



# AAPL Financial Analysis

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# Executive summary



The purpose is to analyse Apple financial statement based Yahoo Finance



Recognizing the significance of analyzing Apple's financial statement to gain insight into its financial health and performance



Using the Yahoo Finance API to gain insights into a company's performance and financial health for investors.



Using developed dashboard that offers interactive visuals that give a complete overview of the company financial performance



Examining Apple's financial performance through interactive dashboard offer crucial into company's financial health and performance, aiding investor in making informed decision

# Introduction

Understanding the company's financial statement is crucial for investor because it provides insight into its financial health, performance and potential growth

Understanding financial health allows investor to access company's ability to manage debt, generate profits, withstand downturns and funds operation.

It helps investor make informed decision about where to allocate their capital and manage risk effectively

By leveraging data from Yahoo Finance API, Investor can gain valuable insight into companies' financial statement which includes balance sheet, income statement and cash flow statement.

This allows investor to view the company's performance, so the investor can make an easier investment decisions

# Methodology



Collecting data from API - retrieve data in Yahoo Finance



Exploring data sets

Load datasets from CSV files using pandas library  
Inspect data type, column names and basic statistics

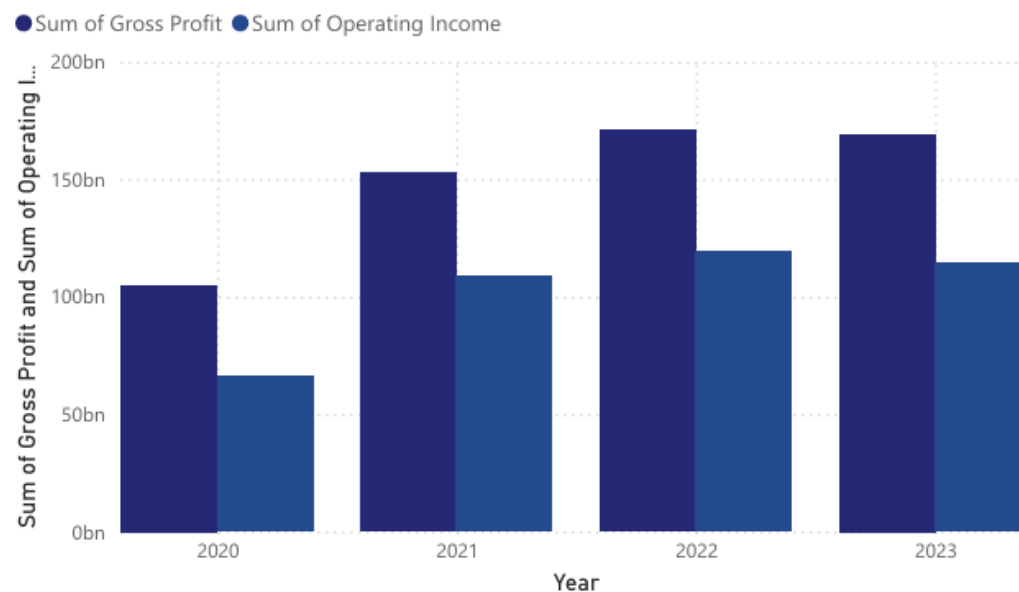


Data wrangling

Remove duplicates records to ensure data integrity  
Handle missing values by removing and imputing them  
Normalize data to ensure consistency

