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Analysis Of Online Trading Tools and Techniques

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Abstract

This research report is based on a project undertaken at Growth Arrow Services., is a standalone financial services firm based in Bangalore, India. With years of industry experience, the organization is now aiming to enhance and modernize its service offerings. Building strong, effective engagement with both clients and trainees is essential to facilitate better understanding and learning. Growth Arrow focuses on designing and executing strategies that have been tried, tested, and found beneficial by numerous clients...

Introduction

The stock market, also known as the equity market, is a public platform where shares of companies and related financial instruments are bought and sold at predetermined prices." The global stock market, which includes both publicly listed companies and those traded privately, has been valued at approximately \$36.6 trillion. In comparison, the total nominal value of the world derivatives market is estimated to be around \$791 trillion—roughly 11 times larger than the entire global economy.

Through direct interaction with consumers and a review of current market trends, this report offers insights into how investment opinions are shaped and provides suggestions to help individuals make more informed and confident financial choices.

Literature Review

In accounting and finance, equity refers to the ownership interest that remains with a company's shareholders after all debts and liabilities have been paid off. It signifies the share of a business's total assets that rightfully belongs to its owners. When a company's obligations exceed its assets, it leads to negative equity—meaning the business owes more than it owns. Equity is usually divided between common and preferred shareholders, representing their respective claims on the company. This figure is a key indicator of a company's financial position and helps assess the theoretical value held by its investors.

Understanding the liquidation process during bankruptcy is essential. Initially, secured creditors receive payment from the proceeds generated by selling the company's assets. Following this, the remaining funds are distributed to other creditors based on a specific priority order. Equity holders, or owners, are last in line and are only compensated after all creditors have been paid in full. If the available funds are insufficient to cover creditor claims, there is nothing left for the owners, resulting in the total loss of their equity. This ownership equity—often referred to as risk capital, liable capital, or simply equity—bears the highest risk in such financial situations..

Statement of the Problem

The advancement of technology has significantly reshaped the financial trading landscape, introducing numerous online tools and techniques that claim to improve trading efficiency and accuracy. Despite their widespread availability, many traders find it challenging to identify which tools are most effective for their specific goals and risk tolerance. The overwhelming variety of platforms, indicators, and automated systems can lead to confusion, misuse, or reliance on ineffective strategies. Furthermore, there is a lack of clear, comparative insights into how these tools perform under different market conditions. This creates a need for a structured analysis that evaluates the practical usefulness, performance, and limitations of online trading tools. Addressing this issue is essential to help traders make better-informed decisions and optimize their trading approaches in an increasingly complex digital environment.

Objectives of the Study

The various objectives for which this study is conducted are as follows:

1. To get an empirical view of analysis tools of the company

2. To study the customer preferences regarding the Investments
3. To know the experiences of the customers

Hypotheses of the Study

Main Hypothesis (H₁) and Null Hypothesis

1. Main Hypothesis (H₁):

There is a significant relationship between consumers' perception and their willingness to invest in insurance products.

2. Null Hypothesis (H₀):

There is no significant relationship between consumers' perception and their willingness to invest in insurance products.

Data Analysis

- Data analysis refers to the organized application of statistical or logical techniques to organize, summarize, and examine data. It usually marks the first step toward making sense of the information gathered..
- Data interpretation involves reviewing and making sense of data by applying standard methods to understand what the results mean. It's the step where the findings from data analysis are carefully examined to draw meaningful conclusions.

Research Questions

- Would you like to open a Demat account with Growth Arrow? What are the common opinions and attitudes of consumers toward insurance investment?
- Are you an Active Investor?
- What types of investments have you made ?
- What is the purpose of your investment?
- Have you ever invested in the equity market?
- Are you aware about the tools and techniques used in equity market?
- What methods do you use to make decisions on investments in the stock market?

Conclusion

- The objective of this study was to highlight the various tools utilized in the equity market for analyzing share prices. The below mentioned points can conclude the research undertaken at Growth Arrow
- Equity trading firms use various traditional and technical methods to analyze the effective price of shares.
- The research suggests that with the enhancement in technology, Technical methods are most preferred.
- The research also pointed out different tools that are used within the Technical Methods for analyzing the Open and Closing Price of shares in the market.

Research Methodology

Problem Definition

Before discussing the Objectives of Research, it is imperative to discuss the very Problem Definition or the Question for which this study is conducted so as to get a better understanding for further Research Process.

What are the analysis methods used by different organization for investing in Equity and Kind of Investments preferred?

The Problem Question is the basis to conduct this research. The briefing of various means is mentioned in the literature review, and now shall be applied for conducting the research.

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Limitations of the Study

- While this report provides valuable insights into consumer perceptions and willingness to invest in insurance, there are a few limitations that should be noted:
- - **Limited Sample Size:** The findings are based on a specific number of respondents. A larger sample could have provided more accurate and diverse results.
- - **Geographic Restriction:** Most responses were collected from specific areas. People's views might differ in other regions, especially between urban and rural locations.
- - **Respondent Bias:** Some individuals may have given answers based on what they thought was expected, rather than their actual opinions or experiences.
- - **Time Constraints:** Due to limited time, the study may not have covered all aspects of the insurance industry in detail.

References:

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