## 1.Trading activity

### Trades

Oct 4, 2026

| Ticker | Company | Buy date | Buy price | Sell date | Sell price | Shares | Quantity sold | Return |
|---|---|---|---|---|---|---|---|---|
| **APPL** | **Apple Inc.** | **9/14** | **334.69** | **Held** | | **2** | **0** | **—** |
| SPCX | Space Exploration Technologies Corp | 9/14 | 150.38 | 9/25 | $146.75 | 6 | 1 | -2.41% |
| BIRK | Birkenstocks | 10/9 | 33.65 | Held | | 67 | 0 | — |
| **APPL** | **Apple Inc.** | **9/25** | **337.47** | **Held** | | **12** | **0** | **—** |

Source: FACCTing Contest Portfolio. All dates are in 2026.

## 2.Company profile

Apple Incorporated is an American multinational technology company. They produce a variety of hardware, accessories, software, and digital services. Many ages like Gen Z to the Millennial they target from the age 12-13 all the way to 45-50. They mostly gain income from their hardware products such as iphones and ipads and also from services such as apple music, apple store, and apple pay. They are always in competition to beat other technology companies such as Samsung and Xiaomi.

Table 1. Key numbers ($ billions, except EPS; Apple's fiscal year ends in TTM June)

| | FY2023 | FY2024 | FY2025 | FY2026 |
|---|---|---|---|---|
| Revenue | $383.3 | $391 | $416.2 | $446.8 |
| Revenue growth | -2.8% | 2% | 6.4% | 14.2% |
| Operating income | $114.3 | $123.2 | $133 | $154.9 |
| Net income | $97 | $93.7 | $112 | $128.9 |

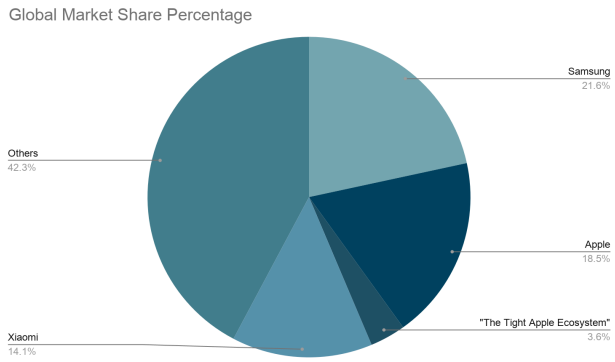
Source: Google

(On September 14, 2026 I bought Apple's stock: market cap about $4.866 trillion, P/E ratio 38.18 -39.37 , EPS ~$8.72 -$8.76)

## 3. Why I bought

**Reason 1. Apple gives the popular "Tight Apple ecosystem".** The customers that refuse to buy from other brands because of this makes up 17.4% of their customers (Figure 1). This is important because this gives Apple an advantage in the market since many people want this feature. Apple has a higher chance of gaining long-term customers.

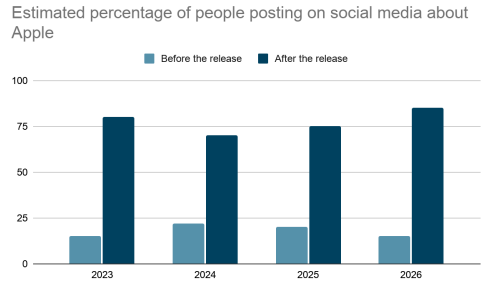
(Figure 1.)




Source: Google

**Reason 2. The hype on iPhone 18 and the introduction to the new iPhone Duo.** Since the release of the iPhone 18 and the announcement of the iPhone Duo people, have been posting it on social media and other platforms which gave Apple more publicity and raised the stocks (Figure 2)

(Figure 2.)




Source: Google

**Reason 3. Trending of iPhones.** Since the release of apple duo many influencers have been posting on their social media account (Figure 2). This has led many people to buy iPhones instead of the other rival companies.

## 4. Why I kept

Apple's stocks kept rising the week I bought it, so I researched why the stocks were rising. I discovered that the trend of the iPhone 18 and the announcement of the iPhone Duo got many people hyped up resulting in higher stocks. Therefore I decided to buy more Apple stocks and kept the stocks.

**What I learned :** I learned that keeping up with the trends, social media, and the news helps a great deal when buying or selling stocks. I also learned that trends don't last. In the future, I will research more on why the trend started and why the trend died in case the trend starts again.

### Sources:

1. Google

AI use: I used AI to organize my data