

Cryptocurrency Dashboard – December 2, 2021

- This Week in Crypto
- Fair Value Modeling
- News Sentiment
- Twitter Spotlight
- Search Trends



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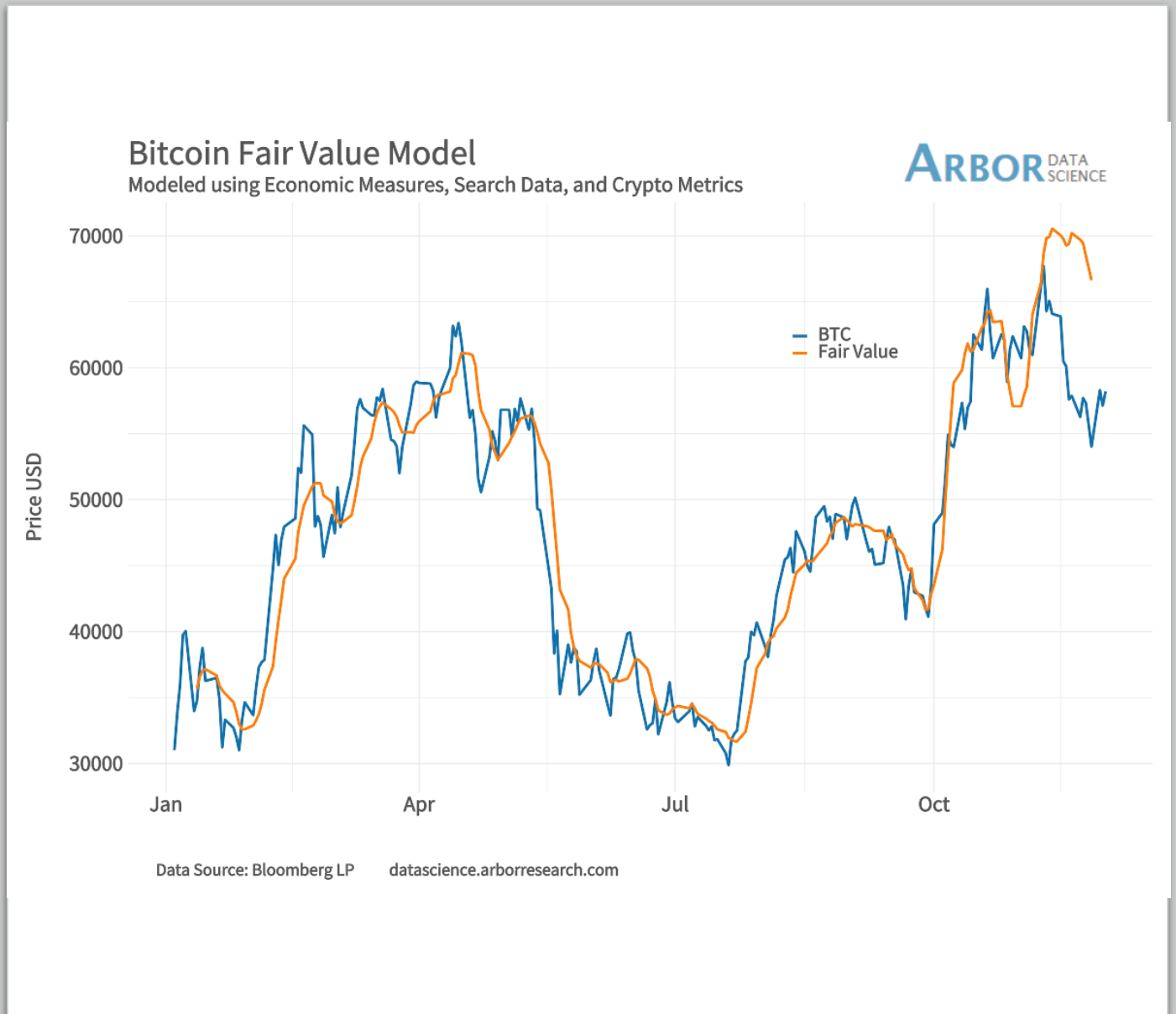
Anthony Rizzo
Sergio Pineda
datascience.arborresearch.com

This Week in Crypto

- Crypto has been pretty range-bound this week. Bitcoin fluctuated between \$53-58K with Ether between \$3,900 and \$4,700.
- Investments in Crypto startups used to be dominated by China. Recently, however, investments in US startups [have surpassed those in China](#).
- SEC Chair, Gary Gensler, again [called for harsher regulation](#) of cryptocurrency.

