

Figure 1: Stock graph shows the up-trend



Figure 2: Candle chart shows the surplus of positive changes

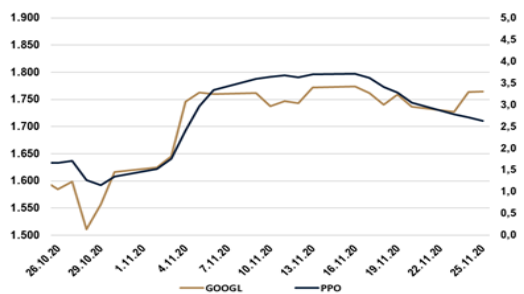


Figure 3: PPO shows a potential buy signal, positive indicator

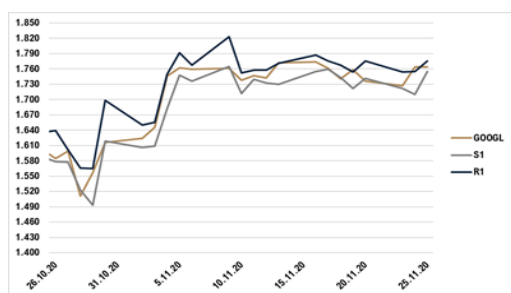


Figure 4: Shows the resistance and support levels

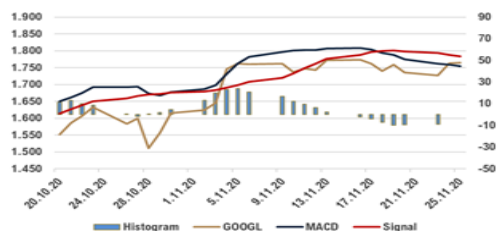


Figure 5: MACD line is above the zero line

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: Refinitiv)

Fundamental Approach

- Looking into Alphabet Inc growth rates, revenue grew by 14.01 % in III. Quarter 2020 from the same quarter a year ago.
- Alphabet Inc 's net income grew by 59.13 % in III. Quarter 2020 year on year, above company average
- Alphabet Inc achieved increase in profitability, due to increase in demand and cost control. Operating Margin grew in III. Quarter 2020 to 24.28 % from 16.67 % in II. Quarter

Technical Analysis

According to Graph 1, the stock follows a bullish trend. There were 4 secondary movements in the examined period (26/10/2020-25/11/2020). Graph 2 depicts an almost symmetric distribution of positive and negative candlesticks. As shown in Graph 3 The average price was 1693.03 with a St.Dev. of 82.28. Support and resistance were formed at was formed at 1,510.8 and 1.774.03 respectively. Graph 4 indicates an uptrend as PPO is above the zero line. According to Graph 5, the MACD line is above the zero line for an extended period of time, showing an uptrend.

Prediction

Considering the general bullish trend, the high profitability measurements, the financial health of Alphabet company and the above-mentioned technical indicators, our research team suggests a potential buy signal.

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