

Timeline of Key Events and Stock Performance Analysis

This dashboard presents a comprehensive visualisation of Apple's stock performance from 1997 to 2024, highlighting how pivotal moments in the company's history influenced its market trajectory.

Steve Jobs Returns as CEO (01 January 1997): Steve Jobs' return to Apple marked a transformative period for the company. The line chart shows a gradual increase in the Adjusted Close price, reflecting growing investor confidence as Jobs redefined Apple's vision. His leadership was crucial in revitalising the brand and paving the way for innovative products that would follow.

Introduction of the iMac (15 August 1998): The launch of the iMac in 1998 was a significant milestone. This all-in-one computer not only revitalised Apple's product line but also reinvigorated its design philosophy. The stock performance exhibits a noticeable upward trend during this period, showcasing the positive market reaction to the iMac's innovative design and marketing strategy.

Introduction of the iPhone (09 January 2007): The unveiling of the iPhone marked a revolutionary shift for Apple and the tech industry at large. This event is reflected in a steep increase in the Adjusted Close price, illustrating the excitement and anticipation among investors. The trading volume also spikes around this date, indicating a surge of interest and confidence in Apple's ability to disrupt the smartphone market.

Release of the iPad (03 April 2010): Following the success of the iPhone, Apple continued its innovation streak with the release of the iPad in 2010. The chart shows a continued upward trajectory in stock price, as the iPad further solidified Apple's dominance in consumer electronics. Investors responded positively, contributing to sustained growth in trading volume.

Pandemic Boom (2020): The COVID-19 pandemic in 2020 presented both challenges and opportunities for Apple. As demand for technology soared due to remote work and online services, Apple's stock surged, reflecting its ability to adapt and thrive in a rapidly changing environment. The Adjusted Close price reached new heights during this period, with trading volume hitting all-time highs as investors capitalised on Apple's resilience and innovation, including the release of the iPhone 12 and advancements in Apple Silicon.

