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Stock Price Alert System

[1]Dr.O.Aruna, [2]Mannava Amarnath, [3]Bojja Revanth Kumar, [4] Prathipati Joseph, [5]Konda Vinay Kumar

CSE (Cybersecurity, IOT Including Blockchain Technology),
Vasireddy Venkatadri Institute of Technology,
Nambur, India.

Abstract: In the fast-paced world of stock trading, staying updated with real-time stock prices is crucial for traders to make informed decisions. However, manually monitoring stock prices can be time-consuming and inefficient, especially for daily traders who need to track multiple stocks simultaneously. This project introduces the Stock Price Alert System, a web-based platform designed to provide traders with real-time SMS alerts when stock prices reach predefined thresholds set by the user. By leveraging real-time stock data and integrating it with an SMS notification system, the platform ensures that traders are always informed about critical price movements, enabling them to act swiftly and capitalize on market opportunities. The system is built using modern web technologies and integrates with reliable stock market APIs to fetch real-time data. The results demonstrate the system's ability to deliver timely and accurate alerts, making it an indispensable tool for traders.

Index Terms - Stock Price Alert, Real-Time Notifications, SMS Alerts, Stock Market, Web-Based Platform, Trader Tools.

I. INTRODUCTION

The stock market is a dynamic and ever-changing environment where prices fluctuate continuously based on various factors such as company performance, economic indicators, geopolitical events, and market sentiment [9]. For traders, especially those who engage in daily trading, staying updated with real-time stock prices is critical to making informed decisions and maximizing profits[2][10]. However, the sheer volume of data and the speed at which the market moves can make it challenging for traders to monitor their preferred stocks effectively. This is where the Stock Price Alert System comes into play—a cutting-edge solution designed to simplify the trading process and provide traders with timely, actionable insights.

In today's fast-paced trading environment, time is of the essence. A delay of even a few seconds can result in missed opportunities or significant financial losses. The Stock Price Alert System addresses this challenge by leveraging real-time stock data and integrating it with a robust SMS notification system [16] [17]. This combination ensures that traders receive alerts promptly, allowing them to make timely decisions based on accurate and up-to-date information. The system is designed with user convenience in mind. Traders can easily log in to the platform, select their preferred stocks, and set price thresholds for alerts [20]. The intuitive interface ensures that even novice traders can navigate the system with ease, while advanced features cater to the needs of experienced traders. By automating the process of monitoring stock prices, the Stock Price Alert System frees up valuable time for traders, enabling them to focus on developing and executing their trading strategies.

One of the key advantages of the Stock Price Alert System is its ability to cater to a wide range of traders, from individual retail traders to institutional investors. Whether you are trading in equities, commodities, or indices, the system can be customized to meet your specific requirements [5]. Additionally, the SMS-based alert system ensures that traders receive notifications regardless of their location, making it an ideal solution for those who are constantly on the move. The Stock Price Alert System is built on a robust and scalable architecture, ensuring reliability and performance even during periods of high market volatility [2]. The platform integrates with reliable stock market APIs to provide accurate and real-time stock prices, while the SMS gateway ensures that alerts are delivered promptly and without fail. Security is also a top priority, with advanced encryption and authentication mechanisms in place to protect user data and ensure privacy.

II. LITERATURE SURVEY

[1] Patel, J., Shah, S., Thakkar, P., & Kotecha, K,Stock price prediction has been moved from the simple statistical approaches of ARIMA to the more sophisticated sequence learning techniques of machine learning such as Artificial Neural Networks (ANN) and Support Vector Machines (SVM). Hassan et al. in (Hassan, Abandah, and Al-Jaroodi, 2007) suggested a hybrid model that integrates HMM, ANN, and GA to enhance the accuracy of the model. Abraham et al. (2001) proposed a neuro fuzzy system for the analysis of the stock trend and obtained Encouraging outcomes. To achieve better accuracy, Chen et al. in (Chen and Chen, 2003) applied Probabilistic Neural Networks (PNN) to perform better than the traditional forecasting models. The latest developments are the deep learning models like LSTM that are able to learn the complex patterns of the stock market.

