

SKILL SETS REQUIREMENTS FOR ONLINE FINANCIAL TOOLS IN STOCK MARKET

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Abstract

The stock market is facing unpredictable sensex movement in the Indian Stock Market. The stock market is largely affected due to unprecedented changes in the national and international business environment. On a large scale, still the stock market is showing signs of positive investments, especially from small local investors. The investors are investing, concentrating for a small financial gain through slow and constant investments. There is a noticeable increase of small local investors who are interested in making a respectable profit in a short period, most importantly, without taking much of a risk. Such a safer approach must be supported by the skill sets, both technologically technical as well as online stock market related technical point of view. The research paper is making an effort to understand the skill sets for both domains. For getting such gains, there are a lot of online websites available like money control, share khan, investing.com, zerodha etc. Each one of it is giving us a chance to do experimentation for understanding the technicality involved in equity share investment. Lot of handy and useful material is available for building the confidence of investors. Considering this fact, there are two fields which need to be explored, namely, Equity market and Operating level technical skill requirements. The technical skills like Data Analysis, Project management, Social media experience, Technical writing etc. are to be studied for online financial tools operational handling. These two fields interrelationship is an important aspect which needs to be explored to understand the comfort level of investors before making a wise investment decision. The research paper is making an attempt to understand the interrelationship between the operational level skill sets while handling the online financial tools and the technical skill requirements for handling them.

Keywords: component, formatting, style, styling, insert

I. INTRODUCTION

In the context of the Indian stock market, the Indian investors are understanding the newly found stock market potential. The two Indian stock markets National Stock (NSE) Exchange and Bombay Stock Exchange are offering an open platform for budding Indian Investors to explore the stock market options like equity, derivatives, mutual funds etc. The newfound interest of Indian investors are more in the Equity market as that can be seen by investment patterns in stock market by local

investors and there is sudden increase in Demat account opening. National Stock Exchange (NSE) and Bombay Stock Exchange (BSE), are two government websites which offer various options for developing the interest of the investors through the facilities like online certifications, free workshops and seminars, quiz competition etc. Such initiatives are useful for investors. Such initiatives result in much needed interest generation but unfortunately there are very few opportunities for making them comfortable for online operational level handling for online transactions. Along with this the knowledge for understanding technical analysis is also very less among the investors. The other private players like Money Control, Screener, Investing.com, Economic Times Market, Live Mint are trying to fill the gap. The skill sets requirements for handling the technical analysis part and the technical knowledge about the tools handling are two main issues. In order to have a detailed understanding about these two fields, the research paper is offering an interrelationship among skills required and Stock Market Technical Analysis parameters for making Stock Market Investment Decisions. The research paper is focusing on developing the framework for understanding the skill sets requirement while handling the technical skill requirements and stock market technical analysis parameters. The Technical skill set requirement considered for study are (i) Data analysis (ii) Project management (iii) Social media experience (iv) Technical writing. Along with this, the Stock Market Technical Analysis Parameters considered for the study are (i) Past Price (ii) Developing Charts with different time frames (iii) Candlesticks (iv) Candlestick Patterns – Dojis (v) Technical Indicators – Moving Averages (vi) Moving average crossovers. The respondents selected are only from Management background, especially, M.B.A. students, passed out and professionally working having stock market investments as well as students who are currently pursuing M.B.A. degree. Management faculty responses are also noted down. The research paper is offering a model for understanding the relationship and offers the model to reduce the skill gap if found.

Literature Review

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Objectives

1. To study the technical skill sets required for Stock Market Investment Decisions.
2. To study Stock Market Technical Analysis Parameters used for stock market analysis.
3. To develop skill sets evaluation and measurement techniques.
4. To study the interrelationship between technical skill sets requirements and Stock Market Technical Analysis Parameters used for stock market analysis.
5. To develop a model for skill sets requirements and the evaluation of the skill sets

Scope and Limitations

Scope of the study

The scope of research paper is within the Indian stock market only. Though the private websites are offering exposure to out of Indian Stock markets, the research paper is limited to only Indian Market.

Limitations of the study

The research paper study is limited to Stock market technical analysis rather than the Fundamental analysis and financial behavioral analysis.

Research methodology

The research paper covers two requirements namely, Skill sets requirements and Stock Market Technical Analysis Parameters requirements. The technical skill sets required parameters and Stock Market Technical Analysis Parameters are as follows,

Technical Skill sets parameters are (i) Data analysis (ii) Project management (iii) Social media experience (iv) Technical writing

Stock Market Technical Analysis Parameters are (i) Past Price (ii) Developing Charts

with different time frames, (iii) Candlesticks (iv) Candlestick Patterns – Dojis

(v) Technical Indicators – Moving Averages (vi) Moving average crossovers

(vii) Technical Indicators – Pivots and Fibonacci Numbers (viii) Fibonacci Retracements

The above stated skill sets required parameters are selected on the basis of the type of processing required for stock market technical analysis parameters. The stock market technical analysis parameters are selected on the criteria of minimum basic parameters required for a carrying out the analysis for an investor

Type of Research:- Descriptive type

Type of Data collection:- Primary Data Collection

Tool for Data collection:- Questionnaire

Type of tool used for analysis:- MS-Excel

Primary Data Considered for the study:-**Sample Size:-**

The study has been made with total 58 respondents comprised of sample size of 29

respondents representing graduates and 29 respondents as Post Graduate students. management institutes operating Pimpri chinchwad area in Pune district has been estimated with the help of list available in the DTE website online institute search facility. Based on this list, it has been seen that a total of 77 management institutes are providing Master's degree in Management in Pune district running M.B.A. Program. Out of 77 institutes 10% institutes are selected through convenience sampling method from Pimpri chinchwad area in Pune district. Accordingly, Sample size calculated as 07 institutes. Considering average minimum intake capacity of 60 students per institute, the population for the study is 420 students. By applying convenience sampling method, i.e. 10% of the population size comes out 42 students. Accordingly, the study is carried out with 58 respondents.

