**ACCOUNTING AND FINANCIAL ANALYTICS**

**WITH ZOHO BOOOK**

**ASSIGNMENT – 4**

**Task 1 – Stock Market Analysis**

Objective: Analyzing the performance of SONY Over the past year

**INTRODUCTION**

|  |  |  |
| --- | --- | --- |
| |  | | --- | | **Sony Group Corporation** | | [https://upload.wikimedia.org/wikipedia/commons/thumb/c/ca/Sony_logo.svg/220px-Sony_logo.svg.png](https://en.wikipedia.org/wiki/File:Sony_logo.svg) | |
| [https://upload.wikimedia.org/wikipedia/commons/thumb/7/7d/Sony_headquaters_2.jpg/220px-Sony_headquaters_2.jpg](https://en.wikipedia.org/wiki/File:Sony_headquaters_2.jpg) |

**Sony Group Corporation** (ソニーグループ株式会社, *Sonī*, [/ˈsoʊni/](https://en.wikipedia.org/wiki/Help:IPA/English) [*SOH-nee*](https://en.wikipedia.org/wiki/Help:Pronunciation_respelling_key)), formerly known as **Tokyo Tsushin Kogyo K.K.** (東京通信工業株式会社, Tokyo Telecommunications Engineering Corporation) and **Sony Corporation** (ソニー株式会社), commonly known as **Sony**, is a Japanese [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [conglomerate](https://en.wikipedia.org/wiki/Conglomerate_(company)) corporation headquartered in [Minato, Tokyo](https://en.wikipedia.org/wiki/Minato,_Tokyo), Japan.[[6]](https://en.wikipedia.org/wiki/Sony#cite_note-7) The Sony Group comprises entities such as [Sony Corporation](https://en.wikipedia.org/wiki/Sony#Electronics_products_&_solutions), [Sony Semiconductor Solutions](https://en.wikipedia.org/wiki/Sony#Imaging_&_sensing_solutions), [Sony Entertainment](https://en.wikipedia.org/wiki/Sony_Entertainment) (including [Sony Pictures](https://en.wikipedia.org/wiki/Sony_Pictures) and [Sony Music Group](https://en.wikipedia.org/wiki/Sony_Music_Group)), [Sony Interactive Entertainment](https://en.wikipedia.org/wiki/Sony_Interactive_Entertainment), [Sony Financial Group](https://en.wikipedia.org/wiki/Sony_Financial_Group), and others.

Sony was established in 1946 as Tokyo Tsushin Kogyo by [Masaru Ibuka](https://en.wikipedia.org/wiki/Masaru_Ibuka) and [Akio Morita](https://en.wikipedia.org/wiki/Akio_Morita). This electronics company, known for creating products such as the transistor radio [TR-55](https://en.wikipedia.org/wiki/TR-55), the home video tape recorder [CV-2000](https://en.wikipedia.org/wiki/CV-2000), the portable audio player [Walkman](https://en.wikipedia.org/wiki/Walkman), and the compact disc player [CDP-101](https://en.wikipedia.org/wiki/Sony_CDP-101), embarked on diverse business ventures. In 1988, Sony acquired [CBS Records](https://en.wikipedia.org/wiki/CBS_Records_International), and in 1989, it acquired [Columbia Pictures](https://en.wikipedia.org/wiki/Columbia_Pictures). The company also introduced the home video game console [PlayStation](https://en.wikipedia.org/wiki/PlayStation). In Japan, Sony expanded into the financial sector. In 2021, Sony transformed into a holding company, handing over the name Sony Corporation to its subsidiary electronics company.

Value Proposition

Sony’s value proposition revolves around providing innovative, high-quality products and services that cater to the diverse needs of its customers. By investing heavily in research and development, Sony has been able to create groundbreaking products that redefine industries, such as the Walkman, the PlayStation, and the world’s first portable CD player.

Some key elements of Sony’s value proposition include:

Cutting-edge technology: Sony is known for its cutting-edge technology, which allows it to differentiate its products from competitors and stay ahead in a rapidly evolving industry.

Brand reputation: Sony has built a strong brand reputation for quality and innovation, making it a trusted choice for consumers worldwide.

Diverse product portfolio: Sony’s wide range of products and services allows it to cater to various customer segments and needs, increasing its market reach and potential revenue streams.

Customer Segments

Sony serves a diverse range of customer segments, including:

Consumer Electronics: Sony caters to individual consumers seeking innovative and high-quality products such as televisions, audio systems, and digital cameras.

