

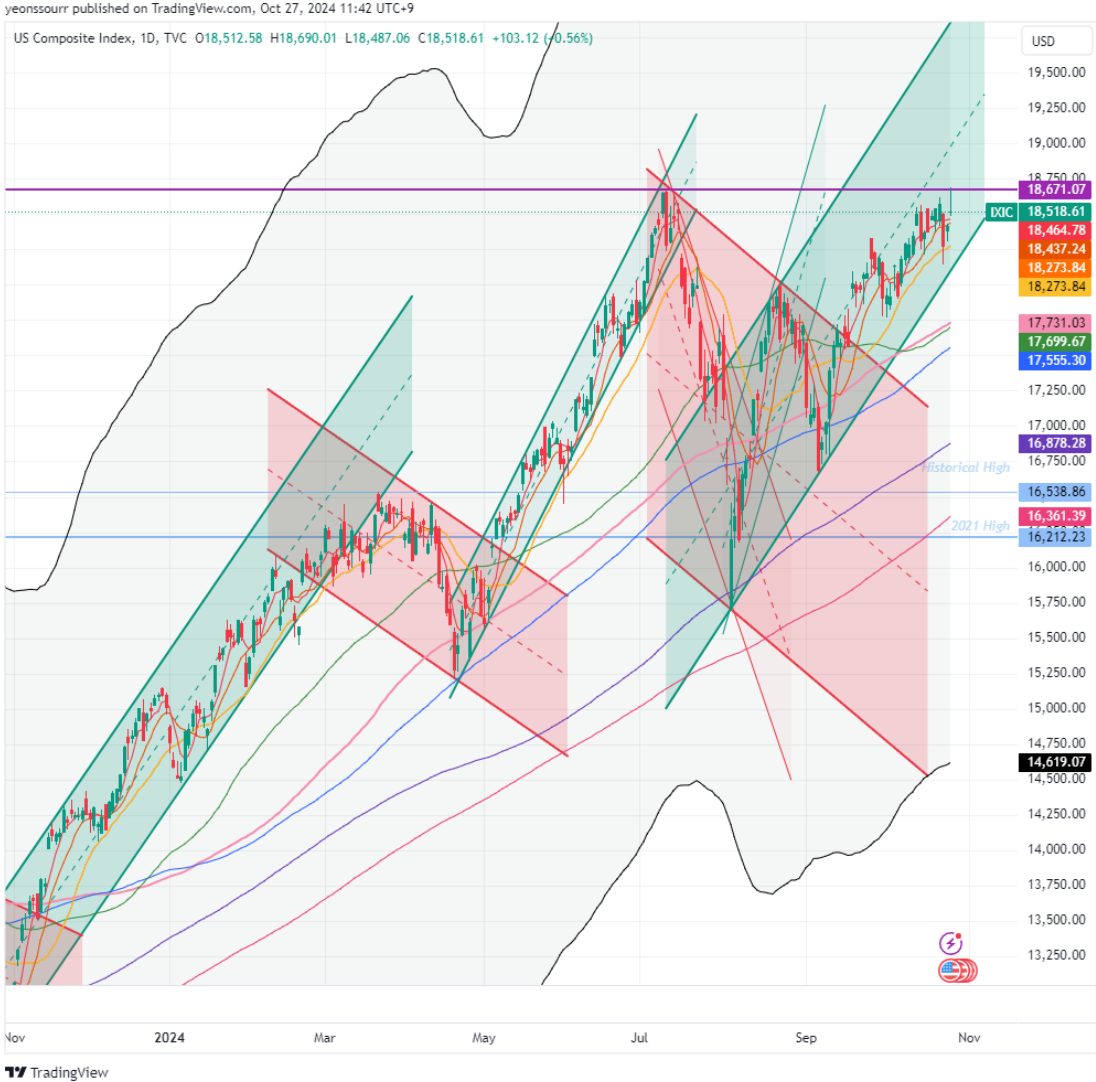
미국증시 Weekly

WEEK44(10.21-10.25)

1. Market Review

Macro - 10년물이 급등하는 이유

1) Macro Review



1) Macro Review



1) Macro Review



On the CapEx front, we had about \$3.5 billion in the quarter. This was a sequential increase largely because of investments in AI compute. We now expect our CapEx for the year to be in excess of \$11 billion.