Data Analysis

The data analysis primarily takes note of understanding the web site preferences for making stock market investments. At first instance The technical skill sets namely, (i) Data analysis (ii) Project management (iii) Social media experience (iv) Technical writing are considered. The responses for importance of the above stated skill sets for stock market investment decisions are noted down from users. At the second instance, stock market technical analysis Parameters namely, (i) Past Price (ii) Developing Charts with different time frames (iii) Candlesticks (iv) Candlestick Patterns – Dojis (v) Technical Indicators – Moving Averages (vi) Moving average crossovers are considered. The responses for stock market technical analysis Parameters for stock market investment decisions are noted down from users. At the third instance, the responses from user were noted down for understanding the relationship between technical skills sets and technical analysis parameters. The responses were noted down accordingly.

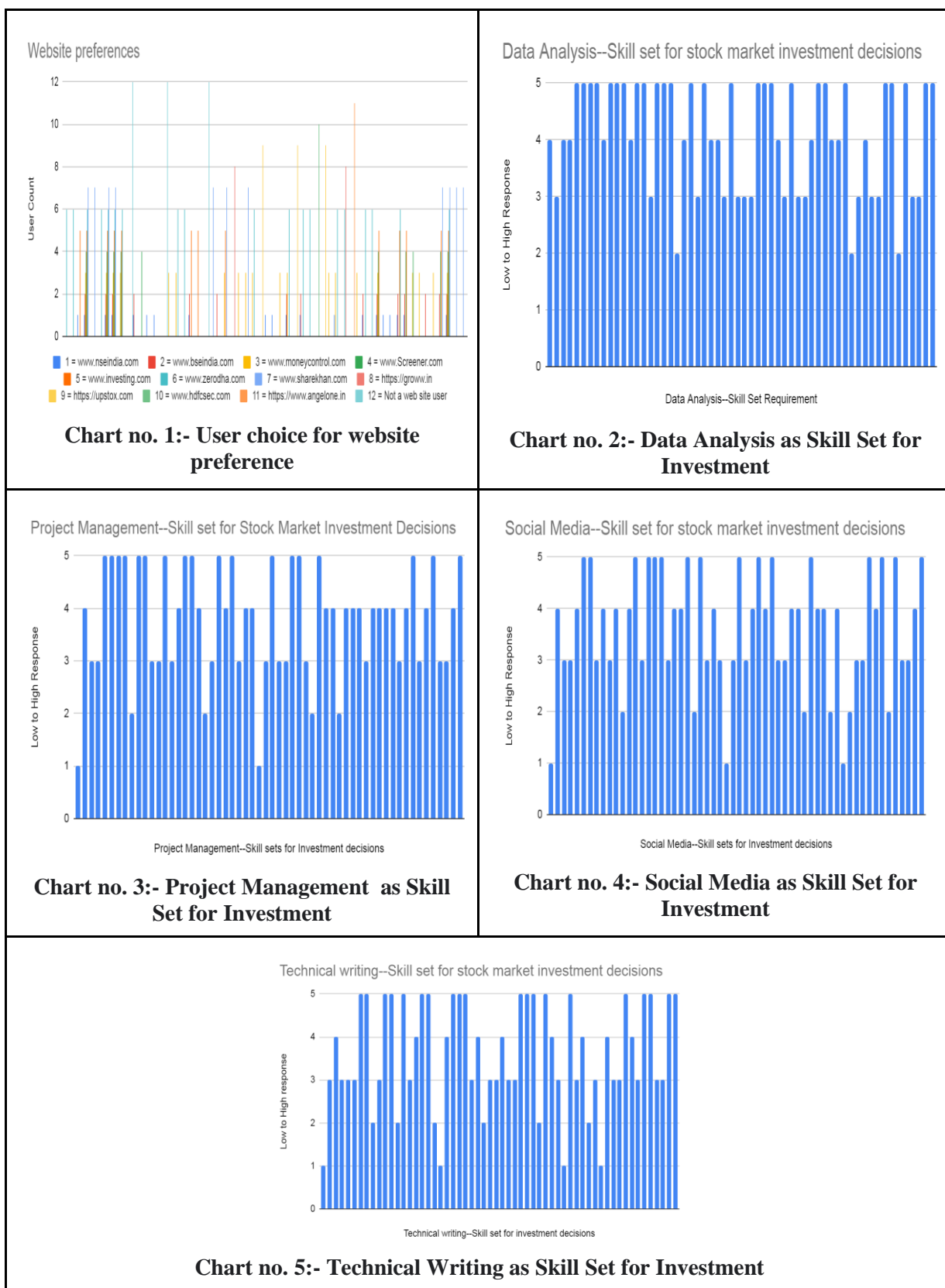


Diagram no. 1:- The diagram depicts the user website preference for making stock market investment and user responses towards Data Analysis, Social media, Technical writing for stock market investments.

Diagram no. 1:- Interpretation

Chart no. 1:- User choice for website preference

1. Out of all the choices offered, 52.63% users chose www.nseindia.com and www.moneycontrol.com website for stock market investment. Slightly lesser preference i.e. 48.72% is also received for www.zerodha.com website
2. Out of all the choices offered, www.screener.com has received lowest preference at 21.27%
3. The 'Other' choice received additional websites namely, <https://groww.in>, <https://upstox.com>, www.hdfcsec.com, <https://www.angelone.in>
4. Total 5.17% are not using website for Stock Market investments.

Chart no. 2: - Data Analysis as Skill Set for Investment

1. The measurement scale used for technical parameter namely, Data Analysis used for stock market investment is at high response i.e. at 46.55%
2. The measurement scale used for technical parameter namely, Data Analysis used for stock market investment is at non zero lowest response i.e. at 5.17%
3. The measurement scale used for technical parameter namely, Data Analysis used for stock market investment is at neutral response i.e. at 25.86%
4. Chart no. 3:- Project Management as Skill Set for Investment
5. The measurement scale used for technical parameter namely, Project Management used for stock market investment is at Medium high and high response i.e. at 31.03% each.
6. The measurement scale used for technical parameter namely, Project Management used for stock market investment is at non zero lowest response i.e. at 3.44%
7. The measurement scale used for technical parameter namely, Project Management used for stock market investment is at neutral response i.e. at 27.58%
8. Chart no. 4:- Social Media as Skill Set for Investment
9. The measurement scale used for technical parameter namely, Social Media used for stock market investment is at Medium high i.e. at 29.31% and high response i.e. at 27.58%.
10. The measurement scale used for technical parameter namely, Social Media used for stock market investment is at non zero lowest response i.e. at 5.17%
11. The measurement scale used for technical parameter namely, Social Media used for stock market investment is at neutral response i.e. at 27.58%
12. Chart no. 5:- Technical Writing as Skill Set for Investment
13. The measurement scale used for technical parameter namely, Technical writing used for stock market investment is at high i.e. at 34.48%
14. The measurement scale used for technical parameter namely, Technical writing used for stock market investment is at non zero lowest response i.e. at 6.90%
15. The measurement scale used for technical parameter namely, Technical writing used for stock market investment is at neutral response i.e. at 32.76%

