

Figure 1: The Main Graph shows the stock's trend.

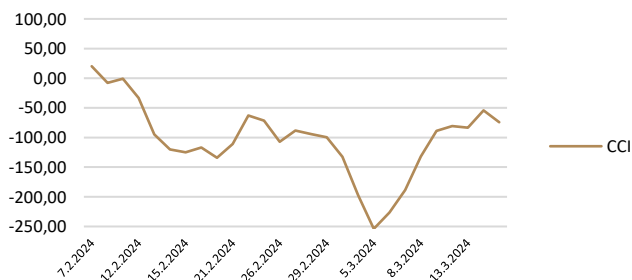


Figure 2: CCI indicates a potential sell signal

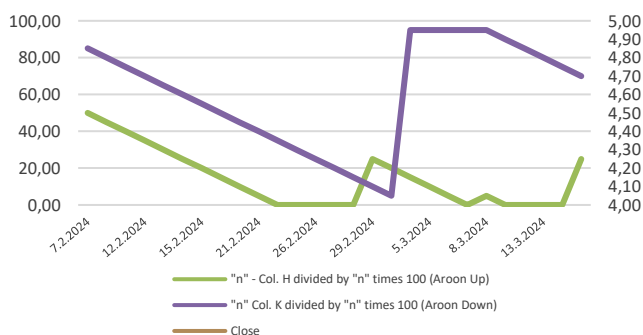


Figure 3: Aroon Indicator shows a sell signal

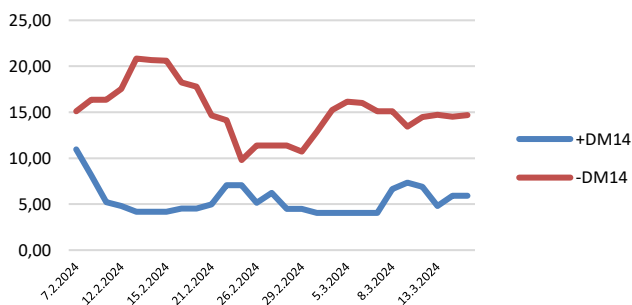


Figure 4: -DM14 line is above the +DM14 line

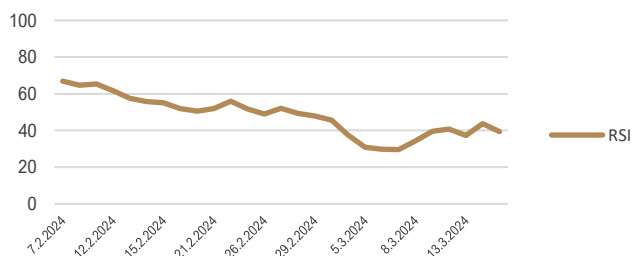


Figure 5: RSI is near 40

Firm's Brief Description

Apple Inc. designs, manufactures, and markets smartphones, personal computers, tablets, wearables, and accessories worldwide. The company serves consumers, and small and mid-sized businesses, and the education, enterprise, and government markets. The company also sells its products through its retail and online stores, and direct sales force and third-party cellular network carriers, wholesalers, retailers, and resellers. Apple Inc. was founded in 1976 and is headquartered in Cupertino, California.

Fundamental Approach

- Apple still plans to charge a fee of 0.50€ for app downloads outside of its App Store, which delivered \$78 billion in sales in the company's fiscal 2023.
- Apple announced financial results for its fiscal 2024 first quarter, reaching a revenue of \$119.6 billion, up 2 percent year over year.
- Apple has reached a \$490 million settlement to resolve a class-action lawsuit that alleged Chief Executive Tim Cook defrauded shareholders by concealing falling demand for iPhones in China.

Technical Analysis

According to Figure 1, the main graph shows that the price of the stock is below both MA 10 and MA 20, which proves that the stock's price will decrease. In figure 2, the CCI reached an all-time low, breaching the -250 mark, but bounced back up. Specifically, it got up to -75 still indicating a further down-trending motion. In figure 3, the Aroon Indicator, also, provides a sell signal as the Aroon Up line is evidently lower than the Aroon Down line. Additionally, in figure 4 the DMI yields surplus information, supporting the rest diagrams, on the stocks trend. Contrary to the rest figures, RSI (currently residing at 40 on the indicator) presents a hold position, since it moves between 30 and 70.

Prediction

Considering the recent path of the stock market along with the latest information regarding Apple Inc. partnerships with other well-known companies, it is advisable to consider a potential sell signal for the stock. This recommendation is reinforced by the technical analysis provided in the preceding graph.

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