

Figure 1: Stock graph shows the stock's trend

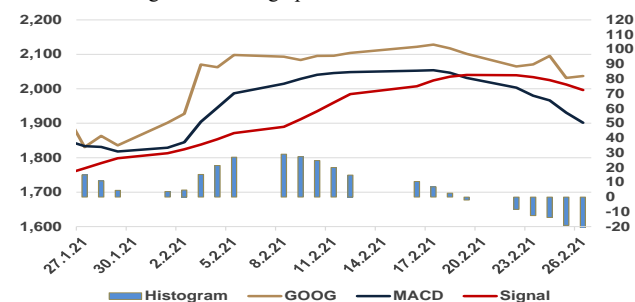


Figure 2: MACD shows a potential sell signal

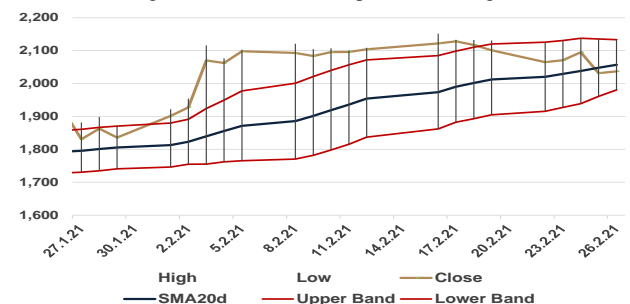


Figure 3: BolBands chart

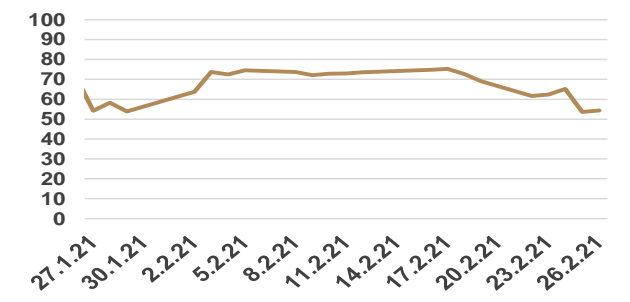


Figure 4: RSI moved in the overbought area and then declined

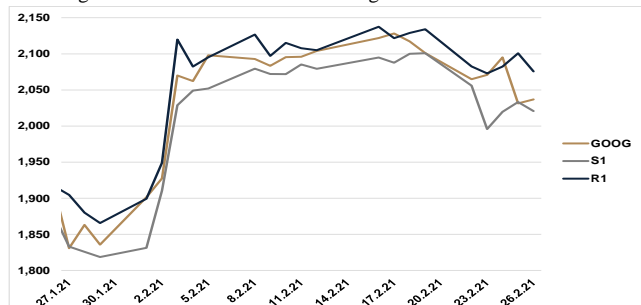


Figure 5: Support & Resistance levels

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.

Fundamental Approach

- Alphabet Inc. is accused of tracking its “incognito” users via Google, violating their privacy.
- A new Australia's legislation will force Google to pay Australian publishers for news content. The pay-for-news law risks is becoming a template for jurisdictions including the European Union, which is following the quarrel and keen to shorten Google's lead.
- Alphabet's Inc. CEO will testify before Congress to discuss misinformation on the company's platforms, regarding COVID-19 vaccine and supposed election fraud.
- Alphabet Inc's Google has agreed to pay \$76 mill. to 121 French news publishers to end a copyright spat.

Technical Analysis

According to Figure 1, the GOOG crossed below MA10 & MA 20, providing a potential sell signal. In Figure 2, MACD crossed below the signal line while steadily diminished, indicating a bearish trend. Additionally, the stock crossed below the upper band indicating a downtrend (Figure 3). The RSI was in the overbought zone until the middle of February and then declined. Lastly, the support and the resistance levels were formed at 2020.72 and 2075.67 respectively.

Prediction

Considering the uncertainty about the results of the legal disputes that the company is facing, combined with the technical analysis provided in the above paragraph and the indicating bearish trend, a potential sell signal is recommended.

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