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Investment Sciences

Quantamental factors for Consumer Staples

Consumer Staples investment decisions can benefit from a “quantamental” approach – mixing quantitative and discretionary investment approaches. A back-tested score-weighted basket that combines multiple factors beats the MSCI Global Consumer Staples benchmark by 122bps per year with an information ratio of 0.34.

Our approach to constructing a quantamental score includes a number of steps:

- We begin by constructing scores for a wide variety of investment factors thought to work in other contexts. Each quarter, a total of 19 candidate factors are utilised across a variety of styles, including value, momentum, size, and quality.
- We use a statistical technique (L1 regularization) to eliminate redundant factors. We seek the simplest combination of factors to make it easier to understand what factors are driving performance, and to reduce the potential for overfitting. Factors have many variations (for example, value can be measured as Price / Earnings, Price / Book, EV/EBITDA), but preferential attention is paid to the most useful in predicting returns. After applying this step, 13 factors remain that are most useful for explaining company-level outperformance versus the market.
- We use a regression to estimate the optimal mix of factors. This allows measurement of the factor-level contribution to a quantamental score.
- We back-test the score, finding that companies in the top quintile have outperformed across various market conditions since 2008. Of course, it doesn't always work: Year-to-date in 2019 the top 20% of scoring securities have underperformed the MSCI Global Consumer Staples index by almost 3%, possibly due to value growth rotation.

Several other insights emerge from our analysis, further discussed in our accompanying report published today “A quant approach to Staples selection” in collaboration with the Consumer Staples team.

Historically, Price to Book and PEG ratios have been more predictive of returns than Price to Earnings. The statistical technique to slim the factor herd to the most predictive members drops P/E, but retains P/B and PEG. That suggests that once those (and the other factors) have been accounted for, there's little to learn from P/E.

Factor importance shifts over time: Quality factors, most noticeably FCF, are strongly important, with returns to shareholders, organic sales and debt rising in significance recently. Value, led by Price to Book and market value, have also risen in the mix since 2016.

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PLEASE SEE ANALYST CERTIFICATION(S) AND IMPORTANT DISCLOSURES BEGINNING ON PAGE 11.

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A Quantamental Approach Can Help Pick Outperformers in Consumer Staples

Factor theory posits that securities have underlying characteristics that influence their returns and risks; these factors can be proxied (somewhat imperfectly) by accounting and market data. Factor-based quant investors typically try to isolate the factor returns, so they can be used to generate portfolios with well understood risk and return characteristics.

Framing a factor approach for discretionary investors

This note aims to use factors to frame a quantamental approach to investing in Consumer Staples stocks. There are a number of ways that fundamental discretionary investors could make use of factors:

- An integrated factor score can help identify groups of stocks that are likely to outperform in the near term;
- To understand which factors have historically been most useful in predicting returns;
- To take a view about which factors have been rewarded more (or less) recently;
- Investor portfolios can be examined through the lens of their factor loadings, to understand with more nuance what views a portfolio manager is expressing (whether on purpose or unintentionally).

Measuring excess return wrt the index, normalized by its volatility

Our goal in this analysis is finding outperformers amongst consumer staples companies, and hence focus on predicting excess returns of global consumer staples stocks versus the MSCI Global Consumer Staples Index. Excess risk, as measured by the volatility of excess returns, is also considered in evaluating the performance of our framework.

Result 1: Companies with High Integrated Factor Scores Have Historically Beat Their Benchmark

