

# Technical Analysis - What is it? How can I profit?

**Technical Analysis?**  
**What is it?**  
**How can I profit?**

These presentation slides and today's presenter:  
**Robert Brain**

Labels on slide: candlestick patterns, chart patterns, price breakout, monthly candle chart.

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**Technical Analysis**      The ATAA can help you with T.A.

### About this presentation

- This set of slides provides a brief introduction to the subject of Technical Analysis.
- This slide set was first prepared by ATAA member Robert Brain in 2011 for use in private seminars, and has been adapted for use by the ATAA.
- These slides have been shown at Melbourne ATAA meetings for the benefit of new-comers, and in the past at the *Trading and Investing Expos*.
- The Australian Technical Analysts Association (ATAA) is a not-for-profit association with a presence in major cities around Australia [www.ataa.asn.au](http://www.ataa.asn.au)

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**Technical Analysis**      The ATAA can help you with T.A.

### Technical Analysis is very useful!

Financial market price charts summarise the underlying **opinions** and **emotions** of the real market participants.

Labels on slide: CBA price chart, CBA Weekly, 500, 475, 425, 400, 350, 300, 250, 200, 150, 100, 50, 0, 2013, 2014.

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis**      The ATAA can help you with T.A.

**Technical Analysis is very useful!**

Financial market price charts summarise the underlying **opinions and emotions** of the **real market participants**.

*Every chart tells a story.*

**It pays to understand the stories in the price charts.**



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**Technical Analysis**      The ATAA can help you with T.A.

**Why use technical analysis?**

- ✓ To help understand more about why share prices are moving (opinions and emotions)
- ✓ Make smart and informed stock purchase decisions
- ✓ Minimise downside risks
- ✓ Maximise upside potential
- ✓ Make smart sell decisions if needed
- ✓ Protect hard-earned capital
- ✓ Minimise any losses.

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**Standard Weekly\* Line Chart**

Study this price chart — it indicates the close price at the end of every week (Amadeus Energy). How much information can you read from it?



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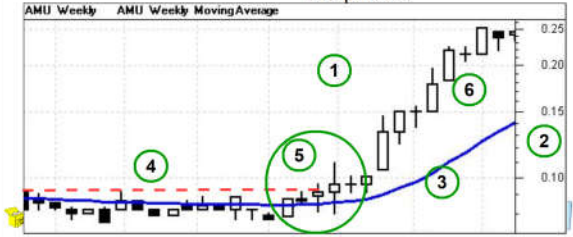
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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** The ATAA can help you with T.A.

## Key price chart observations

1. Weekly candlesticks
2. Log price scale
3. MA chart indicator
4. Price consolidation (below resistance)
5. Break out
6. Up trend



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## Disclaimer

- CAUTION!!
- This presentation contains NO advice.
- It is for general education only.
- Always consult a trained, trustworthy professional before investing, to determine if your intended investment might suit your personal individual situation.

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**Technical Analysis** What is Technical Analysis?

## T.A. — One accepted definition

The use of market data (and charting skills) to anticipate market direction and timing to make consistent profits.



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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **What is Technical Analysis?**

## T.A. — One accepted definition



The use of market data (and charting skills) to anticipate market direction and timing to profit.

Technical Analysis helps us determine the **likelihood** of future price movements. Some people might say that it gives us an unfair advantage.

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**Technical Analysis** **What is Technical Analysis?**

## T.A. is a very broad field

1. Price charts and chart patterns
2. Candlestick (or bar) charts and patterns
3. Chart Indicators
  - Moving Average, MACD, RSI, P-SAR, etc.
4. Quantitative analysis
5. Specialist topics:
  - Fibonacci, Elliott Wave, W.D.Gann
6. Using charting software

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**Technical Analysis** **What is Technical Analysis?**

## Introduction

1. Technical Analysis (T.A) can be used on:
  - company share price charts
  - charts of a market index
  - commodity price charts
  - foreign currency (forex) charts

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** | **What is Technical Analysis?**

### Introduction

1. Technical analysis (T.A) can be used on:
  - company share price charts
  - charts of a market index
  - commodity price charts
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2. Technical analysis is very good; but not 100% guaranteed, nor 100% reliable

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**Technical Analysis** | **What is Technical Analysis?**

### Introduction

1. Technical analysis (T.A) can be used on:
  - company share price charts
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3. Also need to use wise *money management* and *risk management* principles.

