Canadian Stocks Popularity by Google Trends
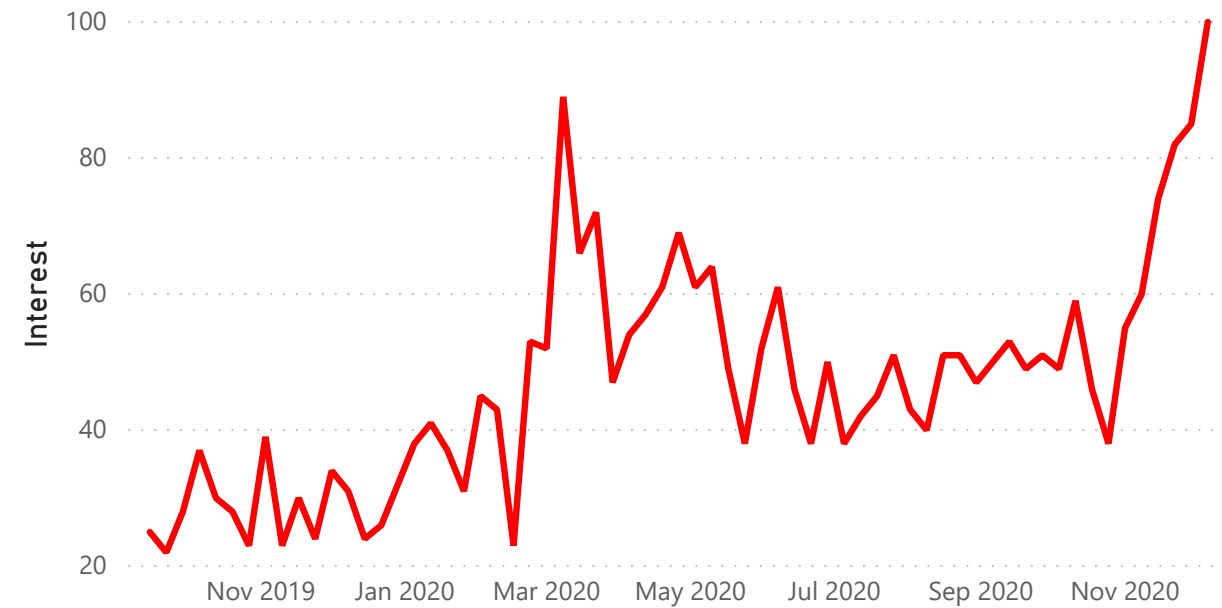
Year
2020