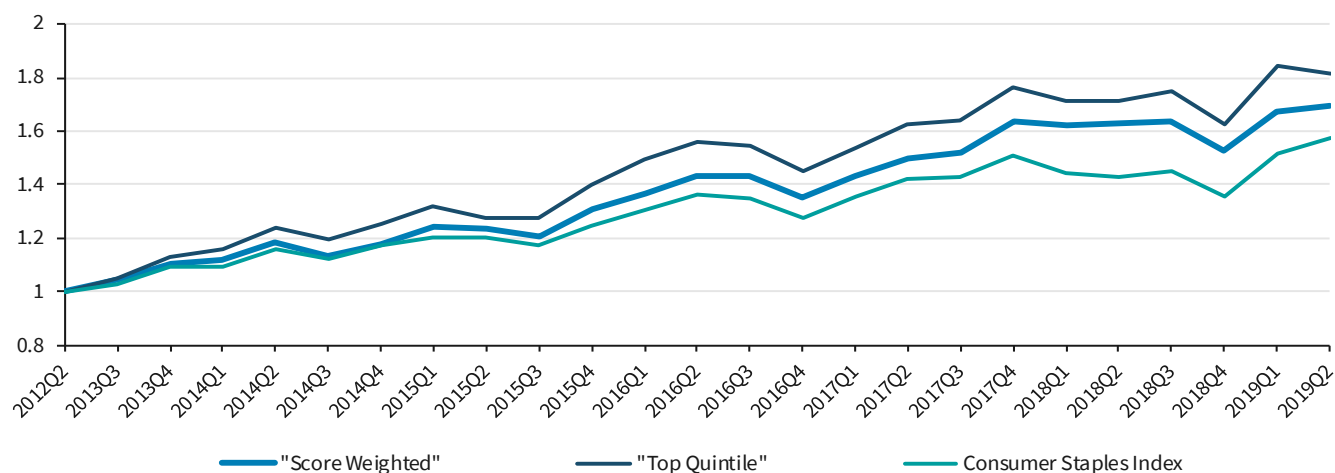
One way to approach “quantamental” investing (mixing quantitative and discretionary investment approaches) is to combine factors into a score that can be input into the investment decision mosaic. This process started with a large group of candidate factors, slimming them down to the most informative ones, and using a regression to create the optimized weights. Back testing is performed on both a “score-weighted” basket, where security weights are determined by regression score and a “top quintile” where the top 20% of scoring securities in each quarter are combined.

Robust testing assumes investors can't use the current model in the past

For this robust testing, at any point in the past, we train successive regressions on historical data only, with a minimum of five years. Hence, the model factor weights change over time as new data is incorporated. The “score-weighted” approach would have beaten the index by 122 bps annually with 70bps lower volatility, whilst the “top quintile” would have performed 260bps better, albeit with 92 extra bps of volatility (assuming quarterly trading, with no transaction costs).

FIGURE 1

Cumulative returns of “score-weighted” Consumer Staples securities at each point in time, training on point-in-time historical data. Also shown, returns of the top 20% of scored securities for each quarter and the Consumer Staples index. Annualised returns of 9.0%, 10.4% and 7.8% respectively.



Note: Assume quarterly rebalancing and do not account for transaction costs. Source: Barclays Research, Refinitiv, MSCI

Result 2: Price to Book and PEG Have Historically Been More Informative Than Price to Earnings

The commonly used PE ratio does not survive the initial factor selection by regression.

Figure 2 shows two dummy regressions of Book Value yield and Earnings yield respectively. Securities in the quarter are collected into 5 quintiles of performance, i.e. 5th contains the highest values. For each security at a PIT (Point In Time), the risk adjusted excess return is regressed against five dummy variables, each representing one of the quintiles. The dummy variable whose rank matches the security quintile is 1 and the rest are zero. This regression tests the relative risk return performance of the quintiles of the factor.

EPS yield has a less obvious linear relationship with return than Book yield

Of the two yield metrics, Book Value has a more steadily decreasing, or monotonic, series. Earnings yield is less monotonic; whilst large values clearly underperform, the 4th quintile appears to outperform. Furthermore, the p values for the dummy variables are higher than for Book yield, suggesting lower statistical significance in the observations. Whilst an overall inverse linear relationship between EPS yield and returns can be found, Book Value yield appears a stronger indicator.

FIGURE 2

Expected risk adjusted excess return from single factor regressions of quintile ranked book and earnings yield. Regression intercepts 0.0348 and 0.0335 respectively



Source: Barclays Research, Refinitiv, MSCI

Lasso regression drops PE in favour of other factors

When presented with somewhat co-linear variables such as EPS yield, Book Value Yield and PEG ratios, a lasso regression technique selects the most predictive factors and rejects others in order to reduce over-fitting. Hence, in part due to its non-monotonic nature, EPS yield is not a final factor used in scoring.