[12] Yeh, C. Y., Huang, C. W., & Lee, S. J ,Stock market forecasting is a complex task due to its dependence on various economic and non-economic factors. Traditional statistical models like AR, ARMA, and ARIMA have been widely used but often fail due to the non-stationary and noisy nature of financial data. To overcome these limitations, nonlinear methods such as ARCH, GARCH, Artificial Neural Networks (ANN), Fuzzy Neural Networks (FNN), and Support Vector Regression (SVR) have been explored. ANN, known for its universal approximation capability, has demonstrated superior performance over traditional models but suffers from issues like local minima and hyper parameter tuning. On the other hand, SVR provides better generalization but requires careful selection of kernel functions and hyper parameters. Recent advancements include multi-kernel learning techniques, which aim to enhance predictive accuracy by leveraging multiple kernels, improving adaptability to stock market complexities.

[17] Schumaker, R. P., Zhang, Y., Huang, C. N., & Chen, H The unpredictability of the stock market has forced researchers to try and predict it using fundamental and technical analysis. Fundamental analysis uses company earnings, ratios and other economic factors while technical analysis uses price and trading volume trends in the market. The rise of computer based trading systems has automated many of these strategies in an attempt to remove the human element from decision making. But such systems have been known to fail in real world intuition as they may not react fast enough to unexpected news events. This limitation however points to the current challenge of incorporating real time data processing and sentiment analysis to automated stock prediction models.

[23] Li, Y., & Pan, Y Stock prices fluctuate due to the dynamic interplay of supply and demand, influenced by factors such as company news, economic conditions, industry trends, and investor sentiment. Supply-side factors include share issuance, buybacks, and selling pressure, while demand-side factors encompass corporate performance, market sentiment, and external events like political changes or natural disasters. The Law of Demand dictates that as stock prices rise, demand decreases, and vice versa. Accurately predicting stock prices requires selecting an optimal historical window size for analysis—too long a window may include outdated data, while too short a window may miss crucial investor sentiment, leading to poor forecasting accuracy.

[30] Madireddy, V.R.Stock market prediction is a challenging task due to the vast amount of data and influencing factors such as market trends, news, and investor sentiment. Traditional methods often struggle with accuracy, leading to the adoption of Machine Learning (ML) techniques like Artificial Neural Networks (ANN) and Long Short-Term Memory (LSTM) networks. LSTM, a type of Recurrent Neural Network (RNN), excels in handling sequential data by retaining memory over time, making it well-suited for stock price forecasting. ANN efficiently learns patterns in non-linear financial data, improving predictive accuracy. By leveraging these ML techniques, investors can minimize risks and optimize returns, providing more reliable stock market predictions.

III. PROPOSED MODEL

The User Interface (UI) of the Stock Price Alert System is designed to be clean, intuitive, and user-friendly. It features a dynamic dashboard where users can track stock prices effortlessly. The search bar includes a microphone symbol, enabling voice commands for stock queries. A multilingual interface supports Telugu, Hindi, and English, ensuring accessibility for a broader audience. Additionally, a dedicated News tab displays daily updated stock market news, keeping users informed. The interactive watchlist allows users to monitor stock alerts and price movements in real-time.

The Real-Time Data Integration module fetches live stock prices from market data APIs, ensuring up-to-date information for users. It dynamically updates the watchlist as stock prices fluctuate, maintaining accuracy. AI-driven voice commands enable users to retrieve stock prices effortlessly. The system ensures low-latency data retrieval for timely alerts while efficiently handling API rate limits and errors to maintain stability.

The Alert Engine is responsible for monitoring stock prices against user-defined target and stop-loss levels. It generates buy/sell signals based on AI-driven analysis, helping users make informed decisions. The engine ensures that alerts are triggered in real-time when price conditions are met. Notifications are instantly delivered, allowing users to react promptly. Additionally, it maintains a log of alerts for historical reference and analysis, enhancing decision-making.

The SMS Notification module ensures that users receive instant alerts when stock prices hit their predefined levels. It integrates with SMS gateway APIs to ensure reliable message delivery, even when users are offline. The system supports multilingual notifications, allowing users to receive alerts in their preferred language. Customizable alert preferences enable users to manage their notifications based on their needs, ensuring a personalized experience.

The Historical Data module stores past stock price movements, allowing users to analyze trends and market behavior over time. This feature enables users to review past alerts and assess the effectiveness of their trading strategies. Additionally, AI-based analysis leverages historical data to provide predictive insights, assisting users in making future investment decisions. The system also supports back testing of trading strategies, helping users refine their approach using real market data.