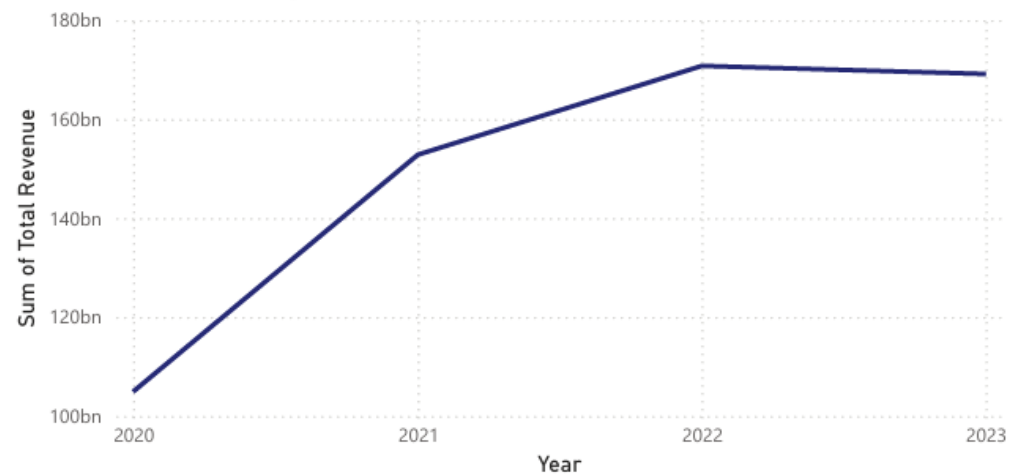
# Results

Sum of Gross Profit and Sum of Operating Income by Year



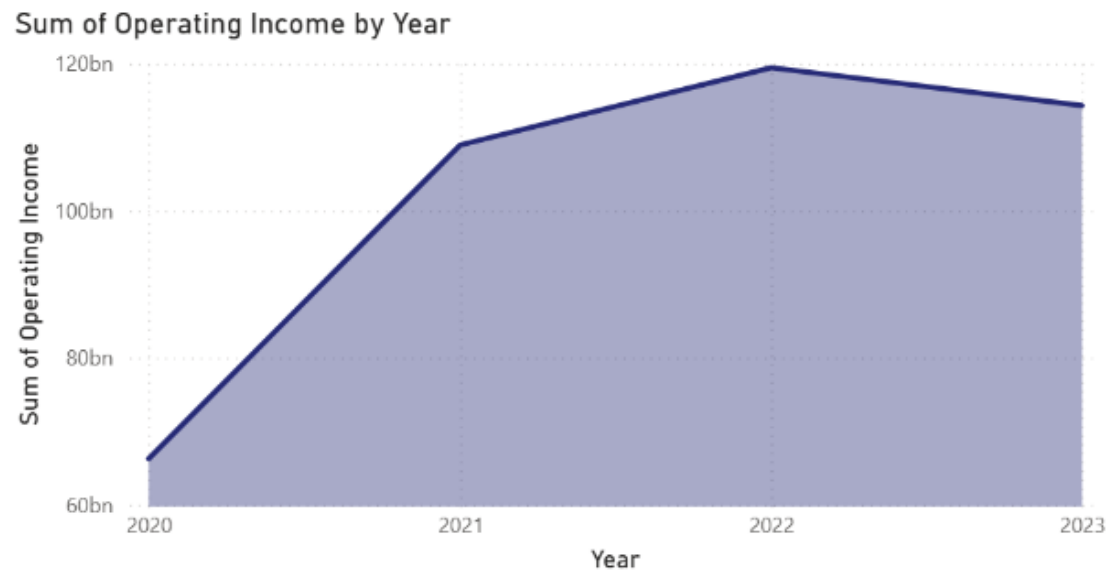
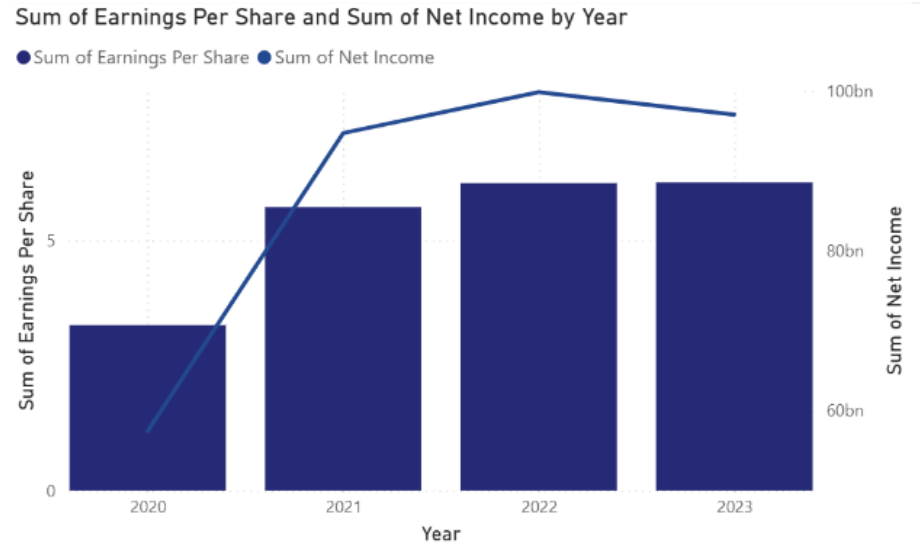
# Income statement #1

