



# Brainy's Articles on Share Trading\*\*

## Santa Rally — more charts

Article No:  
**ST-6330**  
page 1 of 6  
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### Introduction

The *Santa Rally* (aka *Christmas Rally*) is something that is talked about in the weeks before Christmas each year. But exactly what is the so-called *Santa Rally*? And can we take advantage of it when it occurs? Or perhaps the term *Santa Rally* is used for other reasons?

The eBook Article **ST-6320**, "**Santa Rally**", provides an introduction to this subject, and explains some of the documented facts about the term, and offers some observations and conclusions. Is the Santa Rally real? And can we benefit from it? Refer to Article ST-6320 for the details.

The eBook Article **ST-6325**, "**Santa Rally — Yale Hirsch charts**" contains some details about the possible Santa Rally that may have occurred on the Australian market over the years 2008-2014, based on the strict Yale Hirsch definition.

This Article in Brainy's series on Share Trading and Investing (number ST-6330) simply records the bigger-picture price charts (over a longer period than just the seven trading days) for the same seven years and offers some observations. This is based on a more relaxed definition of the *Santa Rally*.

### Santa Rally — definition

Remembering that the original Yale Hirsch definition of a *Santa Rally* was for a specific seven trading days — the last five of the year, and the first two of the next year. For the purpose of the study in this eBook Article we are looking at any possible market rally over a longer time period — all of December and January. So we are ignoring the strict Yale Hirsch definition of a *Santa Rally*.

### More charts — relaxed Santa Rally 2008-2014?

Let's consider the following: If we were to refer to any market rally on the Australian market over the December-January period as a *Santa Rally*, then does this actually happen on a reliable basis? And is it likely to happen in any particular year in the future?

For this consideration, we are focusing on the Australian All Ordinaries index (XAO — basically the top 500 stocks). Relevant observations and price charts are shown on the following pages.

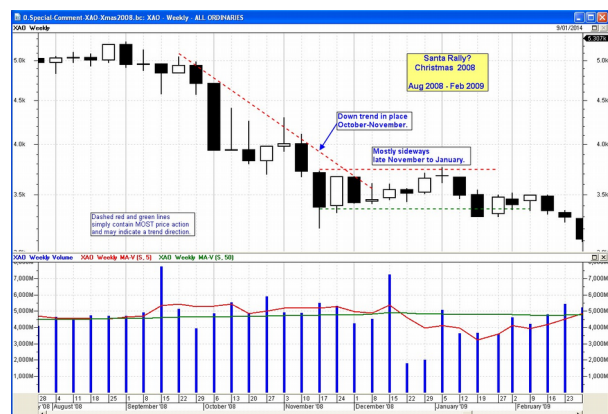
But what's the conclusion? See the Summary Table on the page 5 below.

Most of the price charts below are also shown on the Share Market Toolbox Santa Rally web page (Toolbox Members can click on those charts for a larger version). See the web page here: [www.robertbrain.com/santa/](http://www.robertbrain.com/santa/).

The price charts below are either daily or weekly candle charts. The price chart at right is representative of the charts below, and is a weekly candlestick chart of the All Ordinaries index over many weeks, and in some cases over months. Each candlestick on a weekly candle chart summarises the price action for one week, and indicates the highest value for the week, the lowest value for the week, and the open and the close for the week.

For more information on candlestick charts, see: [www.robertbrain.com/candles/](http://www.robertbrain.com/candles/)

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\*\* - The two words *trading* and *investing* are often used somewhat interchangeably.



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