

# **Financial Markets Analysis**

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BUSI 710-A01

11/13/2019

**DATABASE:**

<b>Company</b>	<b>Stock Symbol</b>	<b>Share Price</b>	<b># of Shares</b>	<b>Market Value</b>
Walt Disney Co.	DIS	\$131.75	80	\$10,540
BitCoin	BTC	\$7,479.60	1	\$7,479.60
Microsoft Corporation	MSFT	\$139.49	59	\$8,229.91
Facebook, Inc. Common Stock	FB	\$184.82	20	\$3,696.40
Vanguard Information Technology	VGT	\$215.75	28	\$6,040.72
Alibaba Group Holdings Limited	BABA	\$171.10	49	\$8,383.90
Pinduoduo Inc.	PDD	\$35.86	200	\$7,172
Amazon.com, Inc.	AMZN	\$1774.69	3	\$5,324.07
Chipotle Mexican Grill	CMG	\$804.88	5	\$4,024.40
Alphabet Inc.	GOOG	\$1,257.55	3	\$3,772.65
Netflix Inc.	NFLX	\$272.60	4	\$1,090.40
Tesla Inc.	TSLA	\$299.38	4	\$1,197.52
Vince Holding	VNCE	\$21.99	9	\$197.91
The Coca-Cola Company	KO	\$54.74	10	\$547.40
LuluLemon	LULU	\$205.77	9	\$1,851.93
Estée Lauder Companies Inc.	EL	\$187.83	22	\$4,132.26
Alteryx Inc.	AYX	\$93.18	46	\$4,286.28

Dollar General Corp.	DG	\$163.09	19	\$3,098.71
Aphria Inc.	APHA	\$5.02	100	\$502.00
Industrias Penoles SAB de CV	IPOAF	\$11.75	98	\$1,151.50
Apple Inc.	AAPL	\$242.94	48	\$11,660.64
HDFC Bank Limited	HDB	\$59.81	4	\$239.24
Tata Motors Limited ADR	TTM	\$9.31	98	\$912.38
AT&T Inc.	T	\$37.06	121	\$4,484.26
Apple Inc.	AAPL	\$242.44	48	\$11,637/12
PayPal Holdings	PYPL	\$104.67	100	\$10,467.00
TOTAL SPENT	\$10,6481.78			

**Highlighted in yellow: sold.**

## Justification of Companies:

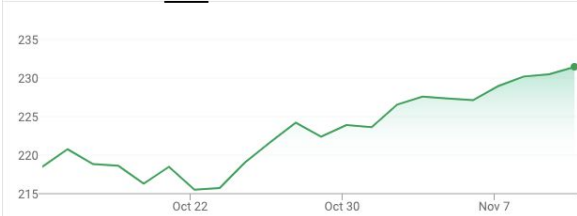
<p><b>Walt Disney Co.</b></p> <p>138.57 USD +1.83 (1.34%) ↑ Nov 12, 11:06 AM EST - Disclaimer</p> <p>1 day 5 days 1 month 6 months YTD 1 year 5 years Max</p> <p>We invested in DIS because of the scheduled launch of Disney plus.</p>	<p><b>Bitcoin</b></p> <p>8,764.528 +5.6211 (+0.0642%) Nov 12, 11:09 AM EST - Disclaimer</p> <p>Indicators Comparison Date Range 1D 5D 1M 3M 6M YTD 1Y 2Y 5Y Max Interval 1D Line Draw</p> <p>Bitcoin-USD 7814.67</p> <p>We purchased 1 bitcoin because we were curious to see how it works but we sold it soon after because the last month's numbers did not show much change.</p>
<p><b>Microsoft Corporation</b></p> <p>147.19 USD +1.08 (0.74%) ↑ Nov 12, 11:07 AM EST - Disclaimer</p> <p>1 day 5 days 1 month 6 months YTD 1 year 5 years Max</p> <p>We invested in Microsoft because the financial predictions on Zack.com looked promising.</p>	<p><b>Facebook, Inc. Common Stock -</b></p> <p>193.36 USD +3.75 (1.98%) ↑ Nov 12, 11:09 AM EST - Disclaimer</p> <p>1 day 5 days 1 month 6 months YTD 1 year 5 years Max</p> <p>We invested in facebook because it has been one of the most reliable companies to invest in.</p>