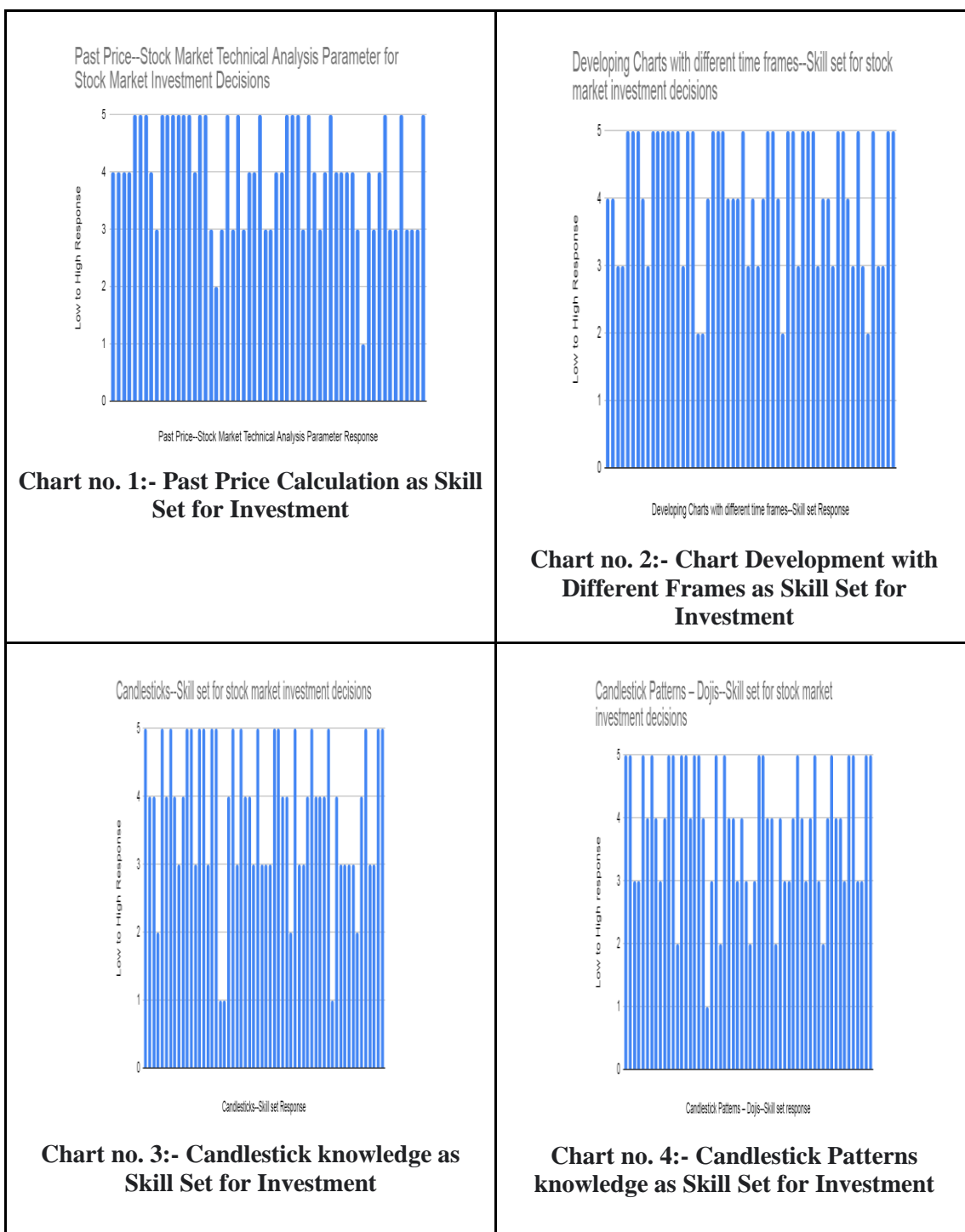


Diagram no. 2:- The diagram depicts the user preferences for stock market technical analysis Parameters for Past Price, Developing Charts with different time frames, Candlesticks, Candlestick Patterns – Dojis, Technical Indicators – Moving Averages, Moving average crossovers

Diagram no. 2:- Interpretation

Chart no. 1:- Past Price Calculation as Skill Set for Investment

Low = 1 Medium Low = 1 Neutral = 16 Medium High = 18 High = 22

1. The measurement scale used for Past Price used as Skill Set for Investment is at high i.e. at 37.93%

2. The measurement scale used for Past Price used as Skill Set for Investment is at Medium high i.e. at 31.03%
3. The measurement scale used for Past Price used as Skill Set for Investment is at Neutral i.e. at 27.59%

Chart no. 2: - Chart Development with Different Frames as Skill Set for Investment

1. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at high i.e. at 48.28%
2. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at Medium high and Neutral i.e. at 22.41%
3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at lowest i.e. at 6.90%

Chart no. 3: - Candlestick knowledge as Skill Set for Investment

1. The measurement scale used for Candlestick knowledge used as Skill Set for Investment is at high i.e. at 34.48%
2. The measurement scale used for Candlestick knowledge used as Skill Set for Investment is at Medium high and Neutral i.e. at 27.59%
3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at Medium low and low i.e. at 5.17%

Chart no. 4: - Candlestick Patterns knowledge as Skill Set for Investment

1. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at high i.e. at 48.28%
2. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at Medium high and Neutral i.e. at 22.41%
3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at lowest i.e. at 6.90%

