Chapter 4
Reports

Standard & Poor's Research Insight is your best resource to quickly access detailed financial information on thousands of companies around the world. You will find dozens of pre-defined reports in Research Insight, including the most commonly used income statement and balance sheet reports or design and build your own using our unique Report Assistant wizard. With the Research Assistant, you can also create a free-form report selecting the data you want to display and customizing the layout to your own specifications.

This chapter shows you how to

- run a Company Highlights report
- run a pre-defined report for one or more companies
- modify a pre-defined report
- create a table report using the Report Assistant
- create a free-form report using the Report Assistant

Note: The procedures in this chapter use the Money Management default style. To change your style to Money Management, select **Options** from the **Tools** menu, select the **Style** tab, select the **Money Management** style and click **Set Active Style**.

Running a Company Highlights Report

First, we'll show you how easy it is view financial highlights for a company. Here's how you run a Company Highlights report for Wm. Wrigley Jr. Company.

Begin from the Research Insight desktop.

1. Click the (**Company Highlights**) button. The Run Assistant window will appear on top of the Company Highlights report window. The Run Assistant is similar to the Research Assistant window.

2. Enter the ticker symbol for Wrigley (**wwy**) in the **Companies** field and click **OK**. A Company Highlights report will appear.

Hint: Click the (**Run**) button to open the Run Assistant window where you can change your initial set, or modify your base set and criteria. To view a Business Description or Trends and Projections report for the company, click the (**View Text**) button.

Running a Pre-defined Report

With just a few clicks of the mouse, you can open and run a pre-defined report and choose the company or set of companies that you want to appear in the report. For example, to view a 5 Year Annual Balance Sheet on Exxon Mobil Corporation, follow the steps below.

Begin from the Research Insight desktop.

1. Click the (**Open Report**) button.
   You will see the File Open dialog box

2. From the **Balance Sheets** folder select **Annual Balance Sheet-5 Years** and click **Finish**.
   You will see the Run Assistant window.

3. Enter the ticker symbol **xom** (Exxon Mobil) in the **Companies** field.

Hint: To find a company's ticker symbol, click the (**Look Up**) button.

4. Click OK. The 5 Year Annual Balance Sheet for Exxon Mobil will appear on your screen

Hint: To modify, add or view the underlying formulas for this report, select the **Formula** radio button in the Show area. To open another report, click the (**Open Report**) button from the desktop. To change your initial set or modify your base set and criteria, click the (**Run**) button to open the Run Assistant window. To view a Business Description or Trends and Projections report for the company, click the (**View Text**) button.

Running a Pre-defined Report on Multiple Companies

Now let's say you wanted to look at a 5 Year Annual Balance Sheet on several of Exxon Mobil Corporation's peers: Chevron Corporation and Texaco Incorporated. You would follow steps 1 and 2 on the previous page.

1. Enter the ticker symbols of the peer companies in the **Companies** field, separating each ticker symbol with a comma (i.e. **chv, tx**).
2. Click **OK**. A 5 Year Annual Balance Sheet report will appear for the first company.

Hint: To view the report for the other companies, click the ticker symbol of the company in the Companies area. Click the **Name** button to display the list of companies by name. To view a Business Description or Trends & Projections report for the company, click the (**View Text**) button.

Modifying a Pre-defined Report

To demonstrate how easy it is to modify a pre-defined report, here is how you could change the title of the 5 Year Annual Balance Sheet report you ran in the previous example.

Begin with the report displayed on your screen.

1. Click the **Formula** radio button in the Show box.
   The underlying formulas for the report are displayed.

2. Click the **Annual Balance Sheet** text box.
3. Place your cursor in the upper command line, change **ANNUAL BALANCE SHEET** to **PEER BALANCE SHEET** and press **Enter**.
   The new title will appear in the text box.

4. Click the (**Run**) button.
   The Run Assistant window displays with the tickers **CHV** and **TX** in the Companies field.
5. Click **OK**.
   The new title will appear in the report on your screen.