Sum of Total Revenue by Year





# Income statement #2



# Income sheet - Finding and Implication

## Findings

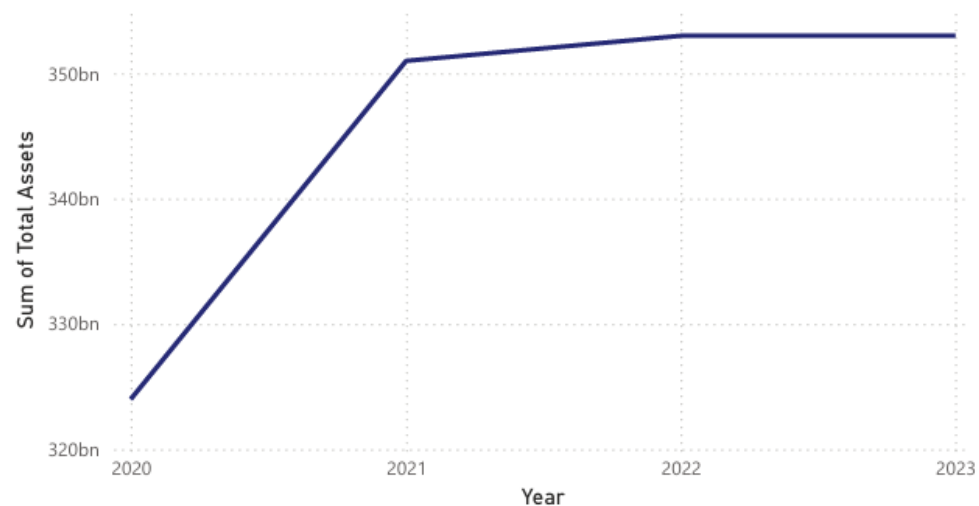
- ▶ Revenue increases 2020 - 2022
- ▶ Slight revenue drop in 2023
- ▶ All of the income sheet charts shows direct relationship between each other

## Implication

- ▶ The steady increases from 2020 to 2022 indicates strong growth likely from successful product launches or market expansion
- ▶ The slight drop in 2023 suggest challenges like competition or economic factors
- ▶ The gross profit, net income, earning per share and operating can effect the company's revenue