Gaming: The company targets gaming enthusiasts with its PlayStation consoles, games, and related accessories.

Entertainment: Sony serves customers seeking entertainment content, including music, movies, and television shows through its various subsidiaries like Sony Music Entertainment and Sony Pictures Entertainment.

Professional Electronics: Sony targets businesses and professionals seeking high-quality products and solutions in areas such as broadcasting, professional audio and video equipment, and medical imaging.

Financial Services: Sony also serves customers seeking financial services through its subsidiary, Sony Financial Holdings.

Channels

Sony uses a combination of direct and indirect sales channels to reach its customers. Some of the key channels include:

Retail stores: Sony operates its own branded retail stores, which showcase and sell its products in a controlled environment, allowing customers to experience the products firsthand.

Online sales: Sony sells its products through its own e-commerce platform and various online retailers, such as Amazon, Best Buy, and Walmart.

Authorized dealers: The company works with authorized dealers who distribute and sell its products in various regions worldwide.

Partnerships: Sony collaborates with other companies, such as mobile carriers and automotive manufacturers, to integrate its technology into their products and reach new customer segments.

Customer Relationships

Sony strives to build strong customer relationships by providing excellent customer support, after-sales services, and engaging marketing initiatives. Some of the strategies employed by the company to maintain and strengthen customer relationships include:

Customer support: Sony offers comprehensive customer support services, such as product troubleshooting, repair services, and software updates, to ensure that customers can effectively use and maintain their products.

Loyalty programs: Sony’s loyalty programs, such as the Sony Rewards program, incentivize customers to continue purchasing Sony products and services by offering points and exclusive benefits.

Social media engagement: Sony actively engages with customers on various social media platforms, providing product updates, announcements, and opportunities for interaction.

Key Resources

Sony’s key resources include:

Intellectual property: Sony’s extensive portfolio of patents and trademarks protects its innovations and gives the company a competitive edge in the market.

Research and development (R&D): The company’s significant investments in R&D enable it to create new and innovative products that drive its growth.

Skilled workforce: Sony’s workforce, including engineers, designers, and marketing professionals, is crucial to its ability to innovate and bring products to market.

Manufacturing capabilities: Sony’s manufacturing facilities allow it to produce high-quality products while controlling costs and maintaining supply chain efficiency.

Key Activities

Some of the key activities that drive Sony’s business model include:

Product development: Sony continuously invests in the development of new products and technologies to stay ahead of the competition and meet the evolving needs of its customers.

Marketing and advertising: Sony’s marketing efforts are crucial to building and maintaining brand awareness, as well as promoting its products and services.

Supply chain management: Efficient management of the supply chain is critical to ensuring that Sony can meet customer demands and maintain high-quality standards.

Key Partnerships

Sony’s key partnerships play a vital role in its business model, enabling the company to expand its reach, develop new technologies, and enhance its product offerings. Some examples of Sony’s key partnerships include:

Technology collaborations: Sony partners with other technology companies, such as Samsung and Toshiba, to develop new technologies and products.

Content distribution: Sony partners with content creators, distributors, and streaming platforms, such as Netflix and Amazon, to distribute its entertainment content to a global audience.

Joint ventures: The company has formed joint ventures with other companies to share resources and expertise in specific areas, such as its joint venture with Ericsson to create Sony Ericsson (now Sony Mobile).

Cost Structure

Sony’s cost structure includes various elements, such as:

Research and development costs: Sony invests heavily in R&D to stay competitive and develop innovative products.

Manufacturing costs: The company incurs costs associated with the production and assembly of its products, including labor, raw materials, and overhead expenses.

Marketing and advertising expenses: Sony spends significant resources on marketing and advertising to promote its products and maintain its brand presence.

Distribution costs: The company incurs costs related to shipping and distributing its products to retailers and customers.

Revenue Streams

Sony generates revenue through various streams, including:

Product sales: The company earns revenue through the sale of consumer electronics, gaming consoles, and professional equipment.

Licensing and royalties: Sony generates income from licensing its technology and intellectual property to other companies.

Content distribution: The company earns revenue through the distribution of its entertainment content, such as music, movies, and TV shows.

Financial services: Sony generates revenue through its financial services subsidiary, Sony Financial Holdings.

Sony’s success is driven by its commitment to innovation, a diverse product portfolio, and strategic partnerships. By examining the company’s business model using Alexander Osterwalder’s Business Model Canvas, we can appreciate the complexity and dynamism that define Sony’s operations. The company’s strong value proposition, focus on customer relationships, and effective use of key resources have positioned it as a global leader in the electronics and entertainment industries.