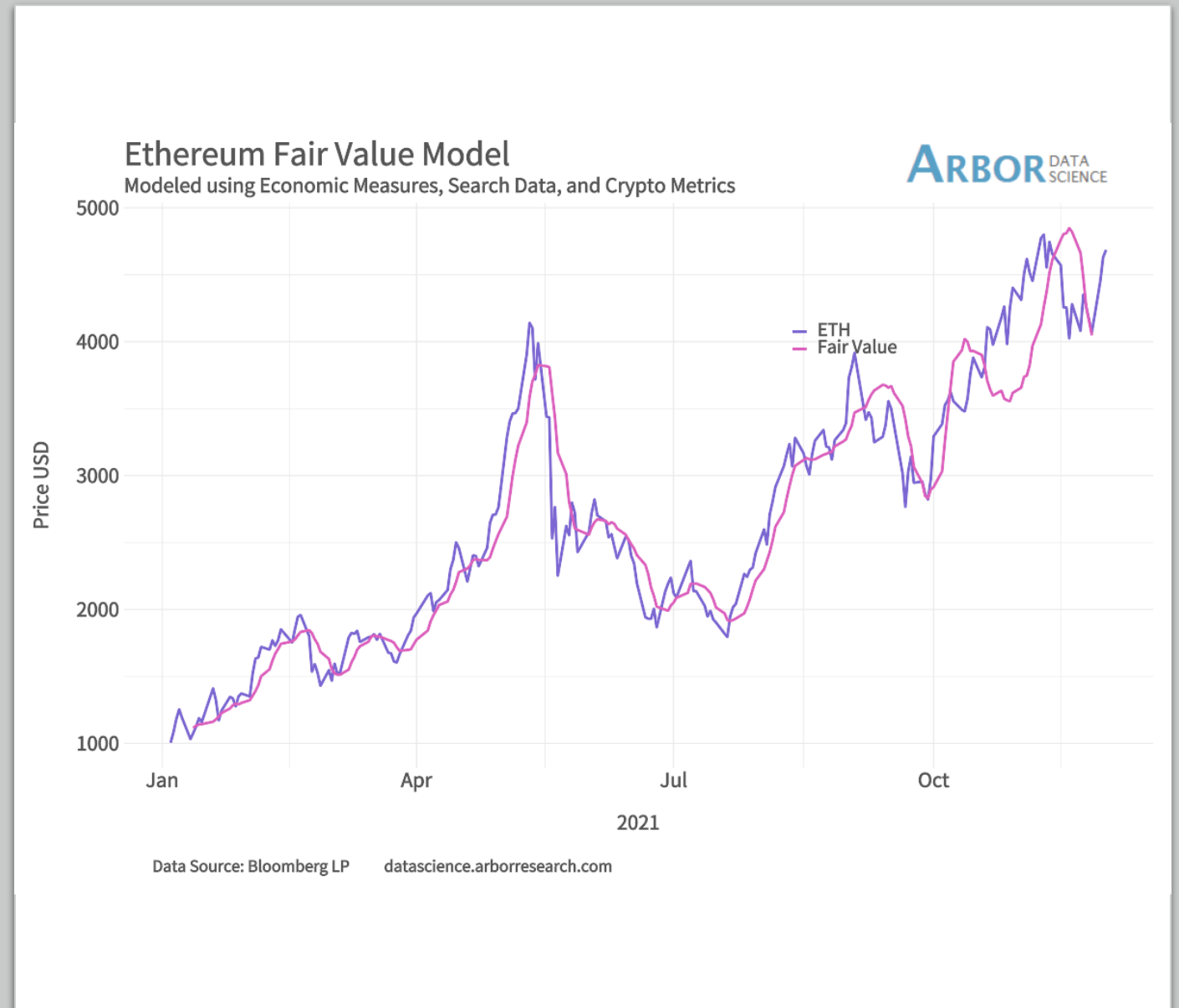
Bitcoin – Fair Value Modeling

- Bitcoin stumbled a bit this past week. Modelling suggests the interest is still there and that it may be due for a positive correction.
- Bitcoin hasn't gotten much attention recently as its growth has slowed and all eyes are on Shiba Inu and NFTs.
- **Fair Value: \$66,654**



