

# Data Analysis and Trends

A report of the relationship of iPod  
sales to the price of Apple, Inc.  
stock



# Apple, Inc.

- Founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in 1976
- First Computer Company to offer Graphical User Interface (GUI)
- Introduced the Macintosh computer in 1984

# Apple, Inc.

- Produced the iMac computer in 1998
- Debuted the iPod MP3 player in 2001
- Began production of Intel-based computers in 2006
- The iPhone is released in 2007 as the latest consumer electronics device by Apple



# Apple Stock

- Initial Public Offering on December 12, 1980
- Price \$22.00
- Stock has split three times since IPO
  - Split adjusted IPO is \$2.75
- Current price: \$127.17

# iPod

- iPod Introduced October 23, 2001

- Subsequent releases include improvements in design and new features

- iPod Mini released January 6, 2004

- iPod Shuffle released on January 11, 2005

- iPod Nano released September 7, 2006

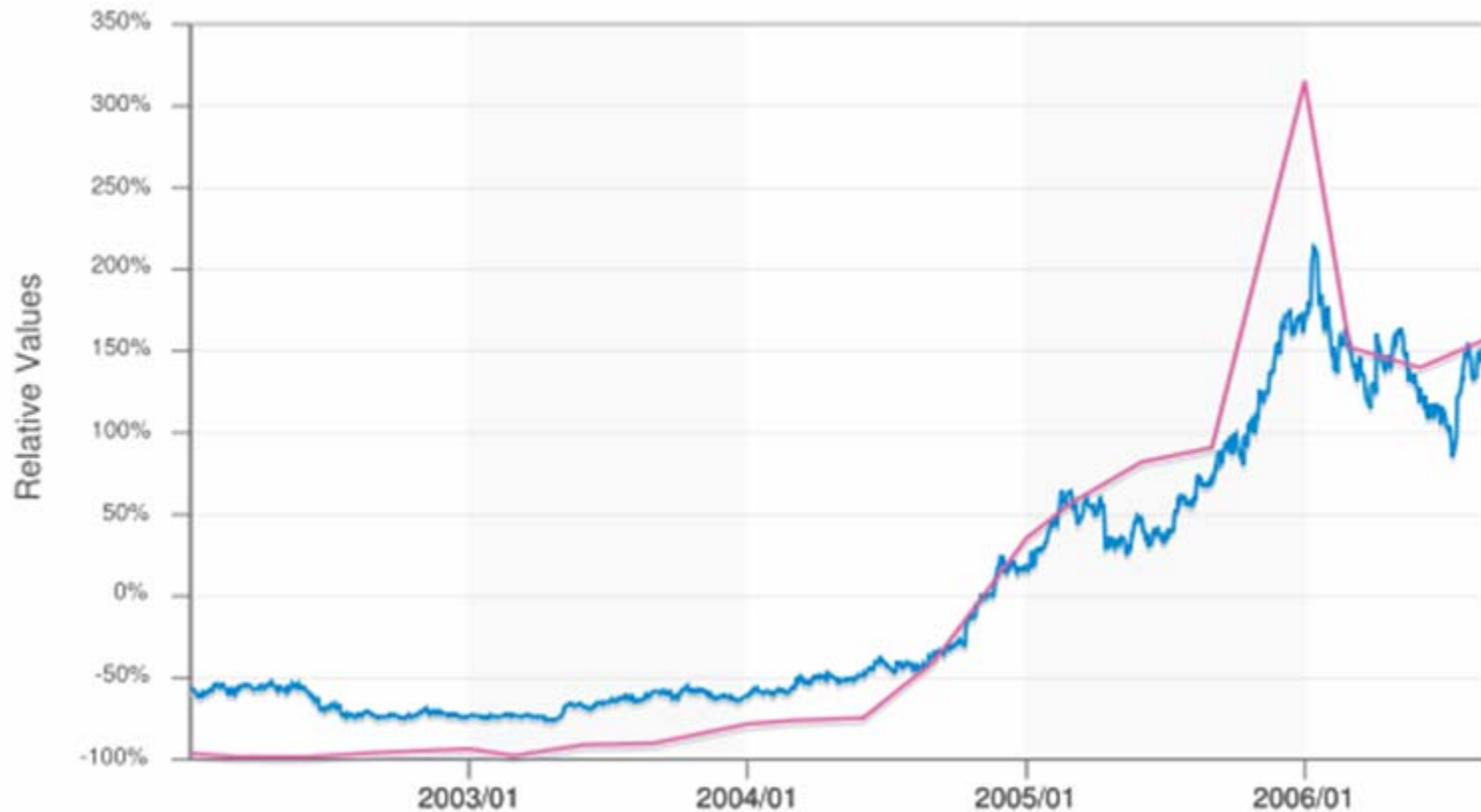
# Apple Stock & iPod Sales

Close Date	Adj. Close	Fiscal quarter	iPods Sold
1/1/02	\$11.65	2002 Q1	125,000
3/1/02	\$11.73	2002 Q2	57,000
6/1/02	\$11.45	2002 Q3	54,000
9/1/02	\$7.03	2002 Q4	140,000
1/1/03	\$7.40	2003 Q1	219,000
3/1/03	\$7.32	2003 Q2	78,000
6/1/03	\$8.73	2003 Q3	304,000
9/1/03	\$11.43	2003 Q4	336,000
1/1/04	\$10.64	2004 Q1	733,000
3/1/04	\$12.01	2004 Q2	807,000
6/1/04	\$14.03	2004 Q3	860,000
9/1/04	\$17.93	2004 Q4	2,016,000
1/1/05	\$31.65	2005 Q1	4,580,000
3/1/05	\$44.50	2005 Q2	5,311,000
6/1/05	\$40.30	2005 Q3	6,155,000
9/1/05	\$46.26	2005 Q4	6,451,000
1/1/06	\$74.75	2006 Q1	14,043,000
3/1/06	\$69.10	2006 Q2	8,526,000
6/1/06	\$62.17	2006 Q3	8,111,000
9/1/06	\$68.38	2006 Q4	8,729,000
1/1/07	\$83.80	2007 Q1	21,066,000
3/1/07	\$87.06	2007 Q2	10,549,000
		Total	99,250,000

Quarter 3 Sales are not yet reported as of today



# Apple Stock & iPod Sales



# Data Analysis

- **TREND:** Data shows there is a direct correlation between sales of iPod players and the price of Apple Stock.
- When sales of iPods increase, the stock price of Apple, Inc. increases
- As sales of iPods decrease, the stock price of Apple, Inc. decreases



# Information Reliability

■ The information and data came from several sources that are deemed reliable.

■ [Swivel.com](http://Swivel.com) - Graph of Data

■ [Yahoo Finance](http://Yahoo Finance)

■ [Apple Investor Relations](http://Apple Investor Relations)

■ [Wikipedia - iPod Article](http://Wikipedia - iPod Article)

# Information Reliability - Accuracy

- Swivel: The data was uploaded by a site user who cited Yahoo finance, Apple computer, and Wikipedia as references. I verified the data from the sources and found them accurate.