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**Technical Analysis** | **What is Technical Analysis?**

### Introduction

1. Technical analysis (T.A) can be used on:
  - company share price charts
  - commodity price charts
  - foreign currency (forex) charts
2. T.A is very good; but not 100% guaranteed, nor 100% reliable
3. Also need to use wise *money management* and *risk management* principles.
4. Using T.A can give us a good advantage over the buy-and-hold investors. 

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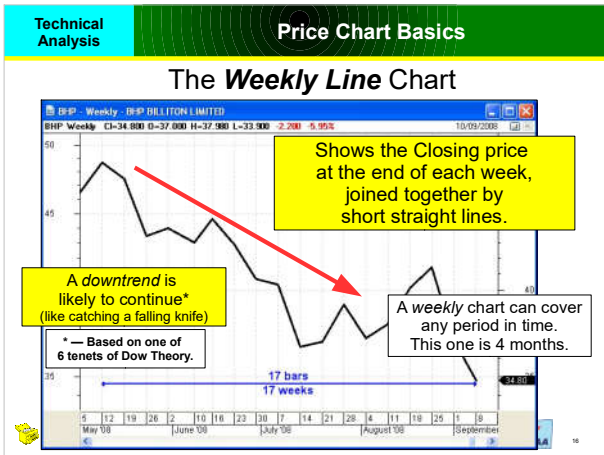
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# Technical Analysis - What is it? How can I profit?




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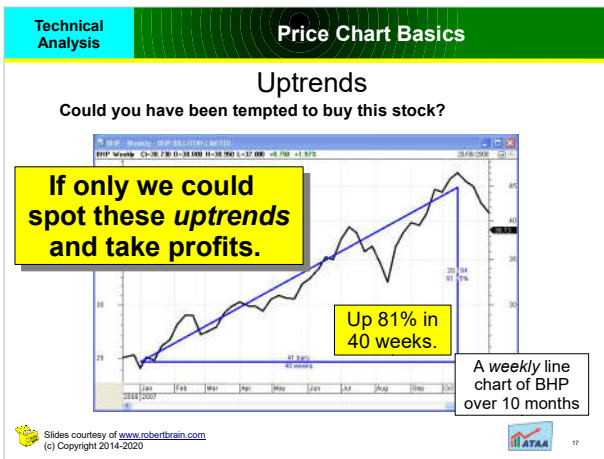
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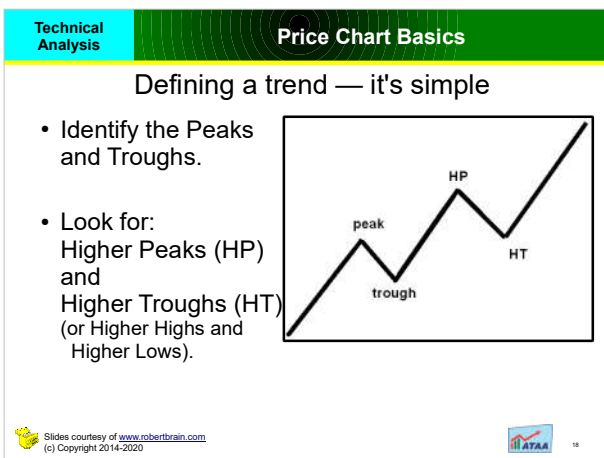
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# Technical Analysis - What is it? How can I profit?

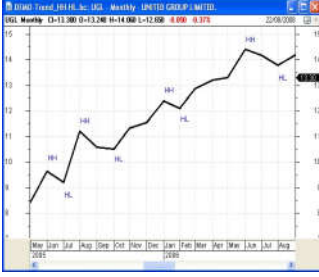
**Technical Analysis** **Price Chart Basics**

**uptrend = Higher Peaks and Troughs**

Get a feel for what the price is doing.

Identify trends:  
\* **uptrend**, or  
\* **down trend**, or  
\* **no trend**.

Use chart indicators to help.



**Terminology:-**  
Higher High = Higher Peak  
Higher Low = Higher Trough

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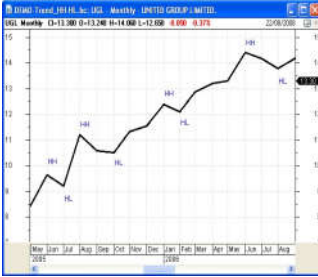
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**Technical Analysis** **Price Chart Basics**

**uptrend = Higher Peaks and Troughs**



**"The trend is your friend"**

Once in place, an **uptrend** is likely to continue.