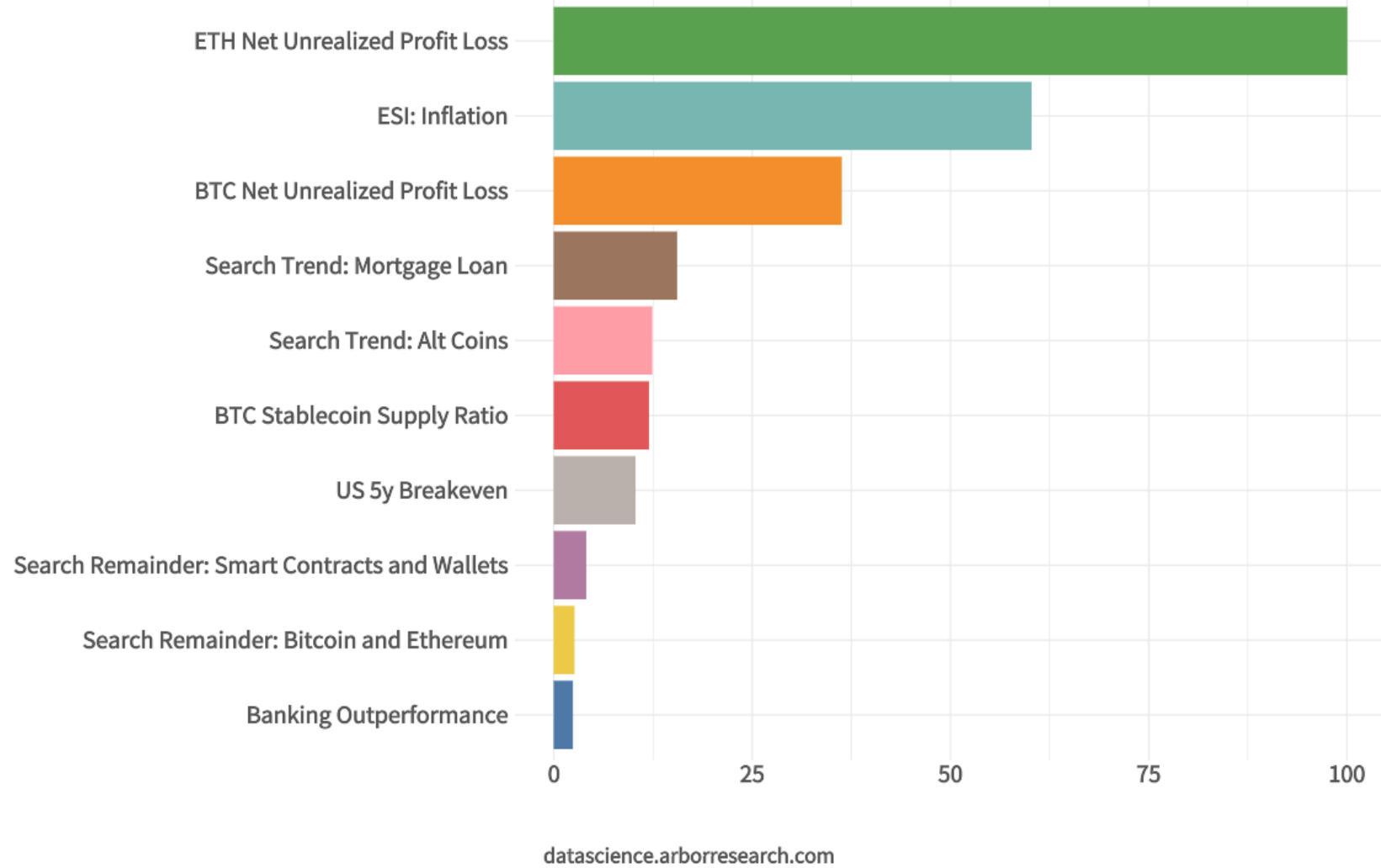
Ethereum – Fair Value Modeling

- Last week was decent for Ether with it closing higher every day. Modeling suggests that it started the week at fair value.
- NFTs have re-emerged into the spotlight to the annoyance of many. Whatever your opinion of million-dollar Twitter profile pictures, their use of the Ethereum blockchain seems to be good for ETH.
- **Fair Value: \$4,049**



