ABSTRACT

The data mining and its tool has played a vital role in exploring the data from different ware houses. Using data mining tools and analytical technologies we do a quantifiable amount of research to explore new approaches for the investment decisions. The market with huge volume of investor with good enough knowledge and have a prediction as well as control over their investments. The stock market some time fails to attract new investors. The reason states that non-aware and also people do not want to come forward to fall in to the risk. An approach with adequate expertise is designed to help investors to ascertain veiled patterns from the historic data that have feasible predictive ability in their investment decisions.

This study enables people to discover unanticipated information on an unaided basis. Stock market forecasting includes uncovering market trends, planning investment strategies, identifying the best time to purchase the stocks and what stocks to purchase. There has been a critical need for automated approaches to effective and efficient utilization of massive amount of financial data to support companies and individuals in strategic planning and investment decision making. The real power of true data mining has the capacity to amaze the most skeptical executive. This thesis has built a model which could be used by the individual investors in the customized manner for their portfolio construction and management.