

IEOR 242 - Homework 1

Descriptive Statistics of 10-K Forms

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TEAM 6

S&P Global Industry Classification Standard (GICS)

1. Consumer Discretionary
2. Consumer Staples
3. Energy
4. Financials
5. Health Care
6. Industrials
7. Information Technology
8. Materials
9. Telecommunication Services
10. Utilities

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Consumer Staples Sector

It includes manufacturers and distributors of:

- food
- beverages
- tobacco
- producers of non-durable household goods
- personal products

Companies



2012, 2013, 2014



2012, 2013, 2014

Johnson & Johnson



2012, 2013, 2014

Summary of 10K data for Procter and Gamble

	2012	2013	2014
Words	41924	42540	42973
Characters	301467	304090	307810
Images	2	2	2
Tables	166	171	170
Pages	86	83	85
Avg Stock Price	66.14	78.56	82.37

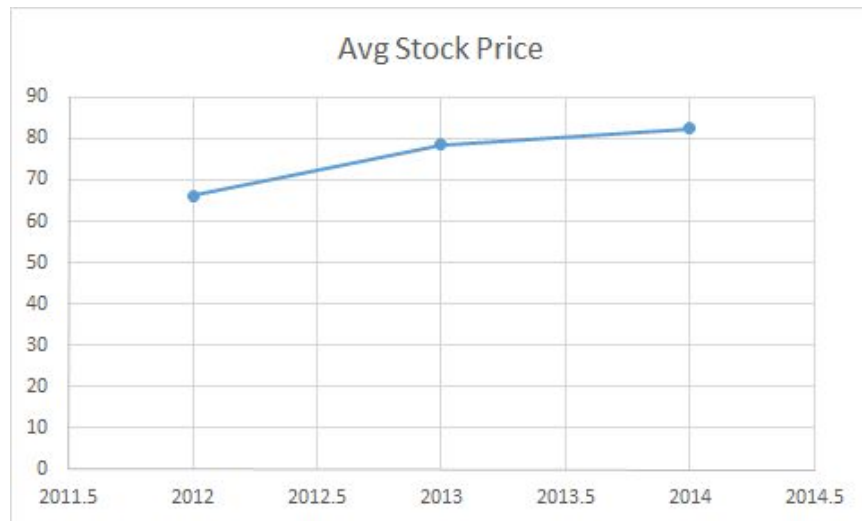
Summary of 10K data for Colgate Palmolive

	2012	2013	2014
Words	39581	43496	44262
Characters	293927	318494	324326
Images	4	4	4
Tables	228	235	238
Pages	95	104	109
Avg Stock Price	100.88	80.64	65.9

Summary of 10K data for Johnson and Johnson

	2012	2013	2014
Words	51519	47839	49187
Characters	387327	362987	369118
Images	12	3	3
Tables	294	268	272
Pages	104	92	92
Avg Stock Price	66.93	85.73	100.82

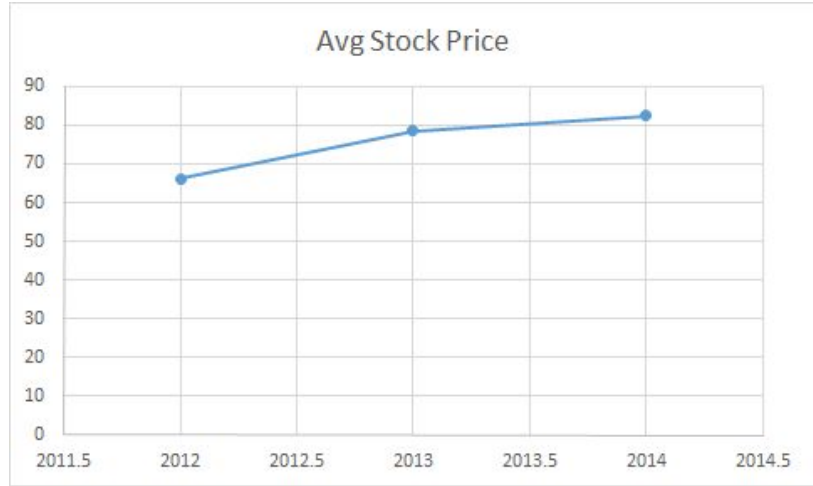
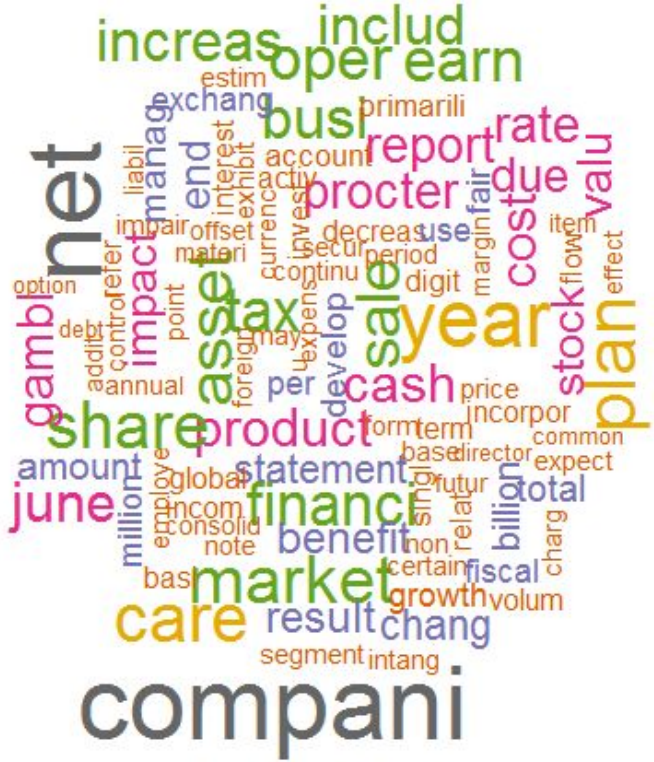
Most Frequent Performance related words PG 2012