Creating a Table Report

Although Research Insight offers a comprehensive library of pre-formatted reports, there will be many instances when you want to create your own table report. In a table report, data is displayed in rows and columns, and titles are automatically provided for each column. Table reports are useful when you need to display information for a large number of companies at the same time.

Let's say you want to prepare a table report that compares data for Arnold Palmer Golf Co., Black Rock Golf Co., Callaway Golf Co., and S2 Golf Inc.

Begin from the Research Insight desktop.

1. Click the (**Report Assistant**) button.
2. Click the **Items vs. Companies** radio button under Current Time Period.

3. Click **Next**.
4. Click the **Valuation** radio button and select the **Return on Equity** item.
5. Click **Add**.
6. Click the **Income - Annual** radio button and select the **Sales** item.
7. Click **Add**.
8. Click the **EPS & Shares** radio button and select the **EPS Basic Exc Extra** item.
9. Click **Add**.

Hint: If the radio buttons you need are not displayed, click **Customize** and select the items you need from the Item Group category and Item List box. Click **OK**, and choose whether or not to save your changes.

10. Click **Finish**.
11. In the Run Assistant window, enter your target companies' ticker symbols, separating each ticker symbol with a comma. (**3apgc,3blrk,ely,golf**).

12. Click **OK**. Your table report will appear on the screen.

Hint: Once you have run the report, you may need to expand some of the columns in order to see the whole column title. To access the underlying template for your table report, click the **Formula** radio button in the Show area of the window. Click on one of the column title cells to activate it, and place the cursor in the bottom right hand corner of the cell. The cursor will change to a crossbar tool. Hold the left mouse button down and drag the corner of the cell to the right to expand it so that the entire title is visible. Click the (**Run**) button and click **OK** in the Run Assistant window to re-run the report with your modifications. To rerun the report with different data items, click the (**Rerun Assistant**) button or select Rerun Report/Chart Assistant from the Report menu.

Sorting Columns in a Table Report

Sorting determines the order in which companies are displayed in your table. Research Insight automatically displays the companies alphabetically by name. If you prefer, you can sort the companies by values in any column in either ascending or descending order. We'll use the table report created in the previous example and sort the report by company name in descending order.

Begin from the table report.

1. Click the **Formula** radio button in the Show box to display the underlying template for the report.
2. Select the **Company Name** cell and right-click the mouse.
3. Select **Sort Order** from the drop-down list.

You will see the Table Sort Order Selection dialog box.

4. **Company Name** is already highlighted in the Columns in Sort list box, so simply click the **Descending** radio button and then click **Close**.
5. Click the (**Run**) button.
   The Run Assistant window displays with the tickers **3apgc,3blrk,ely** and **golf** in the **Companies** field. Click **OK**.
   The report now displays by company name in descending order.

Company Name	Return on Equity	Sales	EPS Basic Exc Extra Items
S2 GOLF INC	3.252	12.510	0.100
PALMER (ARNOLD) GOLF CO	55.840	21.893	-5.010
CALLAWAY GOLF CO	16.015	837.627	1.170
BLACK ROCK GOLF CORP	-254.147	6.884	-0.850

Creating an Historical Analysis Table Report

In addition to viewing current reports, Research Insight lets you build and view reports using historical data. Now we will view data for the same companies from our previous example for the last 3 years.

Begin from the Research Insight desktop.

1. Click **Report Assistant**.
2. Under Historical Analysis, click the **Items vs. Companies** radio button and click **Next**.
3. Repeat steps 4–9 from the example on pages 54–55 - Creating a Table Report.
4. Click **Next**.
5. When the Report Assistant - Step 3 dialog box appears, click the **Relative** radio button.
6. Enter **0Y** in the **Beginning Period** field (to signify the current year), and enter **-2Y** in the **Ending Period** field (to signify 2 prior years). Notice that the Alignment area shows that the data will be aligned to annual.

