**Project Phase 1: EPS Forecast Data Analysis: Strategic planning.**

**Strategic Plan for Financial Newsletter, AFNA:**

**Understanding the Business** Problem: To distinguish content and bolster a premium subscription model, the objective is to offer precise stock recommendations based on EPS projections.

**Data Requirements:** Actual EPS numbers forecast EPS values and other pertinent financial data are all included in the dataset. It is possible to forecast stock recommendations with this data alone.

A screenshot of a computer

Description automatically generated

**Additional Data:** The dataset has all the information required for analysis; hence no extra information is required.

A screenshot of a computer screen

Description automatically generated

**Strategic Approach:** The methodology will involve analyzing the historical accuracy of EPS forecasts, comparing them to actual values, and categorizing stock recommendations based on this analysis.

A screenshot of a computer screen

Description automatically generated

**Brokerage Firm, SOS:**

**Business Problem Understanding**: The objective is to predict future stock price levels using EPS data to enhance investment advisory services and credibility.

**Data Requirements:** The dataset provided contains EPS forecasts, actual EPS values, and other financial information required for price predictions.

**Additional Data:** No additional data is necessary as the data set covers all the information needed for accurate predictions.

**Strategic Approach:** The approach involves using historical EPS data to forecast future price levels, and considering other financial indicators to strengthen the prediction model.

All things considered, the strategy plans for both clients center on utilizing EPS forecast data to offer insightful recommendations for stocks and price projections that are in line with each client's unique company objectives.