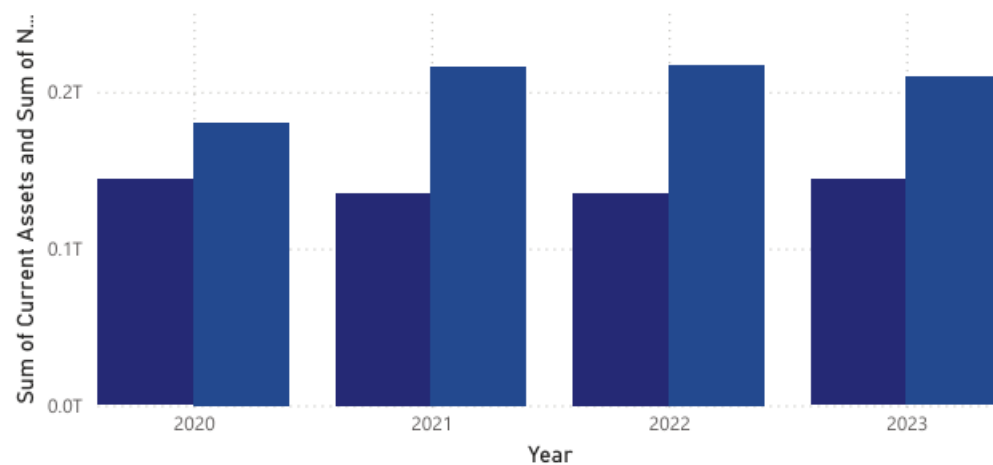
# Balance sheet assets

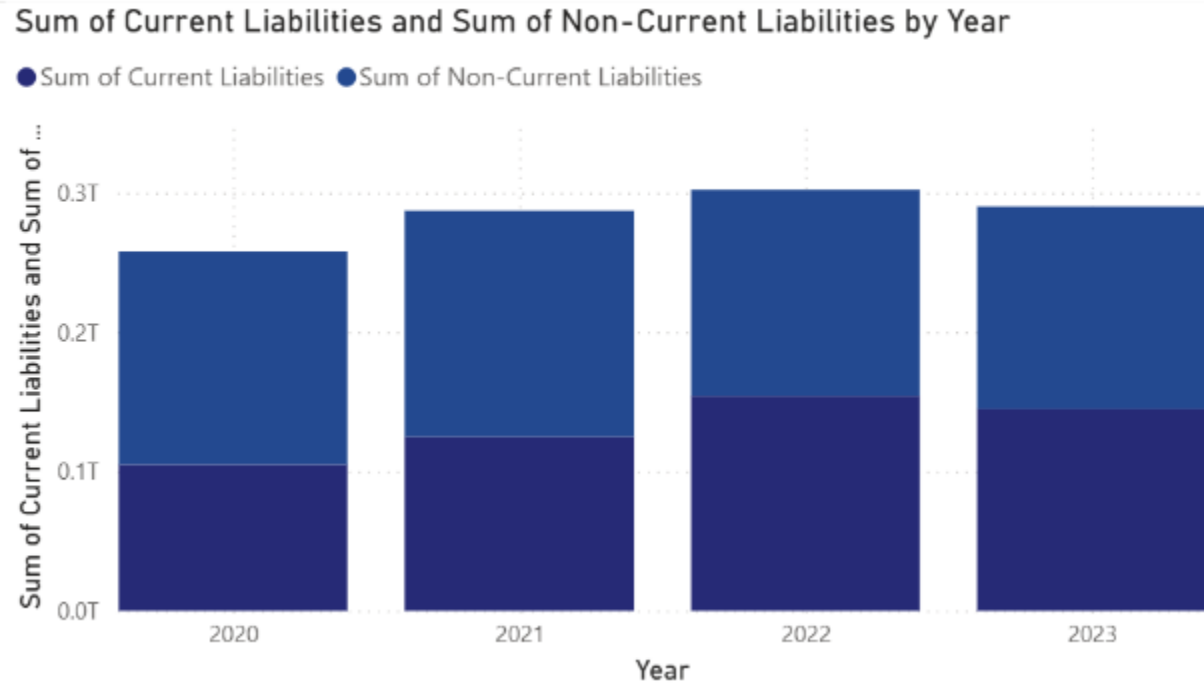
Sum of Total Assets by Year



Sum of Current Assets and Sum of Non Current Assets by Year

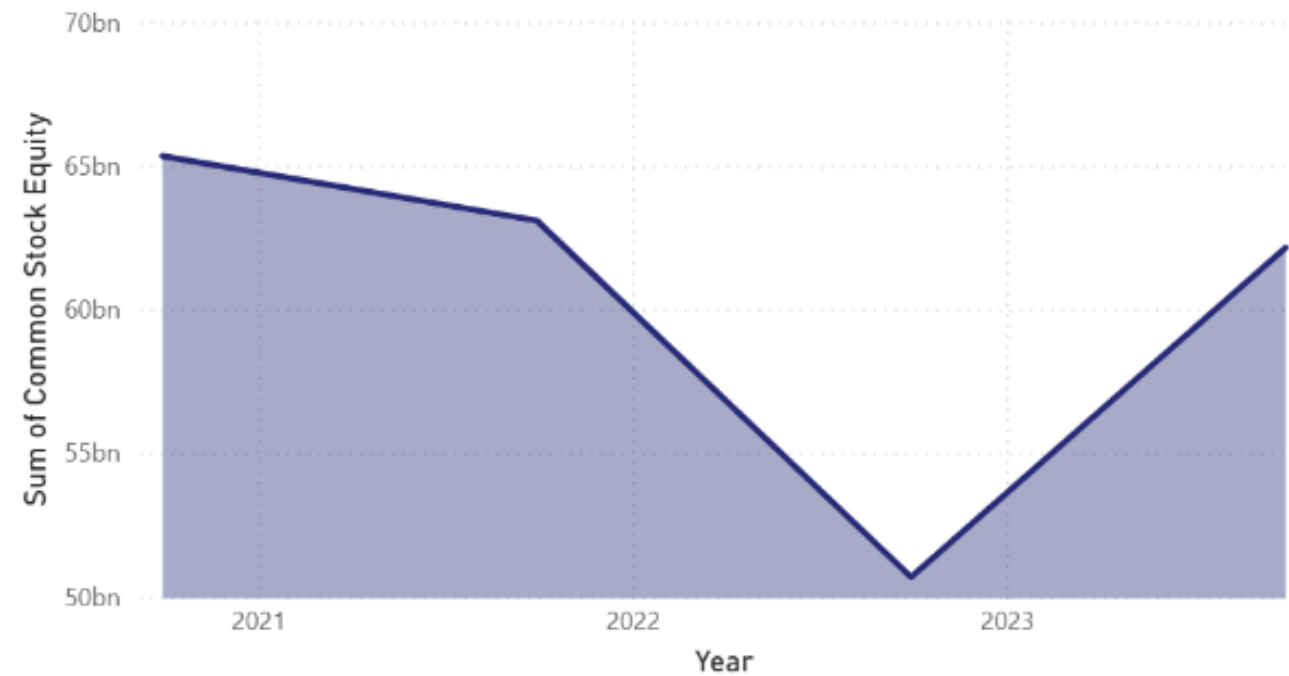
● Sum of Current Assets ● Sum of Non Current Assets





# Balance sheet liabilities

Sum of Common Stock Equity by Year, Quarter, Month and Day



Balance sheet - common stock equity

# Balance sheet - Findings and Implication

## Findings

- ▶ Apple total asset increase rapidly from 2020 to 2021
- ▶ There was a slowing of total assets growth between 2021 to 2023 of apple

## Implication

- ▶ This rapid increase in total assets suggests significant growth for Apple, likely from increased sales, acquisitions, or strategic investments.
- ▶ The decrease in total assets growth from 2021 to 2023 suggests a strategic shift or market changes for Apple

# Common stock equity - Findings and Implication

## Finding

- ▶ The sum of common stock equity decreased from late 2020 to late 2022
- ▶ The sum of common stock equity increased from late 2022 onwards.