- Tesla 3Q24 Conference Call

1) Macro Review



1) Macro Review



Presidential Election Winner 2024

\$2,505,133,484 Vol. Nov 4, 2024

Donald Trump 64.8% Kamala Harris 35.1%

Polymarket

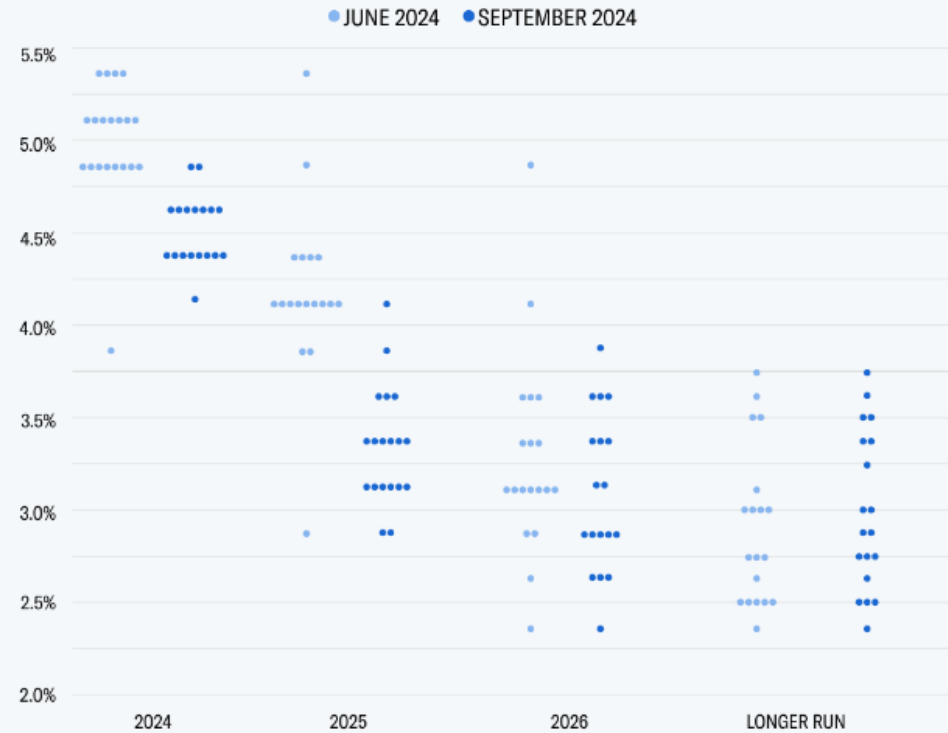


Source: Polymarket.com

1H 6H 1D 1W 1M ALL



FED ANTICIPATES TWO MORE RATE CUTS THIS YEAR



SOURCE: FEDERAL OPEN MARKET COMMITTEE

yahoo!finance

1. Market Review

Micro - 돈 버는 AI, 돈 버는 AI 주식

1) Macro Review

요약

상승섹터: 완성차, 담배, 제지, 신재생유틸리티, 반도체, 소프트웨어

하락섹터: 의약품유통, RV, 의료시설, 주택건설, 우라늄, 진단, 사치재

신고가: The Trade Desk(TTD), Microstrategy(MSTR), Palantir(PLTR), Reddit(RDDT), SAP(SAP), Carvana(CVNA), Philip Morris(PM), GE Vernova(GEV), Paypal(PYPL)

신저가: Biogen

특징주: Tapestry(TPR), Tesla(TSLA), Nvidia(NVDA)

1) Macro Review



1) Macro Review



1) Macro Review

Utilities - Renewable



1) Macro Review

Semiconductor Equipment & Materials



Semiconductors



1) Macro Review



Accelerating Convenience: Walmart Launches Nationwide Same-Day Pharmacy Delivery, Helping Customers Live Better

Retailer first to integrate pharmacy and general merchandise in a single online order, set to bring more convenience to customers in 49 states by 2025.

Oct. 22, 2024 | 5 Min. Read | [Health & Wellness](#) | [f](#) | [x](#) | [in](#) | [p](#) | [✉](#) | [🔗](#)

1) Macro Review



TradingView



TradingView

1) Macro Review



1. Market Review

주간 주요 일정 - 극심한 변동성이 예상되는 한 주

3) 주간 주요 일정

10/28(월)

- **매크로:** (미) 2년물 국채 입찰, 연준 위원들 Black out Period 돌입(~11/6 FOMC)
- **산업:** Gamesbeat Next Conference
- **실적:** Ford(F), On Semiconductor(ON), Waste Management(WM)

10/29(화)

- **매크로:** (미) **JOLTs Job Openings**, CB 소비자 신뢰지수
- **실적:** **Alphabet(GOOGL)**, Visa(V), AMD(AMD), McDonald's(MCD), Pfizer(PFE), American Tower(AMT), Chipotle(CMG), Snap(SNAP), Reddit(RDDT)

10/30(수)

- **매크로:** (미) **ADP 비농업 고용**, GDP, 기존주택판매
- **실적:** **Microsoft(MSFT)**, **Meta Platforms(META)**, Eli Lilly(LLY), Caterpillar(CAT), Starbucks(SBUX), Doordash(DASH), Aurora Innovation(AUR)

10/31(목)

- **매크로:** (중) 제조업/비제조업 PMI, (일) **BoJ 금리 결정 및 기자회견**, (미) **PCE**, 신규실업수당 청구건수, 개인소비지출, 시카고 PMI
- **실적:** **Apple(AAPL)**, **Amazon(AMZN)**, Mastercard(MA), Intel(INTC), Merck(MRK), Anheuser-Busch InBev(BUD), Altria(MO), Uber(UBER)

11/1(금)

