



FIN 422 - Student Managed Investment Fund Group AI Assignment 3 Sentiment Analysis

This AI assignment must be done as a group, and all group members (unless there are unusual circumstances) will receive the same grade. The assignment must be uploaded to the D2L folder by the due date listed on the course schedule. Use the following title: "FIN 422 AI Ass. 3, Group X". Upload ONLY ONE assignment per group. All prompts (including the names of the AI models used) and (unedited) completions should be included in an appendix.

AI Assignment 3: Sentiment Analysis Assignment Overview

In this assignment, you will conduct a comprehensive sentiment analysis of your firm using artificial intelligence tools to enhance your investment decision-making process.

1. Data Collection

Gather the following data sources for analysis:

- News articles from major financial publications (last 6 months)
- Earnings call transcripts (last 4 quarters)
- Social media posts from verified company accounts
- Relevant industry news and competitor announcements

2. Sentiment Analysis Implementation

Using AI, conduct sentiment analysis on:

- News coverage sentiment trends
- Earnings call language and tone
- Social media engagement and sentiment
- Industry-specific keyword tracking

Required Analysis Components:

- Sentiment scoring methodology explanation
- Time series analysis of sentiment trends
- Correlation with stock price movements
- Comparison with industry/competitor sentiment

3. Financial Integration

Compare sentiment analysis findings with:

- Traditional financial metrics
- Recent company performance
- Industry trends and competitive position
- Market multiples and valuations

Develop a comprehensive thesis that explains:

- How sentiment indicators support or contradict financial metrics
- Leading/lagging relationship between sentiment and performance
- Potential impact on future stock performance

Submission Requirements

Submit a comprehensive report that includes:

1. Executive Summary
2. Detailed sentiment analysis findings
3. Financial analysis integration
4. Clear investment recommendation