## Vanguard Information Technology

231.44 USD +0.95 (0.41%) ↑

Nov 12, 11:08 AM EST · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



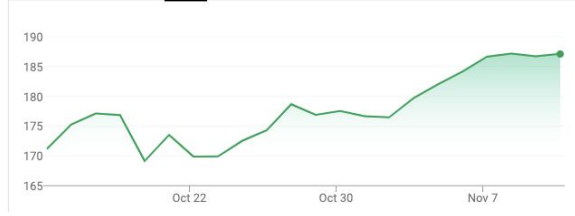
We invested in VGT because multiple sites online claimed for it to be a great investment and at the end of this challenge, we would say we agree.

## Alibaba Group Holdings Limited

187.10 USD +0.080 (0.043%) ↑

Nov 12, 11:12 AM EST · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



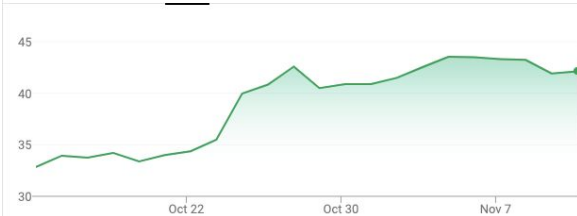
China's growth is tremendous and so we wanted to invest in the Chinese market and BABA seemed like the safest bet considering their yearly returns.

## Pinduoduo Inc.

42.13 USD +0.21 (0.50%) ↑

Nov 12, 11:13 AM EST · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



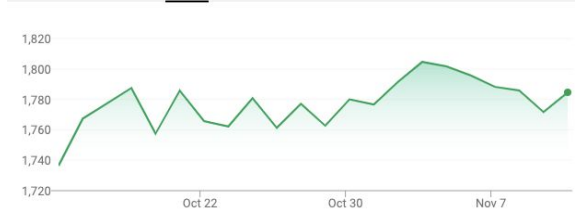
PDD was at a monthly low when we checked its stock price so it made sense to buy it cheap and sell it at its high.

## Amazon.com, Inc.

1,784.67 USD +13.02 (0.73%) ↑

Nov 12, 11:15 AM EST · Disclaimer

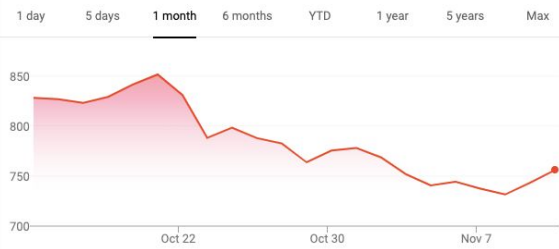
1 day 5 days 1 month 6 months YTD 1 year 5 years Max



We invested in Amazon because quite a few online portals like the wall street journal, zack.com and yahoo! Finance suggested a strong buy.

## Chipotle Mexican Grill

755.99 USD +13.02 (1.75%) ↑  
Nov 12, 11:15 AM EST · Disclaimer



CMG was listed as a hot stock to buy.

## Alphabet Inc.

1,304.68 USD +6.40 (0.49%) ↑  
Nov 12, 11:17 AM EST · Disclaimer



Google was going to release its earnings and we were hopeful that it'll increase the stock value of the company.

## Netflix Inc.

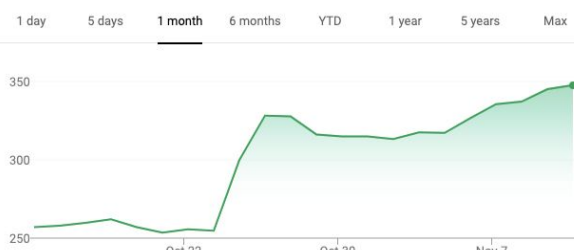
292.75 USD -1.43 (0.49%) ↓  
Nov 12, 11:19 AM EST · Disclaimer



The predictions were indicating a price hike for NFLX but we bought it when it was at a high, thinking it will go higher.