7. Click **Finish**.
8. In the Run Assistant window, enter your ticker symbols, separating each symbol with a comma. (**3apgc,3blrk,ely,golf**).
9. Click **OK**. Your table report will appear on the screen.

Company Name	Return on Equity[0Y]	Return on Equity[-1Y]	Return on Equity[-2Y]	Sales[0Y]	Sales[-1Y]	Sales[-2Y]
BLACK ROCK GOLF CORP	-254.147	-49.036	-29.583	6.884	8.924	4.988
CALLAWAY GOLF CO	16.015	11.066	-5.863	837.627	714.471	697.621
PALMER (ARNOLD) GOLF CO	55.840	92.396	@NA	21.893	28.454	@NA
S2 GOLF INC	3.252	7.183	11.159	12.510	11.004	11.505

Selecting Time Periods

When you select a Current Time Period report on the Report Assistant - Step 1 window, it will return a report with the most current data available—whether the data you have requested is annual, quarterly, monthly, etc.

If you choose an Historical Analysis report in the Report Assistant - Step 1 window, you will be prompted to select a time period on the Run Assistant - Step 3 window. You can enter the beginning and ending time periods for the report in the Periods section of the window

Relative retrieves data for a specific time period relative to the current time period. An example of a relative time period would be the current year (0Y) vs. the past two years (-1Y and -2Y). **Absolute** retrieves data for a specific date. An example of an absolute time reference would be to use a beginning period of August 2000 and an ending period of December 2000. **Calendar** retrieves data for the same approximate time frame for companies with different fiscal years.

Creating a Free-Form Report

In addition to table reports, Research Insight lets you create your own free-form reports, which can be helpful for displaying information about companies, industries or sectors in a format customized to your specific needs.

For instance, here is how you could use a free-form report to evaluate the relative performance of Coca-Cola Company and Pepsico Inc.

Begin from the Report Assistant.

1 Click the **Blank Report** radio button and click **Finish**.
2. From the Toolbar, click the T (**Add Text**) tool. You will see the letter **T** attached to your cursor.
3. Position your cursor at the top center of the blank report and click once.
   You will see a new text cell that you will use as a label for your report title.
4. Click the text cell, enter **Quick Prices** and press **Enter**. Now that you have named the report, you will insert more text cells. Notice that you can place your text cells anywhere on the desktop.

5. Click the T (**Add Text**) tool again and position your cursor below and to the left of your report title. Click once to create the first text cell. Position the cursor below the cell and create another text cell. Repeat until you have a vertical column of four text cells.

6. Enter **Company Name** in the first text cell and press **Enter**.
7. Enter the following into the next three text cells: **Total Return/S&P 500**, **PE/S&P 500** and **Price/S&P 500 - Monthly**.

8. Click the @ (**Add Formula**) tool. You will see an **@** symbol attached to your cursor.
9. Position your cursor to the right of your text cells and click once to create the first formula cell. Position the cursor below the cell to create another formula cell. Continue until you have a vertical column of four formula cells next to your text cells.

10. Click on the first formula cell, enter **conm** (Company Name) and press **Enter**. The item **conm** will display the full names of your target companies.

11. Enter the following into the next three formula cells: **trt5y500**, **pe500** and **pr500m**.
12. Click the (**Run**) button.
    You will see the Run Assistant window.
13. Enter your target companies' ticker symbols in the **Companies** field (**ko,pep**), separating each symbol with a comma.
14. Click **OK**.

Hint: To view the report for the other company, click the **Next** button, or click the ticker symbol or company name in the Companies area. To view a Business Description or Trends and Projections report for the company, click the (**View Text**) button. To change your initial set or modify your base set and screening criteria, click the (**Run**) button to open the Run Assistant window.

Exercises

You can learn more about the Report functions in Research Insight by recreating the following scenarios using the Research and Report Assistants.

I. Create a table report showing current Sales and P/E Monthly for all the companies in the S&P 100.

Begin from the Research Assistant - Step 1 window.