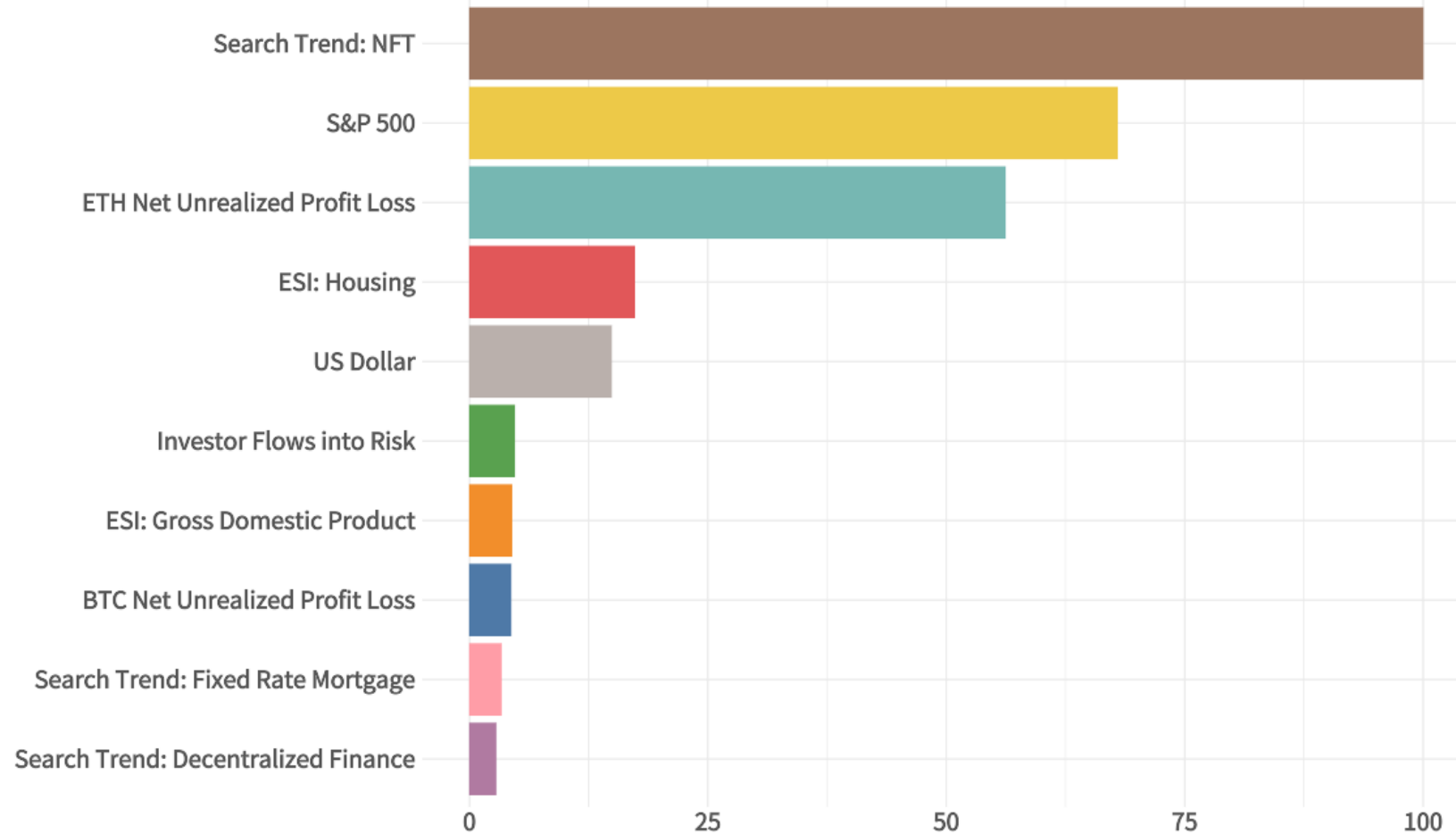
Bitcoin Pricing Model Variable Importance Last 90 Days

Boosted Tree Model Using Search Trends, Economic Strength Indices, and Economic Data



