NARROW DOWNING INVESTMENT ACTIVITY WITH THE HELP OF FILTERS IN TICKERTAPE APP

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ABSTRACT

There are fifty thousand plus companies existing in India. There are around five thousand plus companies which are listed in National Stock Exchange. So, it is a complicated aspect to the investor to select a right company for the investment purpose. There are more than fifty subjects in commerce. It is not like History, Economics or Chemistry subject. In these subjects, it is very easy to select a subject for getting mastery. Because, if we take History for example, we study Karnataka history, Indian history, world history. Day by day, we will get expertness in the same subject history by studying vertically. But in commerce stream, we study Financial Accounting, Cost Accounting, Management Accounting, Financial Management, Marketing Management, Human Resources Management, Organizational Behavior, Business Law etc. So, in commerce stream, it is very difficult to get mastery or expertness. That is why commerce is called as Jack of all but Master of none. These problems can be overcome with the help of narrow downing concept. The scholar in commerce field can select Finance or Marketing or Human Resource Management for study and publication and thereby study can be simplified. Similarly, investor can apply filter concept in Tickertape application which is free software available to all.

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***Keywords:** Tickertape, Debt Equity, Alpha, Beta.*

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Introduction
Statement of Problem

A researcher is taking more time to finalize the topic for the study in commerce filed since the commerce has more than fifty subjects. Similarly, investor is confused to take decision in which company his investment is safe and better. So, the present study is focusing on narrow downing the research topic by selecting any one area like finance, marketing or HRM.

Objectives of the Study

- To study which are investment opportunities for the investment purpose.

- To narrow down the investment activity.

- To give valid suggestions to the investors.

Tools and Techniques of Data Collection

The entire data is collected from secondary sources like books, journals, newspapers and internet. The most popular form of secondary source of data collection made is Google. The author's observation is also one of the main sources of data collection.

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Tools and Techniques of Data Analysis

The simple data analysis techniques like tables, graphs, averages are taken for the purpose of data analysis. The tickertape website application is used to study and collect data.
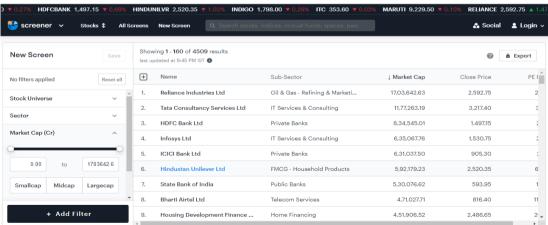
Narrow Downing Concept

The Narrow downing concept is a beautiful concept for the investors. They can select a better company and an useful topic within short period by applying this concept. The researcher has to focus on his specialization.
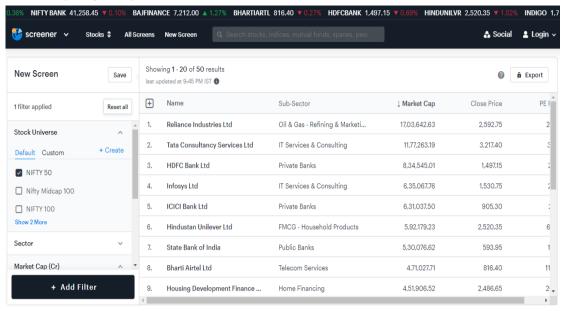
Example: The researcher has to focus on finance or marketing or human resources management. Similarly, the investor can focus on large caps, medium caps or small caps for investment point of view. Tickertape app is user friendly in this aspect.

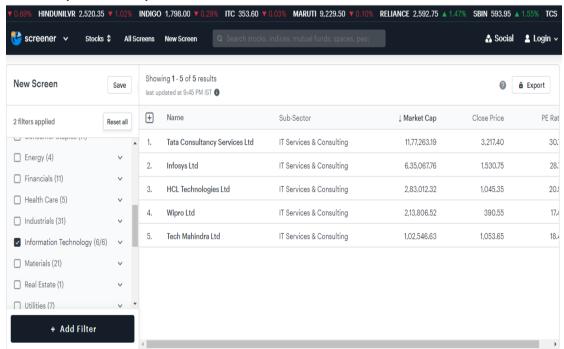**Practical Application of Filters in Tickertape App**

The above picture is depicting that there are 4,509 companies which are listed in National Stock Exchange official trading list. This helps the investor to narrow down his investment activity. These companies are arranged on the basis of market capitalization. So, the investor can easily select a blue chip company for his investment. We know that Blue Chip Company is safer than the start ups.
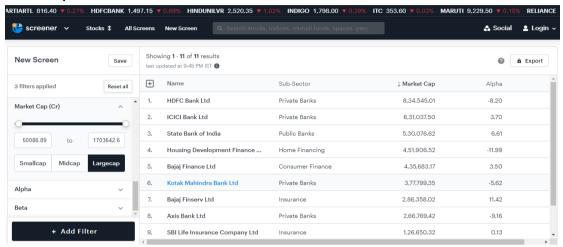
Filter of Top Fifty Companies

In this filter, the 4,509 companies are narrowed down to top fifty companies. This fifty companies are selected based on top market capitalization. So, here the investor can easily select the top company like Reliance, ICICI, Infosys, TCS etc for studying fundamental and technical analysis.