## Implication

- ▶ This suggests either a stock value decline or repurchase of shares
- ▶ This suggests the company boosted its finances by issuing new shares, making strategic investments, and performing better financially.

**377bn**

Sum of Free Cashflow

**-37bn**

Sum of Investing Cashflow

**-399bn**

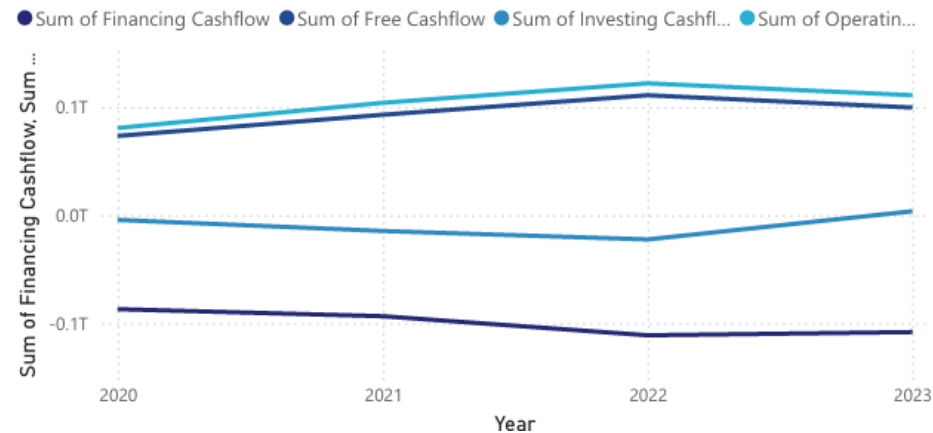
Sum of Financing Cashflow

**418bn**

Sum of Operating Cashflow

# Cashflow statement

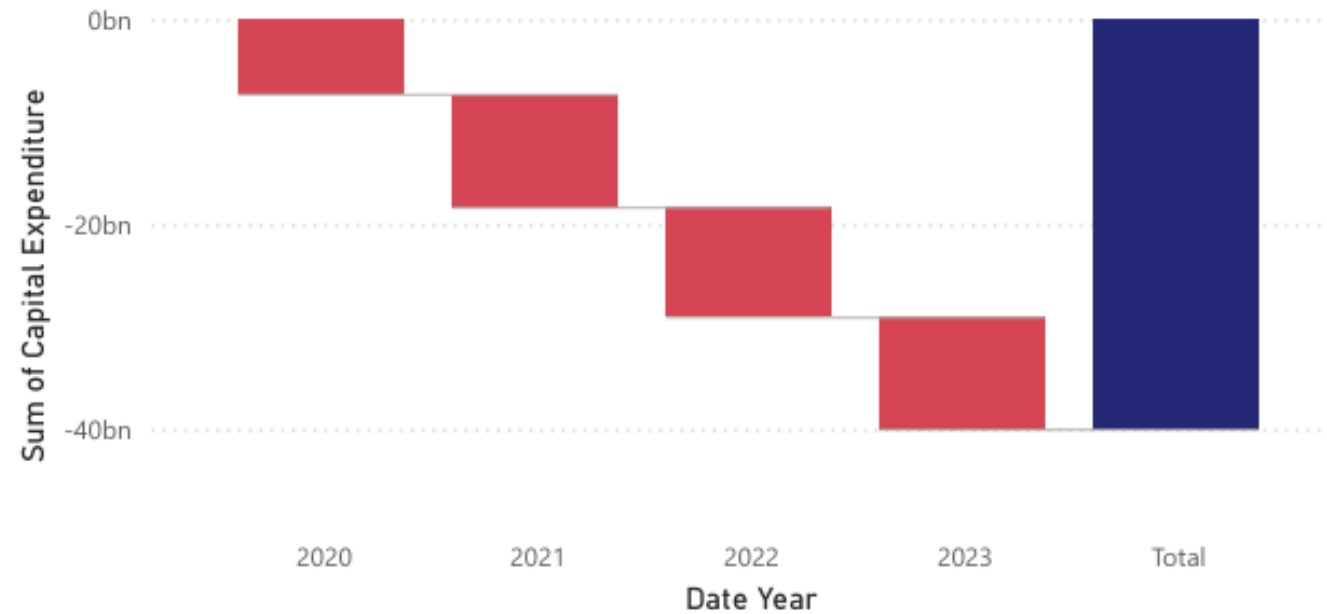
Sum of Financing Cashflow, Free Cashflow, Investing Cashflow and Operating Cashflow by Year