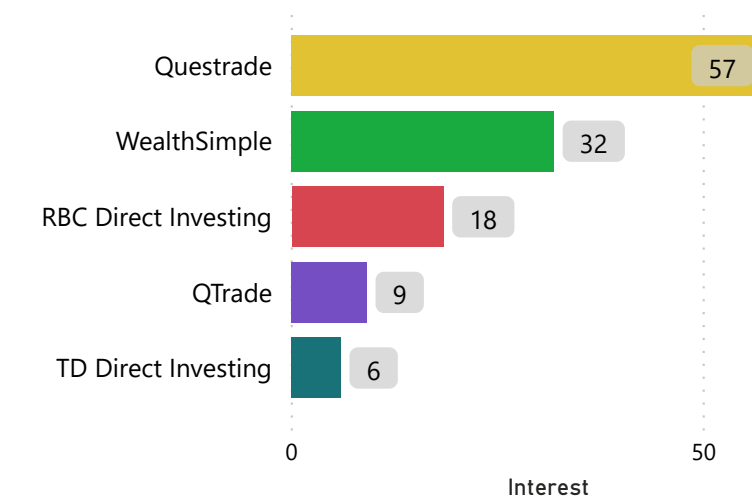**Month**
All

"Stock" Youtube Searches (Rolling 12 Month Trend)
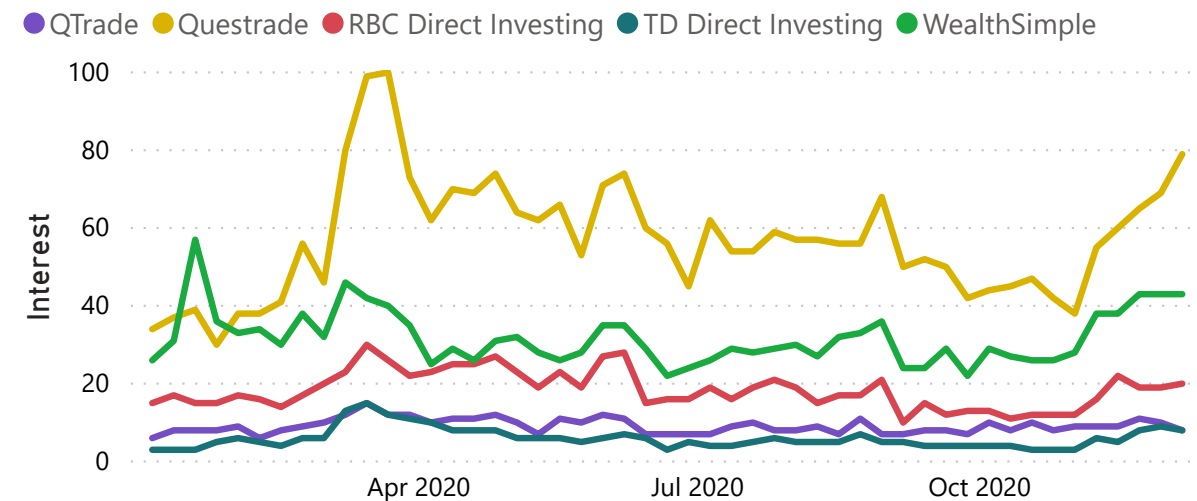
Interest

100
80
60
40
20

Nov 2019   Jan 2020   Mar 2020   May 2020   Jul 2020   Sep 2020   Nov 2020

"Stock" Web Searches by City (Top 12)

MANITOBA
BRITISH COLUMBIA
ONTARIO
QUEBEC
SASKATCHEWAN
ALBERTA

Edmonton
Calgary
Vancouver
Winnipeg
Montreal
Vaughan
Ottawa
Markham
Hamilton
Brampton

WASHINGTON   MONTANA   NORTH DAKOTA   MINNESOTA   WISCONSIN   MICHIGAN   N.H.   MASS.   R.I.
OREGON   IDAHO   WYOMING   SOUTH DAKOTA   IOWA
NEVADA   NEBRASKA

UNITED STATES

Bing
© 2020 TomTom © 2020 HERE, © 2020 Microsoft Corporation

Investing Platforms (Year Average)

Platform	Interest
Questrade	57
WealthSimple	32
RBC Direct Investing	18
QTrade	9
TD Direct Investing	6

0   Interest   50

Investing Platforms (Yearly Trend)

● QTrade ● Questrade ● RBC Direct Investing ● TD Direct Investing ● WealthSimple

Interest

100
80
60
40
20
0

Apr 2020   Jul 2020   Oct 2020

Stock Preferences by Province

● Energy ● Healthcare ● Tech.

100%
80%
60%
40%
20%
0%

Ontario   Quebec   Manitoba   Nova Scotia   British Columbia   New Brunswick   Alberta   Saskatchewan   Newfoundland and ...   Prince Edward Island
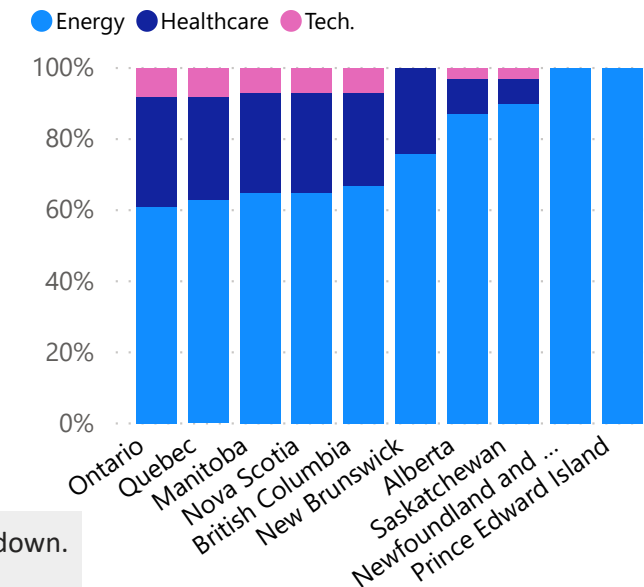
Visualization created in PowerBI to influence my friends group in the Greater Toronto Area to take an interest in and learn the stock market, especially in the second lock down. As a result, they may be inclined to search for tutorial videos on Youtube, sign up for the most popular platform and comprehend the regional trends on one page.

Overview:
The data displays the 'interest' in Google searches. The numbers represent the search interest relative to the highest point on the chart frame. 100= peak popularity whilst 50 = half as popular.

Multiple .csv files were downloaded and linked in the relationship manager so that cross filtering was possible.

Platform:
PowerBI Desktop

Data Source:
https://trends.google.com/trends/explore

Created by:
Usman Alavi (3+ Years experience in modelling and visualizing data with PowerBI)