Final Stock Market Tracking (EXPEDIA) bay Paper details: Beginning in Week 2 of class, students tracked the weekly stock market performance of their case study retailer and 3 competitors on the excel tracking spreadsheet. The information also included the annual 52-week high/low of these retailers, the week opening stock market price including gain or loss percentage, as well as the overall performance of the specific financial exchange where the stock is traded (NYSE, NASDQ). In addition, each week students tracked their observations of the weekly results and what might have impacted these stock price changes (business related, industry related, economy, politics). Students should be able to identify the type of business - small cap, medium cap, or large cap (info is listed on Yahoo finance). Students should be able to analyze the performance of the business against their competition, the market, and the economy. If rated, students will assess the ESG value of the stock as well. This information is available on http://censible.co/solutions and on Yahoo finance under the “Sustainability” tab. In addition to the excel spread sheet, in paragraph format, students should provide their observations, conclusions, and performance impact on their business that is derived from the weeks of tracking. Yahoo finance provides articles in their site that address the stock market for the business. Internet search for other articles as well. The 2021 Annual Report or latest quarterly report may also contain information that provides forecasting for the retailer’s stock performance. The overall performance of the stock exchanges, and the U.S. and global political and economic occurrences should also be considered. Accurate use of financial terminology should be included. Make sure to intext cite all statistics and quotes as well as include a works cited. The weekly Assignment master rubric is attached below. Please take a look at how this assignment will be assessed based on the required criteria. Your graded weekly assignments will be returned to the related Canvas assignment site with comments for possible revisions along with the graded master Assignment rubric. Please keep in mind that the content developed in each assignment will be transformed, extracted, or used as is to complete the final pitch deck to be presented and submitted on the last day of class.