Join the trend until it has finished.

**Terminology:-**  
Higher High = Higher Peak  
Higher Low = Higher Trough

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**Technical Analysis** **Price Chart Basics**

**Beware the downtrend**



**Not a good idea to invest in a down-trending stock, until the trend has finished.\***

**\* based on the principles of Dow Theory**

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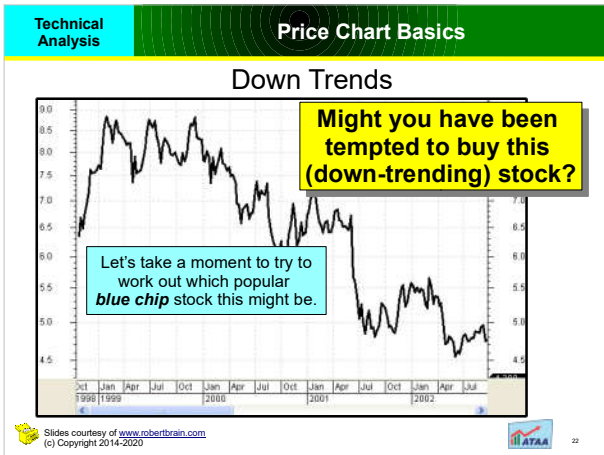
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# Technical Analysis - What is it? How can I profit?



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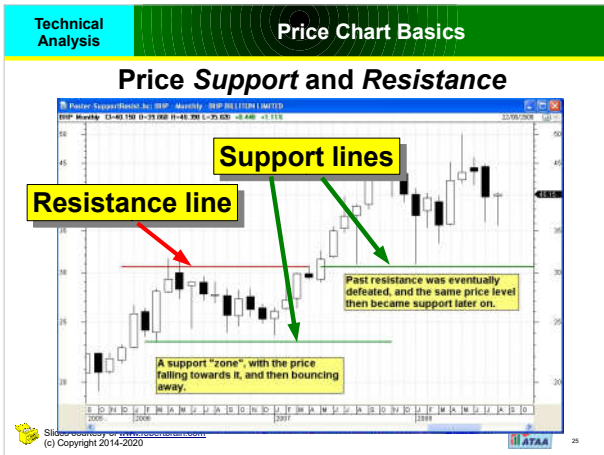
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# Technical Analysis - What is it? How can I profit?



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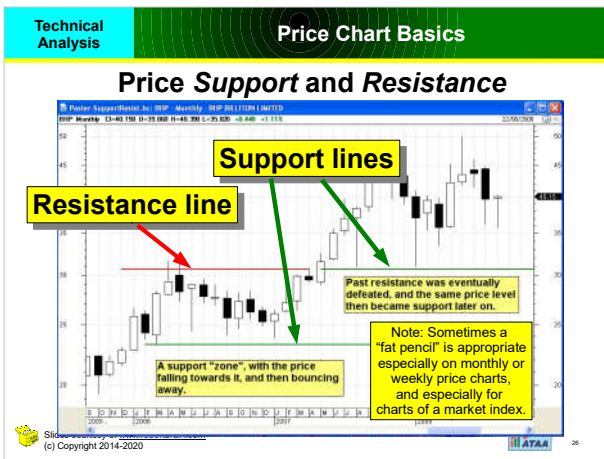
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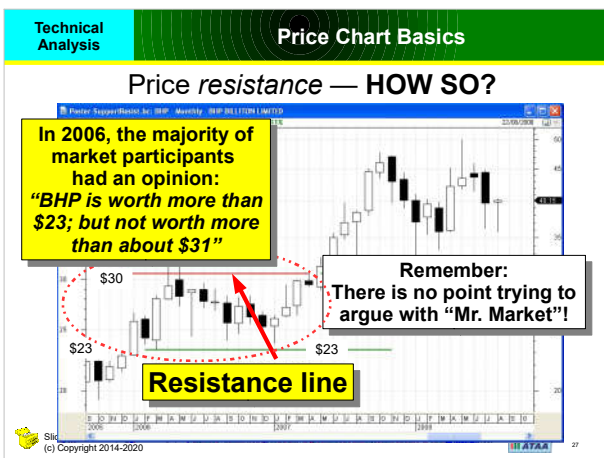
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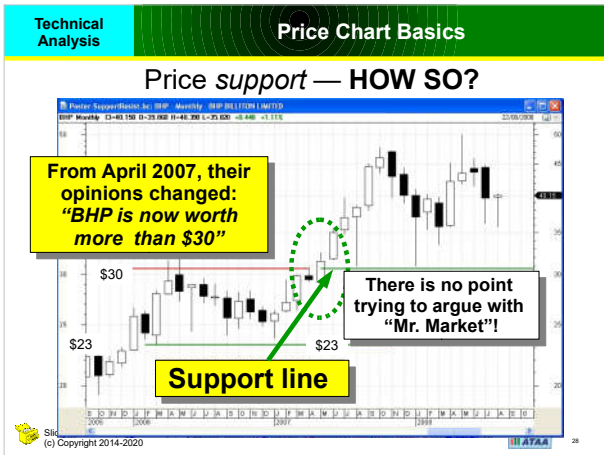
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# Technical Analysis - What is it? How can I profit?



