**Abstract**

Trend analysis helps to analyse the change in trend of a particular segment. This helps the company to understand its performance whether its planned objectives are achieved. Trend analysis is a technique used in technical analysis that attempts to predict the future stock price movements based on recently observed trend data. Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future. This will help the company to focus on its strength and increase the trend in the sectors that it needs to concentrate.