

Discussion: Financial Statement Analysis

Scenario

Take on the role of an individual investor researching possible stock purchases.

1. Select a company you think is publicly traded and then research it to verify that it is. Not all large companies are.
2. Find financial statements and other information and perform an analysis using Excel or some other spreadsheet program (MAC Numbers, Google Sheets, etc.).
3. Come to a conclusion to either buy, sell, or hold the stock (holding the stock would include not buying it if you didn't already own it).

In this forum, post your findings. You don't have to apply every metric. Some may not be informative or meaningful. Choose to present the ones that were significant.

WARNING: Do not take the posts on this discussion as investment advice. This is for educational purposes ONLY.

Discussion Questions

- What sources did you use and how did you use them? Possibilities include:
 - Annual report
 - Financial Statements
 - Footnotes
 - Other information on the company website
 - Other financial websites
 - News and media outlets
- How did you verify the information (how do you know it is reliable)?
- What metrics did you use and what inferences did you make from them?
- Do you think this stock is a good buy? Discuss why or why not, based on your analysis.
- What qualitative measures did you assess?