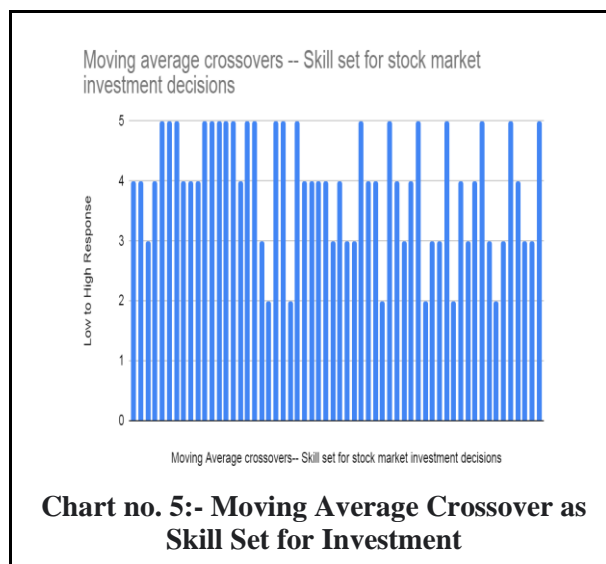


Diagram no. 3:- The diagram depicts the user preferences for stock market technical analysis Parameter for Moving average crossovers.

Interpretation

1. The measurement scale used for Moving average crossovers used as Skill Set for Investment is at high i.e. at 34.48%

- The measurement scale used for Moving average crossovers used as Skill Set for Investment is at Neutral i.e. at 29.31%
- The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at lowest at Medium Low i.e. at 3.45%

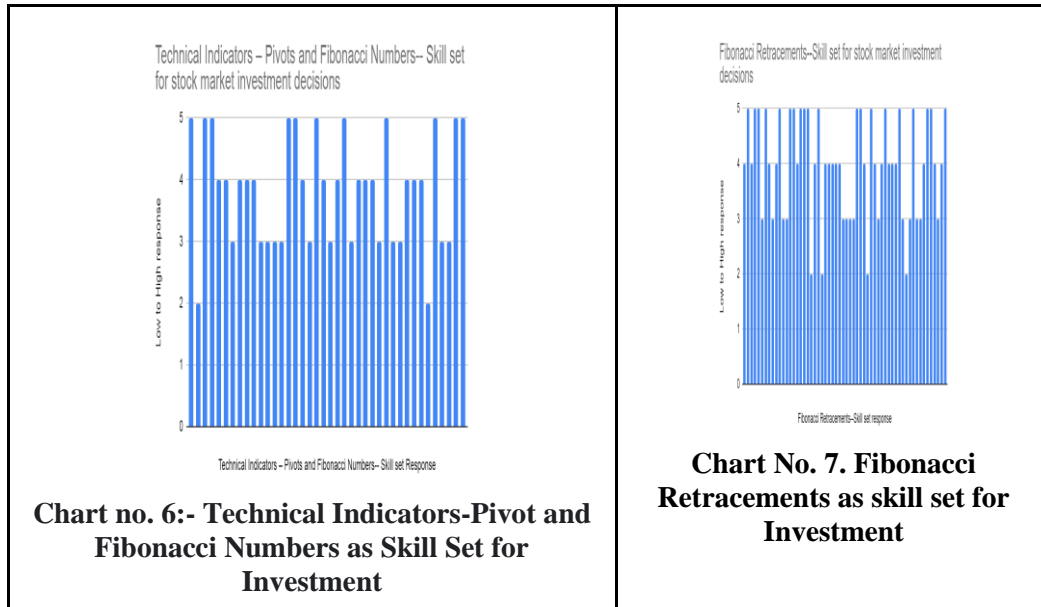


Diagram no. 4:- The diagram depicts the user preferences for stock market technical analysis Parameter for Moving average crossovers.

Diagram no. 4:- Interpretation

Chart no. 6:- Technical Indicators-Pivot and Fibonacci Numbers as Skill Set for Investment

- The measurement scale used for Stock Market parameter namely, Pivot and Fibonacci Numbers as Skill Set used for stock market investment is at high i.e. at 34.49% and medium high response i.e. at 31.03%
- The measurement scale used for parameter namely, Pivot and Fibonacci Numbers as Skill Set used for stock market investment is at non zero medium response i.e. at 5.17%
- The measurement scale used for parameter namely, Pivot and Fibonacci Numbers as Skill Set used for stock market investment is at neutral response i.e. at 29.31%

Chart no. 2:- Fibonacci Retracements as skill set for Investment

Low = 0 Medium Low = 4 Neutral = 14 Medium High = 20 High = 20

- The measurement scale used for Stock Market technical parameter namely, Fibonacci Retracements used for stock market investment is at Medium high and high response i.e. at 34.49%
- The measurement scale used for technical parameter namely, Fibonacci Retracements used for stock market investment is at non zero medium low response i.e. at 6.89%
- The measurement scale used for technical parameter namely, Fibonacci Retracements used for stock market investment is at neutral response i.e. at 24.18% each.