Ethereum Pricing Model Variable Importance Last 90 Days

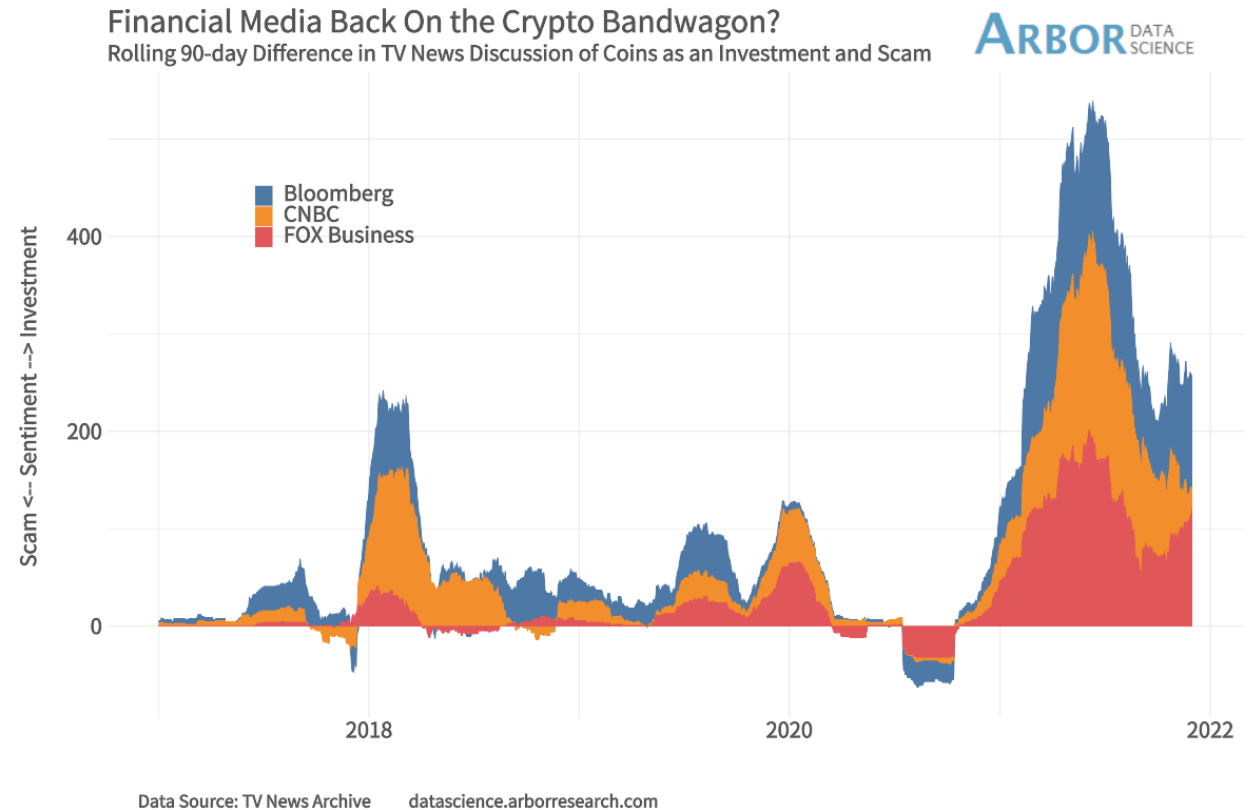
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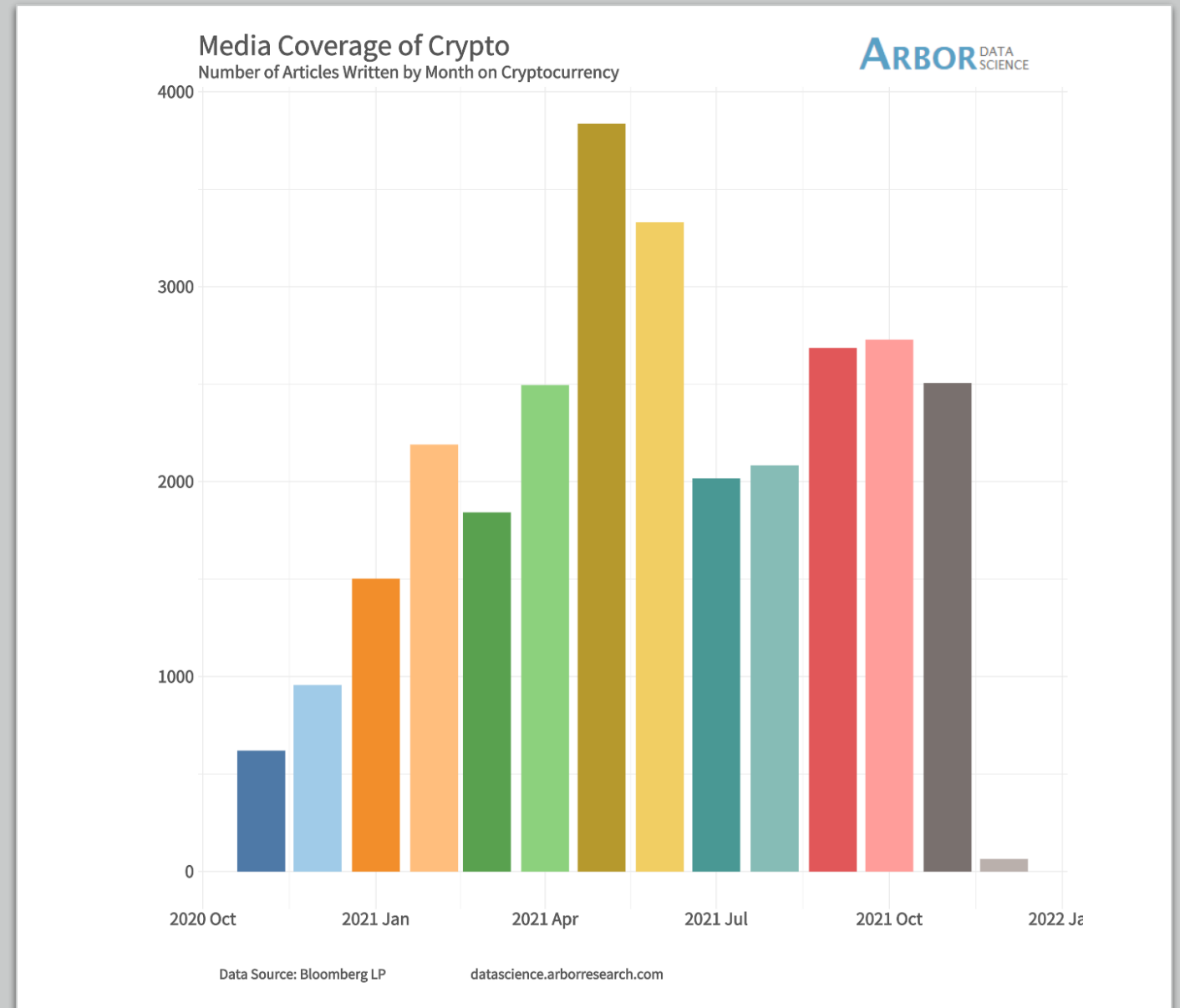
Television News Sentiment