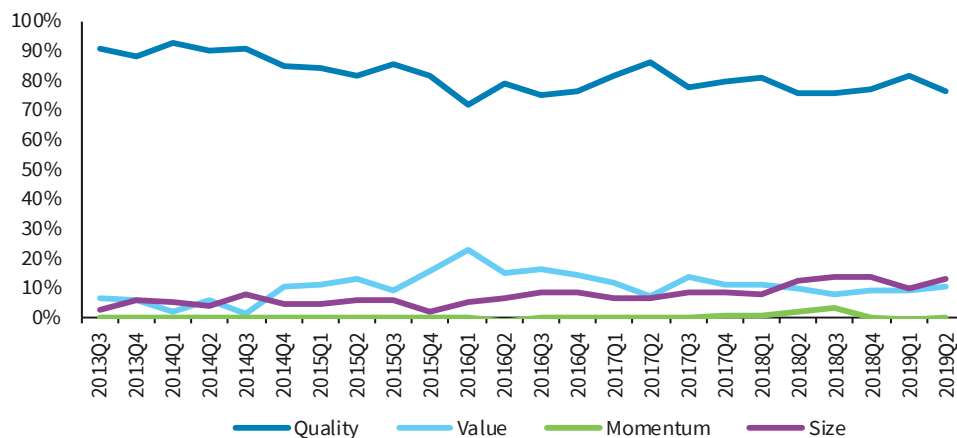
Result 3: Quality still dominates, although waning; FCF's importance rotating into returns to shareholders, organic growth and debt

In order to ascertain how factor influence has changed over time, the score contribution over time is shown below. This "score contribution" for each factor is calculated as the mean factor score of securities in the top quintile, minus the mean factor score for all securities in the index. It shows the proportional impact each factor has in placing securities in the top quintile. Figure 3 shows the relative importance of Quality factors, albeit decreasing with time.

FIGURE 3

Evolution of Score Contribution of factors over time

Score contribution=mean factor score of securities in the top quintile minus the mean factor score for all securities in the index



Source: Barclays Research, Refinitiv, MSCI

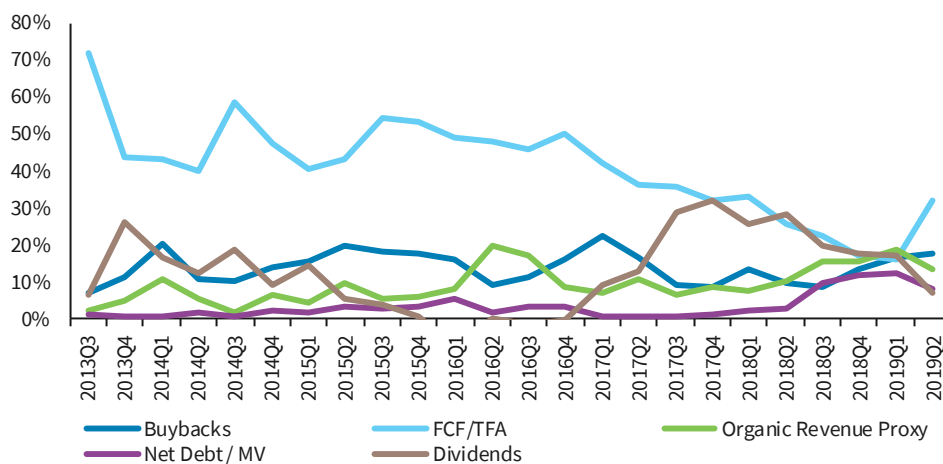
*FCF / TFA historically powerful,
but decreasing in mix*

Figure 4 shows how selected Quality factors evolve in the mix. Free cash Flow / TFA (Tangible Fixed Assets), or the asset productivity, is the single most impactful factor, although it has decreased in importance since 2016. This decrease is partly made up by a rise in Size and Value factors, but also a rotation into other Quality factors. Returns to shareholders increase in importance, as does proxy organic revenue and indebtedness.

FIGURE 4

Evolution of Score Contribution of selected Quality factors over time

Score contribution=mean factor score of securities in the top quintile minus the mean factor score for all securities in the index



Source: Barclays Research, Refinitiv, MSCI

Building our Integrated Score Framework

The process began by considering a group of 19 factors. All but two of the factors fit into three categories: Value, Quality, or Momentum. Details of the calculation methods for each factor are in the appendix.