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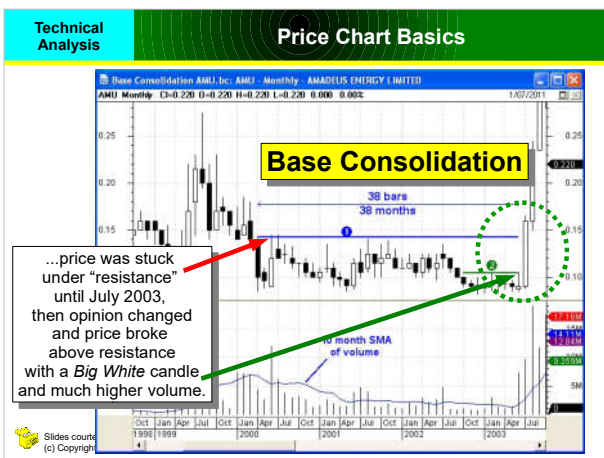
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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Price Chart Basics**

### Chart patterns

#### The Bullish Falling Wedge chart pattern

**QUESTION:**  
How can you explain this price chart?  
What were the market participants really thinking?



Strong uptrend rally

Price support?

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**Technical Analysis** **Price Chart Basics**

### Chart patterns

#### The Bullish Falling Wedge chart pattern

- Price rose too far too fast.
- Then fell for a period of time to "balance out" the progress.
- Then price continued the earlier uptrend rally.



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**Technical Analysis**

### The Expanding Wedge (megaphone) chart pattern

Price was volatile in a widening band for 6 months.

The bulls and bears pulled up/down, then the bears won



Price collapsed below the 6-month price support level

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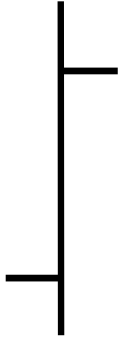
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**Technical Analysis**      **Candlesticks**


Bars and Candles

The *bars* and the *candles* on a price chart tell us a lot about the **opinions** of the **market participants**.

(do you know how?)



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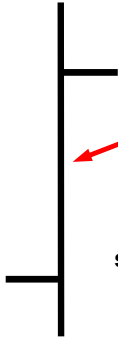
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**Technical Analysis**      **Candlesticks**


OHLC Bar and Candle...

Each *bar* on a bar chart, and each *candle* on a candle chart

summarises the price action in any one period (a day, week, month, etc.)



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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Candlesticks**

### Candlestick features — the White candle

The diagram shows a white candlestick with a rectangular body and thin vertical tails. A red arrow points from the top of the body to the label "high price for the period (top of candle tail)". A red arrow points from the bottom of the body to the label "close price for the period (top of candle body)". A red arrow points from the bottom of the tail to the label "low price for the period (bottom of candle tail)". A green arrow points from the top of the tail to the label "open price for the period (bottom of candle body)".

A "period" is a day, week, month, etc.

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**Technical Analysis** **Candlesticks**

### Candlestick features — the Black candle

The diagram shows a black candlestick with a rectangular body and thin vertical tails. A red arrow points from the top of the tail to the label "high price for the period (top of candle tail)". A red arrow points from the bottom of the body to the label "close price for the period (bottom of candle body)". A red arrow points from the bottom of the tail to the label "low price for the period (bottom of candle tail)". A green arrow points from the top of the body to the label "open price for the period (top of candle body)".

A "period" is a day, week, month, etc.

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**Technical Analysis** **Candlesticks**

### White, Black — How to remember?

The diagram shows a white candle on the left and a black candle on the right. A green arrow points upwards from the bottom of the white candle to the text "White candle opens low and price rises during the period, closing higher." A green arrow points downwards from the top of the black candle to the same text.