- Crypto sentiment among cable financial news stations is back on the upswing overall.
- Interestingly, this is not the case at each network individually. CNBC's coverage has become less positive where the other two networks have grown more positive.



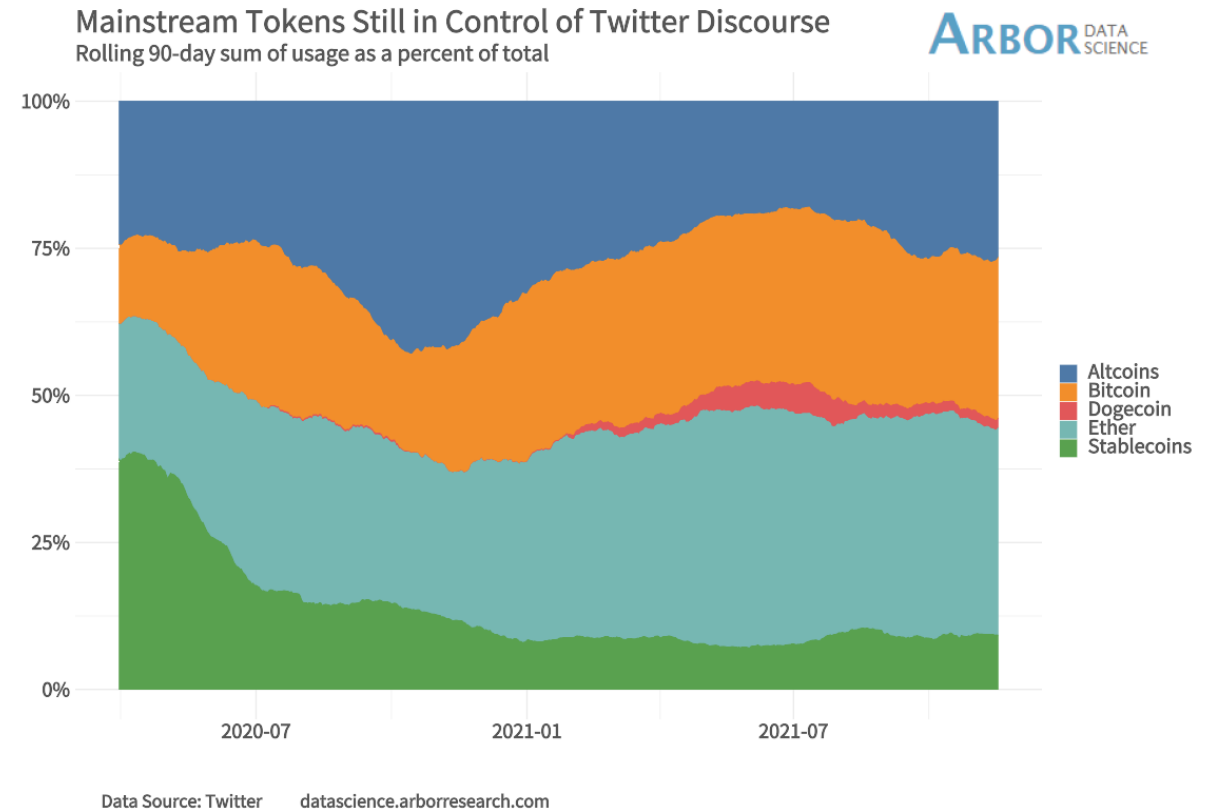
Cryptocurrency Story Count

- November continued the trend of increased spotlight on crypto. Story count declined slightly from September/October.
- May was a landmark point for cryptocurrency journalism with almost 4,000 articles published! June was not far behind, but the following two months were less exciting for the space.



