

Purple Innovation Inc. (Tue, Apr 23, 2024)

Sell candidate since Apr 12, 2024

Loss -4.76%

StockInvest.us
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score: **-2.60**

#15139/ 30106

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

Tech commentaries:

The **Purple Innovation Inc.** stock price gained **6.67%** on the last trading day (Tuesday, 23rd Apr 2024), rising from **\$1.50** to **\$1.60**. During the last trading day the stock fluctuated **8.00%** from a day low at **\$1.50** to a day high of **\$1.62**. The price has fallen in 6 of the last 10 days and is down by **-20.4%** for this period. Volume has increased on the last day along with the price, which is a positive technical sign, and, in total, **38 thousand** more shares were traded than the day before. In total, **390 thousand** shares were bought and sold for approximately **\$623.92 thousand**.

The stock lies in the lower part of a very wide and strong rising trend in the short term, and this may normally pose a very good buying opportunity. If the lower trend floor at **\$1.49** is broken, it will firstly indicate a slower rate of rising, but may also be an early warning for a trend shift. Given the current short-term trend, the stock is expected to rise **35.00%** during the next 3 months and, with a 90% probability hold a price between **\$2.01** and **\$3.29** at the end of this 3-month period.

There are mixed signals in the stock today. The **Purple Innovation Inc.** stock holds a buy signal from the short-term Moving Average; at the same time, however, the long-term average holds a general sell signal. Since the longterm average is above the short-term average there is a general sell signal in the stock giving a more negative forecast for the stock. On further gains, the stock will meet resistance from the long-term Moving Average at **\$1.71**. On a fall, the stock will find some support from the short-term average at **\$1.53**. A break-up through the long-term average will give another buy signal, while a fall below the short-term average will add another sell signal and strengthen the general signal. A sell signal was issued from a pivot top point on **Monday, March 04, 2024**, and so far it has fallen **-23.08%**. Further fall is indicated until a new bottom pivot has been found. Furthermore, there is currently a sell signal from the 3 month Moving Average Convergence Divergence (MACD). **Purple Innovation Inc.** has increased volume and follows the last lift in the price. This is considered to be a technical positive sign as volume should follow the price-formation. Higher liquidity also reduces the general risk.

Purple Innovation Inc. finds support from accumulated volume at **\$1.56** 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 **\$1.66**, **\$1.74** and **\$1.94**.

This stock may move much during the day (volatility) and with a large prediction interval from the Bollinger Band this stock is considered to be "high risk". During the last day, the stock moved **\$0.120** between high and low, or **8.00%**. For the last week, the stock has had daily average volatility of **6.96%**.

Purple Innovation Inc. 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.

Risk: **High**

Evaluation: **Sell Candidate**

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