

A Study on Risk and Return Analysis of Crypto Currency

Chaitali Mahadik an Rishikesh Dandu

Student (TYBAF)

Chetana's H. S. College of Commerce and Economics, Mumbai, Maharashtra, India

chaitalimahadik8@gmail.com and rishikeshdandu1262@gmail.com

Abstract: *Cryptocurrencies are increasingly popular as an investment option, characterized by the potential for high returns and volatility. This study aims to explore the risk and return profiles of various cryptocurrency investment strategies. Various approaches such as buy-and-hold, active trading and portfolio diversification are evaluated through the analysis of historical price data and trade volumes. Our research provides insight into the performance and risk management implications of these strategies and offers valuable advice to investors in the cryptocurrency market. Understanding the risk and return dynamics of cryptocurrency investments is critical to making informed decisions and effectively managing risk in this evolving asset class*

Keywords: Cryptocurrency, investment, risk-return, strategies, management.

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