Over the years, Sony has demonstrated its ability to adapt to changing market conditions and customer preferences while remaining true to its founding principles of innovation and creativity. The company’s continued investment in research and development, along with its strategic partnerships and acquisitions, has allowed it to maintain its competitive edge in an increasingly challenging market.

As we look to the future, Sony’s commitment to pushing the boundaries of technology and entertainment will undoubtedly continue to shape the way we experience the world. By understanding Sony’s business model.

DATA ANALYSIS



KEY MATRICS

Financials, Fundamental Metrics & Ratios

|  |  |
| --- | --- |
| **Return on Equity (Trailing 12 Months)** | **12.43%** |
| Return on Assets (Trailing 12 Months) | 2.74% |
| Current Ratio (Most Recent Fiscal Quarter) | 0.69 |
| Quick Ratio (Most Recent Fiscal Quarter) | 0.54 |
| Debt to Common Equity (Most Recent Fiscal Quarter) | 0.25 |

##### **Financials, Fundamental Metrics & Ratios**

|  |  |
| --- | --- |
| Revenue (Most Recent Fiscal Year) | $85.23B |
| Net Income (Most Recent Fiscal Year) | $6.93B |
| PE Ratio (Current Year Earnings Estimate) | 14.69 |
| PE Ratio (Trailing 12 Months) | 16.37 |
| PEG Ratio (Long Term Growth Estimate) | -- |
| Price to Sales Ratio (Trailing 12 Months) | 1.25 |
| Price to Book Ratio (Most Recent Quarterly Book Value per Share) | 2.06 |
| Price to Cash Ratio (Most Recent Annual Cash Flow per Share) | 7.06 |
| Pre-Tax Margin (Trailing 12 Months) | 9.61% |
| Net Margin (Trailing 12 Months) | 7.62% |
| Return on Equity (Trailing 12 Months) | 12.43% |
| Return on Assets (Trailing 12 Months) | 2.74% |
| Current Ratio (Most Recent Fiscal Quarter) | 0.69 |
| Quick Ratio (Most Recent Fiscal Quarter) | 0.54 |
| Debt to Common Equity (Most Recent Fiscal Quarter) | 0.25 |
| Inventory Turnover (Trailing 12 Months) | 4.63 |
| Book Value per Share (Most Recent Fiscal Quarter) | $43.71 |
| Earnings per Share (Most Recent Fiscal Quarter) | $2.00 |
| Earnings per Share (Most Recent Fiscal Year) | $5.45 |
| Diluted Earnings per Share (Trailing 12 Months) | $5.18 |

##### **Stock**

|  |  |
| --- | --- |
| Exchange | NYSE |
| Sector | Technology |
| Industry | Consumer Electronics |
| Common Shares Outstanding | 1.23B |
| Free Float | 1.15B |
| Market Capitalization | $104.69B |
| Average Volume (Last 20 Days) | 0.57M |
| Beta (Past 60 Months) | 0.98 |
| Percentage Held By Insiders (Latest Annual Proxy Report) | 7.00% |
| Percentage Held By Institutions (Latest 13F Reports) | 14.05% |
| Annual Dividend (Based on Last Quarter) | $0.40 |
| Dividend Yield (Based on Last Quarter) | 0.47% |

HISTORICAL ANNUAL STOCK PRICE DATA

# Sony Corp (6758)

**12,790.0-245.0**

## 6758 Historical Price

* **Date Range:**

03/08/2024 - 04/07/2024

* **Daily**
* [**Weekly**](https://in.investing.com/equities/sony-corp.-historical-data?interval_sec=weekly)
* [**Monthly**](https://in.investing.com/equities/sony-corp.-historical-data?interval_sec=monthly)

