### Front Page Content

Design Notes: Financial website, so needs to be clean and professional. I like vector images that are simple and professional (data, investing) but do not overpower the website. Will need to show off the charts to emphasize portfolio’s performance.

Color Scheme: Blue, white, other

Headline

Rules-based investing strategies using quantitative analysis

Summary

DataDrivenPortfolio.com uses market data, factoring and backtesting to make data driven investment decisions and help craft portfolios that have a high probability of beating the market over the long term. Our algorithms provide rules based investment strategies that investors trade in their own accounts.

### Portfolios

**Conservative ETF Rotation**

Summary: Holds 2 ETFs and are rotated and/or rebalanced on the last trading day of the month. Holds a 60% Equity and 40% Bond allocation. It switches its equity allocation to cash when volatility comes into the market. It is backtested to beat a 60/40 portfolio and keep up with the S&P 500 with less drawdowns and volatility.

{Graph}

**Growth ETF Rotation**

Summary: Holds 4 ETFs and are rotated and/or rebalanced on the last trading day of the month. The strategy holds the strongest sectors. The allocation will sometimes be a full equity allocation, and sometimes have a bond allocation. This strategy is back-tested to beat the market long term with less volatility.

{Graph}

**Whale Rotation**

Summary: Holds 4 large cap stocks and are rotated and/or rebalanced on the last trading day of the month. This will always have a 100% equity allocation, so the volatility and drawdowns will be larger. This strategy has shown to beat the market significantly over the mid to long term.

{Graph}

What's Included

Updates to all portfolios

14 day free trial

Cancel anytime

$14.95/M