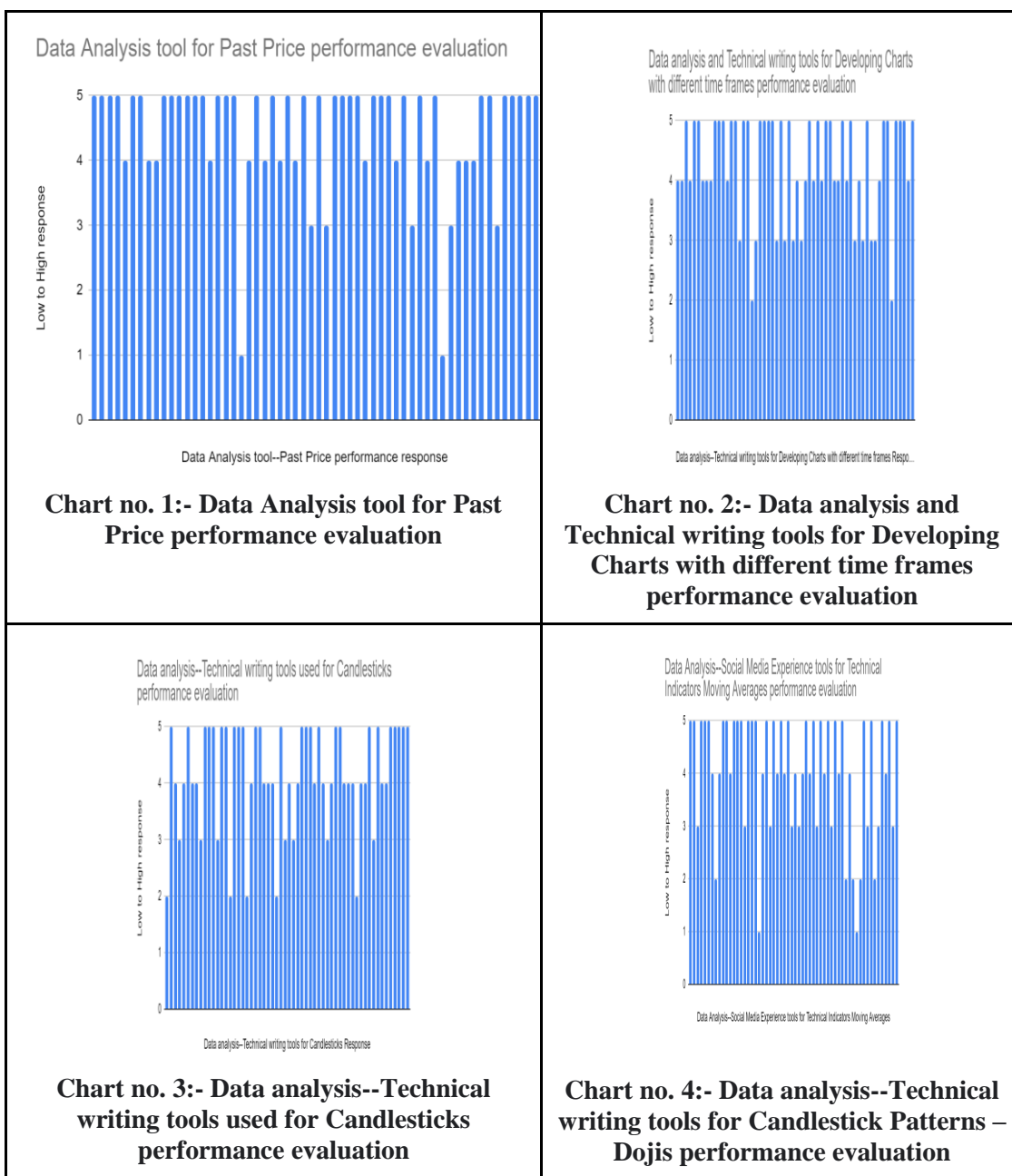


Diagram no. 5:- The diagram depicts the user preferences for stock market data analysis Parameters for Past Price, Developing Charts with different time frames, Candlesticks, Candlestick Patterns – Dojis

Diagram no. 5:- Interpretation

Chart no. 1:- Data Analysis tool for Past Price performance evaluation

Low = 0 Medium Low = 2 Neutral = 05 Medium High = 14 High = 37

1. Data Analysis tool for Past Price performance evaluation used as Skill Set for Investment is at high i.e. at 63.79%
2. The measurement scale used for Past Price performance evaluation used as Skill Set for Investment is at neutral i.e. at 8.62%
3. The measurement scale used for Past Price performance evaluation used as Skill Set for Investment is at medium low i.e. at 3.45%

Chart no. 2:- Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation

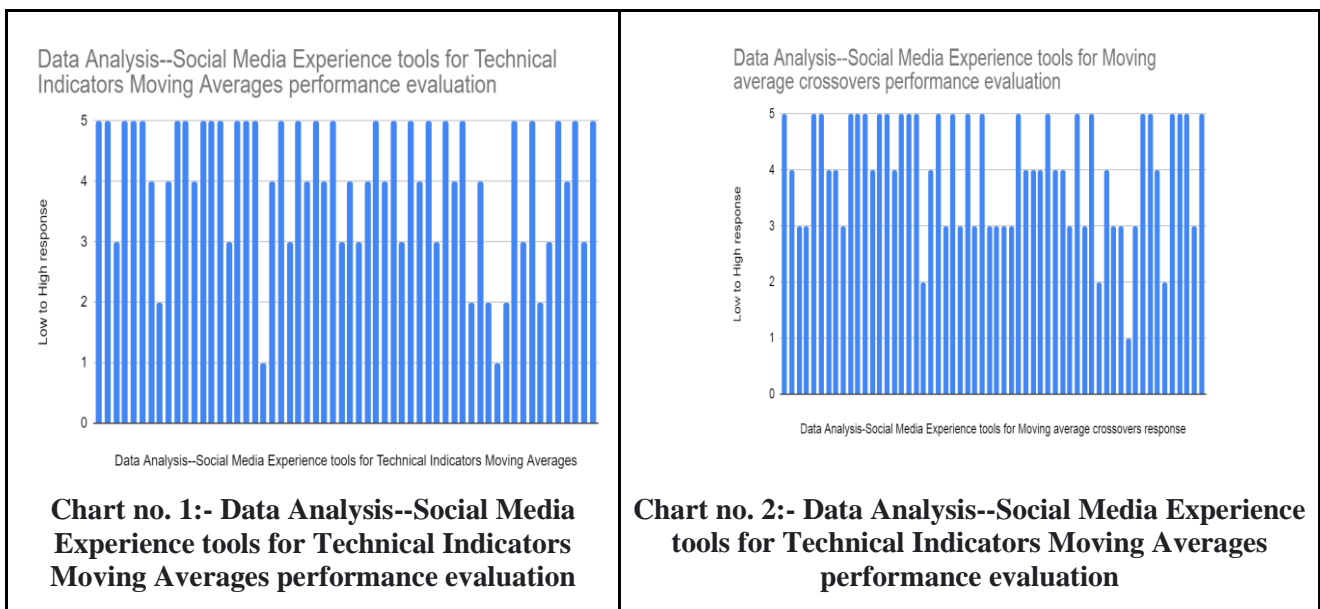
1. The measurement scale used for **Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation** used as Skill Set for Investment is at high i.e. at 50.00%
2. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at Medium high i.e. at 17.24%
3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at medium low i.e. at 3.45%

Chart no. 3:- Data analysis--Technical writing tools used for Candlesticks performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at high i.e. at 44.83%
2. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Neutral i.e. at 12.06%
3. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Medium low and low i.e. at 8.62%

Chart no. 4: - Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment is at high i.e. at 43.10%
2. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Neutral i.e. at 24.14%
3. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Medium low i.e. at 3.49%



