

Investigating Football Club Stock Fluctuations through Twitter Sentiment Analysis and Sporting Results

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BACKGROUND

Using three clubs (MUFC, JUVE, BVB) as case studies, the fluctuations of their publicly traded stock are investigated using the following variables:

- Football-associated Tweets
- **Football Match Results**
- Football Match Betting Odds

The goal of this project is to determine whether Twitter activity or match results have a greater impact on the performance of football club shares on the stock market, and to understand the extent of this influence.



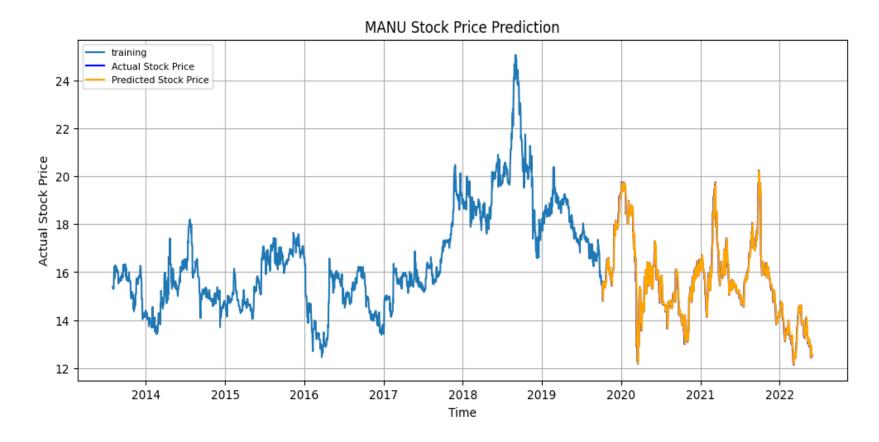
PROJECT FINDINGS

Match outcomes regardless of expectations are better predictors of the three football clubs' performance in the stock market. Losses in particular has a more significant impact on the returns of their stock prices whereas Twitter sentiment has a varying effect on each club.

PREDICTION

With the Granger-causing predictors identified, a Multiple Linear Regression model is trained with historical stock market data of each football club and predicted the expected fluctuations of the stock price.

The Root Mean Squared Error (RMSE) is used as a metrics to evaluate the prediction made.



	MUFC	JUVE	BVB
RMSE	0.303	0.017	0.125