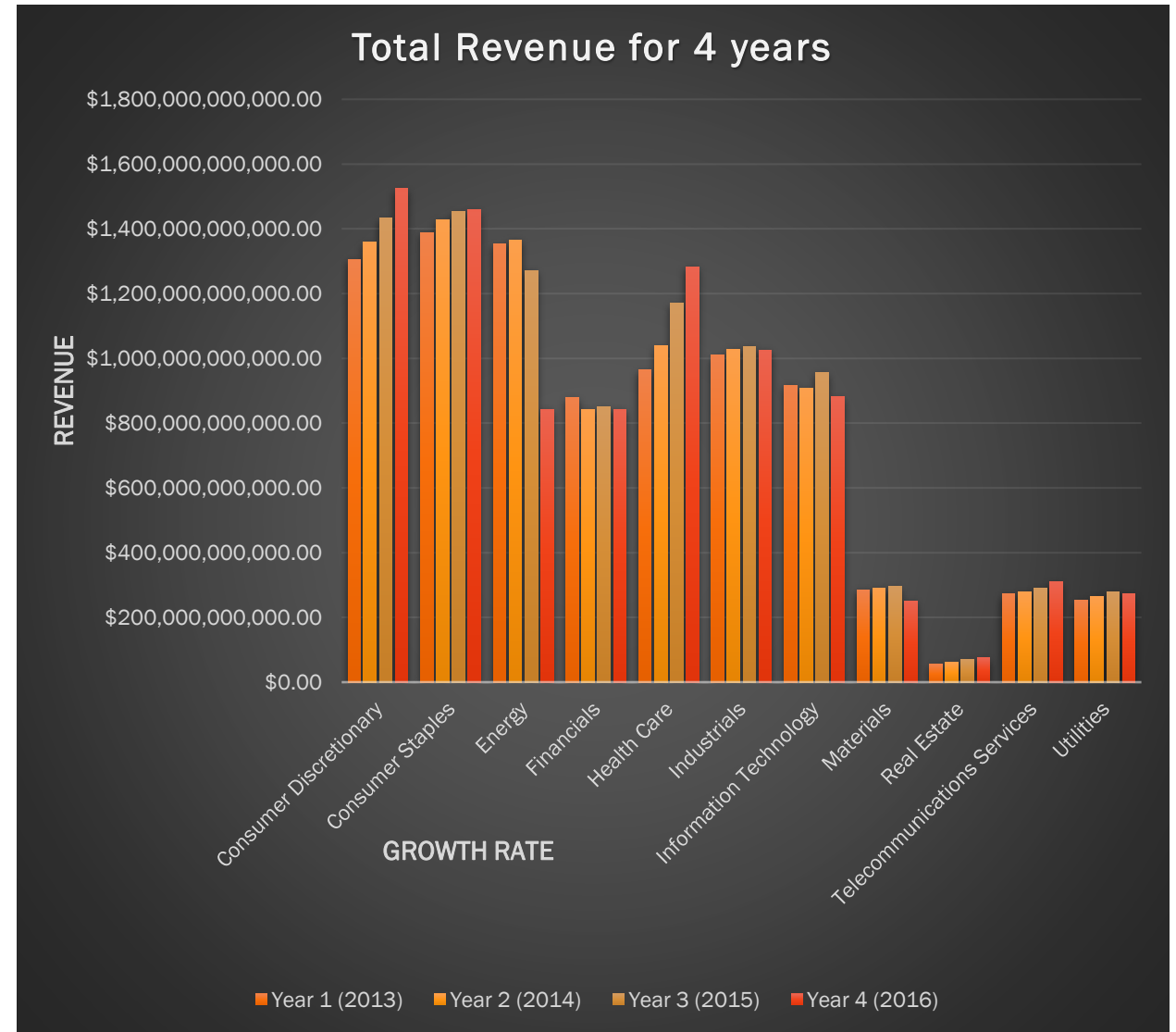




Business Analytics

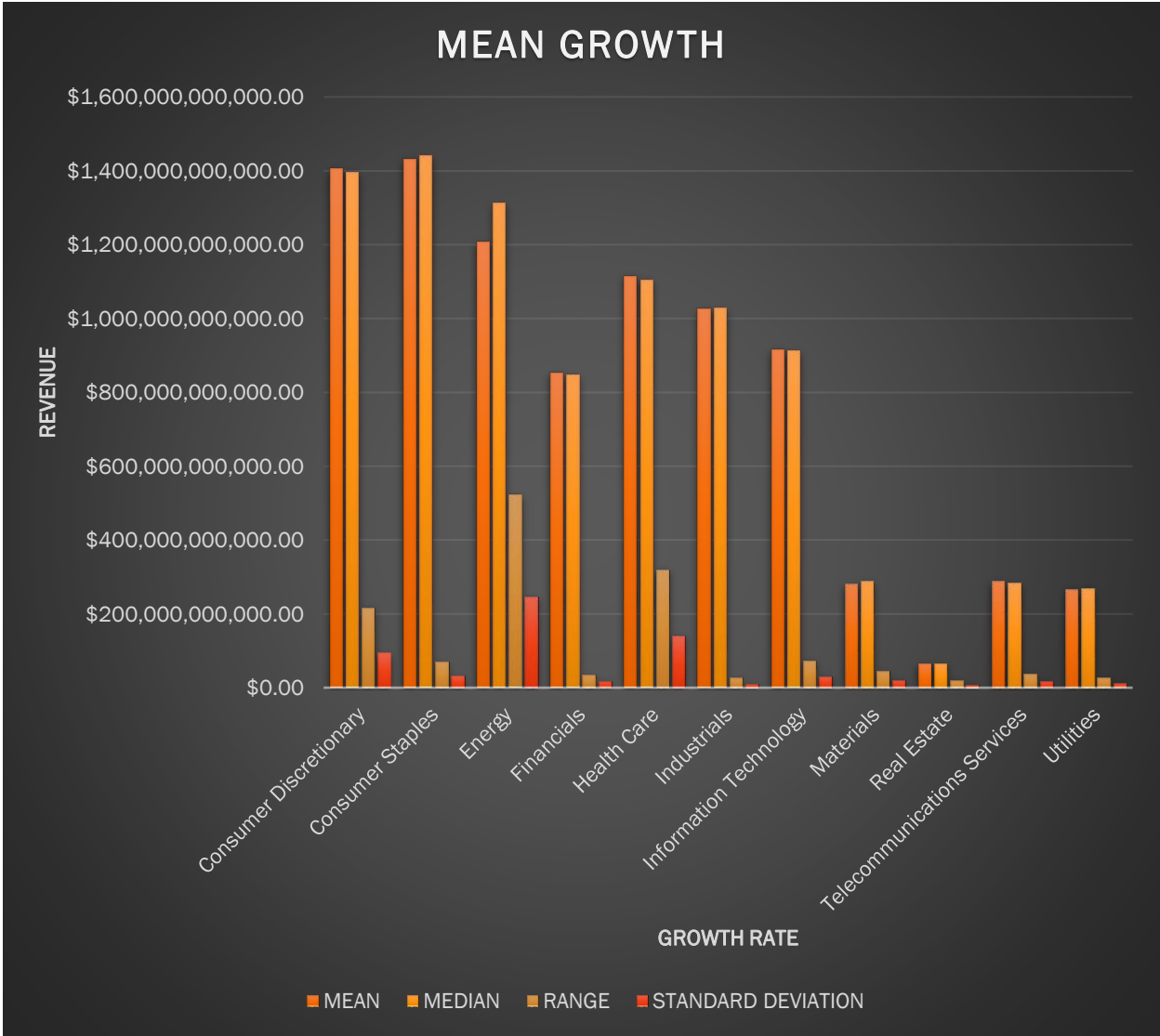
Growth Rate of Different Sectors

- The Energy Sector has drastic down in 2014, we can find there is high number of decline in 2015.
- We can see that the Energy sector has the highest deviation due to the market fall.
- The sectors that did well is Consumer Discretionary, Health Care, Real Estates and Telecommunications. We can find there is gradual increase in Revenue.
- Financials and Real Estate have very low deviation but there is no market fall for these Industries.



STATISTICAL SUMMARY

- The mean of Consumer Staples is highest with \$1,432,461,562,750 when compared to other industries, this shows that the Consumer Staples has the highest revenue when compared to other Industries.
- The median of Consumer Staples is highest with \$1,440,971,793,000 when compared to other Industries, this shows that the Consumer Staples has the highest revenue on average than 50% of the other Industries.
- The Range of the Energy Sector is highest with \$522,336,553,000 when compared to other Industries, this shows they have more significant variability in the total revenues they receive because their range is more spread out.
- The Standard Deviation of the Energy Sector is highest with \$246,742,166,064 when compared to other Industries, i.e There's a higher variability of total Revenue in Energy Industry compared to other Industry.