| Date | Price | Open | High | Low | Volume | Chg% |
| --- | --- | --- | --- | --- | --- | --- |
| Apr 05, 2024 | 12,790.0 | 12,950.0 | 12,935.0 | 12,730.0 | 2.35M | -1.80% |
| Apr 04, 2024 | 13,025.0 | 13,100.0 | 13,175.0 | 12,980.0 | 2.29M | 0.27% |
| Apr 03, 2024 | 12,990.0 | 13,120.0 | 13,085.0 | 12,930.0 | 2.35M | -0.23% |
| Apr 02, 2024 | 13,020.0 | 13,070.0 | 13,135.0 | 12,945.0 | 2.12M | -0.34% |
| Apr 01, 2024 | 13,065.0 | 13,060.0 | 13,155.0 | 12,990.0 | 2.07M | 0.46% |
| Mar 29, 2024 | 13,005.0 | 12,995.0 | 13,070.0 | 12,950.0 | 1.58M | 0.66% |
| Mar 28, 2024 D | 12,920.0 | 13,030.0 | 13,085.0 | 12,910.0 | 3.09M | -2.05% |
| Mar 27, 2024 | 13,190.0 | 13,100.0 | 13,245.0 | 13,025.0 | 2.24M | 0.46% |
| Mar 26, 2024 | 13,130.0 | 13,070.0 | 13,185.0 | 13,040.0 | 1.80M | 0.57% |
| Mar 25, 2024 | 13,055.0 | 13,350.0 | 13,330.0 | 13,040.0 | 2.82M | -2.97% |
| Mar 22, 2024 | 13,455.0 | 13,450.0 | 13,540.0 | 13,350.0 | 2.38M | 0.15% |
| Mar 21, 2024 | 13,435.0 | 13,590.0 | 13,675.0 | 13,395.0 | 3.57M | -0.19% |
| Mar 19, 2024 | 13,460.0 | 13,330.0 | 13,460.0 | 13,235.0 | 3.49M | 0.98% |
| Mar 18, 2024 | 13,330.0 | 13,105.0 | 13,395.0 | 13,095.0 | 3.70M | 2.03% |
| Mar 15, 2024 | 13,065.0 | 13,025.0 | 13,110.0 | 12,985.0 | 3.22M | 0.08% |
| Mar 14, 2024 | 13,055.0 | 12,885.0 | 13,095.0 | 12,880.0 | 2.92M | 0.42% |
| Mar 13, 2024 | 13,000.0 | 13,000.0 | 13,095.0 | 12,920.0 | 3.19M | 0.54% |
| Mar 12, 2024 | 12,930.0 | 12,625.0 | 12,945.0 | 12,570.0 | 3.75M | 1.45% |
| Mar 11, 2024 | 12,745.0 | 12,800.0 | 12,915.0 | 12,605.0 | 4.01M | -1.73% |

**Summary**

**Highest**

13,675.0

**Lowest**

12,570.0

**Difference**

1,105.0

**Average**

13,087.6

**Chg. %**

-1.4

**Disclaimer:** Fusion Media would like to remind you that the data contained in this website is not necessarily real-time nor accurate. All CFDs (stocks, indexes, futures), cryptocurrencies, and Forex prices are not provided by exchanges but rather by market makers, and so prices may not be accurate and may differ from the actual market price, meaning prices are indicative and not appropriate for trading purposes. Therefore Fusion Media doesn't bear any responsibility for any trading losses you might incur as a result of using this data.  
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VOLATILITY

SONY implied volatility (IV) is 20.8, which is in the 29% percentile rank. This means that 29% of the time the IV was lower in the last year than the current level. The current IV (20.8) is -4.2% below its 20 day moving average (21.7) indicating implied volatility is trending lower.

# Sony Corp Ord Stock Volatility [Standard Deviation]

[Netcials](https://www.netcials.com/author/netcialspost/)[All SNE Reports ➤](https://www.netcials.com/stock-volatility-nyse/SNE-Sony-Corp-Ord/#footer-tool-links)[More Stocks ➤](https://www.netcials.com/stock-volatility-nyse-list/)

Here is a simplistic analysis report of standard deviation (both historical and current volatility measures) of Sony Corp Ord (SNE) stock price. In addition, this report compares the volatility of SNE stock with similar stocks. Towards the end, you will see the highest and least volatile months in history.

Below is a table of contents to help you navigate between the topics.

1. [Sony Corp Ord (SNE) 10 Year Volatility](https://www.netcials.com/stock-volatility-nyse/SNE-Sony-Corp-Ord/#firstlist)
2. [How to Calculate Standard Deviation (With Example)](https://www.netcials.com/stock-volatility-nyse/SNE-Sony-Corp-Ord/#secondlist)
3. [Sony Corp Ord (SNE) Stock Weekly Standard Deviation](https://www.netcials.com/stock-volatility-nyse/SNE-Sony-Corp-Ord/#thirdlist)
4. [SNE Stock Annual Volatility Of 2020 Against 3 Similar Stocks](https://www.netcials.com/stock-volatility-nyse/SNE-Sony-Corp-Ord/#fourthlist)
5. [10 Highest Volatile Months For Sony Corp Ord (SNE)](https://www.netcials.com/stock-volatility-nyse/SNE-Sony-Corp-Ord/#fifthlist)

