

# STARK STOCK PRICE ANALYSIS AND SECTORAL IMPACT

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## Objective

- To explore about STARK company
- To investigate the STARK price behavior
- To investigate which type of News topic causing the fluctuation of STARK's price
- To investigate the impact of STARK's case to Thai Stock Market

## Data Source

- Historical Data : [www.investing.com](http://www.investing.com)
- STARK News scraping from : [www.set.or.th/th/market/product/stock/quote/STARK/news](http://www.set.or.th/th/market/product/stock/quote/STARK/news)
- References: <https://thunhoon.com/article/275039>

## Data Analysis and Visualization

- Dataset & Dashboard: [https://github.com/y-lims/DADS5001\\_STARK\\_Analysis](https://github.com/y-lims/DADS5001_STARK_Analysis)
- Video Presentation: [T.Limsukhawat\\_STARK\\_Final\\_Presentation-20230818\\_231639-Meeting\\_Recording.mp4 \(sharepoint.com\)](#)

## Background and Findings

- STARK entered the public market through a '**Backdoor Listing Strategy**,' taking over the SMM company.
- Since the start of the year 2019, STARK has attracted the interest of many traders, with an **average trading volume of 59.39 million times**
- STARK maintained **the highest price** before the crisis at **5.30**, while **the lowest price** was **0.02**, a difference of roughly **200 times** when compared to its average price within 5 years
- The most frequent **causes of price fluctuations** are Affiliates, Announcements, Debentures, and Financial Statements

## Hypothesis

- Due to the fact that there were numerous people and companies mentioned in this case
- I was wondering if the '**How much impact the STARK case had on the Thai stock market**' **was going to be a 'Domino Effect'**
- Using Sectoral Index Historical Data, it was discovered that the **Industrial, Resource, and Technology** sectors had a similar fluctuating pattern as the STARK fluctuation at the time

## Summary

- From a technical perspective, STARK was one of the business that was capable of maintaining its price moving **sideways**
- Without the window dressing action, STARK may be one of Thailand's most prominent companies.
- Based on their desire in entering the stock market, it is possible that STARK seeks to earn more funds from investors
- With the occurrence of issuing a large number of debentures, right issues, and private placements on a regular basis
- This is possibly related to the stock market's **money game theory**, which affects a vast number of people