Sum of Capital Expenditure by Year

● Increase ● Decrease ● Total



# Capital expenditure

# Cashflow and capital expenditure - Findings and Implication part 1

## Findings

- ▶ Capital expenditure decreases from 2020 to 2023
- ▶ High free cashflow

## Implications

- ▶ This indicate that the company is cutting cost or effective divested or sold assets.
- ▶ This indicates the company has substantial cash for shareholders, debt reduction, or reinvestment, showing financial health and efficient management.

# Cashflow and capital expenditure - Findings and Implication part 2

## Findings

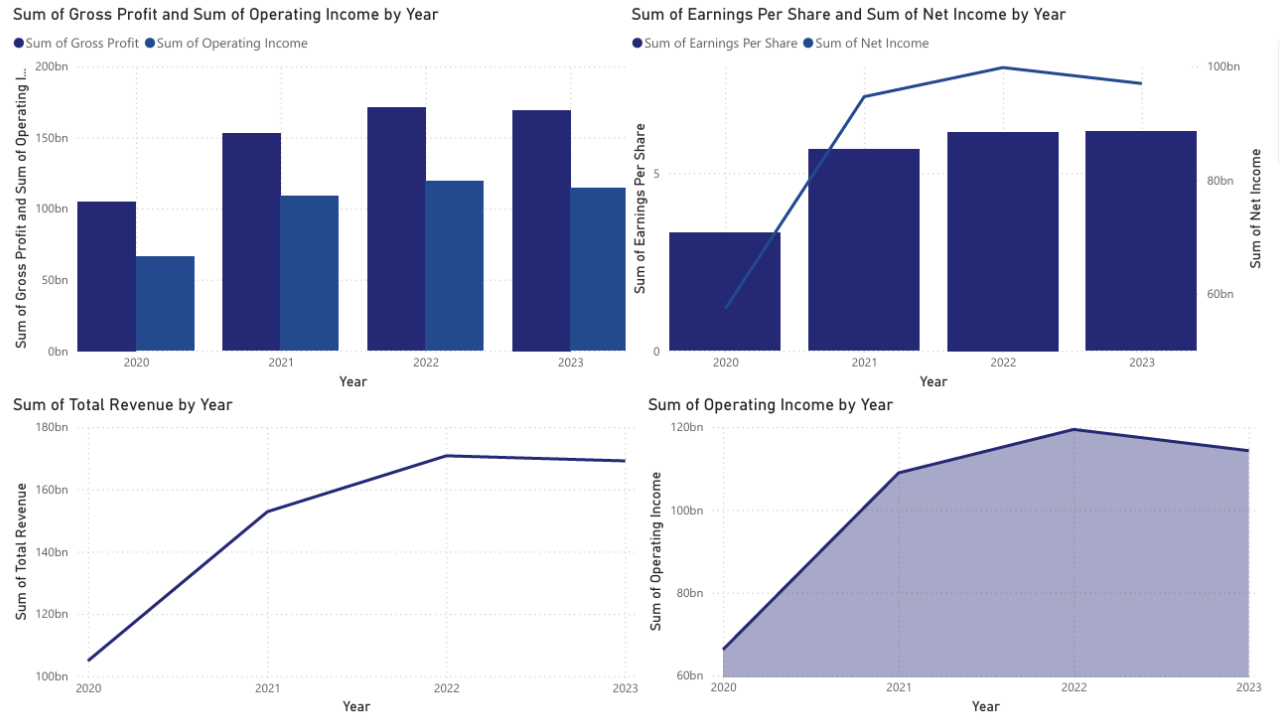
- ▶ Negative Investing Cash Flow
- ▶ Negative Financing Cash Flow
- ▶ Positive Operating Cash Flow

## Implication

- ▶ It means the company spend more on long term investment than it receives from returns
- ▶ Large amount of cashflow suggest heavy debt repayment, stock buy back or dividends benefiting the shareholders
- ▶ It shows health core business performance, generating cash to cover expenses and fund investment