## Tesla Inc.-

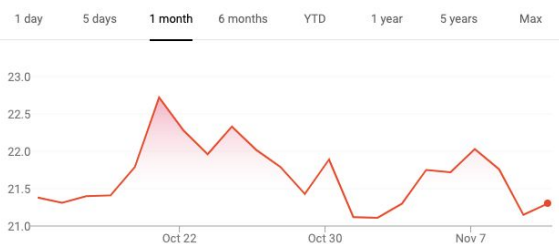
347.74 USD +2.65 (0.77%) ↑  
Nov 12, 11:20 AM EST · Disclaimer



We love all the innovation that happens at Tesla and are big supporters of its investment in green technologies so we purchased a few of their stocks.

## Vince Holding

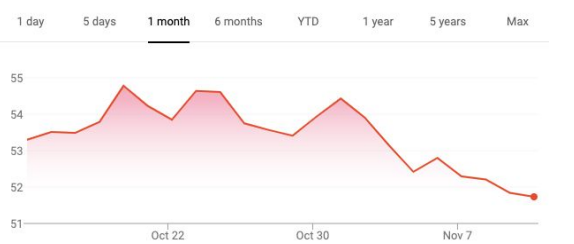
21.30 USD +0.19 (0.90%) ↑  
Nov 12, 11:17 AM EST · Disclaimer



Same as Aphria

## The Coca-Cola Company

51.73 USD -0.11 (0.21%) ↓  
Nov 12, 11:22 AM EST · Disclaimer



When we had purchased KO, it was looking like a safe stable bet.

## Lululemon

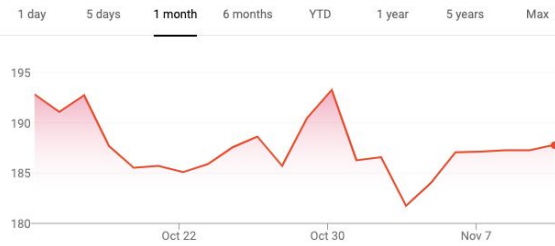
207.12 USD -0.070 (0.034%) ↓  
Nov 12, 11:38 AM EST - Disclaimer



Our analysis of the financial statements of Lululemon for our previous project made us want to invest in it.

## Estée Lauder Companies Inc.

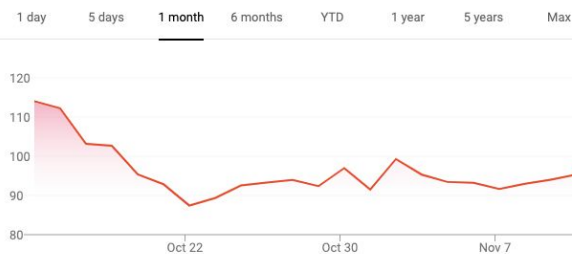
187.82 USD +0.54 (0.29%) ↑  
Nov 12, 11:36 AM EST - Disclaimer



The stocks for EL were predicted to rise.

## Alteryx Inc.

95.35 USD +1.28 (1.36%) ↑  
Nov 12, 11:37 AM EST - Disclaimer



Alteryx and Dollar General were on the lists of “hot stocks to buy right now” on a few of our online sources.

## Dollar General Corp.

157.94 USD +1.05 (0.67%) ↑  
Nov 12, 11:38 AM EST - Disclaimer



Alteryx and Dollar General were on the lists of “hot stocks to buy right now” on a few of our online sources.

## Aphria Inc.

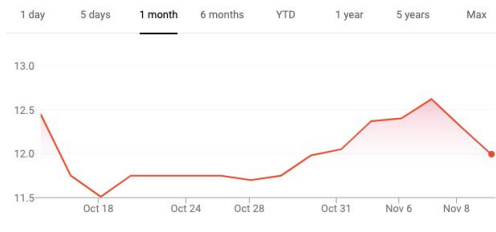
4.88 USD -0.075 (1.51%) ↓  
Nov 12, 11:38 AM EST - Disclaimer