Cryptocurrency on Twitter

- Altcoins have made a bit of a comeback in the discourse.
- Dogecoin has continued to disappear from the public eye being supplanted with the hipper Shiba Inu.
- Bitcoin and Ethereum continue to dominate with Bitcoin's ETF debut last week gaining it more attention.

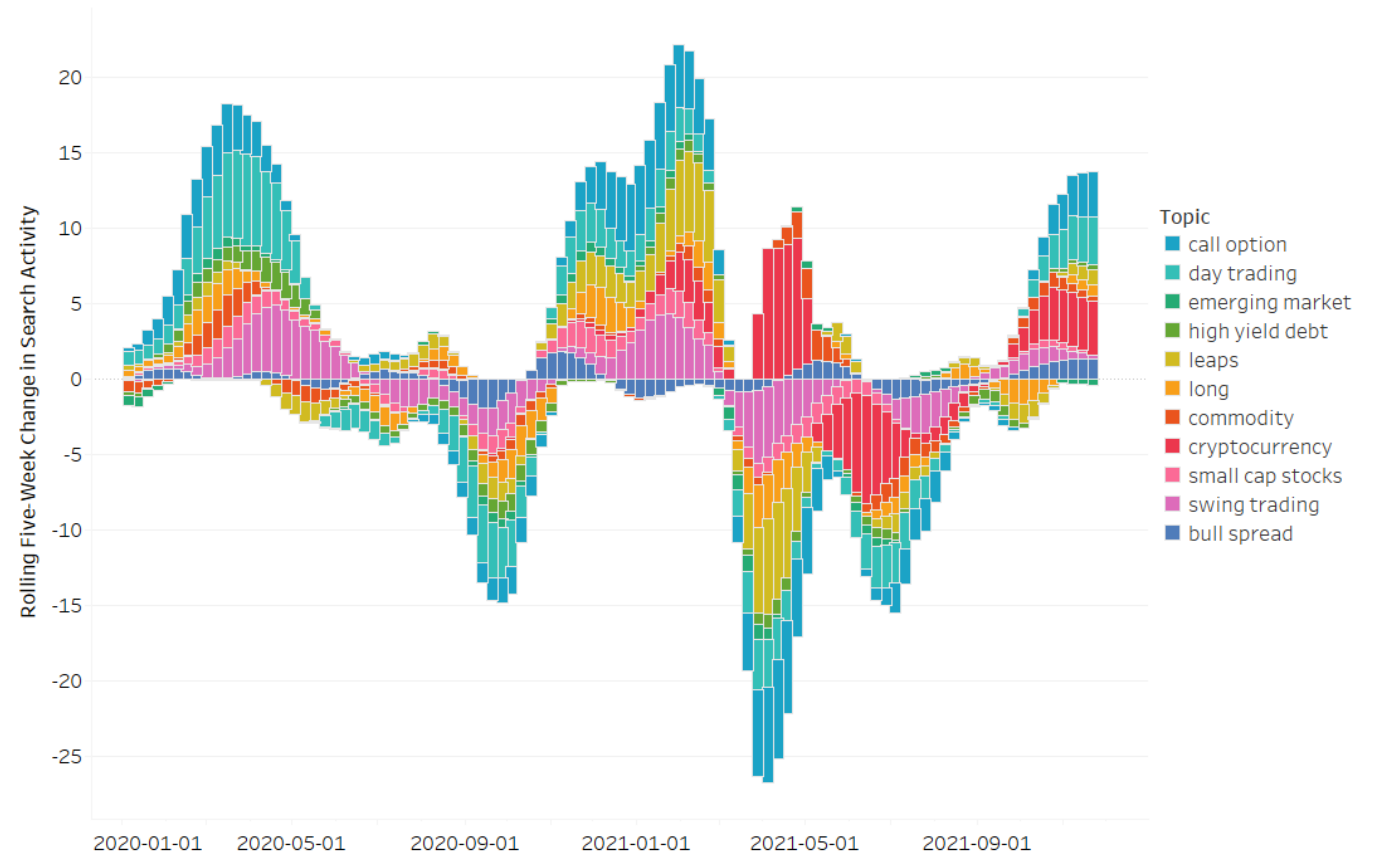


Search Activity

- Public interest in investing has picked up recently.
- Cryptocurrency has benefitted from this but not to the levels seen in April/May.
- Would-be investors are just as interested in other risk assets.