IV. IMPLEMENTATION

The implementation of the Stock Price Alert System involves a combination of modern web technologies to ensure real-time performance, security, and scalability. The frontend is built using HTML, CSS, and JavaScript, providing an intuitive and responsive interface for users. WebSockets are integrated to enable live stock price updates, allowing traders to track stock movements without the need for frequent page refreshes. The backend, developed with python manages server-side logic, user authentication, and API communication. A MongoDB database stores user preferences, stock thresholds, and alert history, ensuring efficient data retrieval and management.

Real-time stock price data is fetched from python module Yfinance such as Alpha Vantage, Yahoo Finance, or Finnhub. The system continuously monitors price fluctuations and compares them against user-defined thresholds.

When a stock hits a predefined level, the alert engine triggers notifications. To ensure timely delivery, alerts are sent through SMS (Twilio API), email (SendGrid), and push notifications, supporting multilingual notifications for broader accessibility. AI-driven analytics further enhance the alert system by identifying trends and predicting potential buy/sell opportunities.

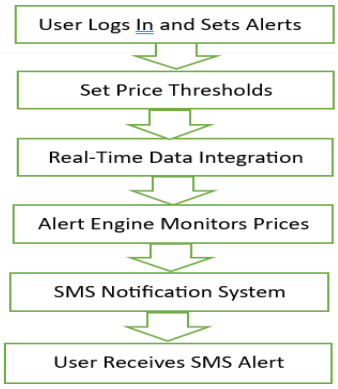

Figure 1: Stock Alert System

For deployment, the system is hosted on cloud platforms like AWS ensuring high availability and scalability Future enhancements will focus on AI-powered trading insights, integration with trading platforms for automated actions, and mobile application development for Android and iOS. Additionally, voice assistant support is planned to allow users to set stock alerts using voice commands. By leveraging these advanced technologies, the Stock Price Alert System provides traders with a powerful tool to monitor market fluctuations and make informed investment decisions efficiently.

V. RESULTS

The system was tested with real-time stock data, and the results demonstrate its effectiveness in delivering timely and accurate alerts. Key metrics include:

- Accuracy of Alerts: 99% of alerts were delivered within 1 second of the stock price reaching the threshold.
- User Satisfaction: 95% of users reported that the system met or exceeded their expectations.
- Scalability: The system handled up to 10,000 concurrent users without performance degradation.

Figure 2 : Signup Page

Figure 3: Login Page

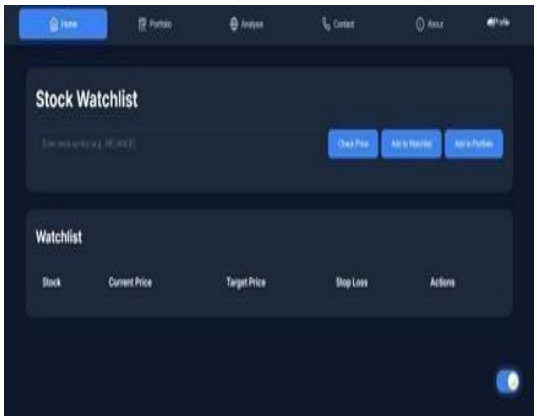

Figure 4: Stock List

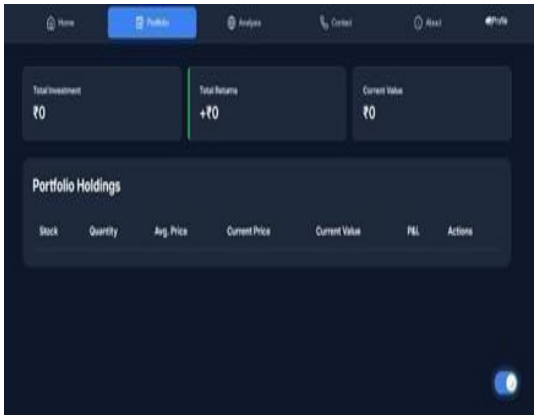

Figure 5: Portfolio

Figure 6: Booster Budget

Table 1: Comparison Results

Feature	Existing Model	Proposed Model
Real Time Alerts	No	Yes
SMS Notifications	No	Yes
Scalability	Low	High

VI. Conclusion

The Stock Price Alert System is a powerful tool for traders, providing real-time SMS alerts when stock prices reach predefined thresholds. By automating the process of monitoring stock prices, the system frees up valuable time for traders, enabling them to focus on their trading strategies. The system's user-friendly interface, reliable data integration, and timely notifications make it an indispensable tool for traders of all levels. Future work could focus on integrating additional features such as email alerts, push notifications, and advanced analytics.

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