FIGURE 5

Table on factor completeness in raw data and data type. Free cash flow values are historical not forecasts

Factor	Factor Type	Data completeness	Data type
Market Capitalisation	Other	100%	Price only
Three month price volatility	Other	99.8%	Price only
1 year to 1 month price momentum	Momentum	98.9%	Price only
Buyback yield	Quality	100%	Historical actuals
FCF conversion	Quality	98.7%	Historical actuals
FCF yield	Value	98.7%	Historical actuals
Book Value / P	Value	98.1%	Historical actuals
Net Debt / MV	Quality	98.0%	Historical actuals
Cash yield	Quality	97.9%	Historical actuals
Dividend yield	Quality	97.9%	Historical actuals
FCF/ Tangible fixed Assets (TFA)	Quality	97.7%	Historical actuals
EV / EBITDA	Value	97.2%	Historical actuals
EPS yield (FY1)	Value	98.0%	Forecast
1 year forward revenue growth	Quality	97.7%	Forecast
PEG (1 year forward)	Value	97.6%	Forecast
PEG (2 year forward)	Value	97.2%	Forecast
PEG (3 year forward)	Value	96.3%	Forecast
Proxy Organic growth (yr 1 to yr 2 forecasts)	Quality	9.9%	Forecast
Three month Δ EPS	Momentum	95.4%	Forecast

Source: Barclays Research, Refinitiv

Normalising factors

Normalise factors, relative performance at any time is the driver

Factors are normalised because 1) these factors can have a wide range of magnitudes, and 2) Our aim is to predict relative performance within the consumer staples universe. At each quarter in the past 11 years, each factor was transformed from a raw measure to one that was adjusted for the average across all Consumer Staples names.

Use mean of absolute value in each period to normalise

For each quarter, the mean of the absolute values for a factor is taken as the normalisation factor. Hence, factors that are somewhat evenly spread around zero are not unduly inflated, whereas always positive factors are normalised such that the mean value is 1. Missing factor data points are filled to the mean of the quarter.

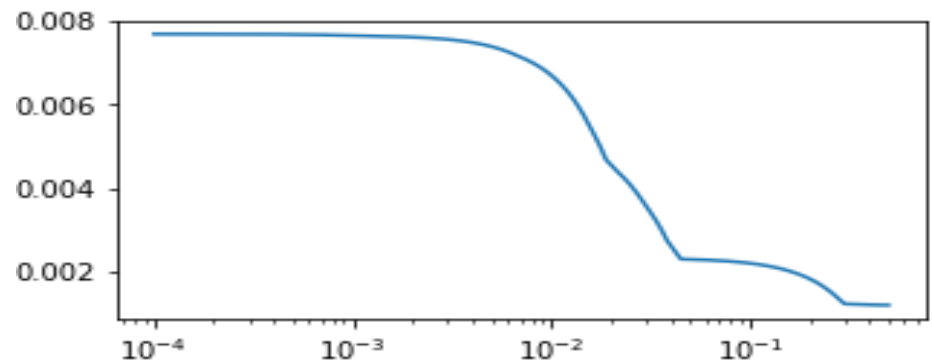
Reducing the Number of Factors – L1 Regularization (Lasso Regression)

To build model scores and reject factors, the Scikit-learn Lasso/l1 regression implementation is used. This regression aims to reduce overfitting, by penalising the absolute magnitude of factor coefficients. Where a standard regression aims to minimise the Residual Sum of Squares (RSS), the lasso method minimises:

Choose level of regularization to balance model power and simplicity

$RSS + \alpha * \sum \text{absolute value (coefficients)}$ where α is the regularisation parameter. Figure 6 shows how differing values of this parameter effects the overall regression r^2 . Smaller alpha values increase the r^2 and in turn the complexity of the model and number of factors used. To balance accuracy and simplicity an α of 10^{-2} is used.