1. Click **Change Set** to display the Initial Set dialog box.
2. Enter **$SP_100** in the **Set** field and click **OK**.
3. Click **Next**. You will see the names of the companies included in the S&P 100.

4. Click **Next** again.
5. Click the **Report Assistant** radio button and click **Next.**
6. Click the **Items vs. Companies** radio button under Current Time Period and click **Next.**
7. Click the **Valuation** radio button, select **Price/Earnings - Monthly** and click **Add.**
8. Click the **Income - Ann** radio button, select the **Sales** item and click **Add**.
9. Click **Finish**. Your report will appear on the screen.

II. Create a table report showing current Sales and P/E Monthly for all the companies in the S&P 500 for the past three years, and modify the report to display subtotals by SIC Code.

Begin from the Research Assistant - Step 1 window:

1. Click **Change Set** to display the Initial Set dialog box.
2. Enter **$SP_500** in the **Set** field and click **OK**.
3. Click **Next**. You will see the names of the companies in the S&P 500 on your screen.
4. Click **Next** again.
5. Click the **Report Assistant** radio button and click **Next.**
6. Click the **Items vs. Companies** radio button under Historical Analysis and click **Next.**
7. Click the **Valuation** radio button, select the **Price/Earnings - Monthly** item and click **Add.**
8. Click the **Income - Ann** radio button, select the **Sales** item and click **Add**.
9. Click **Next.**

You will see the Report Assistant - Step 3 window.

10. Enter **0Y** in the **Beginning Period** field (to signify the current year), and **-3Y** in the **Ending Period** field (to signify 3 prior years). Notice that the Alignment area shows that the data will be aligned to annual.
11. Click **Finish.** Your report will appear on the screen.

12. Click the **Formula** radio button. You will see the underlying formula for your report.
13. Right-click the **Earnings-Month** text cell and select **Insert Column** from the drop-down menu.

14. Click the blank formula cell below the **Column** text cell, enter **SIC** and press **Enter**.

15. Double-click the **SIC** formula cell.
    You will see the Column Attributes dialog box.

16. Click the **Display Subtotals** check box. Note that the **Suppress Repeating Values** box is automatically checked.
17. Click **OK**.
18. Click the (**Run**) button to re-run your report with your changes.
19. In the Report Assistant window, click **OK**. Your new report will appear on the screen.

III. Create a report comparing sales, research and development expenditures and total return to shareholders of competitors Ford Motor Co., Honda Motor Ltd. and General Motors Corp. over a five-year period.

Begin from the Report Assistant

1. Click **Blank Report**.

2. Click **Finish**.
   You will see a blank report on your screen.

3. From the Report Toolbar, click the T (**Add Text**) tool.
4. Position your cursor at the top center of the blank report and click once.
   You will see a new text cell that you will use as a label for your report title.

5. Click the (**Select**) tool, click on the text cell, enter **5-Year Performance** and press **Enter**.
6. Click the (**Add Text**) tool again, and position your cursor below and to the left of your report title. Click once to create the first text cell. Position your cursor below the cell and create another text cell. Repeat until you have a vertical column of four text cells.

7. Enter **Company Name** in the first text cell and press **Enter**.
8. Enter the following into the next three text cells: **Sales**, **R&D**, and **5 Year Return**.

9. Now, click the (**Add Formula**) tool. You will see an **@** symbol attached to your cursor.
10. Position your cursor to the right of your text cells and click once to create the first formula cell. Move the cursor down to create another formula cell. Continue until you have a vertical column of four formula cells.

11. Click on the first formula cell, enter **conm**, and press **Enter**. The item **conm** will display the full names of your target companies.
12. Enter the following into the next three formula cells: **@pavg(sale,-5,0)**, **@pavg(xrd,-5,0)** and **trt5y**.

13. Click the (**Run**) button.
14. In the first Research Assistant window, enter your target companies' ticker symbols (**f,hmc,gm**) separating each symbol with a comma. Click **OK**.

Hint: To move between reports for the other companies, click the ticker symbol or company name in the Companies area.