# **Fortune 1000 Companies**

# Introduction:

The Fortune 1000 is an annual list of the 1000 largest American companies maintained by the popular magazine Fortune  
  
Fortune ranks the eligible companies by revenue generated from core operations, discounted operations, and consolidated subsidiaries  
  
Since revenue is the basis for inclusion, every company is authorized to operate in the United States and files a 10-K or comparable financial statement with a government agency

# Columns Objective And Labels:

* company Rank
* Company name
* Ticker ( stock name )
* Sector
* Industry
* Profitable
* Founder is The CEO
* CEO Gender
* Growth in Jobs
* Change in Rank (Full 1000)
* Gained in Rank (compared to last year)
* Dropped in Rank (compared to last year)
* Newcomer to the Fortune 500
* Global 500 ( in the Global 500 List)
* Considered as one of the World's Most Admired Companies
* Considered as one of the Best Companies to Work For
* Number of Employees
* Market Value — as of March 28, 2024 ($M)
* Revenue Percent Change
* Profits Percent Change
* Assets ($M)
* CEO Name
* Country
* Headquarters City
* Headquarters State
* Company Website
* Company type (public or private company)
* Market value ($M)

## Source : [2023 Fortune 1000 Companies](https://www.kaggle.com/datasets/jeannicolasduval/2023-fortune-1000-companies-info)

# Important KPIs:

Note: (database can be insufficient to meet some of the KPIs)

## Financial Performance KPIs

**Revenue Growth Rate**: Measure the percentage growth in revenue over a specific period.

**Net Profit Margin**: The ratio of net profit to revenue, showing how much profit is generated per dollar of revenue.

**Return on Assets (ROA)**: Net income divided by total assets, indicating how efficiently a company is using its assets to generate profit.

**Return on Equity (ROE)**: Net income divided by shareholder equity, showing how effectively a company uses equity investments to generate profit.

**Operating Expense Ratio**: Operating expenses divided by total revenue, showing the efficiency of operational spending.

## Market Position KPIs

**Market Share**: A company's sales as a percentage of the total sales in its industry or sector.

**Market Capitalization**: The total market value of a company's outstanding shares.

**Stock Performance**: Track stock price changes over time, including volatility, beta, and growth trends.

## Human Resources KPIs

**Employee Turnover Rate**: The percentage of employees who leave the company over a given period.

**Revenue per Employee**: Total revenue divided by the number of employees, indicating productivity.

**Diversity and Inclusion Metrics**: Percentages of employees by gender, ethnicity, age group, etc.

## General KPIs

**Growth Rate**: The rate at which a company's key metrics (revenue, profit, etc.) are growing over time.

**Debt-to-Equity Ratio**: The ratio of a company's total debt to its shareholders' equity, indicating financial leverage.

**Liquidity Ratios**: Current ratio, quick ratio to measure a company's ability to meet short-term obligations.

# Key Visuals to Represent:

**Card Visuals:** to display Totals and each company - Profit margin - Assets - Number of Employees - etc.

**Comparative Analysis**: Use bar charts, scatter plots, or heat maps to compare KPIs across different companies, sectors, or time periods.

**Geo-Visualizations:** using maps to display KPIs by Location ( State or City ).

# Story to tell:

the story should be focused on highlighting the key insights that decision-makers need to understand regarding the performance, market positioning, and growth potential of these companies

The story should be structured in a way that guides the user through the most relevant and impactful data, revealing patterns, trends, and areas of concern or opportunity.

Conclude with predictions the next steps by Presenting forecasted growth trends and potential future scenarios based on historical data.