- **매크로:** (미) **고용보고서(시간당 임금, 비농업 고용, 실업률, 경제활동참가율)**, ISM 제조업 PMI
- **산업:** GenAI Summit Silicon Valley 2024 - Microsoft, Amazon 참가
- **실적:** Exxon Mobil(XOM), Chevron(CVX), Charter(CHTR), Wayfair(W)

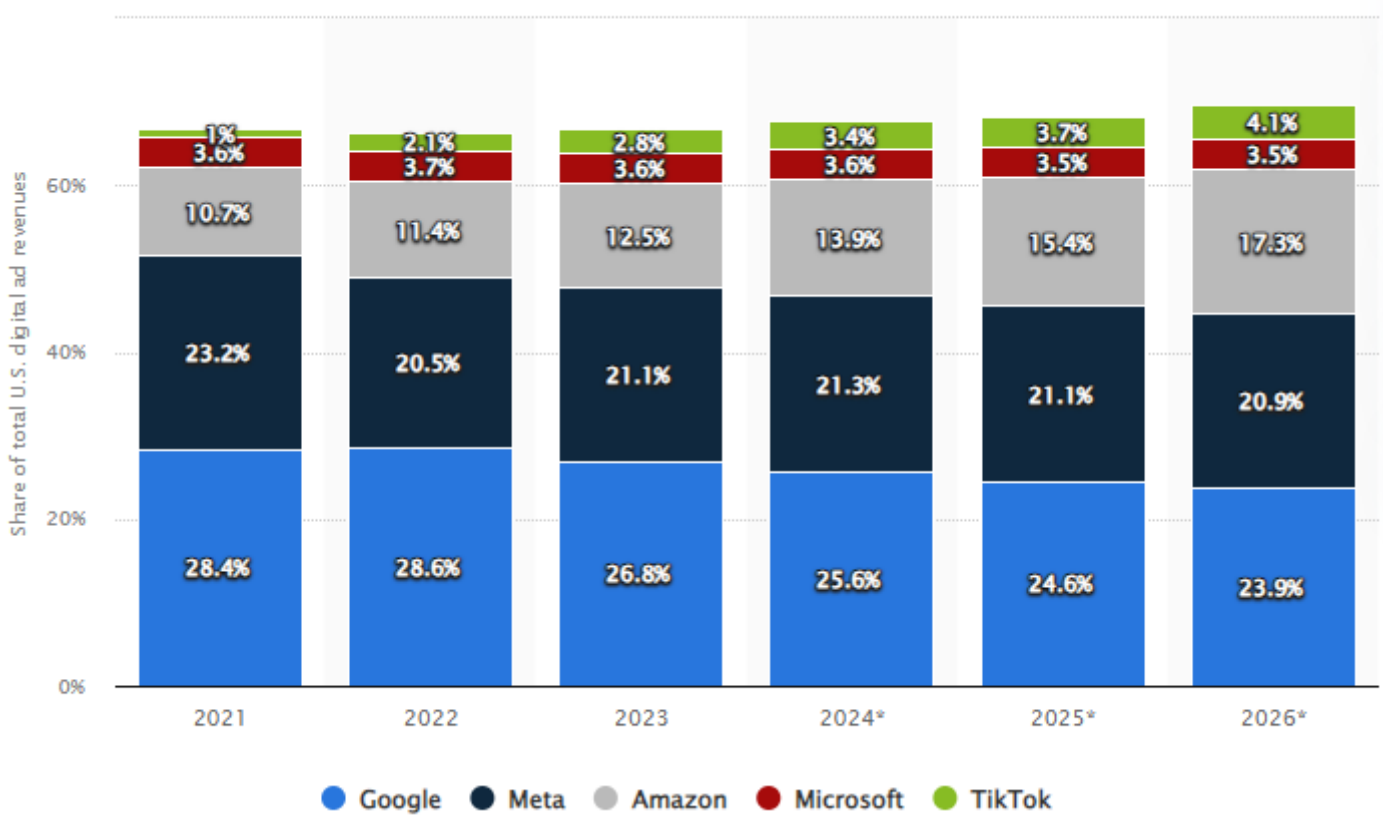
2. Weekly Issue

Paypal의 AI - 드디어 돌아가기 시작하는 Flywheel

Weekly Issue



