

7/27/25[★]

Sunday Dump

WEEKLY NEWSLETTER



Welcome to the Sunday Dump, your weekly 5 minute digest of the most exciting developments in finance, economics and current events.

Markets



Alphabet Inc. delivered outstanding outcomes for its Q2 earnings report. With revenue growing to \$96.4 billion, the company has experienced a 14% year-over-year increase. This growth has been fueled by continued achievements in YouTube, Subscriptions, as well as Google Cloud. Notably, Google Cloud surged 32%, growing to \$13.6 billion. YouTube Ads followed closely behind, with revenue reaching \$9.79 billion. As a result of this growth, CEO Sundar Pichai credited AI as a major driver of Alphabet Inc.'s growth, saying, "AI is positively impacting every part of the business, driving strong momentum."

Additionally, this upcoming week expects a U.S. Federal Reserve Policy meeting to determine interest rates. The Fed is predicted to keep interest rates largely unchanged, anywhere between 5.25% and 5.5%. However, pressures from President Donald Trump to lower interest rates have begun to fester after an argument with Jerome Powell in front of reporters. Thus far, two of Powell's colleagues have expressed a lean towards Trump's perspective, posing the possibility for tensions on a lowered interest rate. Alongside interest rates, the Fed will be releasing the jobs report for July.

Compared to the booming jobs growth in June, which had surpassed economists' estimates by more than 15,000, economists expect that July's job growth will be much slower.

Economics



U.S. tariffs on imported aluminum were initially intended to revive domestic smelters, but are unexpectedly causing more aluminum recycling, which may be a more environmentally beneficial and cost-effective alternative to these factories. President Donald Trump's 50% tariff caused aluminum prices to spike, which negatively impacted downstream users and manufacturers such as PepsiCo and Campbell Soup that heavily rely on this material.

As primary aluminum has become more expensive, recycled aluminum, which is free of tariffs, has emerged as a better option. Recycled aluminum consumes only 5% of the energy that would usually be used for the smelting of aluminum and is a cheaper and faster method to increase the domestic supply of aluminum. Similarly, building a new recycling facility only requires about 10% of the capital investment of a smelter and can be completed around 4 years faster.

CFO Trond Olaf Christopherson of Hydro points out that recycling all the U.S. aluminum scrap would be the equivalent of building four new smelters and could satisfy "roughly half the import need that the U.S. currency has." Rather than importing millions of tons of scrap metal every year, the U.S. reusing these materials through domestic recycling has become an innovative solution to the significant aluminum deficit in the country.

Companies such as BMW and Hyundai have been contributing to the growing demand for low-carbon materials, which drives this shift in recycling behavior even further. Energy-reliant industries that compete for electricity are particularly drawn to the low energy requirements of recycled aluminum. Even though the tariffs were initially intended to protect smelters, they may be leading to a more sustainable alternative for the country.

Crypto



The World of Meme Coins

Meme coins like Little Pepe (\$LILPEPE), \$DORKLORD, and Pudgy Penguin (PENGU) are cryptocurrencies that have recently surged in popularity. These coins have no real use and are launched for as little as a few dollars. Most of these tokens are created on decentralized platforms like Solana, where no authority controls who is behind a coin. In July 2025, meme coins such as Little Pepe (\$LILPEPE) reached a market cap—total value of all the coins of a cryptocurrency that are currently in circulation—of over \$100 million in a day, driven entirely by social media hype and risky gambling on platforms like pump.fun.

Crypto Continued

While institutions favor long-term, regulated investments like Ethereum and Bitcoin, individuals often gamble on these risky and unregulated tokens. People don't buy meme coins based on logic; they buy because everyone else is investing and they don't want to miss out. When someone posts on X that they made 50x in a day, most people jump and start investing without doing any research on their own.. Each coin has a unique and attractive backstory, often hyped up by social media—so instead of investing, people end up gambling.

Even though Congress signed the CLARITY Act—which gave the SEC more authority over digital assets—in June of 2025, most meme coins remain nearly impossible to regulate. The anonymous creators and decentralized platforms lacking central authority weaken SEC enforcement, allowing these high-risk assets to spread and grow. Today, the crypto market is one of the largest investment spaces in the world, with an industry worth more than \$3.95 trillion according to Forbes Digital Assets. It's clear that Crypto is more than just Bitcoin and Ethereum. Meme coins have surged, especially due to the new altcoin season. Altcoin season refers to a phase in the crypto market when alternative coins (non-Bitcoin cryptocurrencies) see sharp price surges and outperform Bitcoin in market share.

But Meme coins continue to raise some important questions: If they have no use, then why do we even need them? How can they be effectively regulated in the future? And, what will happen to this speculative asset when the hype dies out? These questions continue to shroud the meme coin world in uncertainty for the time being.

Sunday Dump

Upcoming Week...

WEEK OF 7/27/25

Monday

- JOLTS Job Openings

Tuesday

- \$V Earnings

Wednesday

- ADP Non-Farm Employment Change
- \$MSFT Earnings

Thursday

- Unemployment Claims
- \$AMZN Earnings
- \$AAPL Earnings

Friday

Sat-Sun

- Sunday Dump Seminar

● Key Economic Data

● Key Stock Events

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Thanks for reading



SUNDAY DUMP'S WEEKLY
NEWSLETTER

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