Fundamental Analysis

There are many financial analysis features within the Bloomberg terminal. The most widely used are listed below. When researching a specific stock, a starting point would be the DESCRIPTION page.

To input a stock into Bloomberg use the following steps

Stock Symbol <F8> <GO>

Ex. AAPL <F8> <GO>

*IMPORTANT TO REMEMBER-ONCE A STOCK IS INPUT USER ONLY NEEDS TO INPUT THE FUNCTIONS NEXT TO THE STOCK SYMBOL. THE AMBER BOX WILL CHANGE TO A DIFFERENT SECURITY FOR THAT SCREEN.

The main menu will appear that listed the many functions of stock analysis. The DES function is the starting point.
The user can also bypass the above page by inputting

AAPL<PS DES

Apple Inc. designs, manufactures, and markets personal computers and related personal computing and mobile communication devices along with a variety of related software, services, peripherals, and networking solutions. The Company sells its products worldwide through its online stores, its retail stores, its direct sales force, third-party wholesalers, and resellers.

From the Description page the user can easily navigate to other functions within the terminal. The profile page include a quick snapshot of the company. The profile description, Ratios Analysis, Revenue and EPS, and Industry Info.
Ratios

Prior Revenue and EPS and forecasted, with Product and Geographic breakdown
Earning Screens

**AAPL <F8> ERN**

ERN displays past earnings announcements that include Analyst estimates, reported EPS, and the percentage of surprise beats or misses against analyst estimates. This screen also show the price change the day of the announcement, and also the effect on the stocks P/E ratio.

Users can easily change to other securities by inputting symbol in amber box.

*Anything with and Yellow/Amber color can be change. i.e. Symbol, Measure(EPS, Revenue etc.)*

Other Earnings functions
- EE- Earnings and Estimates
- EEO- Consensus Overviews
Graph Fundamentals

Stock Symbol <F8> GF

GF<GO> Graphing Fundamentals allows the user to visualize the comparison between two competitors or just graphing a single security. Fields can be customized to the user’s preference. The following is a GF chart comparing Revenue of Apple to Samsung on a Quarterly basis.

![GF Chart Example](image)

Historical Pricing - HP<GO>

- Historical pricing includes the closing price on a monthly, weekly or daily basis with a specified date range. Data can be exported into excel.

![Historical Pricing Example](image)
Dividends

**DVD <GO>**

Displays current and prior dividend and split information, Dividend Yield, Growth etc. Can go as far back as the IPO date of the security that is input.

**OWN <GO>**

Displays largest institutional holders, Insider Ownership, Geographic and ownership type of the Stock.
Transactions Tab of OWN

Can locate on a chart a specific insider transaction including option exercise, buy/sell etc. The following displays Kevin Plank, CEO of Under Armour buy/sell transactions. The red is indicated as a sell.

Clicking on red field will display the trade price, number of shares and date of the transaction
Analyst Ratings

**ANR <GO>** provides a list of the largest analysts on the street recommendations, price targets, total return rankings etc.

### Other Advanced Functions

- **WACC** - Weighted Average Cost of Capital
- **DDIS** - Debt Distribution
- **CAST** - Capital Structure
**RV - Relative Valuation**

**RV<GO>** One of the most widely used functions for analysts to compare industry leaders. RV is a powerful function that can be easily customized to the user preferred metrics. The following screen is an RV screen that compares common valuation metrics such as P/E Ratio, Debt/Equity, and ROE etc. The top line includes an average of all the companies listed. This allows the user to early compare specific stocks to the industry averages.
Supply Chain Analysis

SPLC <GO> is another widely used fundamental Bloomberg function that shows a company’s Suppliers and Customers. The Revenue and Cost feature under each supplier represents the Revenue and Cost incurred from the listed stock. The Revenue and Cost incurred under each customer implies the Revenue and Cost that the listed company (UA) receives from that customer. This is one of if not the best functions within Bloomberg to view what other companies that a company utilizes and their exposure to each one.

*Click on any company other than the main one viewed will easily change to that company’s supply chain.*
Peer Product Correlation

**PPC<GO>** enable the user to determine revenue-derived industry classifications.

The following is a list of Under Armour and competitors under *Sports Apparel*. You can easily see that 74% of Under Armour’s total revenue comes from Sports Apparel while Nike has 28% of revenue from Sports Apparel.

Clicking on Athletic footwear shows that Under Armour only has 13.97% revenue in footwear compared to Nike’s 66.16%