

# Write up

Besides the fundamental factors i.e., earnings base and valuation that influences stock prices in a stock market, there are multiple external factors and a mixture of these external factors that can influence the supply and demand of a particular company's stock. Such as: Inflation, Market Sentiment, News, Liquidity, Trends, Demographics, Economic Strength of Market and Peers, Substitutes, Incidental Transactions etc. (David 2019).

As good as the Biden stimulus plan to every American during this pandemic, there is a high chance that that \$2,000 stimulus check would cause an inflation. As mentioned earlier, inflation is one of those factors that can influence stock prices, thus, having a dataset about inflation (if you don't have already) in TOGGLE system would be valuable to users of your services.

In the past years, we have witnessed the impact of world leaders' tweets on the stock market. Most notably was that of former US president, Donald Trump. We recently witnessed how Elon Musk's '...to the moon...' tweets influenced the valuation as well as the stock prices of Bitcoin and Dogecoin. Having an up-to-date dataset of world leaders tweets and Facebook/Instagram posts dataset would be a great addition to your arsenal. I have included that of Trump here.

Here are the datasets:

- US Consumer Price Index and Inflation (CPI) <https://datahub.io/core/cpi-us>
- European Union Consumer Price Index CPI Growth <https://www.ceicdata.com/en/indicator/european-union/consumer-price-index-cpi-growth>
- Donald Trump's tweets <https://www.kaggle.com/kingburrito666/better-donald-trump-tweets>

## Reference:

David Harper, Forces That Move Stock Prices, Investopedia, 2019, <https://www.investopedia.com/articles/basics/04/100804.asp>