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Candlesticks**

White, Black — How to remember?

White candle opens low and price rises during the period, closing higher.

Black candle opens high and price falls during the period, closing lower.

Black suggests doom and gloom.

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**Technical Analysis** **Candlesticks**

**Candle *body* and *tails***

- Their presence or absence is important
- Their length (ie. their height) is important.

For example:  
This long lower tail shows the presence of sellers in the "period", who were "defeated" by the buyers by the close of the period.

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**Technical Analysis** **Candlesticks**

**Candle patterns — small bodies**

- With or without a gap from previous candle.
- Hanging Man (at tops)
- Shooting Star (2-candle pattern)
- Evening Star (3-candle pattern)
- Doji Star (2-candle pattern)
- Hammer (at bottoms)
- Morning Star (3-candle pattern)

These candle patterns all tell a story.  
Can you read the story?

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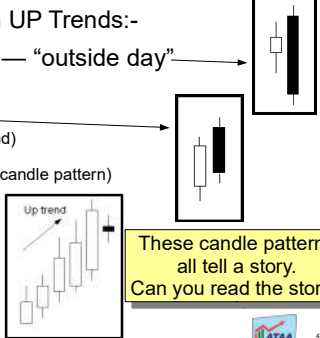
# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Candlesticks**

### Patterns — engulfing and piercing

Reversal patterns in UP Trends:-

- Engulfing Bearish — “outside day” (2-candle pattern)
- Dark Cloud (2-candle pattern in uptrend)
- Harami Bearish (2-candle pattern)



These candle patterns all tell a story. Can you read the story?

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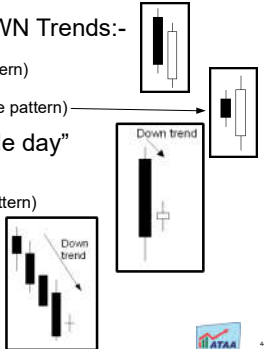
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**Technical Analysis** **Candlesticks**

### Patterns — engulfing and piercing

Reversal patterns in DOWN Trends:-

- Piercing Line (2-candle pattern)
- Engulfing Bullish (2-candle pattern)
- Harami Bullish — “inside day” (2-candle pattern)
- Harami Cross (2-candle pattern)



These candle patterns all tell a story. Can you read the story?

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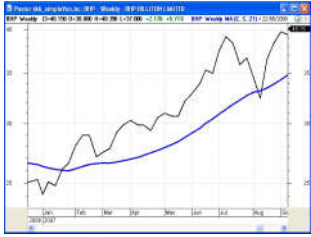
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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Chart Indicators**

## Moving Average (MA)

- Is one of many T.A. *chart indicators*.
- Very useful
- Can help us to understand the presence or absence of a *trend*, and perhaps the *strength* of the *trend*
- An *uptrend* indicates a dominance of buyers.



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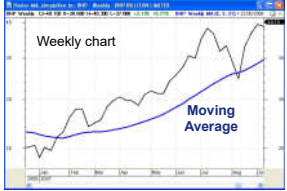
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**Technical Analysis** **Chart Indicators**

## Moving Average (MA)

- The **21 week MA** is the average of all weekly close prices for the previous **21 weeks\***
- Can indicate a *trend*
- Can be used to interpret buy/sell signals.



\* - Can be used: on a daily chart, or a weekly chart, or a monthly chart, etc., etc.

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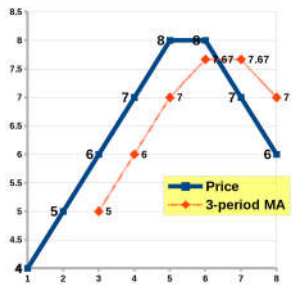
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**Technical Analysis** **Chart Indicators**

## Moving Average — how to calculate?

Simple calculation of 3-period MA.

