

Case Study

**Dubai Stock Market Daily Updates to Identify
Market Entry and Exit Points**



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About the Client



- The client is a retail and commercial banking service provider in the UAE, with branches across the country
- The bank has mobilised more than AED 30 billion as customers' deposits

Client Objectives / Goals



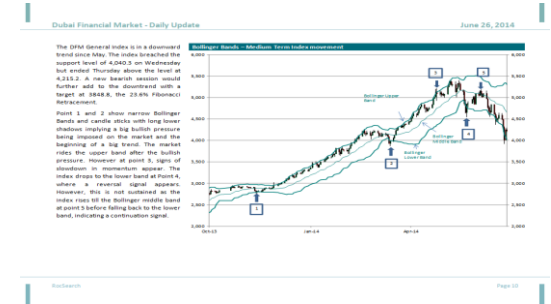
- The client wanted to expand their customer engagement initiatives by offering informative daily market reports, covering technical analysis to assist their end clients in making Buy/Sell decisions on their portfolios

Approach and Methodology



- Market metrics were illustrated using a variety of charts and tables
- Various technical analysis tools were used to identify short and long term market trends and suggest market entry and exit points
- Historical and intra-day stock market data was leveraged using Bloomberg and Thomson Reuters EIKON
- Technical analysis, using tools such as MACD and RSI, was performed
- To spot investment signals, team identified patterns such as Double Tops in various stocks

Sample Output



Results / Value-add



The team's comprehensive analysis of the market patterns enabled the client to identify Buy/Sell signals

The bespoke document structure, designed to neatly capture the graphical illustrations with analyst comments, allowed for ease of comprehension for the client