- Yahoo: Yahoo finance uses real time stock market information and is a trusted distributor of financial markets data.
- Apple Investor Relations: Apple publishes their sales figures as required by law and is the primary source
- Wikipedia: The Apple article has cycled through over 500 edits since February which makes it a rigorously edited article and diverse in editors. These quality increases the accuracy of a Wikipedia article.

# Information Reliability - Authority

- Swivel: The author of the Swivel data has no credentials. However the data has been verified as accurate
- Yahoo: Yahoo is a recognized entity for distributing financial information
- Apple Investor Relations: Apple publishes their sales figures as required by law and is the primary source
- Wikipedia: The editors of the Wikipedia article have no known authority. Their collective knowledge and rigorous editing gives the article more authority.



# Information Reliability - Objectivity

- Swivel: The author of Swivel is objective since the data has been verified from the cited sources.
- Yahoo: Yahoo is objective since it distributes the information without modification.
- Apple Investor Relations: Apple is the primary source and the document is not a sales document and can be deemed objective with a high degree of confidence.
- Wikipedia: The Apple article has cycled through over 500 edits since February which makes it a rigorously edited article and diverse in editors. These quality increase the objectivity of a Wikipedia article.

# Information Reliability - Currency

- Swivel: The author of Swivel is current with the latest release of data from Apple and Yahoo finance.
- Yahoo: Yahoo is a real time warehouse of financial data and has the latest updates within 15 minutes.
- Apple Investor Relations: Apple releases their sales information about one month after the close of a fiscal quarter. The latest iPod sales information has not yet been published.
- Wikipedia: The Apple article was last updated two hours before this slide was created.



# Information Reliability - Coverage

- **Swivel:** The author of Swivel provides links to the sources cited which allowed the data to be verified.
- **Yahoo:** Yahoo streams its financial information directly from the financial markets and provides additional links to other data sources.
- **Apple Investor Relations:** Apple, Inc. is the primary source of information about iPod sales.
- **Wikipedia:** The Apple article is extensively hyperlinked to supporting details and related articles. A list of citations is included at the end of the article and the users who provided the information are included in the edit history tab.