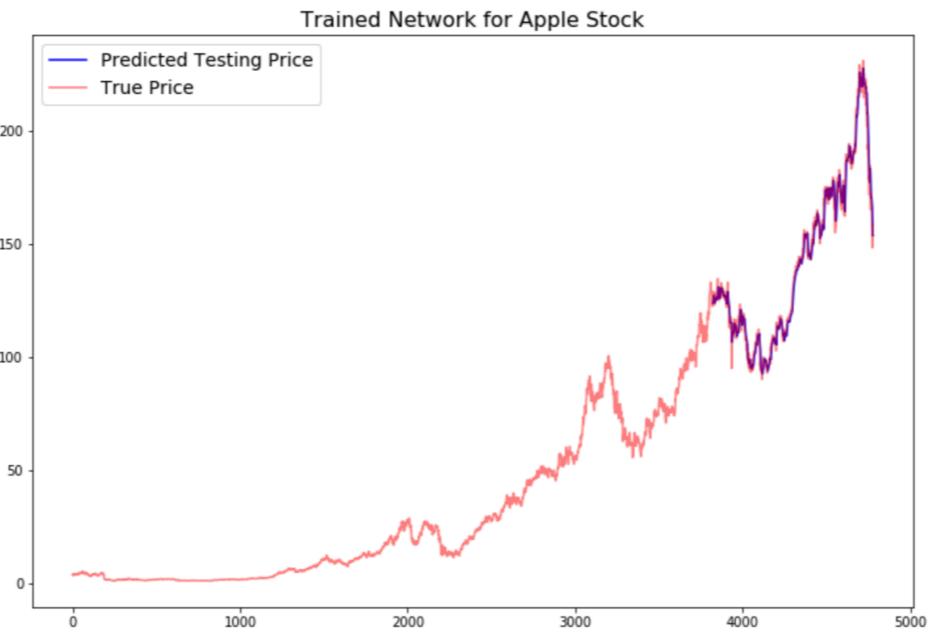


APPLE STOCK FROM 2000 – 2018

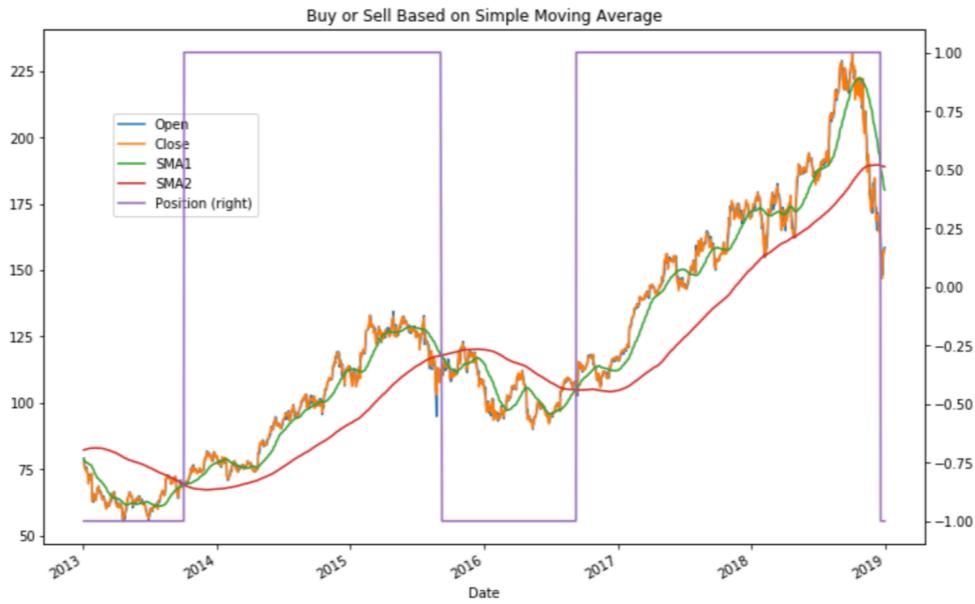
- ▶ Apple Inc. data from 2000 through 2018
- ▶ Deep Learning model accurately tracks stock prices
- ▶ Analysis of events in Apple stock date from 2000 to 2018, including peaks, crashes, and stock splits