The first MA value is the average of the first 3 price values:

$$\frac{(4 + 5 + 6)}{3} = \frac{15}{3} = 5$$


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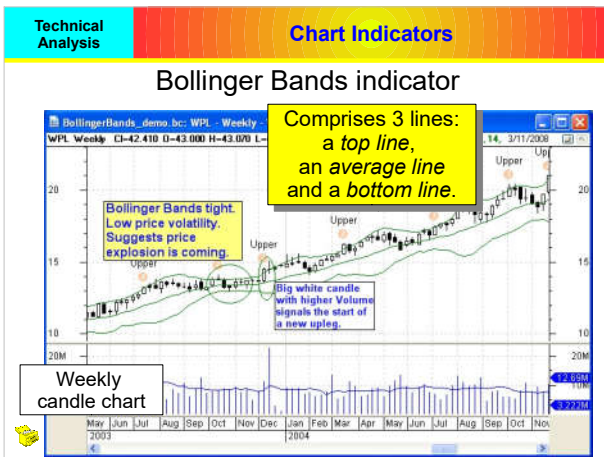
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# Technical Analysis - What is it? How can I profit?



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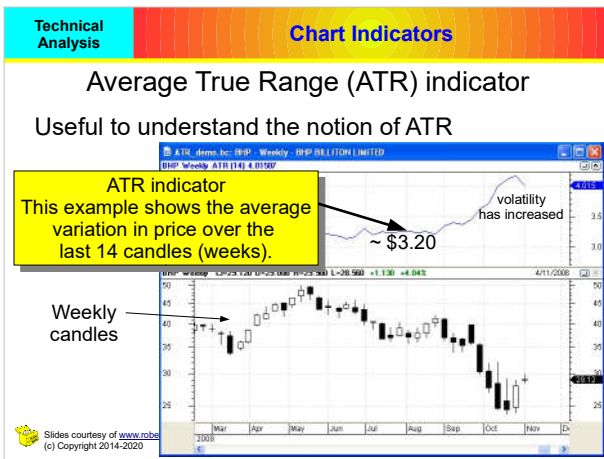
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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Risk, Money Management**


### Sensible money management

Astute technical analysts use T.A. to:

- Protect hard-earned capital
- Capture and maximise the profits
- Minimise losses.



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**Technical Analysis** **Risk, Money Management**


### Protecting profit and capital — *Stop Loss*



Sound and sensible money management

Have a pre-planned *exit strategy*.  
Utilise a *Stop Loss* to protect capital, and minimise losses.

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**Technical Analysis** **Risk, Money Management**

### Stop Loss? — under Support?



Initial *Stop Loss* position could be under a recent *support* level (under recent price action).

Down trend is "broken".  
A new *uptrend* might have started.

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** **Risk, Money Management**

## Stop Loss — eg. using ATR

Wilson ATR Trailing Stop indicator

ATR = Average True Range  
The stop is set at a multiple of ATR

The Wilson ATR Trailing Stop is a series of dots (like P-SAR) and says: "if the price falls to here tomorrow, then sell".

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**Technical Analysis** **Specialist Topics**

## Quantitative Analysis

- A field of technical analysis that has grown in recent years
- Quant analysis, sometimes referred to as: numeric or computational analysis
- Utilises the programming of a computer system to search out the stocks that meet your criteria
- This field encompasses a broad array of analysis using computer systems.

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**Technical Analysis** **Specialist Topics**

## Specialist topics

Some technical analysts also utilise:

- Fibonacci ideas
- Elliott Wave principles
- W.D.Gann principles.

Some analysts believe that these topics are somewhat extreme and difficult to prove, but there are many analysts who follow some or all of these.

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# Technical Analysis - What is it? How can I profit?



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Technical Analysis Applications, samples, strategies

### Sample Trading Strategies

NOTE: None of these are guaranteed to be winners, without serious effort to test first.

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Technical Analysis Applications, samples, strategies

### Sample Trading Strategies

1. Find stocks using *fundamental analysis* and time entry with *technical analysis*
2. High dividend yield
3. Long term bull market strategy, different to a shorter term bull market strategy
4. Different for a bear market
5. Momentum indicator + MA-of-Momentum (see next slide).

NOTE: None of these are guaranteed to be winners, without serious effort to test first.