*The data used in the below analysis is between 2011-04-03 and 2020-12-31. This report will be updated regularly with new data.*

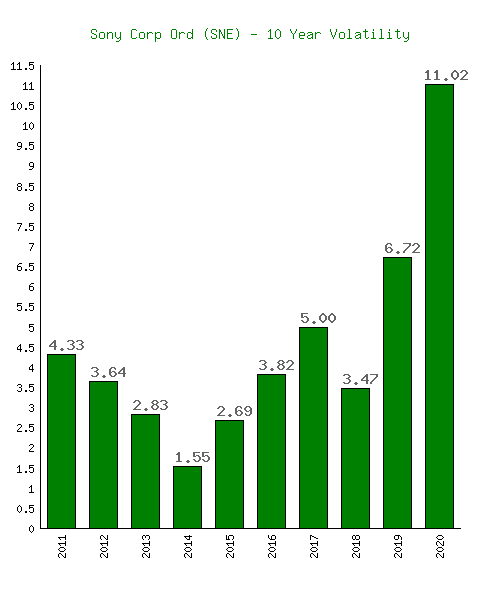
## 1 Sony Corp Ord (SNE) 10 Year Volatility

Standard deviation, a popular indicator of volatility is a measure of oscillation (think a stock graph) of a stock against the average. In simple terms, higher the volatility for a time period, greater will be the price variations during that period. Generally high volatile stocks are less predictable and vice versa.

*Note: Analyzing volatility is one thing. But, you may also benefit by looking at smoothened graphs like average prices over the long term. If so,*[*Sony Corp Ord (SNE) stock chart history report*](https://www.netcials.com/stock-price-chart-history-nyse/SNE-Sony-Corp-Ord/)*will help you.*

Below is a table followed by a graph showing 10-year historical volatility measures for Sony Corp Ord (SNE) stock. (We have used the most commonly used standard deviation formula).

|  |  |
| --- | --- |
| **Year** | **Volatility ($)** |
| 2011 | 4.33 |
| 2012 | 3.64 |
| 2013 | 2.83 |
| 2014 | 1.55 |
| 2015 | 2.69 |
| 2016 | 3.82 |
| 2017 | 5.00 |
| 2018 | 3.47 |
| 2019 | 6.72 |
| 2020 | 11.02 |



### Quick Observation:

As you can see, 2020 (11.02) was the highest volatile year for Sony Corp Ord (SNE) while 2014(1.55) was the lowest one. To learn more about the price analysis of Sony Corp Ord (SNE) for the last 10 years including 2020 and 2014 years, access the [10-year SNE history report](https://www.netcials.com/stock-10-year-history-nyse/SNE-Sony-Corp-Ord/).

*Note: Is Volatility Good or Bad?*

Volatility per se is not bad. A stock that grows in time is volatile. If there is no volatility there are no gains in the market as well. Assume a stock trades at the same price for years. No one can benefit from such a stock. Hence, while volatility is not bad, the direction in which the price moves should be under careful observation.

## 2 How to Calculate Standard Deviation (With Example)

You never have to rely on external sources to measure volatility. For example, assume you want to know the volatility for uncommon timeframes like past 18 months, 15 months etc. Below example will help you calculate on your own.

The steps that go into the calculation are the following. You can use a spreadsheet program or even a pen and paper for computation.

1. Once you have decided the timeframe, list down the close prices (in a column/vertical format).
2. Calculate the average of the listed prices. We call it the mean.
3. Subtract the mean from the close prices.
4. Find the squares of the values obtained on the previous step.
5. Find the sum of all squared values obtained in step 4.
6. The square root of the value of step 5 is the volatility.

Below is an example showing the steps used for calculation. In this example, we have measured the volatility for 5 days between 2020-12-24 and 2020-12-31.