Weekly Issue

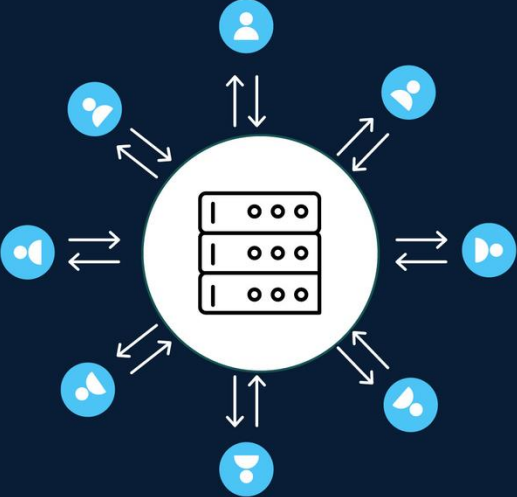


First-Party Data



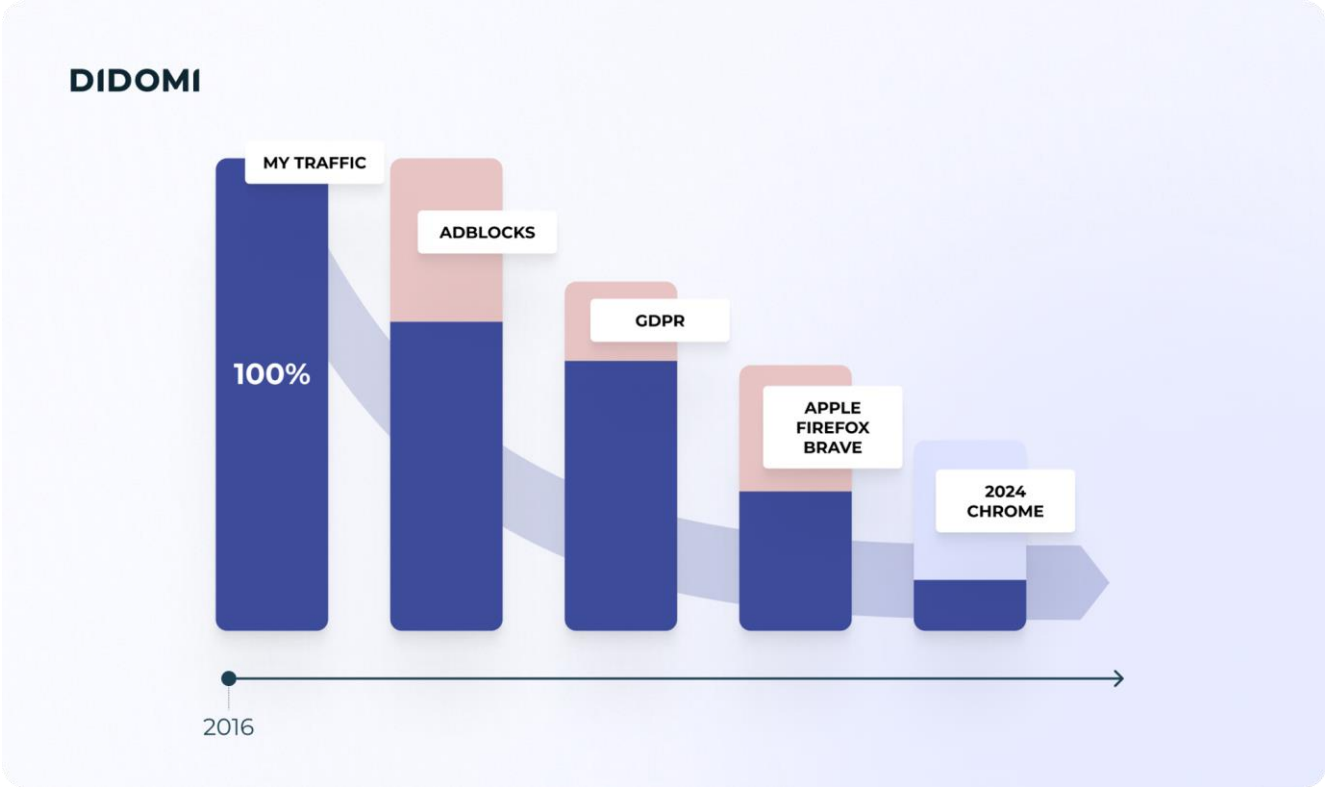
Your customers

Third-Party Data



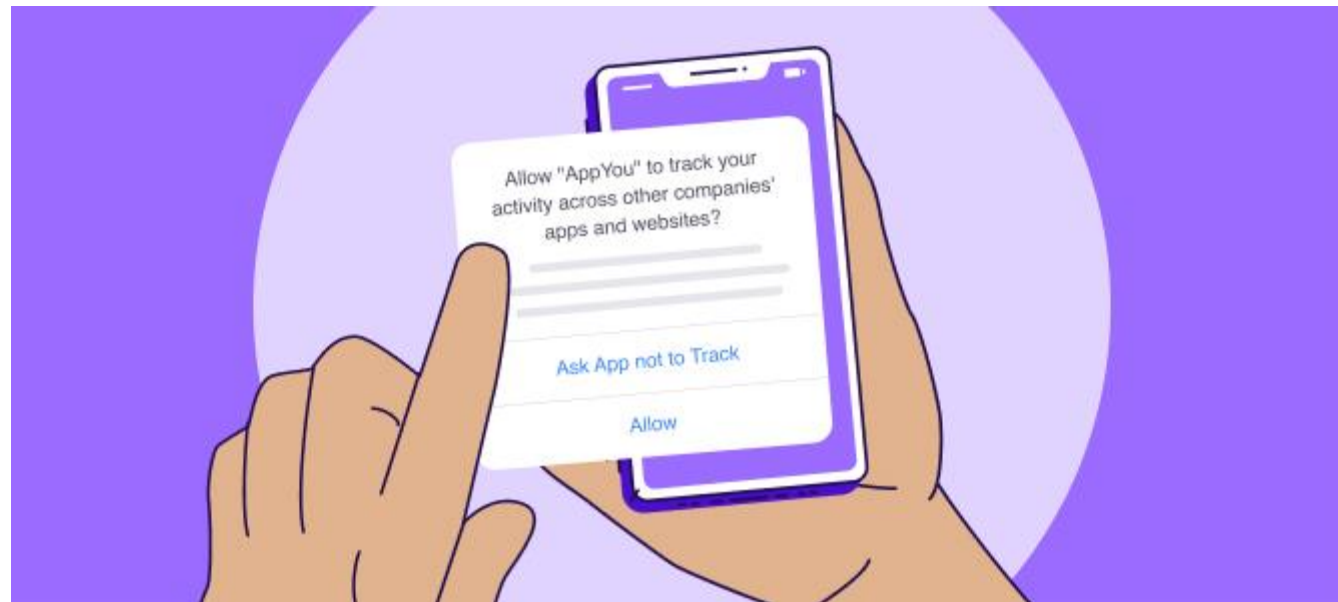
Data providers

Weekly Issue

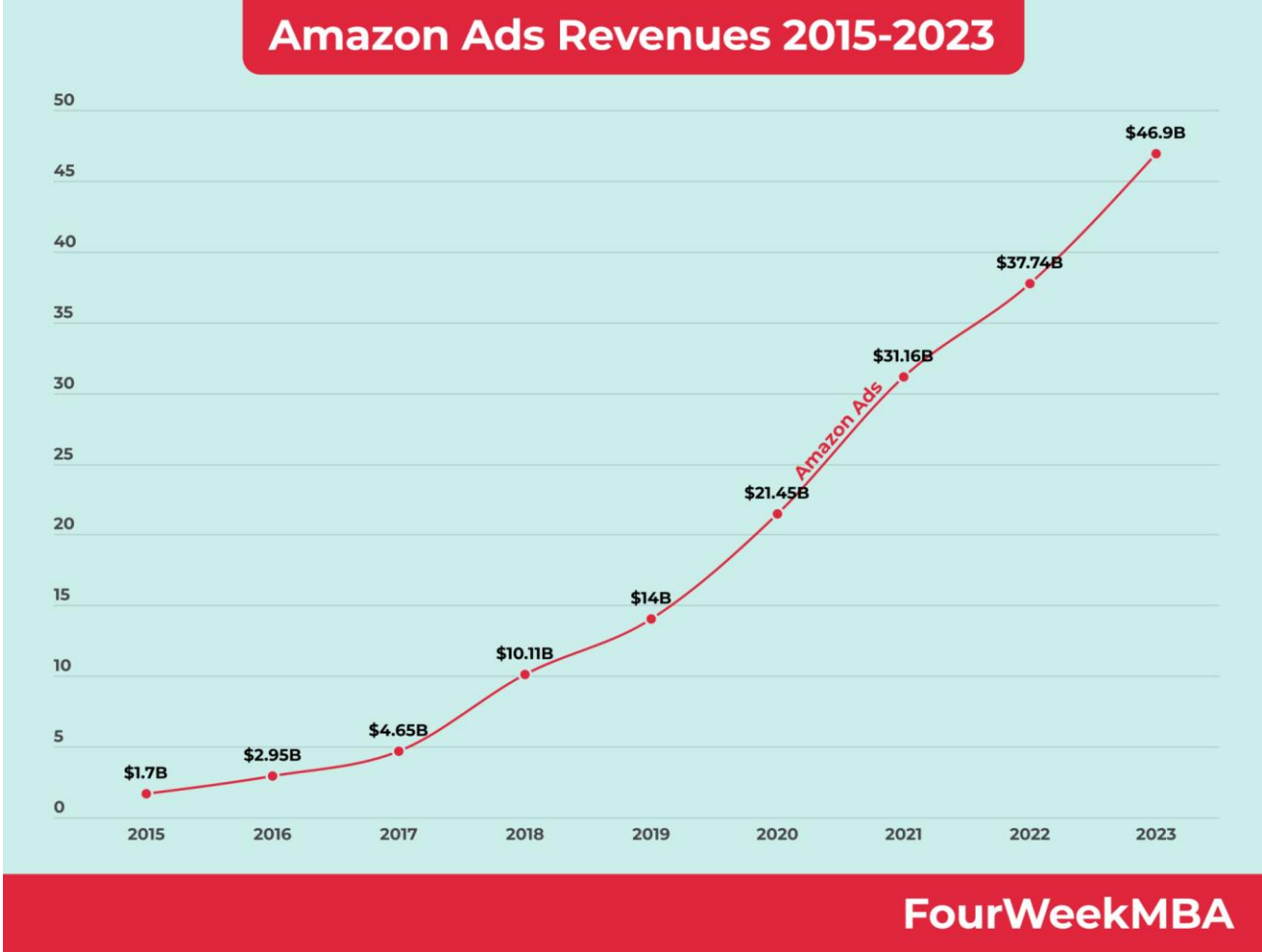


NO MORE COOKIES? GOOGLE ENDING THIRD-PARTY COOKIES IN CHROME

Google started to phase out third-party cookies for all Chrome users in 2024, but advertisers and publishers will still need to obtain consent to process user data. Learn how to prepare for the end of third-party cookies in Chrome, what technologies will replace them, and why consent remains pivotal.



