

The purpose of this capstone is to create a model that can predict the price of Amazon stock. This in turn will create a 15% return on investment in trading Amazon stock.

As in many financial businesses, Investments co. is always looking for new opportunities to invest and grow. Investment Co. is a small financial company that is trying to come up with a daily strategy to trade with Amazon stock.

Scope of this project is limited to the data that we can find and correlate to the price of Amazon. To start we will be looking at market indicators such as DOW, NASDAQ, inflation, interest rates, price of oil, tech sector and many more. I will also try to correlate to mentions of Amazon on twitter, the news etc.

Success will be defined if a model can or cannot be created that can predict the direction of Amazon with a 65% accuracy.

If the model is successful, deliverables will be the model that can predict Amazon as well as a slide deck and a project report that explains how the model was created, how thoroughly it was tested and how accurate it is.

If the model is not successful, deliverables will be a slide deck and project report indicating what data was used how the model was created, algorithms used for prediction, test results. Other ideas to further investigate.