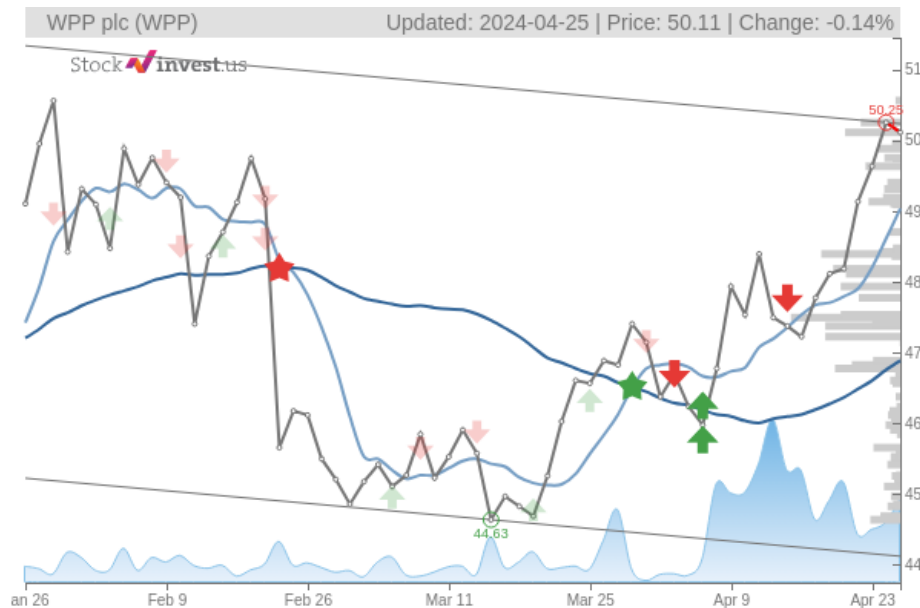


# WPP plc (Thu, Apr 25, 2024)

Sell candidate since Apr 25, 2024

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score: **-1.16**  
#10352/ 30092

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

## Tech commentaries:

The **WPP plc** stock price fell by **-0.279%** on the last day (Thursday, 25th Apr 2024) from **\$50.25** to **\$50.11**. During the last trading day the stock fluctuated **2.10%** from a day low at **\$49.11** to a day high of **\$50.14**. The price has risen in 6 of the last 10 days and is up by **3.55%** over the past 2 weeks. Volume has increased on the last day by **89 thousand** 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, **366 thousand** shares were bought and sold for approximately **\$18.32 million**.

The stock lies the upper part of a wide and falling trend in the short term, and this may normally pose a very good selling opportunity for the short-term trader as reaction back towards the lower part of the trend can be expected. A break up at the top trend line at **\$50.23** will firstly indicate a slower falling rate, but may be the first sign of a trend shift. Given the current short-term trend, the stock is expected to fall **-2.15%** during the next 3 months and, with a 90% probability hold a price between **\$43.16** and **\$49.15** at the end of this 3-month period. Do note, that if the stock price manages to stay at current levels or higher, our prediction target will start to change positively over the next few days as the conditions for the current predictions will be broken.

The **WPP plc** stock holds buy signals from both short and long-term Moving Averages giving a positive forecast for the stock. Also, there is a general buy signal from the relation between the two signals where the short-term average is above the long-term average. On corrections down, there will be some support from the lines at **\$49.03** and **\$46.88**. A breakdown below any of these levels will issue sell signals. Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Some negative signals were issued as well, and these may have some influence on the near short-term development. A sell signal was issued from a pivot top point on **Wednesday, April 24, 2024**, and so far it has fallen **-0.279%**. Further fall is indicated until a new bottom pivot has been found. Volume rose on falling prices yesterday. This may be an early warning and the stock should be followed more closely.

**WPP plc** finds support from accumulated volume at **\$48.39** 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 **\$50.25** and **\$50.56**.

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 **\$1.03 (2.10%)** between high and low. For the last week, the stock has had daily average volatility of **1.27%**.

**WPP plc** holds several negative signals and we believe that 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 Buy to a Sell candidate.

Risk: **Low**

Evaluation: **Sell Candidate**

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