Most Frequent Performance related words PG 2013

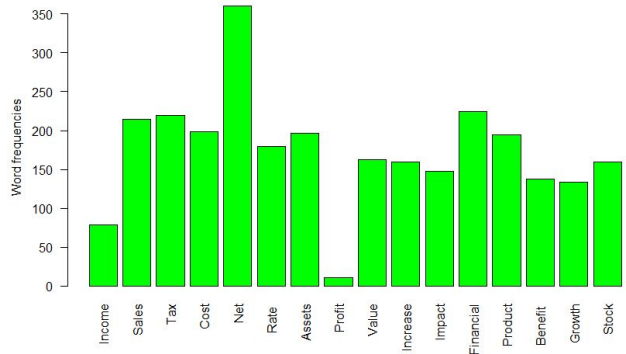


Most Frequent Performance related words PG 2014

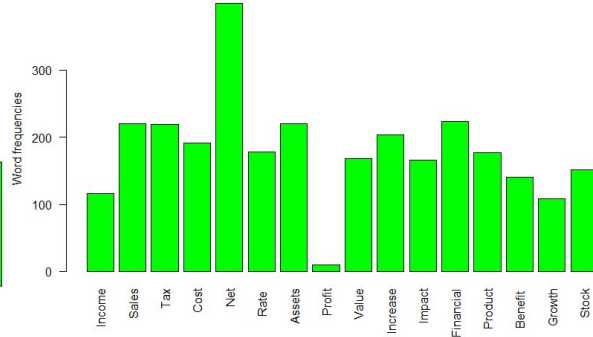


Most frequent words yearwise for P&G

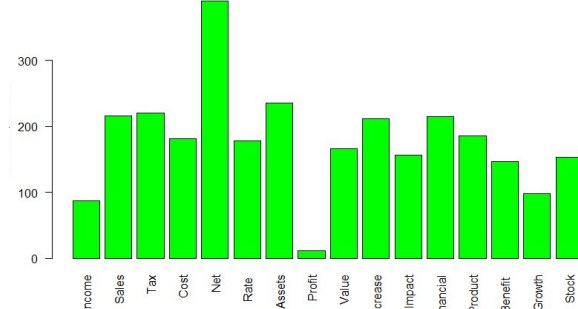
Most frequent words PG 2012

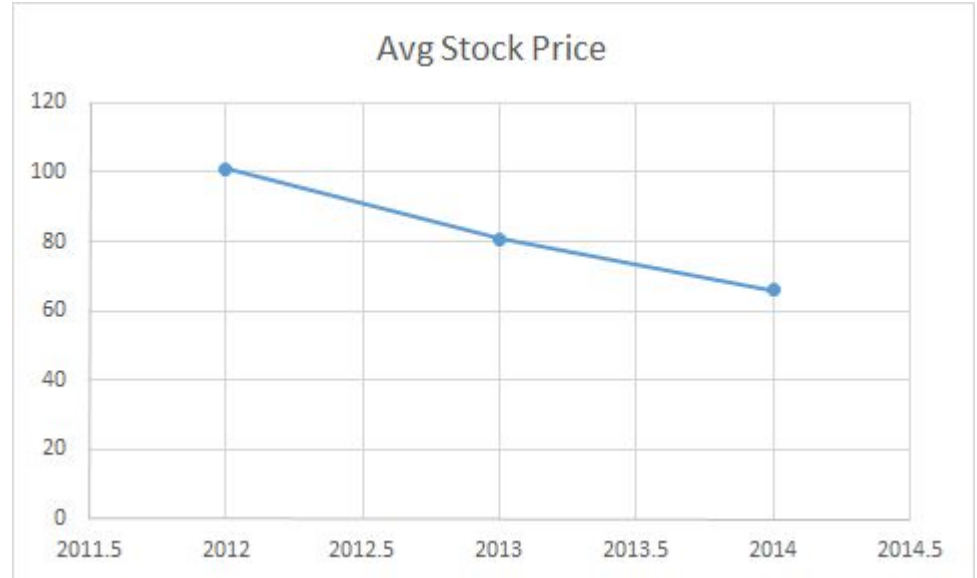


Most frequent words PG 2013