Small Investors Making a Comeback

Rolling five-week US search activity adjusted for noise and seasonality

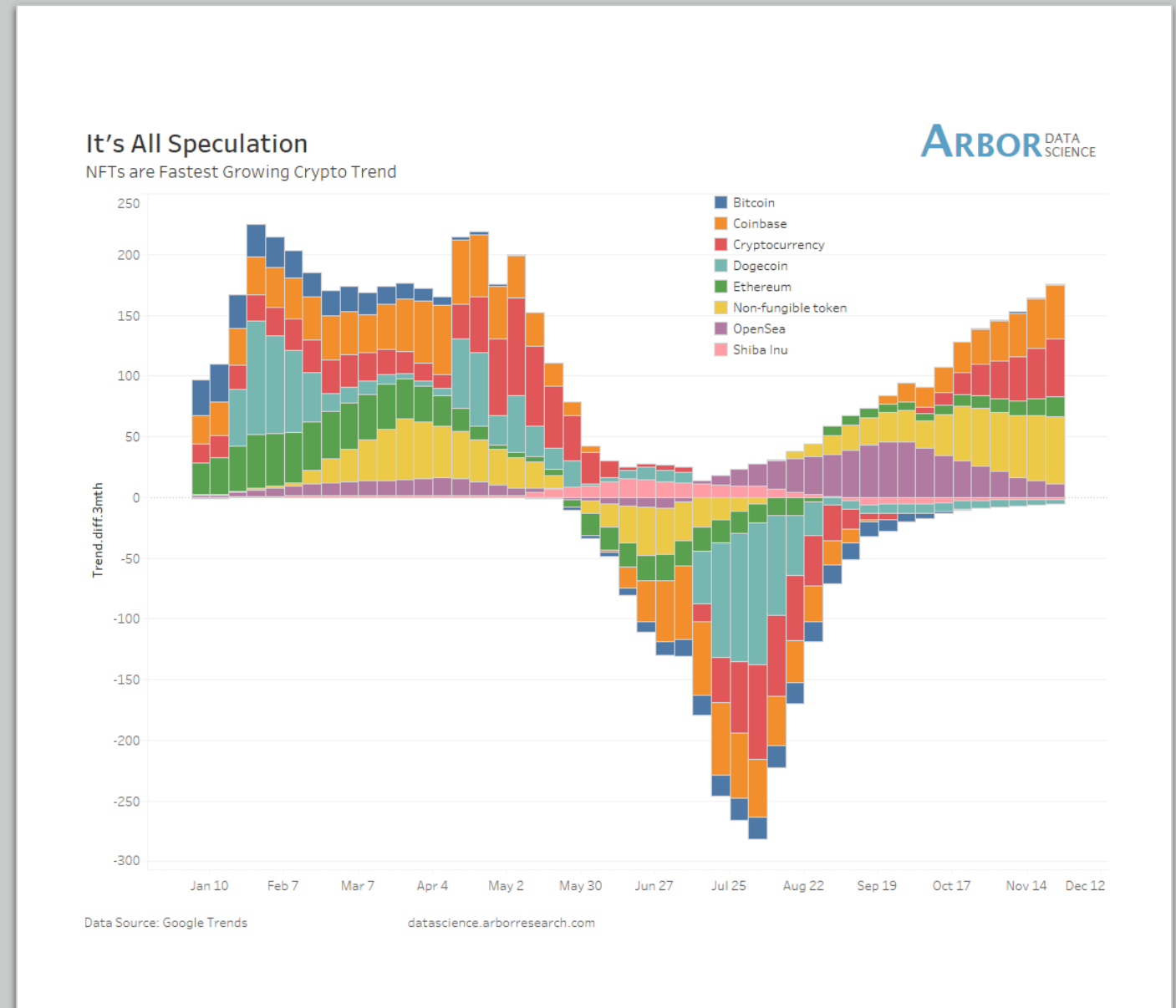


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Search Activity

- What interest there is in crypto is focused on the more trendy stuff.
- Non-fungible tokens (OpenSea is the most popular exchange for NFTs) have been a growing trend for months. Ethereum has grown as well but Bitcoin has been mostly stagnant.



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Anthony Rizzo – Data Scientist
anthony.rizzo@arborresearch.com

Sergio Pineda – Data Scientist
sergio.pineda@arborresearch.com

Arbor Research & Trading, LLC
22333 Classic Court
Lake Barrington, IL 60010
847 756 3575

datascience.arborresearch.com



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