We invested in a few penny stocks like Aphria and Industrias Penoles because

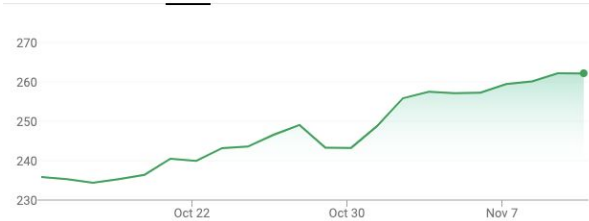
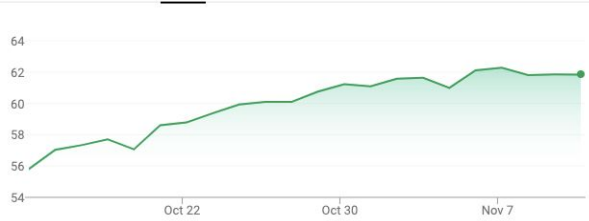
## Industrias Penoles SAB de CV



11.99 USD -0.31 (2.52%) ↓  
Nov 12, 10:54 AM EST - Disclaimer



we did not want the money to stay in our account but instead always invest it in

	something, even if we get smaller and slower returns.
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<div>Apple Inc.</div> <div><div>262.13 USD -0.070 (0.027%) ↓</div><div>Nov 12, 11:42 AM EST · Disclaimer</div></div> <div><div>1 day5 days1 month6 monthsYTD1 year5 yearsMax</div></div> <div>Apple stocks have been going well since the launch of their latest product but dipped marginally right before we bought them so we got a good window of opportunity to buy them cheap.</div>	<div>HDFC Bank Limited</div> <div><div>61.84 USD -0.040 (0.065%) ↓</div><div>Nov 12, 11:42 AM EST · Disclaimer</div></div> <div><div>1 day5 days1 month6 monthsYTD1 year5 yearsMax</div></div> <div>We wanted to invest in Multiple countries so we purchased a few from India, HDFC and TTM particularly because both of these are trustworthy brands.</div>
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<div>Tata Motors Limited ADR</div> <div><div>12.05 USD -0.010 (0.083%) ↓</div><div>Nov 12, 11:42 AM EST · Disclaimer</div></div> <div><div>1 day5 days1 month6 monthsYTD1 year5 yearsMax</div></div> <div>Same as HDFC.</div>	<div>AT&amp;T Inc.</div> <div><div>39.28 USD -0.085 (0.22%) ↓</div><div>Nov 12, 11:44 AM EST · Disclaimer</div></div> <div><div>1 day5 days1 month6 monthsYTD1 year5 yearsMax</div></div> <div>Same as Aphria</div>
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## PayPal Holdings

102.46 USD -0.21 (0.20%) ↓

Nov 12, 11:44 AM EST · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



The Paypal price was at a weekly low and we wanted to capitalize on this opportunity.

### Investment Strategy:

Our investment strategy involved constantly checking the financial news to know what the other financial analysts were predicting. We also bought a few stocks according to reports published by the wall street journal and zack.com

### Will you focus on one industry?

Our strategy was to make a portfolio of an assortment of industries instead of sticking to one because we think that relying on one industry is too risky.

List of the industries over the course of the assignment:

Technology

Pharmaceuticals

Manufacturing

Apparel

Financial

Services

### Will you focus on small cap companies or large cap companies?

We invested in a mix of small cap, mid cap and large cap companies at the start but eventually invested more in the large cap companies like AAPL, GOOG AND DIS because they were providing us with greater returns.

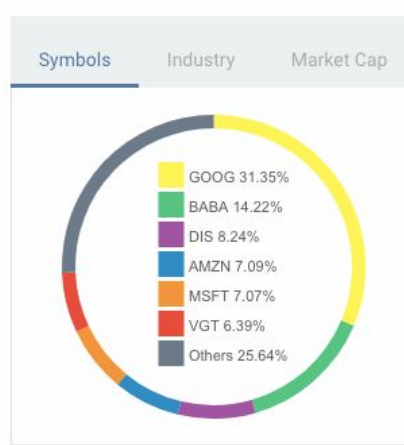
Over the years our investments will be in companies that match our ideology of being sustainable and giving back to the community. Irrespective of their market cap.