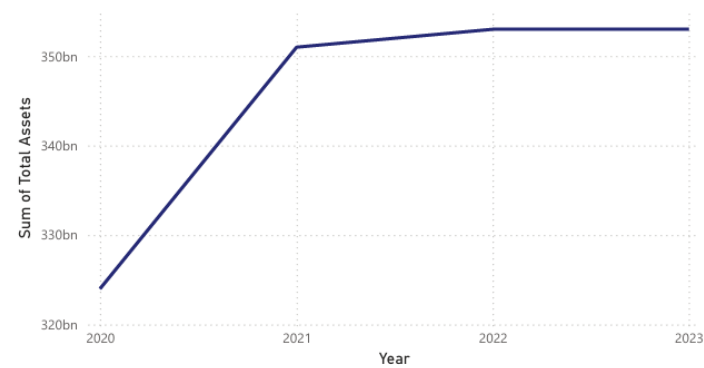
# Dashboards

- ▶ The dashboard can be found in this link:  
[Apple\\_stock\\_analysis/Apple\\_stock\\_analysis.pdf at main · HAZCHEM234/Apple\\_stock\\_analysis \(github.com\)](#)

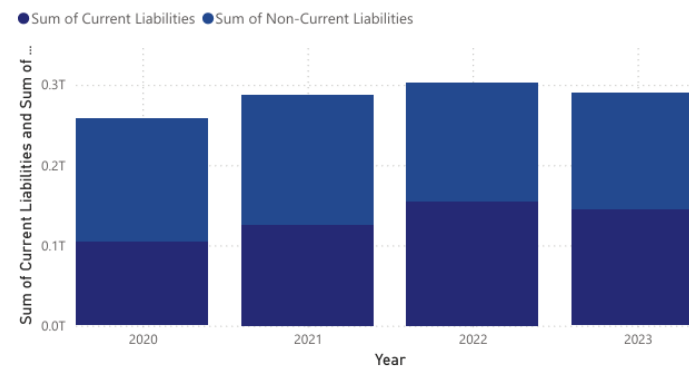


# Income statement dashboards

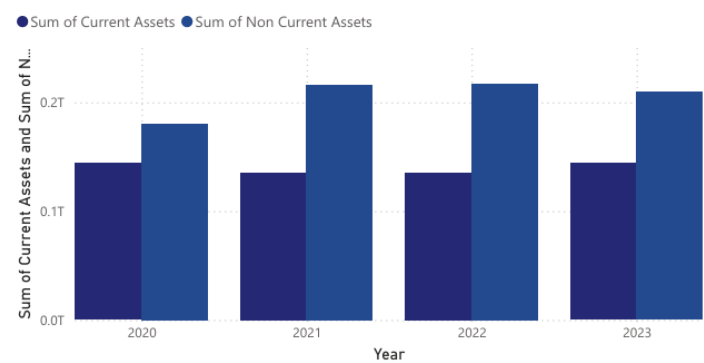
Sum of Total Assets by Year



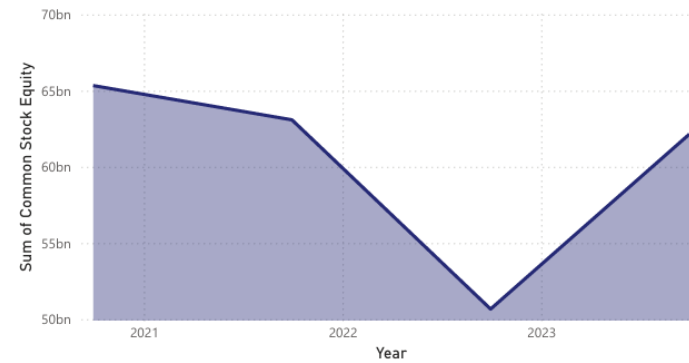
Sum of Current Liabilities and Sum of Non-Current Liabilities by Year