Weekly Issue



Weekly Issue



EXCLUSIVE CMO TODAY

PayPal Is Planning an Ad Business Using Data on Its Millions of Shoppers

Payments company hires Uber's former head of advertising to run a new ad division

By *Patrick Coffee* [Follow](#)

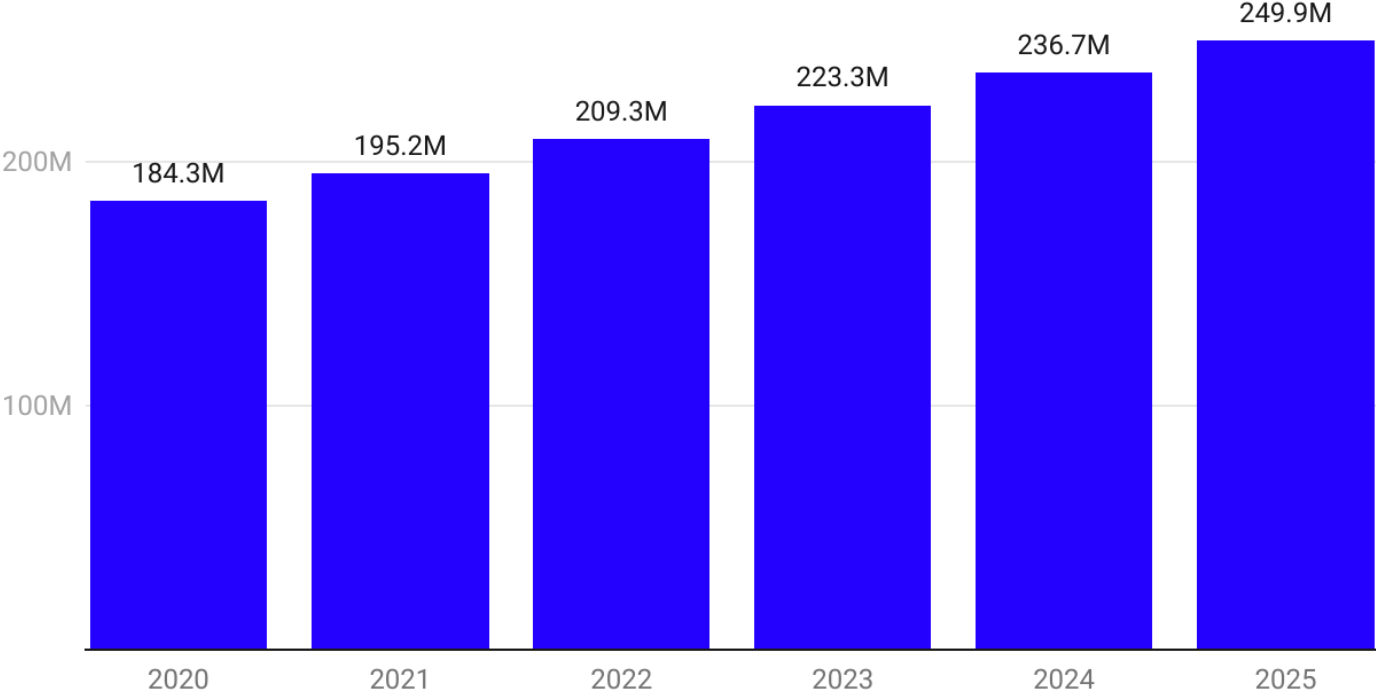
May 28, 2024 6:00 am ET

Weekly Issue



Number of PayPal Users Worldwide (2020-2025)

(in millions)



Source: Enterprise Apps Today

PAYPAL PRIVACY STATEMENT

- **For our PayPal customers**, we may disclose your Personal Information to Partners and Merchants that you and we interact with, to help ourselves and Partners and Merchants personalize services and offers so you can have a better and more relevant experience. Personal Information we disclose includes, for example, products, sizes, preferences, and styles we think you'll like.
 - Unless we are required by law to obtain your consent, we disclose Personal Information collected you after November 27, 2024 (or from earlier if you consent) for personalized shopping experiences.
 - To opt-out of disclosures or Personal Information to Partners and Merchants for personalized shopping experiences, log into your PayPal account and edit your preferences in the Data and Privacy setting.
 - If you opt-out, we will continue to disclose your Personal Information as necessary to complete transactions you initiate, but will not disclose Personal Information to Partners and Merchant for personalized shopping experiences.
 - Please note that Personal Information disclosed to Partners and Merchants (or their service providers) involved in a transaction is subject to the Partners' and Merchants' own privacy policies and procedures. We are not responsible for the privacy or security practices of Partners and Merchants.