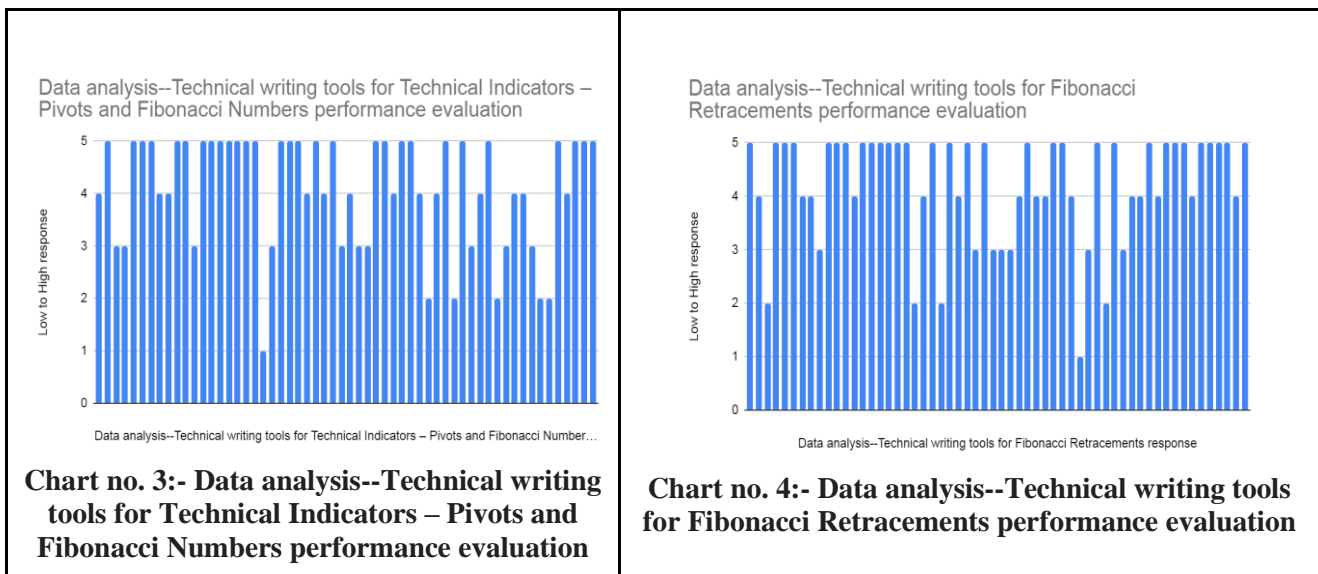


Diagram no. 6:- The diagram depicts the user preferences for stock market Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation, Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation, Data analysis--Technical writing tools for Technical Indicators – Pivots and Fibonacci Numbers performance evaluation, Data analysis--Technical writing tools for Fibonacci Retracements performance evaluation

Diagram no. 6:- Interpretation

Chart no. 1:- Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation

1. Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at high i.e. at 48.28%
2. The measurement scale used for Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at neutral i.e. at 17.24%
3. The measurement scale used for Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at low i.e. at 3.45%

Chart no. 2:- Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation

1. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment is at high i.e. at 50.00%
2. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment is at Medium high i.e. at 17.24%
3. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation as Skill Set for Investment is at medium low i.e. at 3.45%

Chart no. 3:- Data analysis--Technical writing tools used for Candlesticks performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at high i.e. at 44.83%

2. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Neutral i.e. at 12.06%
3. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Medium low and low i.e. at 8.62%

Chart no. 4: - Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment is at high i.e. at 43.10%
2. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Neutral i.e. at 24.14%
3. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Medium low i.e. at 3.49%

Interrelationship between technical skill sets requirements and Stock Market Technical Analysis Parameters used for stock market analysis.

Skill sets required parameters

(i) Data analysis

Data analysis is used for applying statistical, logical techniques to data. It is used for describing, presenting, illustrating and evaluating data. The data analysis skills are most important as it needs a good knowledge of theory, practical implementation and deep knowledge of tools to be used.

(ii) Project management

It is the use of specialized knowledge, required skills, implementation tools and logical techniques to offer value. The Project Management Skill is must for every investor as there is a strong need to treat Portfolio as a project. It allows to develop a strong mechanism for generating profit as well as restrict the losses. The Project Management Skill is one of the most difficult to acquire as it requires a 360° view.

(iii) Social media experience

Social Media experience is a skill which is required by every investor. The effective handling of social media information gives a better understanding of the stock market.

(iv) Technical writing

Technical writing refers to the writing skill required for understanding the complexity of stock market investment decisions with 360o view. Stock market Portfolio management needs clarity which is to be backed up by the technical analysis.

Stock Market Technical Analysis Parameters

(i) Past Price

The past Prices are the most reliable indicator of future price behavior. It offers insights about the current price fluctuations. Such movement of stocks requires a skill of strong data analysis.

(ii) Developing Charts with different time frames

The investor develops and analyzes the price movement charts and accordingly predicts price movement for future. Time frames on charts range from one-minute to monthly, or even yearly, time spans. Such action requires the Technical writing, Data Analysis skill sets.

(iii) Candlesticks

Candlestick charting is a method of showing price movement on a chart. Each candlestick in a chart shows the price action. Such action requires Technical writing, Data Analysis skill sets.

(iv) Candlestick Patterns – Dojis

Candlestick patterns are used for identifying potential market reversals or trend change. Such action requires Technical writing, Data Analysis skill sets.

(v) Technical Indicators – Moving Averages

Moving average is the single most widely-used technical indicator. It gives an opinion about the possibility of developing the strategy for stocks with a safer approach. Such action requires Data Analysis skill sets and Social media experience for going through other expert opinions.

(vi) Moving average crossovers

It is another frequently used technical indicator. Just like moving average method it also requires Data Analysis skill sets and Social media experience for going through other expert opinions.

(vii) Technical Indicators – Pivots and Fibonacci Numbers

Pivot point indicators identify support and resistance levels and also used to identify price levels for entering or closing out trades. Such action requires Technical writing, Data Analysis skill sets.