### Will you focus on buying ETF's or just stocks?

1. We will focus on buying ETF's and stocks because constantly checking on stocks can prove to be stressful.
2. ETF's provide a sense of security.
3. ETFs like VGT and SOXX have done incredibly well in the market.
4. Investing in ETFs is easier than amassing a portfolio of a range of companies.
5. Whenever we want to invest for a shorter period of time, we would not mind taking a few risks so large cap company stocks like GOOG and AAPL are good investments especially when they are about to launch a new service/product.

### Will your portfolio be diversified or focused?

Diversified



**Weekly Trades:** We made a lot more trades every week but these were the most interesting ones and we learned the most through them.

### Week 1

#### Trade 1: Selling of BitCoin

Reason for trade: Based on the history of the past month, we saw that there was not much change in the value of BitCoin, and considering the fact that the challenge would only last a month, we wanted to make investments which would get us a faster return.

#### Trade 2: Selling of Apple

Reason for trade: Because this was our first week, and we were not used to seeing the stocks decline, we panicked and sold Apple.

### Week 2

#### Trade 1: Buying of GrubHub

Reason for trade: According to the market predictions, the value of the GrubHub stock was going to increase.

#### Trade 2: Buying of Apple

Reason for trade: We rectified our mistake of week 1, and bought back a few of the stocks that we had sold.

### Week 3

#### Trade 1: Buying of Google

Reason for trade: Google was losing its stock value drastically, and we wanted to buy stocks cheap.

#### Trade 2: Buying of BRK/B

Reason for trade: We bought shares of BRK/B because it's owned by Warren Buffet, and he is the most extraordinary investors of our time.

## Week 4

### Trade 1: Sold everything except for GOOGL

Reason for trade: we kept GOOGL because google was giving us positive returns on our investments and the market predictions looked promising.

### Trade 2: Buying of DIS

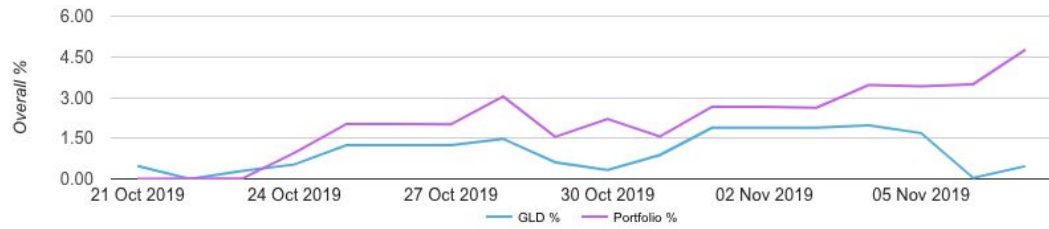
Reason for trade: Disney was slated to launch Disney +, and because of our faith in the company and their continuous excellence, we think this launch will further increase the value of the company, therefore, increasing its stock value.

## Conclusion:

1. Over the past few weeks, we have observed that the market is really unpredictable and winning this challenge requires a different set of strategies than earning positive returns over the years.
2. Our strategy of constantly selling and buying gave us a return in the average range of 4%-6% but the same strategy can not be applied in real-time trading for us because it will be constantly stressful and because we believe that we will earn greater returns if we invest young, hold on to the investments and cash them later on in life when the market is doing better than it is right now. We understand that the market is at an all-time high right now but the same can keep happening.
3. If we had to buy stocks with real money right now, we would ask the investors to hold onto their money because it does not make sense to buy the stocks when the market is at an all-time high.
4. We also managed to beat every ETF besides the Oil ETF: Here are the graphs of the same.