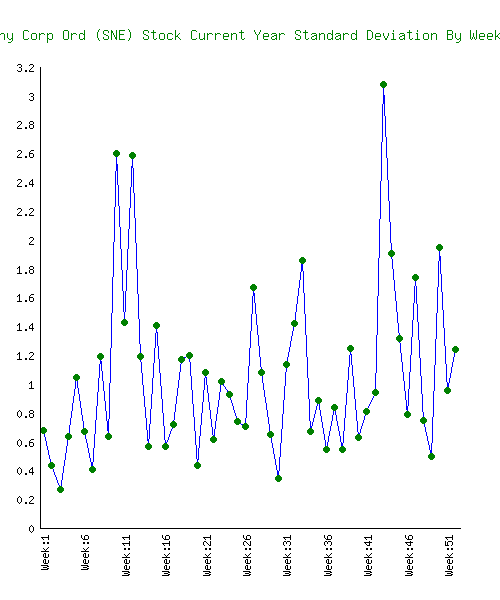
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Close Price** | **Avg. Close Price (Mean)** | **(Close-Mean) Deviation** | **Squared(Deviation)** | **Avg. Squared Deviation** | **Volatility** |
| 101.1 | 99.42 | 1.68 | 2.82 |  |  |
| 100.78 | 99.42 | 1.36 | 1.85 |  |  |
| 100.43 | 99.42 | 1.01 | 1.02 |  |  |
| 97.95 | 99.42 | -1.47 | 2.16 |  |  |
| 96.84 | 99.42 | -2.58 | 6.66 | 2.9 | 1.7 |

## 3 Sony Corp Ord (SNE) Stock Weekly Standard Deviation

Weekly volatility graph helps you visualize the weekly swings (either positive/negative) you can expect from a stock.

Weekly volatility serves an important purpose. Assume a stock you had invested is experiencing huge swings in the current week. Such times will test your emotions as an investor. During those times looking back at previous weekly volatility values will help you assess the present situation better. For example, if there were similar swings before, you can stay cool hoping a return of stability. On the other hand, if the current volatility is much higher than previous values, you could analyze further on the factors causing the swing.

|  |  |
| --- | --- |
| **Week** | **Volatility (Standard Deviation)** |
| 1 | 0.68 |
| 2 | 0.44 |
| 3 | 0.27 |
| 4 | 0.64 |
| 5 | 1.05 |
| 6 | 0.67 |
| 7 | 0.41 |
| 8 | 1.19 |
| 9 | 0.64 |
| 10 | 2.60 |
| 11 | 1.43 |
| 12 | 2.59 |
| 13 | 1.19 |
| 14 | 0.57 |
| 15 | 1.41 |
| 16 | 0.57 |
| 17 | 0.72 |
| 18 | 1.17 |
| 19 | 1.20 |
| 20 | 0.44 |
| 21 | 1.08 |
| 22 | 0.62 |
| 23 | 1.02 |
| 24 | 0.93 |
| 25 | 0.74 |
| 26 | 0.71 |
| 27 | 1.67 |
| 28 | 1.08 |
| 29 | 0.65 |
| 30 | 0.35 |
| 31 | 1.14 |
| 32 | 1.42 |
| 33 | 1.86 |
| 34 | 0.67 |
| 35 | 0.89 |
| 36 | 0.55 |
| 37 | 0.84 |
| 38 | 0.55 |
| 39 | 1.25 |
| 40 | 0.63 |
| 41 | 0.81 |
| 42 | 0.94 |
| 43 | 3.08 |
| 44 | 1.91 |
| 45 | 1.32 |
| 46 | 0.79 |
| 47 | 1.74 |
| 48 | 0.75 |
| 49 | 0.50 |
| 50 | 1.95 |
| 51 | 0.96 |
| 52 | 1.24 |



**Recommended Reading**: [52-week highs/lows report of SNE](https://www.netcials.com/stock-52-week-high-low-nyse/SNE-Sony-Corp-Ord/) will help you visualize the price swings during the current year.

## 4 SNE Stock Annual Volatility Of 2020 Against 3 Similar Stocks

Comparing the volatility of similar stocks help you decide better. As mentioned earlier, less volatile stocks are more predictable and vice versa. On the other hand, highly volatile stocks tend to have a higher risk to reward ratio. But you should be prepared to face emotional challenges associated with high fluctuations.