(viii) Fibonacci Retracements

Fibonacci ratios, or levels, are for pinpoint trading opportunities and both trade entry and profit targets that arise during sustained trends. The primary Fibonacci ratios are fixed and expressed in terms of decimal numbers or in percentages. Such action requires Technical writing, Data Analysis skill sets.

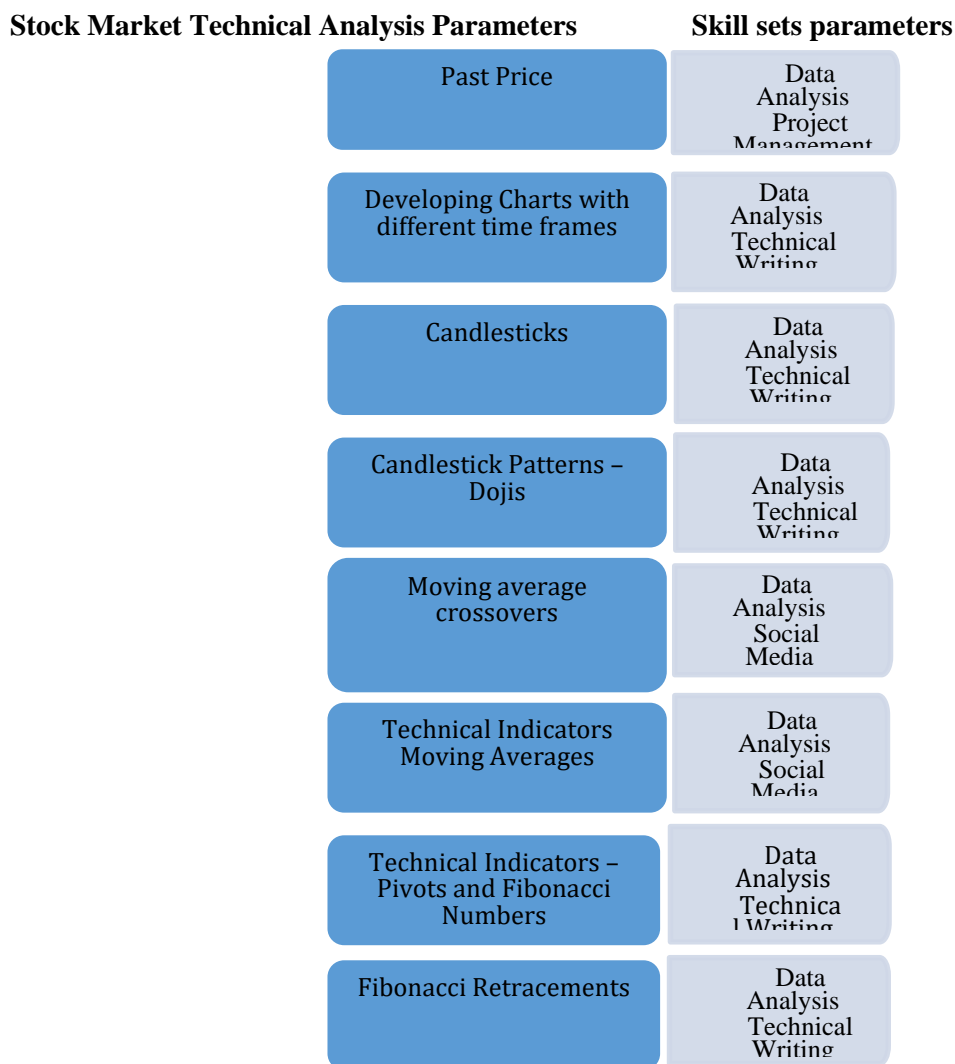


Diagram No. 1

Findings

User choice for website preference

1. Out of all the choices offered, 52.63% users chose www.nseindia.com and www.moneycontrol.com websites for stock market investment. Slightly lesser preference i.e. 48.72% is also received for www.zerodha.com website
2. Out of all the choices offered, www.screener.com has received lowest preference at 21.27%

3. The 'Other' choice received additional websites namely, <https://groww.in>, <https://upstox.com>, www.hdfcsec.com, <https://www.angelone.in>

4. Total 5.17% are not using website for Stock Market investments.

Data Analysis as Skill Set for Investment

1. The measurement scale used for technical parameter namely, Data Analysis used for stock market investment is at high response i.e. at 46.55%

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Project Management as Skill Set for Investment

1. The measurement scale used for technical parameter namely, Project Management used for stock market investment is at Medium high and high response i.e. at 31.03% each.

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Social Media as Skill Set for Investment

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Technical Writing as Skill Set for Investment

1. The measurement scale used for technical parameter namely, Technical writing used for stock market investment is at high i.e. at 34.48%

2. The measurement scale used for technical parameter namely, Technical writing used for stock market investment is at non zero lowest response i.e. at 6.90%

3. The measurement scale used for technical parameter namely, Technical writing used for stock market investment is at neutral response i.e. at 32.76%

Fibonacci Retracements as skill set for Investment

1. The measurement scale used for Stock Market technical parameter namely, Fibonacci Retracements used for stock market investment is at Medium high and high response i.e. at 34.49%

2. The measurement scale used for technical parameter namely, Fibonacci Retracements used for stock market investment is at non zero medium low response i.e. at 6.89%

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Past Price Calculation as Skill Set for Investment

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Chart Development with Different Frames as Skill Set for Investment

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Candlestick knowledge as Skill Set for Investment

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3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at Medium low and low i.e. at 5.17%

Candlestick Patterns knowledge as Skill Set for Investment

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2. The measurement scale used for **Candlestick Patterns knowledge** used as Skill Set for Investment is at Medium high and Neutral i.e. at 22.41%
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User preferences for stock market technical analysis Parameter for Moving average crossovers.