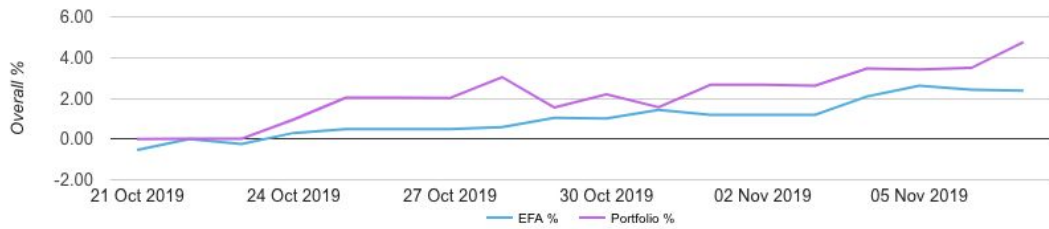
#### Historical Portfolio Values

Gold ETF



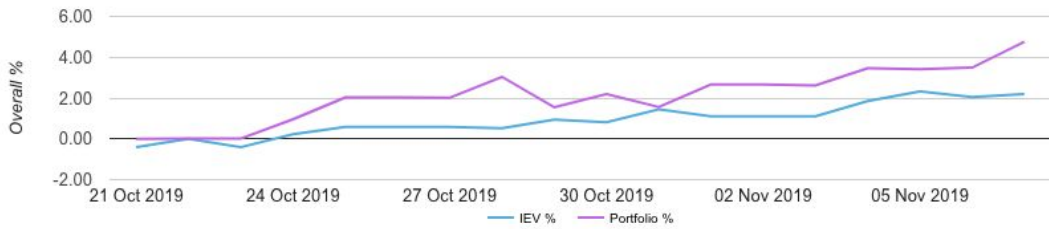
#### Historical Portfolio Values

MSCI EAFE Index ETF



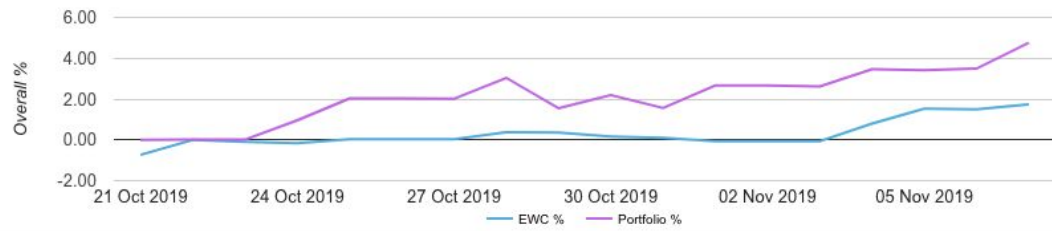
#### Historical Portfolio Values

Europe ETF



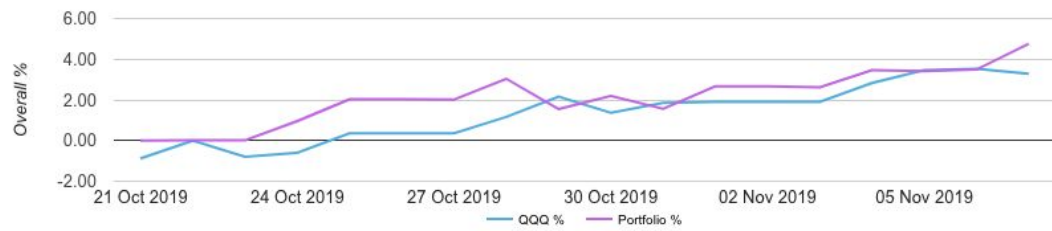
#### Historical Portfolio Values

Canada ETF



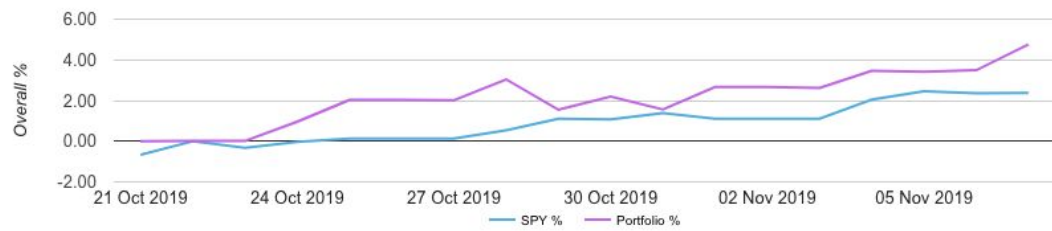
#### Historical Portfolio Values

Nasdaq ETF



#### Historical Portfolio Values

S&P 500 ETF



#### Historical Portfolio Values

Dow Jones ETF