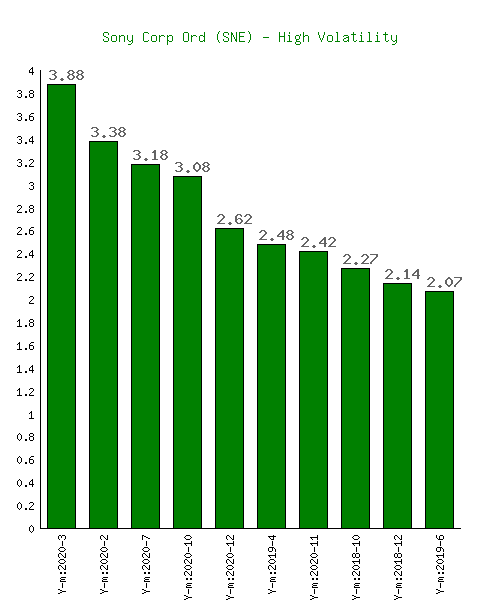
This section compares the volatility per $ share price of Sony Corp Ord (SNE) against 3 similar stocks. The table is sorted in the order of highest to lowest volatile shares.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ticker** | **Stock Name** | **Volatility ($)** | **Avg. Price** | **Volatility Per $ Price** |
| DASH | DoorDash Inc | 48.64 | 105.42 | 0.46 |
| HCA | HCA Healthcare, Inc. | 59.45 | 208.83 | 0.28 |
| SNE | Sony Corp Ord | 16.18 | 79.93 | **0.2** |
| DUK | Duke Energy Corporation | 9.23 | 88.73 | 0.1 |

## 5 10 Highest Volatile Months For Sony Corp Ord (SNE)

Stocks often experience brief high volatile periods. A high volatile week or month should be a ground for hasty decision. This section displays the 10 highest volatile months of SNE in 10 years. If you think the volatility of the current month is high, you can check that value against the previous 10 highest values.

|  |  |
| --- | --- |
| **Year** | **Volatility ($)** |
| 2020-3 | 3.88 |
| 2020-2 | 3.38 |
| 2020-7 | 3.18 |
| 2020-10 | 3.08 |
| 2020-12 | 2.62 |
| 2019-4 | 2.48 |
| 2020-11 | 2.42 |
| 2018-10 | 2.27 |
| 2018-12 | 2.14 |
| 2019-6 | 2.07 |



#### Conclusion :

Investors shouldn't base decisions solely based on volatility for a reason. The reason is the metric doesn't account for a bullish or bearish run. For example, a rapidly growing as well as a free-falling stock both can be highly volatile.

Before concluding, here is a general advice. If you are not confident of controlling emotions during high price fluctuations, you should stay away from high volatile stocks.

#### Disclaimer:

We have validated the data to the best of our knowledge. If you find data inaccuracies kindly let us know using the contact form so that we can act promptly.

PRICE INFORMATION

|  |  |  |
| --- | --- | --- |
| **Mobile Phone** | **Price** | **Available From** |
| Sony Xperia 1 VI | ₹1,29,990 | Upcoming |
| Sony Xperia Pro-I | ₹1,34,999 | Upcoming |
| Sony Xperia L5 5G | ₹15,990 | Upcoming |
| Sony Xperia 1 V | ₹1,25,990 | Upcoming |

TECHNICALS

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# Sony Group Corp (SONY)

**84.82**

**+0.27(+0.32%)**

Closed05/04

**After Hours**

**84.72-0.10(-0.12%)**

**05/04**

Fair Value

Unlock Value

Day's Range

**84.29**

**85.20**

52 wk Range

**79.6**

## SONY Technical Analysis

1 Min5 Min15 Minutes30 MinHourly5 HoursDailyWeeklyMonthly

## Summary

|  |
| --- |
| **Moving Averages:** | **Strong Sell** | Buy: (0) | Sell: (12) |
| **Technical Indicators:** | **Strong Sell** | Buy: (1) | Sell: (10) |

## [Technical Indicators](https://www.investing.com/technical/indicators)

Summary: **Strong Sell**Buy: **1**Neutral: **0**Sell: **10**

Apr 5, 2024 08:00PM GMT

| **Name** | **Value** | **Action** |
| --- | --- | --- |
| **RSI(14)** | 38.52 | **Sell** |
| **STOCH(9,6)** | 43.734 | **Sell** |
| **STOCHRSI(14)** | 43.066 | **Sell** |
| **MACD(12,26)** | -0.26 | **Sell** |
| **ADX(14)** | 24.165 | **Sell** |
| **Williams %R** | -69.318 | **Sell** |
| **CCI(14)** | -70.8264 | **Sell** |
| **ATR(14)** | 0.3264 | **High Volatility** |
| **Highs/Lows(14)** | -0.1929 | **Sell** |
| **Ultimate Oscillator** | 63.306 | **Buy** |
| **ROC** | -1.05 | **Sell** |
| **Bull/Bear Power(13)** | -0.562 | **Sell** |