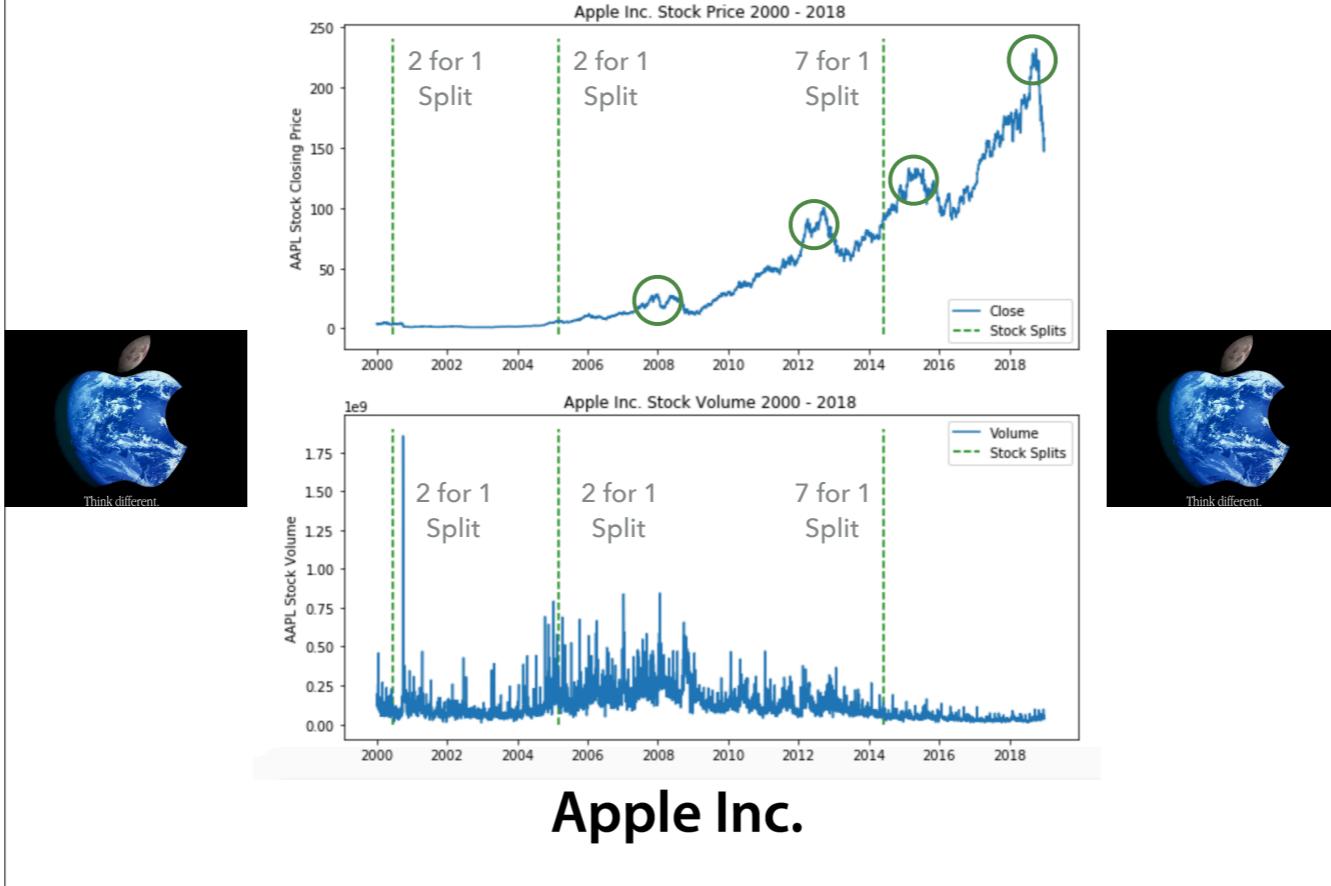
APPLE STOCK PRICE FROM 2000 - 2018



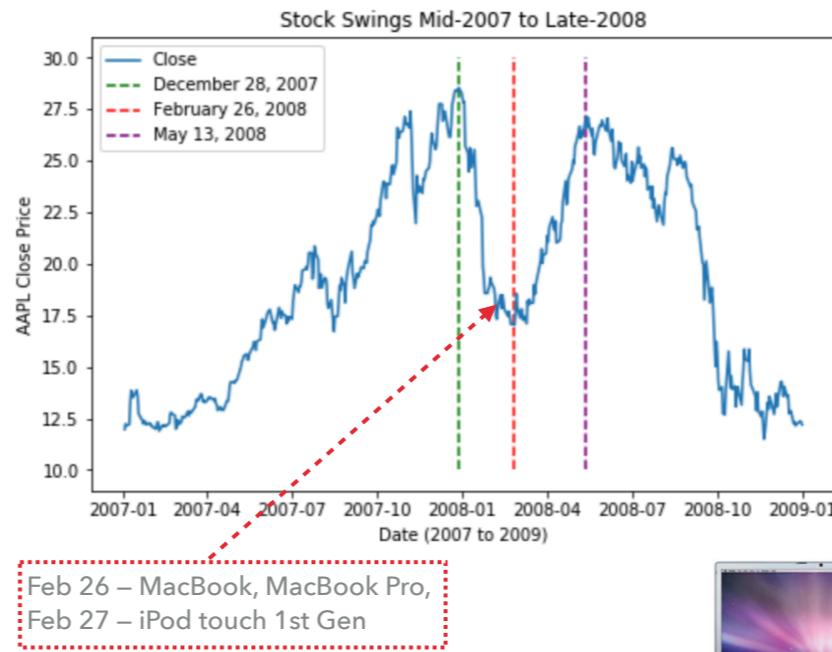
SIMPLE MOVING AVERAGE:



