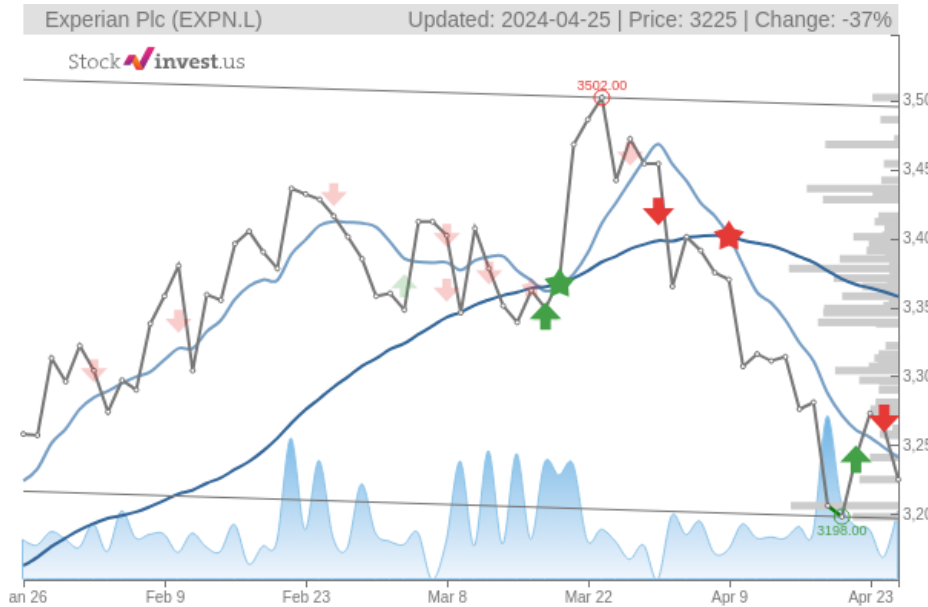


# Experian Plc (Thu, Apr 25, 2024)

Sell candidate since Apr 25, 2024

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score: **-2.27**  
#13115/ 30099

Trend: Hold  
MV Long: Sell  
MV Short: Sell  
Pivot: Buy  
Volume: Buy  
MACD: Sell

## Tech commentaries:

The **Experian Plc** stock price fell by **-1.13%** on the last day (Thursday, 25th Apr 2024) from **£3,262.00** to **£3,225.00**. During the last trading day the stock fluctuated **2.95%** from a day low at **£3,184.00** to a day high of **£3,278.00**. The price has fallen in 6 of the last 10 days and is down by **-2.74%** for this period. Volume has increased on the last day by **1 million** shares but on falling prices. This may be an early warning and the risk will be increased slightly over the next couple of days. In total, **2 million** shares were bought and sold for approximately **£6.67** billion.

The stock is at the lower part of a horizontal trend in the short term, and normally this may pose a good buying opportunity, though a breakdown through the bottom trend line at **£3,196.73** will give a strong sell signal and a trend shift may be expected. Given the current horizontal trend, you can expect **Experian Plc** stock with a 90% probability to be traded between **£3,178.75** and **£3,475.66** at the end of this 3-month period. A break of a horizontal trend is often followed by a large increase in the volume, and stocks seldom manage to go directly from the bottom of a trend up to the top. Stocks turning up in the middle of a horizontal trend are therefore considered to be potential runners.

A buy signal was issued from a pivot bottom point on **Friday, April 19, 2024**, and so far it has risen 0.84%. Further rise is indicated until a new top pivot has been found. Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Experian Plc** stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. Also, there is a general sell signal from the relation between the two signals where the long-term average is above the short-term average. On corrections up, there will be some resistance from the lines at **£3,240.86** and **£3,357.69**. A break-up above any of these levels will issue buy signals. Furthermore, there is currently a sell signal from the 3 month Moving Average Convergence Divergence (MACD). Volume rose on falling prices yesterday. This may be an early warning and the stock should be followed more closely.

**Experian Plc** finds support from accumulated volume at **£3,206.00** and this level may hold a buying opportunity as an upwards reaction can be expected when the support is being tested. On the upside the stock meets some resistance just above today's level from accumulated volume at **£3,339.00**, **£3,378.00** and **£3,436.00**.

This stock is usually traded at a good volume, and with minor daily changes, the risk is considered to be low. During the last day, the stock moved **£94.00 (2.95%)** between high and low. For the last week, the stock has had daily average volatility of **1.82%**.

**Experian Plc** holds several negative signals and is within a falling trend, so we believe it will still perform weakly in the next couple of days or weeks. We therefore hold a negative evaluation of this stock. Due to some small weaknesses in the technical picture we have downgraded our analysis conclusion for this stock since the last evaluation from a Hold/Accumulate to a Sell candidate.

Risk: **Low**

Evaluation: **Sell Candidate**

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