Bachelor Thesis

Comparison of Forecasting Methods for Stock Prices of Consumer Electronics Market

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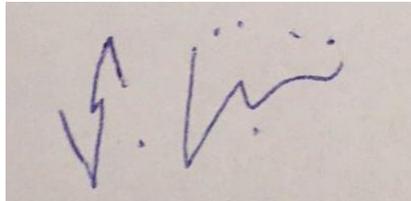
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I) Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

Date: 14/8/2017   Signature

II) Abstract

Nowadays the consumer electronics market has been booming with nearly 15% yearly growth rate of sales (FMI (Future market insights), 2016). It is extremely competitive. In this market, Apple Corporation, Microsoft Corporation, Toshiba Corporation, HP Inc. are the most well-known stocks, which are traded competitively on the market. Many investors are monitoring these stocks and their competitors daily. Analyzing and forecasting of these stocks could give some ideas about historic, current, and future market value of those stocks to investors and to researchers for the consumer electronics markets and the market's direction. Therefore, it was considered a reasonable topic for this bachelor thesis. The thesis will focus on analyzing the stocks with the time series analysis methods. It is planned to be mostly quantitative by using eViews for time series analysis. Additionally, all the methods used will be explained in the methodology part. The methodology goes very basic and in literature review all the methods and necessary terms and jargon will be explained. Therefore, this study could be understood by any individual with no finance knowledge. For instance, a potential investor with capital but lacking financial information. Therefore, this thesis can be seen as a handbook for a starting investor, which would be another purpose of this thesis.

The study will answer if there is an increasing trend on the consumer electronics market and if this could be explained by time series data. As mentioned, main financial terms and topics to understand how to use time series analysis and assessing volatility will be explained. Stock data from Yahoo Finance will be used. The calculations will mainly be done through Microsoft Excel.