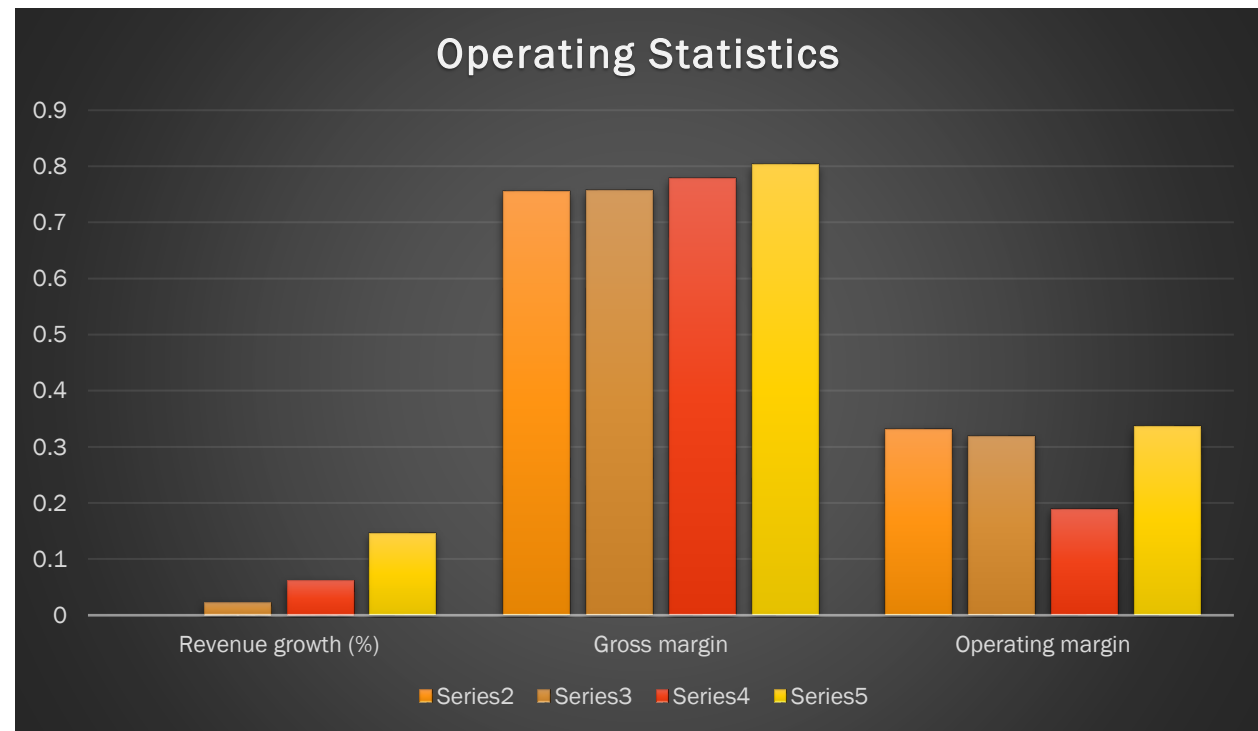
Profit Loss Statement

- We can see the profit and loss statement for the given ABC company from first to fourth year.
- The Revenue is increasing every year, where there is a increase of 31 billion in the second year, 16 billion in the 3rd year and 10 billion increase in the final year.
- There is also a increase in gross profit every year, but there is highest gross profit during the 4th year, when compared to all other previous years.
- The operating income for the company is not stable. It was 898 million in the first year and 1.5 billion in the final year, which has increased rapidly in the 4th year. But in 2nd and 3rd year the income went down.

Ticker Symbol	ABC				
Income statement					
		Year 1	Year 2	Year 3	Year 4
Revenue		\$ 87,959,167,000.00	\$ 119,569,127,000.00	\$ 135,961,803,000.00	\$ 146,849,686,000.00
COGS		\$ 85,451,348,000.00	\$ 116,586,761,000.00	\$ 132,432,490,000.00	\$ 142,577,080,000.00
Gross profit		\$ 2,507,819,000.00	\$ 2,982,366,000.00	\$ 3,529,313,000.00	\$ 4,272,606,000.00
Sales, General & Admin		\$ 1,447,234,000.00	\$ 2,011,595,000.00	\$ 2,858,458,000.00	\$ 2,382,097,000.00
Other Operating Expense		\$ 162,186,000.00	\$ 188,680,000.00	\$ 248,635,000.00	\$ 364,735,000.00
Research and Development		\$-	\$-	\$-	\$-
Total operating Expense		\$ 1,609,420,000.00	\$ 2,200,275,000.00	\$ 3,107,093,000.00	\$ 2,746,832,000.00
Operating Income/EBIT		\$ 898,399,000.00	\$ 782,091,000.00	\$ 422,220,000.00	\$ 1,525,774,000.00

Forecast Model

- The forecast model for ABBV company is shown for the 4 years.
- We can see that the growth of the revenue is increasing from 2% in the second year to 15% in the final year.
- The gross margin of the company does not have a rapid growth but there is a minor increase in the company's gross margin.
- Operating margin is 33% in the first year and there is a decrease in the second year with 32% and in the third year of 19%. But we can see there is a drastic increase of the operating margin in the fourth year.



		Historical			
Revenue growth (%)		base	2%	6%	15%
Gross margin		0.75	0.76	0.78	0.80
Operating margin		0.33	0.32	0.19	0.34

Thank you

Aparajita Srinivasan