

# Capstone Project Public Summary



## Quantitative Analysis of Centralized Crypto Exchanges & Qualitative Analysis of Crypto.com

## Table of Contents

<b>CAPSTONE PROJECT PUBLIC SUMMARY.....</b>	<b>2</b>
<b>OVERVIEW .....</b>	<b>2</b>
<b>OBJECTIVES .....</b>	<b>2</b>
<b>METHODOLOGY &amp; DATA RESOURCES .....</b>	<b>3</b>
<b>RESULTS.....</b>	<b>3</b>
<b>LEARNING &amp; EXPERIENCE .....</b>	<b>4</b>

# Capstone Project Public Summary

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**Project Title:** Quantitative analysis of centralized crypto exchanges & qualitative analysis of Crypto.com

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This document summarizes the capstone project's overview, objectives, methodology, data resources, and results. This document does not contain all the details due to the nondisclosure agreement with the sponsoring company.

## Overview

The project contains two parts:

1. Quantitative analysis of centralized crypto exchanges
2. Qualitative review of crypto.com.

The project is for a company that compares brokers and exchanges and advises independent investors and traders in selecting good platforms tailored for their specific needs.

The sponsor company is a global brokerage comparison site covering the most popular securities brokers worldwide. The site regularly analyzes and compares individual brokerages to help investors make better decisions and learn about the brokers' pros, cons, fees, security measures, and all products they offer.

Because retail investors' interest in cryptocurrencies has risen exponentially, which resulted in remarkable growth in the number of cryptocurrency exchanges, they started reviewing crypto exchanges recently, such as Coinbase and Binance. As a result, it would help customers get more information about crypto and extend the pool of reviewed crypto exchanges on their website.

## Objectives

1. **The project's objectives are to collect quantitative information from 20 centralized crypto exchanges, compare them with one another to see to what extent they meet customers' needs;**
2. **review the crypto.com exchange thoroughly.**

## Methodology & Data Resources

The quantitative analysis compared the 20 most popular centralized crypto exchanges. This will give the sponsor company an overview of the crypto exchanges market and help them plan a roadmap for their future, possible crypto exchange reviews, and which exchange to prioritize according to their publishing criteria.

For this analysis, I've chosen 20 centralized crypto exchanges according to their average 24-hour trading volume because there was no information available about the trading volumes of more than 24-hours. For this part, I've sourced the data from coinMarketCap.com.

In addition to the daily average trading volumes, I collected data for three other significant parameters: the registered users on each platform, the number of coins available, and the products these platforms offer to their customers. For this part, I visited each platform's website and collect all the data I needed

For the data collection regarding the qualitative review of Crypto.com, I've collected data for the review and two different ways:

1. collecting data from the crypto.com webpage and other online databases.
2. A firsthand experience by opening an account on crypto.com exchange and recording the process from beginning to end, in addition to the most relevant information to the investors, for example, fees, deposit methods, withdrawal methods, and customer service.

For this the process, I used the sponsor company's methodology to produce a detailed review for the exchange, as per 8 key areas which were required to be addressed: fees; account opening & deposit, withdrawal; research & platform, customer service; product selection; security; education; and extra features.

## Results

For the quantitative analysis, I've created an excel sheet with the most significant parameters for the centralized crypto exchanges and collected data for 20 centralized exchanges that the sponsor company could research and review them based on their popularity or trading volume.

many exchanges were identified based on their significant average daily trading volume, and the top 5 after excluding the exchanges that the sponsor company has already featured are OKX, KuCoin, Houbi Global, Gate.io, and MEXC, respectively

Qualitative analysis (review): For this part of the project, I've done an extensive detailed review of one of the most popular fastest growing centralized crypto exchanges, crypto.com. This review would help the sponsor company and their customers determine the comparative advantages of this exchange compared to the already featured ones on their website, considering all the critical issues or criteria that one would consider when looking for some platform to invest in.

This allowed us to see how crypto.com is placed among other reviewed exchanges by the sponsor company in terms of its overall score. The score was calculated by running a Microsoft Excel model on the 100 data points collected during the research. Advantages and disadvantages of the exchanges were detected. A detailed review will be published on the sponsor company's website.

The detailed review will be accessible on the website for the sponsor company's customers. They can make side-to-side comparisons with other featured exchanges on the website to determine which ones meet their financial needs or satisfy their investment criteria.

### **Learning & experience**

Even though I had over five years of experience with cryptocurrency trading and all the different shapes and forms of crypto platforms, I've learned new things while doing my research for this project. Both parts of the project required the application of different concepts; many of them were new to me such as carrying out structured research.

The project opened my eyes to many aspects of crypto trading, like margin trading and derivatives. Since I've learned about margin trading in the crypto world and derivatives, I've incorporated them into my trading strategies and have had considerable success with them.

I've learned more about the contrast between centralized and decentralized crypto exchanges and the types of services and products they offer their users.

The end