1. The measurement scale used for Moving average crossovers used as Skill Set for Investment is at high i.e. at 34.48%
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3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at lowest at Medium Low i.e. at 3.45%

Technical Indicators-Pivot and Fibonacci Numbers as Skill Set for Investment

1. The measurement scale used for Stock Market parameter namely, Pivot and Fibonacci Numbers as Skill Set used for stock market investment is at high i.e. at 34.49% and medium high response i.e. at 31.03%
2. The measurement scale used for parameter namely, Pivot and Fibonacci Numbers as Skill Set used for stock market investment is at non zero medium response i.e. at 5.17%
3. The measurement scale used for parameter namely, Pivot and Fibonacci Numbers as Skill Set used for stock market investment is at neutral response i.e. at 29.31%

Data Analysis tool for Past Price performance evaluation

1. Data Analysis tool for Past Price performance evaluation used as Skill Set for Investment is at high i.e. at 63.79%
2. The measurement scale used for Past Price performance evaluation used as Skill Set for Investment is at neutral i.e. at 8.62%
3. The measurement scale used for Past Price performance evaluation used as Skill Set for Investment is at medium low i.e. at 3.45%

Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation

1. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment is at high i.e. at 50.00%
2. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at Medium high i.e. at 17.24%
3. The measurement scale used for Chart Development with Different Frames used as Skill Set for Investment is at medium low i.e. at 3.45%

Data analysis--Technical writing tools used for Candlesticks performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at high i.e. at 44.83%
2. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Neutral i.e. at 12.06%
3. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Medium low and low i.e. at 8.62%

Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment is at high i.e. at 43.10%

2. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Neutral i.e. at 24.14%

3. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Medium low i.e. at 3.49%

Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation

1. Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at high i.e. at 48.28%

2. The measurement scale used for Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at neutral i.e. at 17.24%

3. The measurement scale used for Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at low i.e. at 3.45%

Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation

1. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment is at high i.e. at 50.00%

2. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment is at Medium high i.e. at 17.24%

3. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation as Skill Set for Investment is at medium low i.e. at 3.45%

Data analysis--Technical writing tools used for Candlesticks performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at high i.e. at 44.83%

2. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Neutral i.e. at 12.06%

3. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Medium low and low i.e. at 8.62%

Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation

1. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment is at high i.e. at 43.10%

2. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Neutral i.e. at 24.14%

3. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Medium low i.e. at 3.49%

Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation

1. Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at high i.e. at 48.28%

2. The measurement scale used for Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at neutral i.e. at 17.24%

3. The measurement scale used for Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation used as Skill Set for Investment is at low i.e. at 3.45%

Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation

1. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment is at high i.e. at 50.00%
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3. The measurement scale used for Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation as Skill Set for Investment is at medium low i.e. at 3.45%

Data analysis--Technical writing tools used for Candlesticks Performance Evaluation

1. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at high i.e. at 44.83%
2. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Neutral i.e. at 12.06%
3. The measurement scale used for Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment is at Medium low and low i.e. at 8.62%

Data analysis--Technical writing tools for Candlestick Patterns – Dojis Performance Evaluation

1. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment is at high i.e. at 43.10%
2. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Neutral i.e. at 24.14%
3. The measurement scale used for Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used as Skill Set for Investment is at Medium low i.e. at 3.49%

Table for Findings

Technical Skill Sets

Particulars / Scale (%)	High	Medium High	Medium Low	Low	Neutral	Mean (Parameter wise)
Data Analysis used for stock market investment	46.55	0	0	5.17	25.86	15.52
Project Management used for stock market investment	31.03	31.03	0	3.44	27.58	18.62
Social Media used for stock market investment	27.58	29.31	0	5.17	27.58	17.93
Technical writing used for stock market investment	34.48	0	0	6.90	32.76	14.89
Fibonacci Retracements	0	0	0	6.89	24.18	6.23

4. Skill Set for Investment

Particulars / Scale (%)	High	Medium High	Medium Low	Low	Neutral	Mean (Parameter wise)
Past Price used as Skill Set for Investment	37.93	31.03	0	0	27.59	19.31
Chart Development with Different Frames used as Skill Set for Investment	48.28	22.41	0	6.90	22.41	20
Candlestick knowledge used as Skill	34.48	27.59	0	5.17	27.59	18.97

Set for Investment						
Candlestick Patterns knowledge used as Skill Set for Investment	48.28	22.41	6.90	0	22.41	20.19
Moving average crossovers used as Skill Set for Investment	34.48	0	0	3.45	29.31	13.45

5. Stock Market Skill Sets

Particulars / Scale (%)	High	Medium High	Medium Low	Low	Neutral	Mean (Parameter wise)
Pivot and Fibonacci Numbers as Skill Set used for stock market investment	34.49	31.03	0	29.31	5.17	20
Past Price performance evaluation used as Skill Set for Investment	63.79	0	3.45	0	8.62	15.18
Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation as Skill Set for Investment	50.00	17.24	0	3.45	0	14.14
Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment	44.83	0	8.62	8.62	12.06	14.83
Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment	43.10	0	3.49	0	24.14	14.15
Data Analysis--Social Media Experience tools for performance evaluation used as Skill Set for Investment	48.28	0	0	3.45	17.24	13.80
Data analysis and Technical writing tools for Developing Charts with different time frames performance evaluation used as Skill Set for Investment	50.00	17.24	0	3.45	0	14.14
Data analysis--Technical writing tools used for Candlesticks performance evaluation used as Skill Set for Investment	44.83	0	8.62	8.62	12.06	14.83

Data analysis--Technical writing tools for Candlestick Patterns – Dojis performance evaluation used for used as Skill Set for Investment	43.10	0	3.49	0	24.14	14.15
Data Analysis--Social Media Experience tools for Technical Indicators Moving Averages performance evaluation	48.28	0	0	3.45	17.24	13.80

6. Conclusions

The study shows that Technical Skill Sets for Data Analysis, Project Management, Social Media use, Technical writing are having not much of difference in mean value except Fibonacci Retracement which has significant lower mean value compare with other stated above. In the technical skill sets, the researcher safely conclude that the technical skill are nearly at considerably equal level. This we can conclude that the overall technical skill ability is considerably available for handling the online transaction. But there is a lack of understanding about financial and statistical terminology like Fibonacci retracement.

With the same thought and analysis Skill sets for Investment like Past Price, Chart development etc. are having not much of difference in mean value except moving average crossover which has lower mean value compare with other stated above. In the skill sets for Investment, the researcher safely conclude that the Investment skill are nearly at considerably equal level. This we can conclude that the overall Investment skill ability is available for handling the online transaction. But there is a lack of understanding about financial and statistical terminology like moving average crossovers. In the last section of analysis researcher has taken an approach for understanding the Stock Market Skill sets. The researcher can safely conclude that there is a significant amount of awareness and ability to handle the stock market online operations among the respondents.

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