Portfolio Management is the art of choosing and managing a group of financial securities such as bonds or equity instruments, derivative instruments like futures and forward contracts etc. There many key elements to portfolio management, such as asset allocation, diversification of the portfolio, and rebalancing the portfolio. In this project, my objective is to develop strategies to build optimal portfolios which aim to outperform index funds such as the S&P500 Index by researching and developing different heuristic methods for the key elements of portfolio management. One of the strategies use various asset factor information such as asset growth, momentum, net income, cash flow, price to earnings ratio etc. These factors are used as input variables in a machine learning model to predict the future price of an asset which is used to decide which stocks from our stock universe we would like to trade. Another strategy uses Piotroski F-scores which is calculated using information such as leverage, profitability and liquidity to filter out companies with bad fundamentals. This is combined with momentum to form a value momentum strategy. These strategies are built using python using the Quantopian API for data collection and back-testing and simulated in a live trading environment.