EXCLUSIVE CMO TODAY

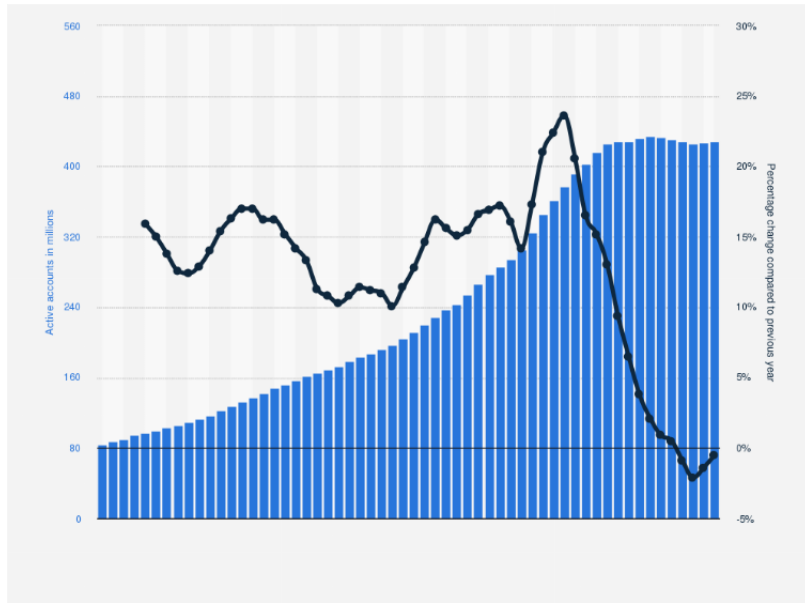
Chase Bank to Let Advertisers Target Customers Based on Spending Data

Marketers in the new program will only pay the bank when a customer makes a purchase

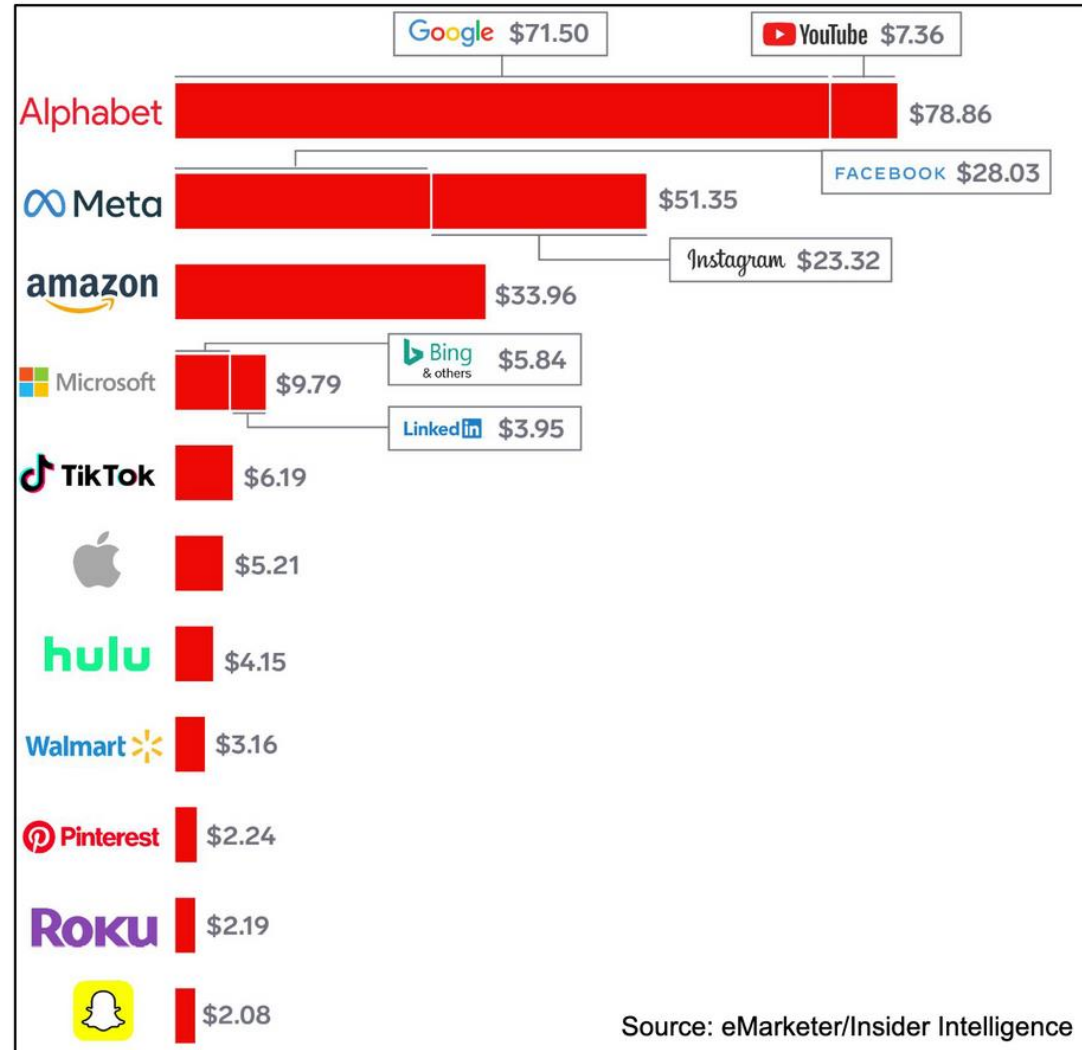
By *Katie Deighton* [Follow](#)