FLATIRON MODULE 4 PROJECT - ANDREW WESTER

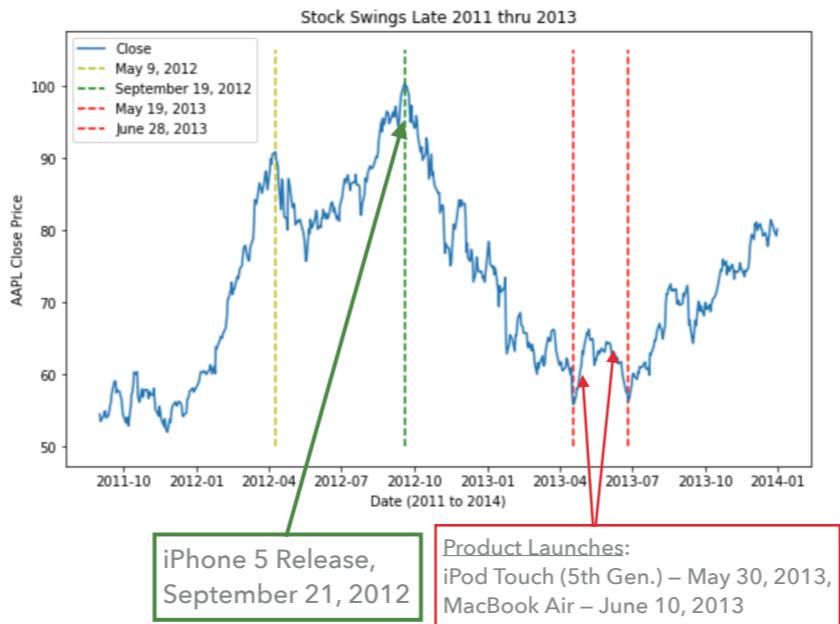


STOCK SWINGS 2007-2009



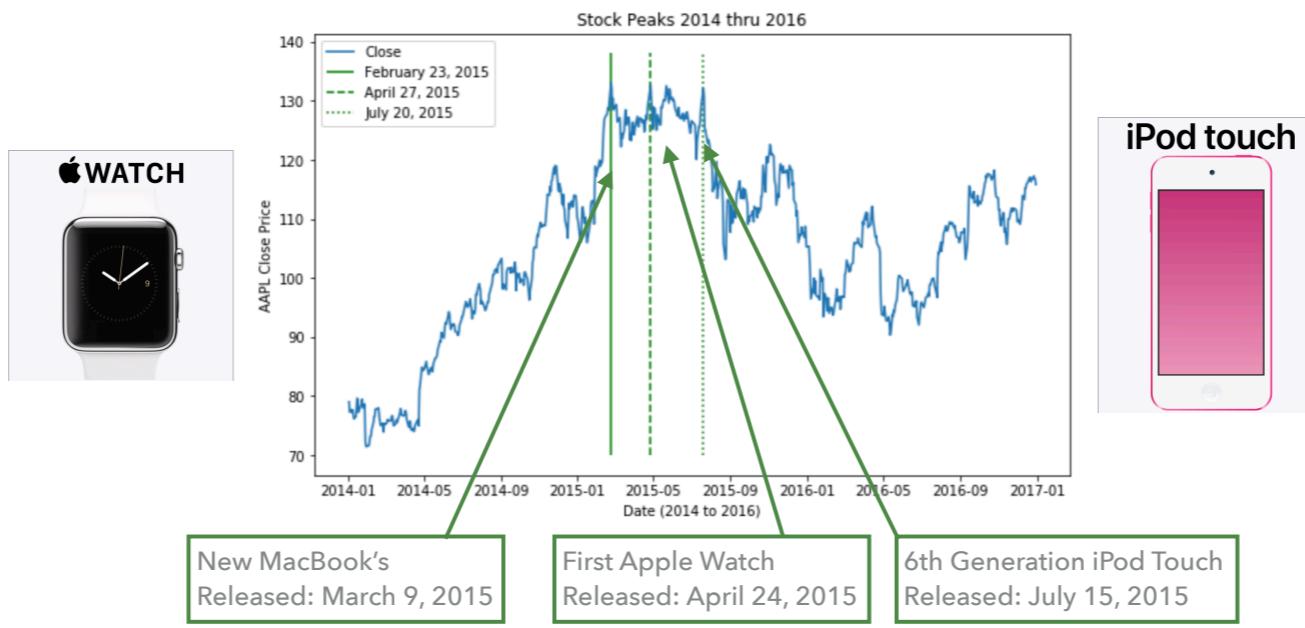
- Stock swings from The end of 2007 to the middle of 2008
- December 28, 2007 there were no major stock related events, just a rise to the end of the year
- February 26, 2008, stocks declined to this date for product launch of first iPod touch and new MacBook Pro release

STOCK SWINGS 2011-2014



- In the month of May, 2012, there were heavy losses across all markets due to issues with Greece's economy
- In September, 2012, stocks peaked to a high not met again until August, 2014 (The iPhone 5 was set to release on September 21, indicating the short peak before a crash)
- Apple stock crashed to new lows on May 19, 2013, then again to almost identical prices on June 28, 2013

STOCK SWINGS 2014-2016



- Three main peaks from February to July, 2015:

- New MacBook models released March 9, 2015, two weeks before peak
- First generation Apple Watch was released April 24, 2015, 3 days before peak
- 6th generation iPod Touch was released July 15, 2015, 5 days before peak

STOCK SWINGS 2014-2016



- Apple had big buildup to new iPhone release in September and October 2018 after the 2017 iPhone X was released for \$1,000
 - Apple announced the iPhone XS and XS Max on September 12, 2018, with product launch date set for September 21.
 - Apple also announced the iPhone XR would be released on October 26, 2018
 - Stock spiked from August 1, when Apple hit \$1 Trillion valuation, until new record high on August 31 prior to the product launch on September 12
 - Stock dipped on disappointing initial sales and interest over iPhone XS and XS Max, and rebounded for iPhone XR, peaking three weeks prior to product release
- Following product release of iPhone XR and poor result, stocks declined, prior to release by apple that the number of iPhone sales were below their targets

RESULTS: APPLE INC.

- ▶ Apple has had many swings over the years, as well as multiple stock splits