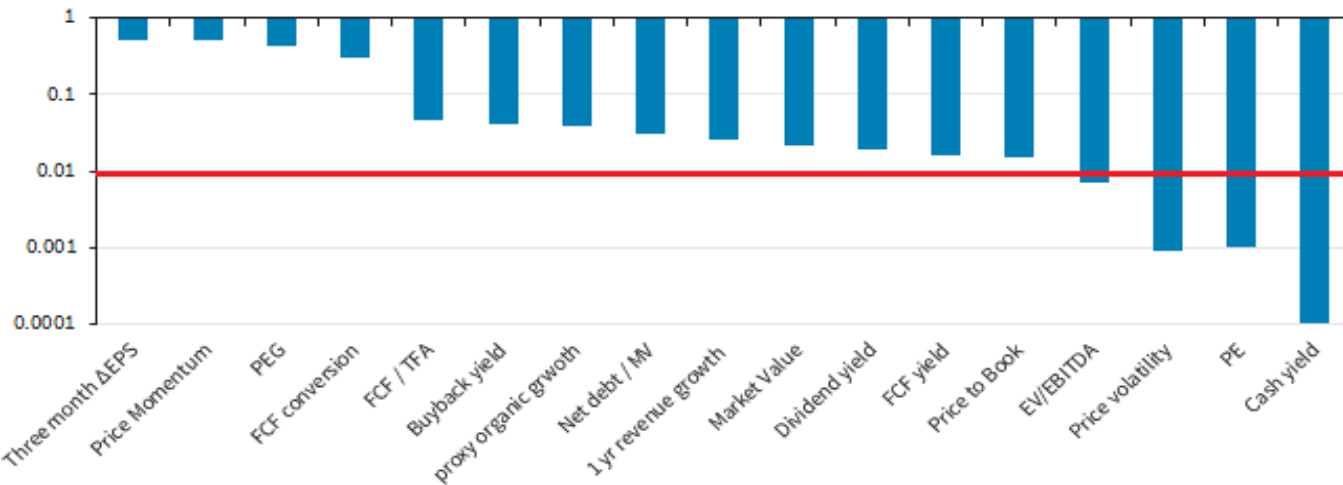
FIGURE 6
Regression r^2 as a function of Lasso regularisation



Source: Barclays Research, Refinitiv, MSCI

Figure 7 shows the maximum value of alpha for which each factor is still included in the regression, such that higher values show greater persistence. For example, cash yield has the lowest value, instead the model prefers utilising its two component parts, buyback and dividend yield.

FIGURE 7
Maximum alpha values for which each factor survives in all time lasso regression. Red line represents cut-off below which variables are rejected



Source: Barclays Research, Refinitiv

Creating and Back testing the Integrated Score

Our “score-weighted” approach weights securities at a PIT by their combined factor score, to form an alternative long only formulation of the index. An equal weighted portfolio of the best 20% scored securities at each PIT is also testing, the “top quintile” approach. The aim is to simulate how such a model would have performed historically, hence we use only the regression weights from historical data at that time. These weights change over time as behaviour of the securities in the index change.

“Top quintile” approach may benefit from equal weight outperformance

Rely on completeness and comparability of worldwide data

Applying a broad model to one security has a high failure rate

The model is training on five years of initial data from 2008 before testing begins.

Academic research suggests that equal-weighted portfolios have historically outperformed market-weighted portfolios. Our “top quintile” approach is calculated as the excess return of an equal-weighted choice of c23 securities, over a market capitalisation weighted index. Hence, the “top quintile” excess return may contain both selection and weighting components.

For testing, daily returns for each method are calculated, as well as daily excess returns. Quarterly excess returns and volatility thereof are calculated from the daily series, as shown in Figure 8.

FIGURE 8
Tests of return and excess return performance, of dynamic model training on past data only

	“Score-Weighted”	“Top Quintile”	Index
Annual Raw return	9.1%	10.4%	7.8%
Return volatility	8.6%	10.4%	9.5%
Sharpe ratio	1.1	1.0	0.8
Annual excess return	1.2%	2.6%	
Excess Return Volatility	3.6%	3.9%	
Information Ratio	0.34	0.67	

Note: Assumes quarterly re-selection and no transaction costs. Source: Barclays Research, Refinitiv, MSCI

Risks to the model

The model quality depends on the quality of historical data. There are a number of potential avenues for sub-optimal data. Data completeness, particularly for forecast variables, varies depending on geography and time period, possibly introducing bias. Furthermore, the global securities operate under differing accounting regimes and reporting standards, hence metrics (GAAP and adjusted) may not be like for like comparisons.

The relationships of factors to returns can change over time. Our approach is to train over the current cycle from 2008, but regime change can occur. Returns may be diluted if undue weight is placed on factors whose correlation has decreased. However, training over a smaller, more recent period introduces its own deficiencies. Firstly, the number of data points is lower, but additionally one may build a model trained on the recently benign low rates environment, which would underperform when the cycle turns.

The regression method used aims to reduce over-fitting and co-linear factors, but too much reduction will also remove accuracy and prediction power. Furthermore, in using strictly linear regressions, the model is limited for more nuanced factor relationships, such as two tailed distributions.