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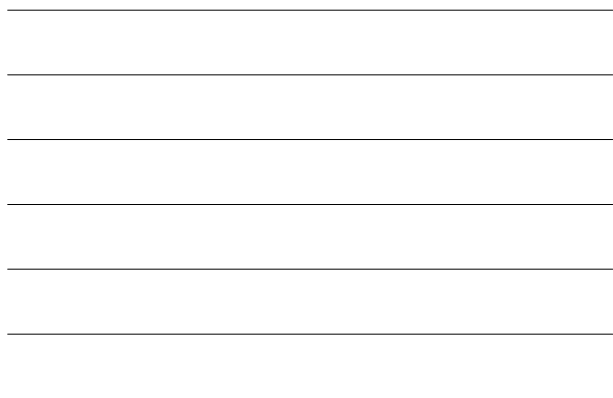
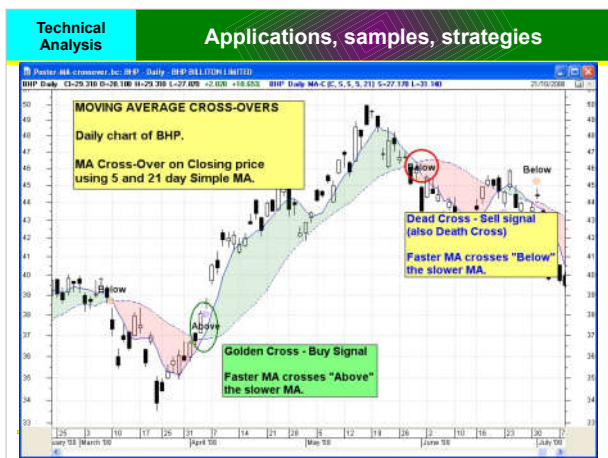
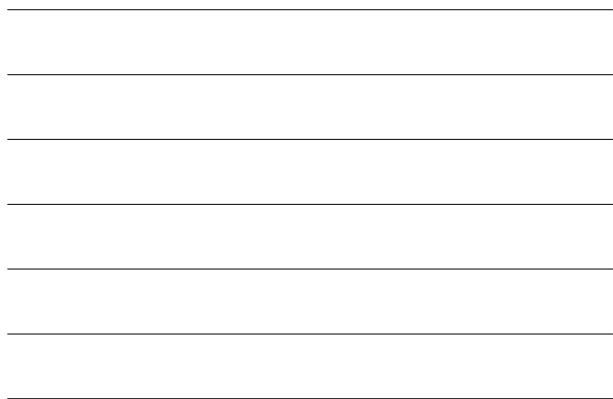
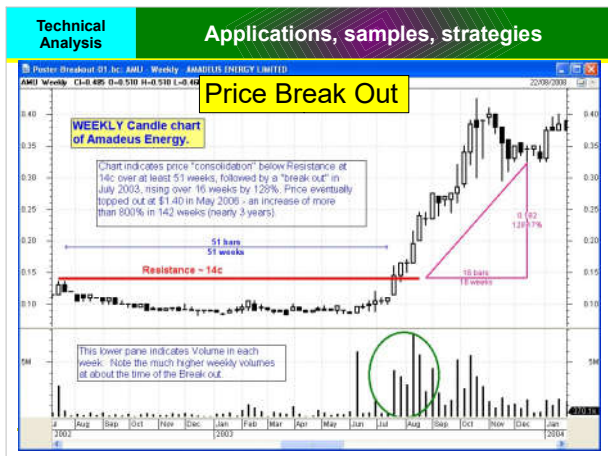
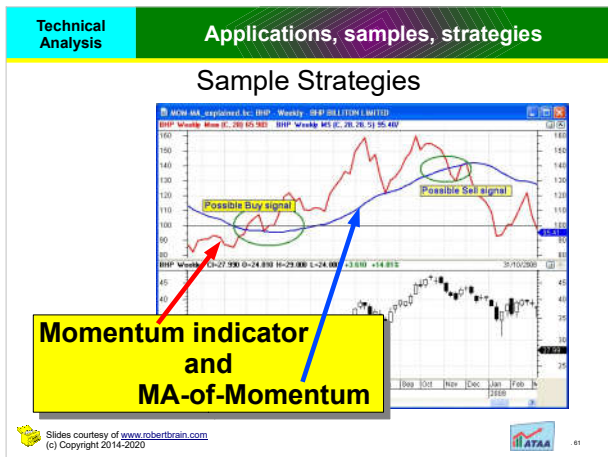
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# Technical Analysis - What is it? How can I profit?



# Technical Analysis - What is it? How can I profit?

**Technical Analysis** Applications, samples, strategies

### Some successful strategies


These are in use by some successful traders:

- Use the MACD and the RSI indicators.
- Look for RSI **divergence** against the share price.
- Use Stochastic indicator and Directional Movement (ADX) to give joint signals.

