

Chapter 17: Financial Statement Analysis: Chapter Overview

Financial Statement Analysis: Chapter Objectives

Financial Statement Analysis: Accounting in the Real World: E*Trade

Financial Statement Analysis: Key Terms

Financial Statement Analysis: Chapter Objectives

Learning Objectives

After studying Chapter 17, in addition to defining key terms, you will be able to:

- LO1 Analyze an income statement using vertical analysis.
- LO2 Perform vertical analysis of a balance sheet.
- LO3 Analyze a balance sheet using vertical analysis.
- LO4 Perform horizontal analysis on an income statement.
- LO5 Perform horizontal analysis on a balance sheet.
- LO6 Calculate earnings per share.
- LO7 Calculate and interpret market ratios.
- LO8 Calculate and interpret liquidity ratios.

Financial Statement Analysis: Accounting in the Real World: E*Trade

The Internet revolutionized how individual investors buy and sell stock. Before the Internet, an investor could only trade stock using a stock broker. Through their investment firms, stock brokers had access to financial information not available elsewhere. As a result, most investors relied on their stock brokers for investment advice. When an investor made a decision on an investment, the stock broker would make the purchase on the stock exchange.

Today's investors can manage their own investments using an online investing site. For over 20 years, E*TRADE has been a leader in online investing. E*TRADE customers have 24/7 access to financial information and the tools to place stock trades. An E*TRADE customer can enter the stock symbol of a corporation and gain instant access to a wealth of information, including:

- recent news articles about the corporation,
- projected earnings,
- research reports, and
- charts of the stock prices for one day to over 30 years.

A link on E*TRADE's website opens to a wide range of financial ratios for the selected company. A section for AT&T Inc. (stock symbol, T) is shown.

The financial community has assigned names to the most commonly used vertical analysis ratios. For example, profit margin is the name given to the vertical analysis ratio for net income after federal income taxes. E*TRADE uses two methods to help investors compare AT&T's profit margin to other companies in the same industry. The illustration at the top of the next column indicates, from low to high, how the company's ratios compare to those of other companies. AT&T's profit margin, 17.28%, is in the upper range of other communications services companies.

Chapter 17 Financial Statement Analysis

RD Boyd



Chapter 17 Financial Statement Analysis:

The Enigmatic Realm of **Chapter 17 Financial Statement Analysis**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **Chapter 17 Financial Statement Analysis** a literary masterpiece penned by way of a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of people who partake in its reading experience.

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Chapter 17 Financial Statement Analysis Introduction

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