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William D Shannon* (wshannon@linfield.edu), Unit Box 3500, Linfield College, 190 SW Brumback St., McMinnville, OR 97128-6899, and **Jennifer Moranchel**. *Big Data and the Stock Market*.

In our modern competitive market, businesses are seeking efficient and innovative platforms to remain profitable and prepared, especially in the uncertain world of the financial stock market. One possible avenue for improving stock prices that companies can turn to is harnessing a substantial volume of information, known as big data. However, because of the nature of big data, distilling and analyzing the vast amount of information can require complex analytical methods. Using a keyword selection process based on word frequency, we were able to filter out the data amongst the noise and derive a sector specific keyword list. This list used in combination with a previously created trading method along with the implementation of a thresholding technique, allowed us to develop a more specific trading strategy focused on different market sectors. Our results show that the use of thresholding techniques in addition to the Google Trends strategy may improve returns in the stock market. (Received September 26, 2017)