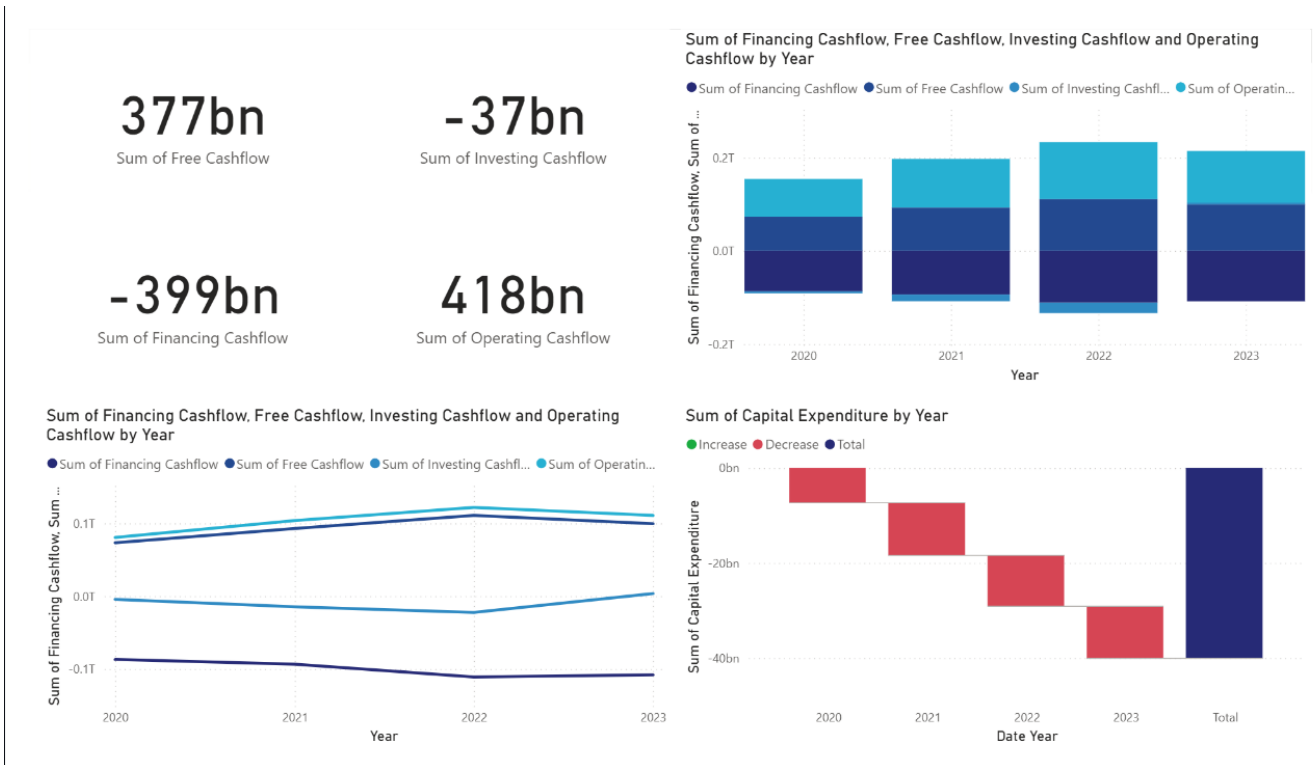
Sum of Current Assets and Sum of Non Current Assets by Year



Sum of Common Stock Equity by Year, Quarter, Month and Day



# Balance sheet dashboards



# Cashflow statement dashboard

# Discussion

The dashboard provides insight on how Apple earns and spend money, it gives snapshot of the assets that Apple's own and owes, and monitors the inflow and outflow of cash within the company

This allows investor to use these statement to make informed decision, balance sheet to assess risk and to know how sustainable the company is in long term

The historical data that retrieve from Yahoo Finance is only available from 2020 to 2023. It can only provide short- and medium-term analysis.

During 2020 to 2023 it includes ranges of market condition include impact of COVID 19 pandemic, economic recoveries and various geological event. Analysing during these period can help investor how resilient the company's operation

Expand the range of historical data available beyond 2023 to provide more comprehensive view of long term trend and performance

Enhance the depth of financial data by including more detail metric such as quarterly report, segment performance and cashflow statement



# Overall Finding & Implication

## Findings

- ▶ The income statement chart have a direct relationship
- ▶ The assets and liability chart show the opposite trend line to the common stock equity
- ▶ Positive free cashflow & operating cashflow, and Negative financing cashflow, investing cashflow and capital expenditure

## Implication

- ▶ It indicates that company revenue changes effect the company financial health. Apple applies effective cost management and maintain stable profitability
- ▶ A falling assets and liabilities with rising in stock equity indicates reduce debt and better stability
- ▶ Apple's positive operational cash flow shows strong performance. Negative financing and investing cash flows indicate investment, debt repayment, and shareholder returns, highlighting financial health and growth focus.

# Conclusion

The data has provided insight on how apple financial performance

The income statement shows that Apple applies effective cost management, and it maintains stable profitability. It makes it easier for investor to know what to expect.

The balance sheet shows that the assets and liabilities follow the same trendline to maintains balance and stable financial position.

The cashflow statement shows that Apple is generating more cash from its core business activity than it spending from operation cashflow. But Apple is spending more cash in financing activity than receiving it.

# Appendix

- ▶ [HAZCHEM234/Apple\\_stock\\_analysis: This repository analyses \(github.com\)](#)