**Data Analysis** - On Zomato Dataset

**About Dataset :**  
  
This dataset presents historical stock price information for Zomato, a leading online food delivery and restaurant aggregator company. The dataset is compiled with data collected over a specific time period, showcasing the fluctuation in Zomato's stock prices over days, weeks, or months, depending on the granularity of the dataset.

**Key Features:**

**Date**: The date of the recorded stock price.  
**Open Price**: The opening price of Zomato's stock on the given date.  
**Close Price**: The closing price of Zomato's stock on the given date.  
**High Price**: The highest price of Zomato's stock reached during the trading day.  
**Low Price**: The lowest price of Zomato's stock reached during the trading day.  
**Volume**: The total volume of Zomato's stock traded on the given date.

This dataset is valuable for analysts, researchers, and investors interested in studying the historical performance and trends of Zomato's stock in the financial markets. It can be utilized for various purposes such as technical analysis, trend forecasting, and quantitative modeling to make informed decisions related to investments or understanding market dynamics.

*Based on the provided dataset containing historical stock price information for Zomato, there are several potential business problems that can be addressed through data visualization:*

Trend Analysis: Visualize the long-term trends in Zomato's stock prices to identify patterns of growth, decline, or stability. This helps investors understand the general direction in which the stock is moving.

Volatility Assessment: Visualize high and low prices alongside open and close prices to assess the volatility of Zomato's stock. High volatility may indicate riskier investments or opportunities for quick profits.

Volume Analysis: Visualize trading volumes alongside price changes to identify days with unusually high activity. High volume days can signal significant market interest or reactions to news events.

Performance Comparison: Compare Zomato's stock performance against major indices or competitors within the same industry to highlight relative strength or weaknesses.

Moving Averages: Use moving averages of Zomato's stock prices to smooth out short-term fluctuations and highlight longer-term trends, aiding in identifying market signals.

Correlation Analysis: Explore the correlation between Zomato's stock prices and external factors such as economic indicators or industry trends to uncover insights into what drives the stock's prices.

Seasonality and Cyclical Trends: Investigate any seasonal or cyclical patterns in Zomato's stock prices to guide timing for buying or selling the stock.

Event Impact Analysis: Visualize the impact of specific events on Zomato's stock price and trading volume to understand the stock's sensitivity to news and events.

Price Forecasting Models: Develop and visualize predictions based on quantitative models using historical data to forecast future price movements.

Risk Management: Visualize risk metrics derived from Zomato's stock price movements, such as Value at Risk (VaR) or volatility clustering, to aid in risk assessment and management strategies for portfolios containing Zomato's stock.

Each of these problems can be addressed through various data visualization techniques, such as line charts, bar charts, scatter plots, and heat maps, effectively utilizing the dataset's key features.