## [Moving Averages](https://www.investing.com/technical/moving-averages)

Summary: **Strong Sell**Buy: **0**Sell: **12**

Apr 5, 2024 08:00PM GMT

| **Name** | **Simple** | **Exponential** |
| --- | --- | --- |
| **MA5** | 84.98 | **Sell** | 84.89 | **Sell** |
| **MA10** | 84.97 | **Sell** | 85.06 | **Sell** |
| **MA20** | 85.40 | **Sell** | 85.24 | **Sell** |
| **MA50** | 85.71 | **Sell** | 85.86 | **Sell** |
| **MA100** | 86.98 | **Sell** | 86.31 | **Sell** |
| **MA200** | 86.88 | **Sell** | 87.84 | **Sell** |

## [Pivot Points](https://www.investing.com/technical/pivot-points)

| **Name** | **S3** | **S2** | **S1** | **Pivot Points** | **R1** | **R2** | **R3** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Classic** | 84.57 | 84.68 | 84.77 | **84.88** | 84.97 | 85.08 | 85.17 |
| **Fibonacci** | 84.68 | 84.76 | 84.8 | **84.88** | 84.96 | 85 | 85.08 |
| **Camarilla** | 84.81 | 84.82 | 84.84 | **84.88** | 84.88 | 84.9 | 84.91 |
| **Woodie's** | 84.57 | 84.68 | 84.77 | **84.88** | 84.97 | 85.08 | 85.17 |
| **DeMark's** | - | - | 84.83 | **84.91** | 85.02 |  |  |

PERFORMANCE

Sony Group has been growing earnings at an average annual rate of 3.1%, while the Consumer Durables industry saw earnings growing at 24.8% annually. Revenues have been growing at an average rate of 8.8% per year. Sony Group's return on equity is 11.5%, and it has net margins of 6.5%.

# Sony Group Past Earnings Performance

### Past criteria checks 2/6

Sony Group has been growing earnings at an average annual rate of 3.1%, while the Consumer Durables industry saw earnings growing at 24.8% annually. Revenues have been growing at an average rate of 8.8% per year. Sony Group's return on equity is 11.5%, and it has net margins of 6.5%.

### Key information

3.1%

Earnings growth rate

3.5%

EPS growth rate

|  |  |
| --- | --- |
| Consumer durables industry growth | 24.5% |
| Revenue growth rate | 8.8% |
| Return on equity | 11.5% |
| Net margin | 6.5% |
| Next Earnings Update | 14 May 2024 |

### Revenue & Expenses Breakdown

### Beta

How Sony Group makes and spends money. Based on latest reported earnings, on an LTM basis.

2013

2015

2017

2019

2021

2023

2024

Game & Network S...JP¥4.24tEntertainment, T...JP¥2.41tFinancial Servic...JP¥2.13tImaging & Sensin...JP¥1.55tOther segments.....JP¥3.07tRevenueJP¥13.42tGross ProfitJP¥3.10tEarningsJP¥854.40bExpensesJP¥2.25tGeneral & Admini...JP¥1.71tSales & Marketin...JP¥391.13bNon-Operating Ex...JP¥155.82bCost of SalesJP¥8.03tCorporateJP¥272.57b

Data

## Earnings and Revenue History

| Dec 31 2023 | |
| --- | --- |
| Revenue | JP¥13.146t |
| Earnings | JP¥854.398b  6.5% |
| Free Cash Flow | JP¥699.368b |

2014201520162017201820192020202120222023JP¥14tJP¥0-JP¥2t

RevenueEarningsFree Cash FlowCash From OpOperating Expenses

Data

Quality Earnings: SONY has high quality earnings.

Growing Profit Margin: SONY's current net profit margins (6.5%) are lower than last year (9.6%).

### Free Cash Flow vs Earnings Analysis

JP¥854.40b

Earnings

JP¥511.35b

Depreciation and Amortization

JP¥0

Stock Based Compensation

-JP¥410.26b

Net Working Capital

-JP¥256.12b

Others

JP¥699.37b

Free Cash Flow

Data

## Past Earnings Growth Analysis

Company3.1%Industry24.8%Market13.4%

#### Past 5 Years Annual Earnings Growth

Company-12.4%Industry-13.8%Market-2.3%

#### Last 1 Year Earnings Growth

Earnings Trend: SONY's earnings have grown by 3.1% per year over the past 5 years.

Accelerating Growth: SONY's has had negative earnings growth over the past year, so it can't be compared to its 5-year average.

Earnings vs Industry: SONY had negative earnings growth (-12.4%) over the past year, making it difficult to compare to the Consumer Durables industry

View Fin

of them is Sony. Sony is one of the world’s leading electr