**Tip!**

**Caution:- Not guaranteed!!**

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**Technical Analysis** Applications, samples, strategies

### Some more strategies

**Note: None of these can be guaranteed!!**

- Takeover target speculation
- Momentum trading
- Position trading
- Swing trading
- Dividend harvesting / stripping
- IPOs
- Hedging

**Advanced!**

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**Technical Analysis** The ATAA — teaches T.A.

## These slides can be emailed to you.



Please leave your details, or send us an email [info@ataa.asn.au](mailto:info@ataa.asn.au)

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis**      **Charting Software**

## Use good charting software

- If you use a basic charting tool, then the information and your share price analysis might be limited to the basics
- Use a better tool for greater flexibility and more informative results.

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**Technical Analysis**      **Charting Software**

## Charting software – key features

- **Data** — Easy access to download data
- Price charts in various **time frames** (dly, wkly...)
- **Intraday** data (optional)
- **Indicators** – easily add to the chart
- **Watchlists** – several lists of stocks to easily keep an eye on them
- **Scans** – Specify selection criteria, and scan the data for stocks that match your criteria
- **Line studies** and **annotations** on the chart.

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**Technical Analysis**      **Applications, samples, strategies**

## Isn't this gambling?

- Some people think that share market investing / trading is just gambling? — But is it??
- Without a proper **investing / trading plan** and **trading strategy** then maybe it is
- Sensible risk and money management make a very big difference
- If you have a proper, proven and tested plan, then it is actually **calculated risk taking**
- Compare with other professions:
  - farming, retail business, catering,
  - tourist trade, tradesman, handy man, etc.

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** Applications, samples, strategies


### Trading — Final Tips

Watch out for:

- Use a stop loss!
- Low liquidity
- Watch diligently (don't take your eyes off the ball)
- Retracements
- Sucker rallies
- Profit takers
- The 3-period pause in a rally

**Tips!**

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**Technical Analysis** The ATAA can help you with T.A.

**Technical Analysis is very useful!**  
Financial market price charts summarise the underlying **opinions** and **emotions** of the **real market participants**.

*Every chart tells a story.*

**It pays to understand the stories in the price charts.**

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**Technical Analysis** What is Technical Analysis?

### Technical Analysis is: . . .

1. Share price charts and chart patterns
2. Candlestick (or bar) charts and patterns
3. Chart Indicators
  - Moving Average, MACD, RSI, P-SAR, etc.
4. Quantitative analysis
5. Specialist topics:
  - Fibonacci, Elliott Wave, W.D.Gann
6. Using charting software

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# Technical Analysis - What is it? How can I profit?

**Technical Analysis** | **What is Technical Analysis?**


## Final word...

Make sure to:

1. Have a plan and detailed strategy
2. Use sensible money and risk management
3. Find like-minded people to share ideas and experiences (and learn faster).

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**Summary & Wrap up**




THE END — Thank you

## CREDITS

These slides prepared by: Robert Brain  
**Brainy's Share Market Toolbox**  
[www.robertbrain.com](http://www.robertbrain.com)

Slides prepared for the ATAA  
[www.ataa.asn.au](http://www.ataa.asn.au)

**BullCharts** All of Robert's charts prepared with:  
BullCharts software [www.bullcharts.com.au](http://www.bullcharts.com.au)



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The ATAA has more detailed online courses.

See: [www.ataa.asn.au](http://www.ataa.asn.au)

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# Technical Analysis - What is it? How can I profit?

 **Summary & Wrap up**

## Don't forget my Toolbox

- Brainy's **Share Market Toolbox**
  - [www.robertbrain.com](http://www.robertbrain.com)
  - Loads of eBook (PDF) Articles
  - Info: share market, charting, BullCharts
  - Weekly Market Updates and Watch List
  - monthly e-Newsletter topics
  - See free stuff here: [www.robertbrain.com/free](http://www.robertbrain.com/free)
- Good charting software – BullCharts  
[www.robertbrain.com/bullcharts/](http://www.robertbrain.com/bullcharts/)
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**Technical Analysis** **The ATAA can help you with T.A.**

## About this presentation

- This set of slides provides a brief introduction to the subject of Technical Analysis.
- This slide set was first prepared by ATAA member Robert Brain in 2011 for use in private seminars, and has been adapted for use by the ATAA.
- These slides have been shown at Melbourne ATAA meetings for the benefits of new-comers, and in the past at the Trading and Investing Expos.
- The Australian Technical Analysts Association (ATAA) is a not-for-profit association with a presence in major cities around Australia [www.ataa.asn.au](http://www.ataa.asn.au)

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