Filter of Top Five IT Companies

In this process, by using sector, further filtering has been done. Indian IT companies demanded worldwide. So, Indian IT companies have huge scope in the world. So, investment in the IT sector is a safety investment. In this picture, investor can easily select top one or two IT company for investment purpose. TCS and Infosys are top ranked companies.
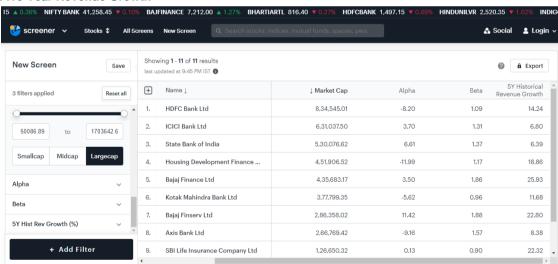
Filter of Alpha and Beta

Alpha is the excess return on an investment after adjusting for market-related volatility and random fluctuations. Alpha is one of the five major risk management indicators for mutual funds, stocks, and bonds. A positive alpha of 1.0 means the fund or stock has outperformed its benchmark index by 1 percent.

Beta is a concept that measures the expected move in a stock relative to movements in the overall market. A beta greater than 1.0 suggests that the stock is more volatile than the broader market, and a beta less than 1.0 indicates a stock with lower volatility. Beta measures a stock's volatility, the degree to which its price fluctuates in relation to the overall stock market.

Five Year Revenue Growth

In this filter, we can sort the companies which are top performing in revenue generation since five years. HDFC bank is better since its revenue growth is 14 percent in an average of five years. Bajaj financial services also seems better since it has 22.8 percent growth over five years average.

Findings of the Study

- Commerce education has huge scope for students, teachers and researchers.
- It provides scope to study more than fifty subjects like Finance, marketing HRM etc.
- Investor has more avenues to invest his money in large caps, medium caps or small caps.
- There are around fifty thousand plus companies for investment purpose in our country.
- There are 4,509 companies listed in National Stock Exchange official trading list.

- Tickertape application is available to narrow down these 4,509 companies to top fifty companies with the help of Nifty Fifty index.
- Sector filter is helpful to narrow down fifty companies to top ten banks or IT companies.
- Again alpha and beta filters are useful to rank the IT sector companies.
- TCS tops first rank since its market capitalization is around 11,77,264 crore which tops in IT sector.
- Alpha and Beta are further used to select the best and safest company for investment.
- Alpha indicates the return on investment compared to market index of Nifty.
- Beta indicates the price volatility compared to market index of Nifty.
- Five year revenue growth is another filter available in the tickertape. It indicates the best company from the view point of returns provided by the company since five years.
- Quick ratio, debt equity ratio, inventory turnover ratio are also further filters available for further filtering process.
- Tickertape app is available at free of cost over the internet.

Suggestions

- Narrow downing concept can be applied by commerce fraternity to simplify the learning process.
- We can focus more on FAT (Finance, Accounting, and Taxation) for learning the subjects and earning good returns on our investments in the form of shares, bonds etc.
- Tickertape is a best software available at free of cost over the internet.
- By investing our time a day or two, we can learn the application and thereby we can simplify our investment activities.
- It is suggested to investors to come out from confusion status by applying the tickertape app.
- Screener.com is another free software available at free of cost to supplement tickertape app.
- We need to simplify our investments but we should not follow the concept of Analysis, Analysis, Analysis which leads to Paralysis.
- Moneycontrol.com is another good software available for further software.
- We can invest our money in a company whose alpha value is more than one.
- The beta value must be less than one for saying it is a risk free company. Lower the beat is a best company.

Conclusion

From the above discussion, it can be concluded that narrow down concept is very useful to commerce fraternity to simplify the commerce subjects from fifty to ten. Similarly, tickertape application is a best software developed by **Ujjwal Ankur** - Founder & CEO - Tickertape - Bengaluru, Karnataka, India. By investing our time of one or two days, we can learn the software and we can earn better money in the form of dividends and growth of stock price of our investments.

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