April 3, 2024 6:00 am ET

Weekly Issue



U.S. Digital Ad Revenue, 2023



2. Weekly Issue

Update - 미 법원, Tapestry의 Capri 인수 차단

Weekly Issue



COMPANIES

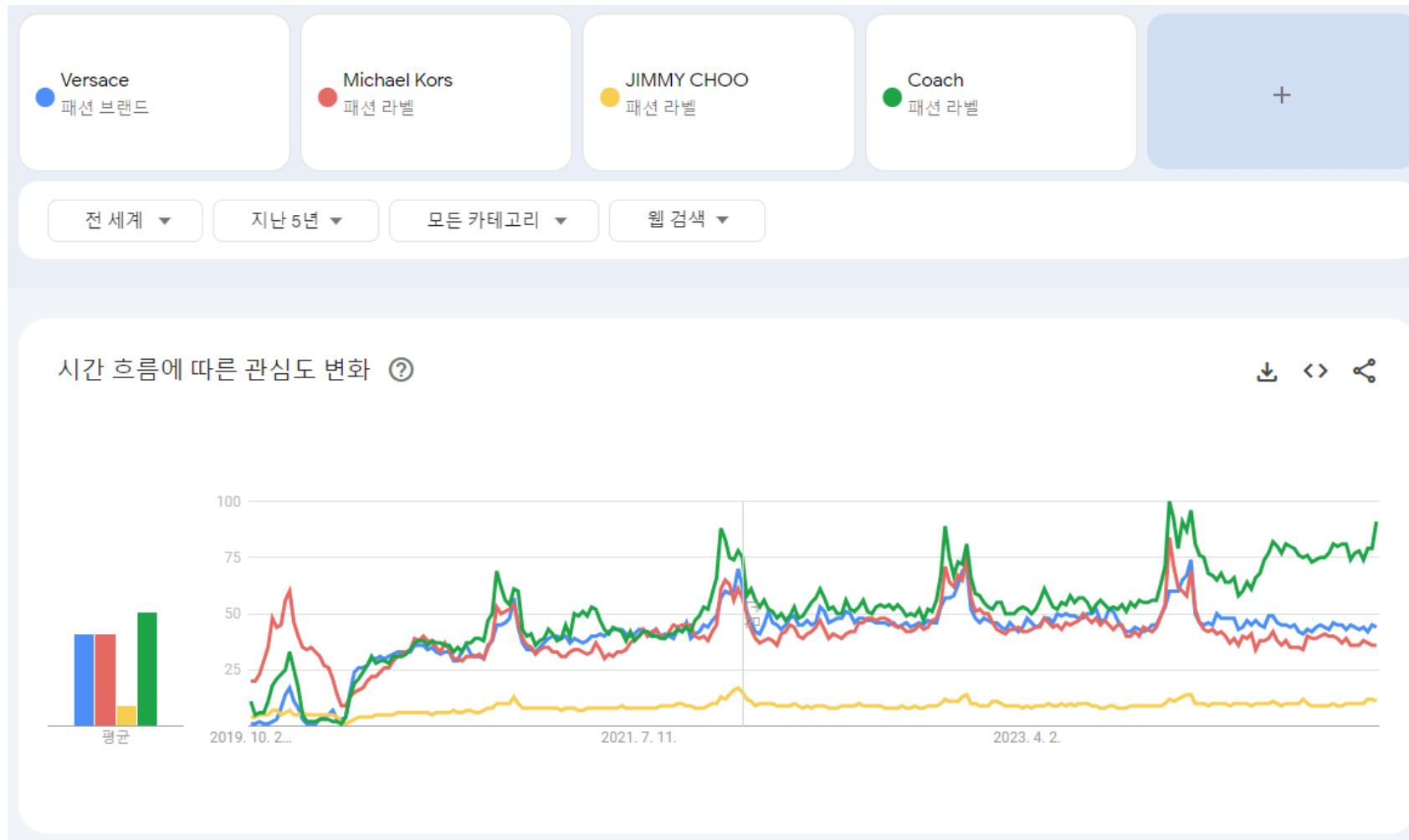
Tapestry-Capri merger blocked: Why it matters

The \$8.5 billion deal is off for now. Capri stock plunged 45 per cent following the verdict as investors grow wary.

BY MADELEINE SCHULZ

October 25, 2024

Weekly Issue



Weekly Issue



meritz

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Dept. of Economics, National University of Singapore

2017 ~ 2019 J&J자산운용 주식운용본부

2019 ~ 2022 더퍼블릭자산운용 해외주식운용팀장

2022 ~ 2024 하이투자증권 MS운용실 해외주식트레이딩

2024 ~ 메리츠증권 강남금융센터