

# Data Appendix

## 1) Minerva\_Stockinfo.csv

The Minerva Stock Info data file contains basic stock information about the movement of Minerva Stock. The data set was obtained by querying Nasdaq for the past four months of stock market information and filtered to Minerva.

Variable Name	Variable Type	Description
Date	Date	Date for stock price
Open	Decimal	Stock price when market opens
High	Decimal	Highest stock price of the daily period
Low	Decimal	Lowest stock price of the daily period
Close	Decimal	Stock price when market closes
Volume	Integer	Total trading volume for given date

Figure 1. Minerva Candlestick Chart



Figure 2. Minerva Summary Statistics

Date	Open	High	Low	Close	Volume
Length:249	Min. : 2.500	Min. : 2.628	Min. : 2.400	Min. : 2.560	Min. : 4911
Class :character	1st Qu.: 6.232	1st Qu.: 6.517	1st Qu.: 6.030	1st Qu.: 6.170	1st Qu.: 15809
Mode :character	Median : 7.032	Median : 7.375	Median : 6.575	Median : 6.910	Median : 39320
	Mean : 6.925	Mean : 7.292	Mean : 6.546	Mean : 6.874	Mean : 118971
	3rd Qu.: 8.473	3rd Qu.: 8.850	3rd Qu.: 7.850	3rd Qu.: 8.435	3rd Qu.: 84572
	Max. :12.600	Max. :13.490	Max. :10.950	Max. :12.470	Max. :1946416
	NA's :187	NA's :187	NA's :187	NA's :187	NA's :187

2) P\_and\_G\_StockInfo.csv

The Proctor and Gamble Stock Info data file contains basic stock information about the movement of P&G Stock. The data set was obtained by querying Nasdaq for the past four months of stock market information and filtered to P&G.

Variable Name	Variable Type	Description
Date	Date	Date for stock price
Open	Decimal	Stock price when market opens
High	Decimal	Highest stock price of the daily period
Low	Decimal	Lowest stock price of the daily period
Close	Decimal	Stock price when market closes
Volume	Integer	Total trading volume for given date

Figure 3. P&G Candlestick Chart



Figure 4. P&G Summary Statistics

Date	Open	High	Low	Close	Volume
Length:357	Min. :143.2	Min. :144.2	Min. :142.5	Min. :143.9	Min. : 1515095
Class :character	1st Qu.:148.1	1st Qu.:148.7	1st Qu.:146.6	1st Qu.:147.9	1st Qu.: 5296016
Mode :character	Median :156.0	Median :156.3	Median :155.1	Median :155.9	Median : 6579572
	Mean :153.3	Mean :154.3	Mean :152.5	Mean :153.6	Mean : 6962053
	3rd Qu.:158.8	3rd Qu.:159.7	3rd Qu.:157.8	3rd Qu.:159.0	3rd Qu.: 8074505
	Max. :161.8	Max. :162.6	Max. :161.2	Max. :161.8	Max. :19101560
	NA's :295	NA's :295	NA's :295	NA's :295	NA's :295