

Figure 1: Stock graph shows the stock's trend

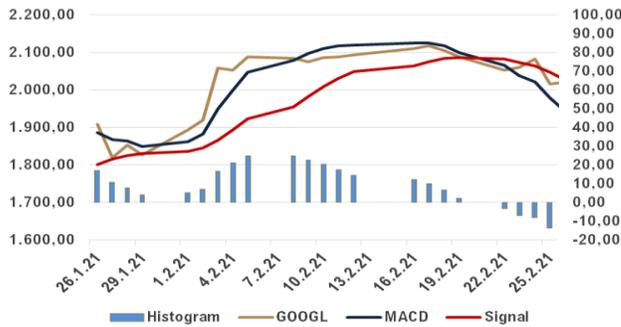


Figure 2: MACD shows a potential buy signal

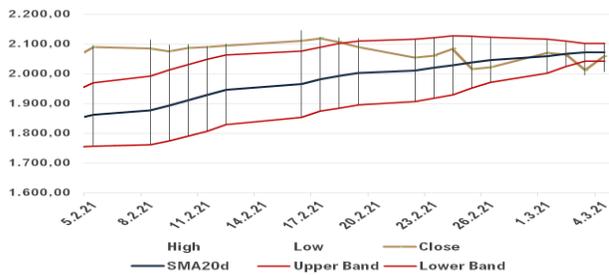


Figure 3: Close price has crossed above the Lower Band

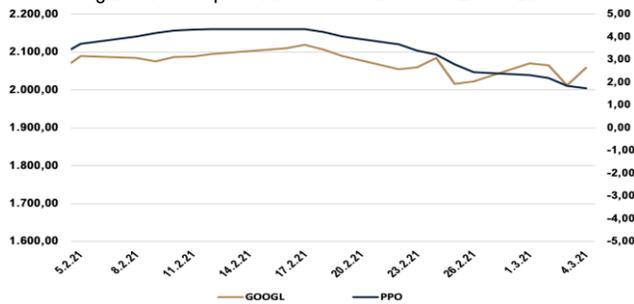


Figure 4: PPO is a positive measurement



Figure 5: Positive changes more than the negatives

Firm's Brief Description

Alphabet Inc. is a holding company. The Company's businesses include Google Inc. (Google) and its Internet products, such as Access, Calico, CapitalG, GV, Nest, Verily, Waymo and X. The Company's segments include Google and Other Bets. The Google segment includes its Internet products, such as Search, Ads, Commerce, Maps, YouTube, Google Cloud, Android, Chrome and Google Play, as well as its hardware initiatives. The Google segment is engaged in advertising, sales of digital content, applications and cloud offerings, and sales of hardware products. The Other Bets segment is engaged in the sales of Internet and television services through Google Fiber, sales of Nest products and services, and licensing and research and development (R&D) services through Verily. It offers Google Assistant, which allows users to type or talk with Google; Google Maps, which helps users navigate to a store, and Google Photos, which helps users store and organize all of their photos.

Source: Reuters

Fundamental Approach

- Google won't develop individual tracking ad products.
- Google partners up with Allianz and Munich Re to protect its cloud users.
- Google said the cloud-computing business lost \$1.24 billion in the December quarter and \$5.6 billion overall in 2020.

Technical Analysis

There is a strong bullish trend for this stock with multiple indicators showing that. According to Figure 1, the stock price has crossed below MA 10, providing a potential buy signal. The MACD after crossing below the signal line while steadily diminished, MACD continues to be positive anticipating making a reverse. According to Figure 3, the stock price has crossed above the Lower Band indicating a potential buy signal. The PPO had a downtrend since the end of January as it moved from above to below but it is keeping a positive measure showing a bullish trend. At the Candle Chart, the positive changes have been more than the negatives and that means a strong buying pressure and a bullish trend that had Alphabet Class A stock during the previous month. The Support level was at 1988,24 and the Resistance was at 2055,55.

Prediction

Considering the recent downtrend combined with the uncertainty created by the change in the tracking ad products, a potential buy signal is recommended as we think the bullish will continue. This signal is further supported by the technical analysis provided in the above paragraph. The figures cited in this report show a bullish path for the GOOGL stock.

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