Company Performance Comparison

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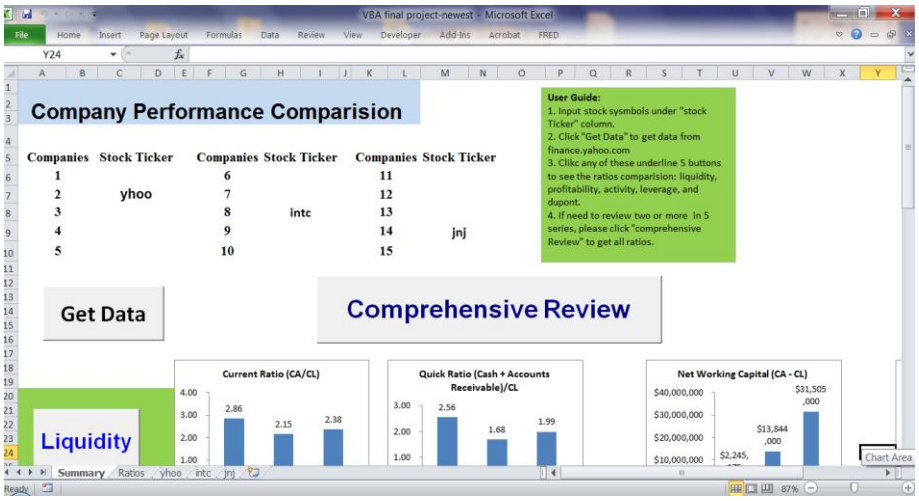
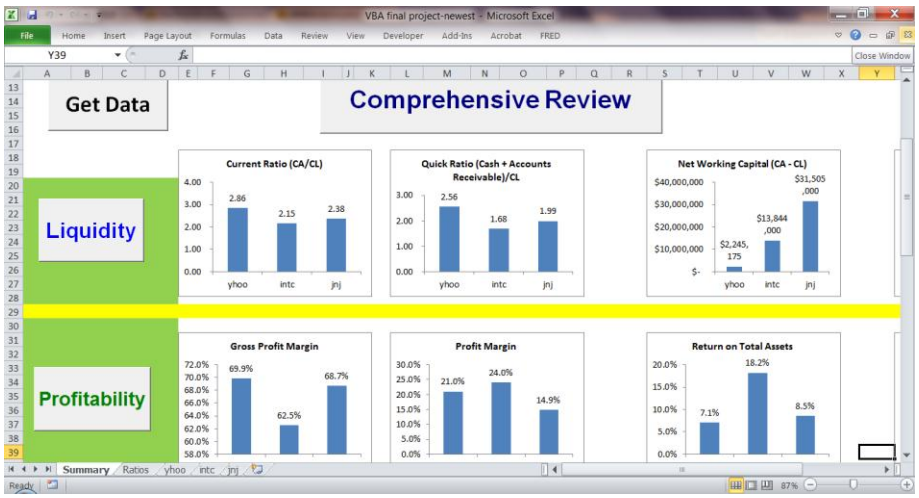
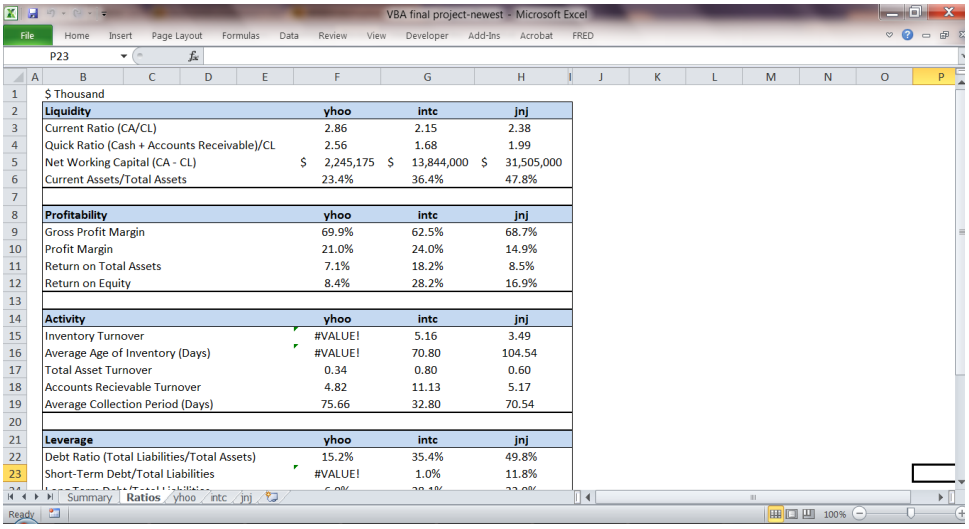
1. Executive Summary

My program is used to compare companies in one Excel sheet. In many financial analyses, comparison with competitors or related companies is a fundamental work for further research. This step is also time-consuming to copy or download data from websites. My program provides an easy way to finish this tedious job. In one worksheet, just clicking couple of buttons will introduce all of these financial ratios and graph.

2. Implementation







As the user guide in the worksheet described, users' step is,

1. Input stock tickers of desired companies under "Stock Ticker" area.
2. Click "Get Data" button.
3. Click any of 5 buttons to see ratio graphs. These buttons are liquidity, profitability, activity, leverage, and dupont. Each button is corresponding to one group of ratios.
4. If need to review two or more ratios groups, click "Comprehensive Review".

This program includes three parts.

- First part is to introduce data from finance.yahoo.com. When users input stock tickers and press "Get Data" button, the program will use WebQuery command to download financial statements and add new worksheets with corresponding ticker names. For example, when program find "yhoo", it will download financial statements of Yahoo to new automatically added 'yhoo" worksheet.
- Second part is calculation of ratios in worksheet "Ratios". The financial information in company worksheets are extracted and calculated to get ratios. This step is finished with the one click in first part.
- Third part is to make graphs in "Summary" worksheet. All ratios are graphed to corresponding position behind the group name (liquidity, profitability, activity, leverage, and dupont). Just click any of these 5 buttons, the graphs for this group will show up. "Comprehensive Review" button will bring all graphs out for cross-bordering comparison.

3. Learning

From this project, I learned how to replace old data with new data. For example, when we change researched companies, the old ratios will be deleted and new ratios will be added. I did some research to find out how to delete old columns in “Ratios” sheet and insert new ratios.

Calculation ratios with data from another sheet cost me some time. It is because each ratio needs to introduce data from different sheets. I figured it out with a “ do loop” and a variable for sheet name .

I also learned how to modify graphs with VBA. In my graphs, the title, font, position, and label are all well-defined with VBA code. In addition, updating data series in graphs is also a challenge.

I had thought to use company name instead of stock ticker for my program. However, I found that this process will be very complicated and not provide significant help in this program. Therefore, I decided not to use this way.

4. Assistance

I did all work myself. All difficulties were solved by searching online and from textbook. I did not use any others assistance.