Finally, the model is based on broad outperformance of a basket of securities over multiple periods. Strictly implementing scores for small numbers of securities at one-time period will have a large failure rate.

Appendices

Factor Details

Details of the formulation of factors can be found in Figure 9.

FIGURE 9

Formulation of input factors

Factor	How it's formulated
1 year forward revenue growth	Next consensus Revenue / trailing Revenue - 1
1 year to 1 month price momentum	% increase in price index from 12 months ago to 1 month ago
Book Value / P	Common equity / Market Capitalisation
Buyback yield	Cashflow repurchase of shares, normalised by share count / open price
Cash yield	Buyback yield + dividend yield
Dividend yield	Dividends per share / open price
EPS yield (FY1)	Next consensus EPS / open price
EV / EBITDA	(Market Capitalisation + Total Debt - Cash) / next consensus EBITDA
FCF conversion	Trailing Free Cash Flow / Trailing Net Income
FCF yield ¹	Trailing Free Cash Flow per share / open price
FCF/ Tangible fixed Assets	Trailing Free Cash Flow / (Total Assets - Total Intangible Assets)
Market Capitalisation	Market Value of all listings converted to US\$ at mid-rate
Net Debt / MV	(Total Debt - Cash) / Market capitalisation
PEG (1 year forward)	PE 1 year forward / (annualised growth in earnings from FY0 to FY1)
PEG (2 year forward)	PE 2 year forward / (annualised growth in earnings from FY0 to FY2)
PEG (3 year forward)	PE 3 year forward / (annualised growth in earnings from FY0 to FY3)
Proxy Organic Growth	Consensus revenue growth FY2/ Consensus revenue growth FY1. A proxy for organic growth as two year forecasts typically do not contain M&A or currency implications.
Three month ΔEPS	EPS consensus for next annual period / (consensus for same period 3 months ago) - 1
Three month price volatility	Standard deviation of price series adjusted for splits and reverse splits

Source: Barclays Research

Index Return Calculations

The security sample is the MSCI index constituents at the start of each quarter. For simplicity in return calculations, the index weightings are proportionate to dollar denominated market capitalisation at the opening of the quarter. Our index return also utilises these weights. We note that the MSCI index rebalancing dates are not quarterly, so our weights and index return calculations are approximate. Over the data period from 2008Q3 to 2019Q2, index cumulative return differs by 15bps.

¹ Completeness of FCF forecasts for a global basket of securities is poor, so we utilise exclusively historical data points only. Where available Worldscope's FCF per share metric is used and in other cases the IBES historical FCF data point is used.

For data, we utilise Refinitiv's QAD service to retrieve Datastream Pricing, Worldscope & Compustat historical financials and IBES consensus forecasts. Where database datapoints were presented in different currencies, pricing values were transformed using start of Quarter FX mid rates. For historical accounting periods, rates during the accounting period were used. Opening share prices are used throughout, adjusted for share splits and combinations.

No "annualisation" of reporting periods performed

For historical accounting data points, the last reported set of annual accounts available at the start of each quarter were used. Time periods on a less than annual basis suffer from global differences in reporting frequency and detail, as well as lack of forecast completeness. When utilising forecasts, this report refers to FY1 as the next annual financials to be reported. Factors are not annualised such that all securities have a common synthetic year end. This decision is part based on simplicity and to better allow for changes in reporting month.

Daily return indexes are retrieved for each security and converted into US\$. A sub-portfolio Return Index (RI) is built from the weighted mean of each constituent; market value weights for the index, score weights for "score-weighted" and equal weights for "top quintile".

Due to differences in trading days over global exchanges, unique trading days exist. RI values are calculated for every day when at least one security trades. An excess return series is calculated as the RI of a portfolio over the index RI. Quarterly volatility is calculated as:

$$(1 + \text{daily volatility}) * \sqrt{(\text{trading days})}$$

Risk normalised excess return is therefore the excess return over a quarter, normalised by quarterly excess return volatility.

De-listed securities and returns

Delistings are uncommon in the Consumer Staples sector, but do occur. When a delisting occurs, the return calculations assume investors receive in cash the last traded end of day price, which is reinvested in the index for the rest of the quarter. In the unlikely event of an insolvency, the true investor return and the calculated value would materially diverge. In an M&A context, when share considerations are used, the returns of the target are defined by the acquirer's returns post the merger. These effects are limited to a three-month time frame in the model.

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