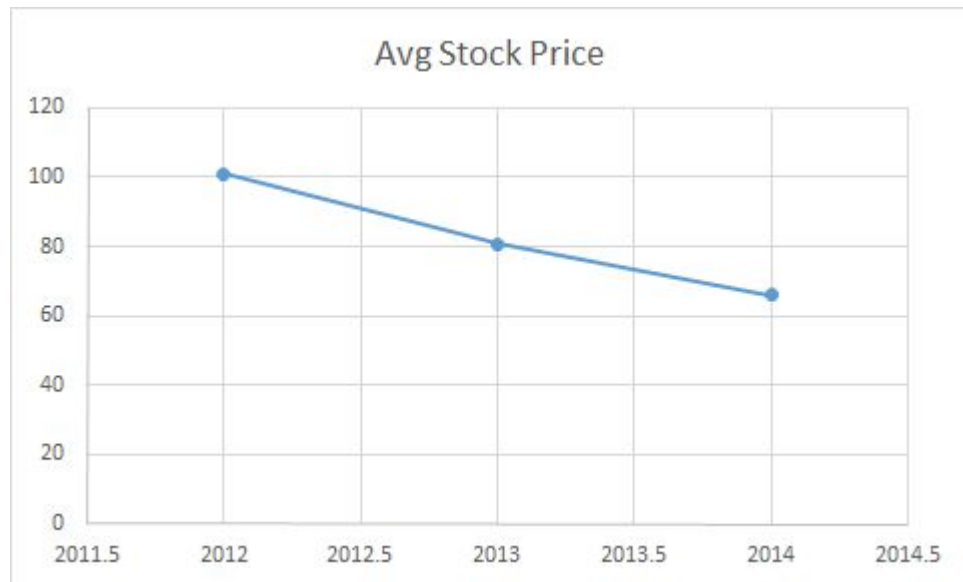
Most frequent words PG 2014





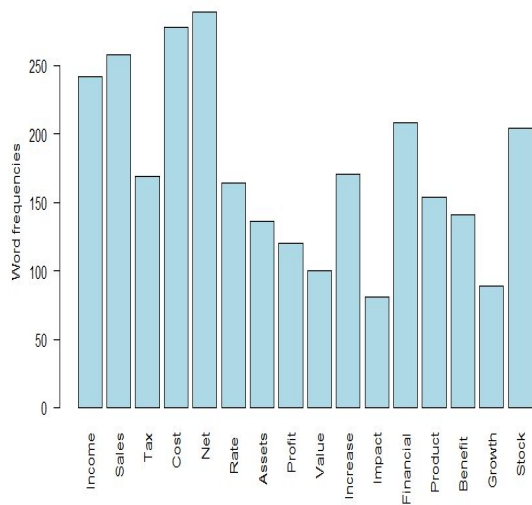
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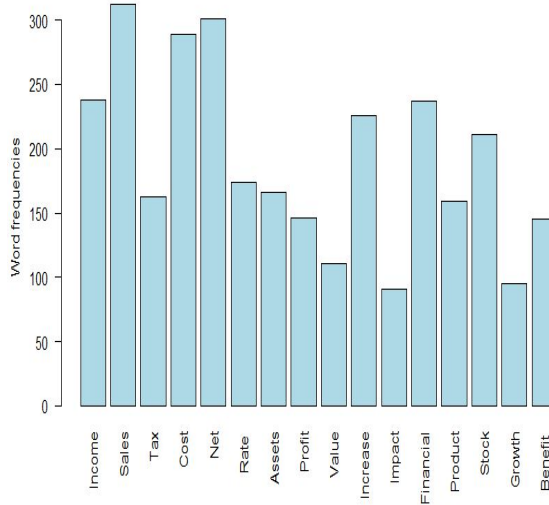
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Most frequent words yearwise for CP

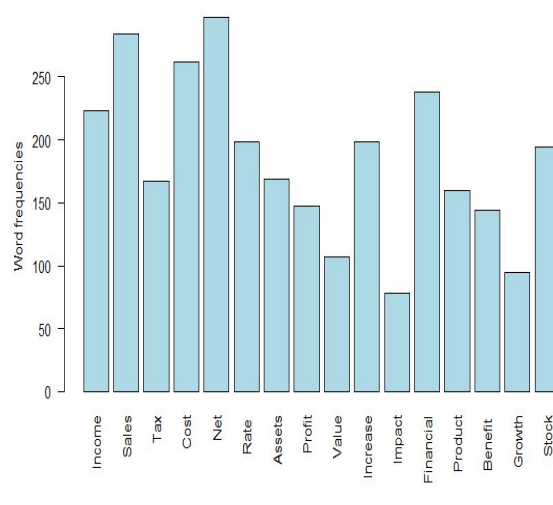
Most frequent words CP 2012



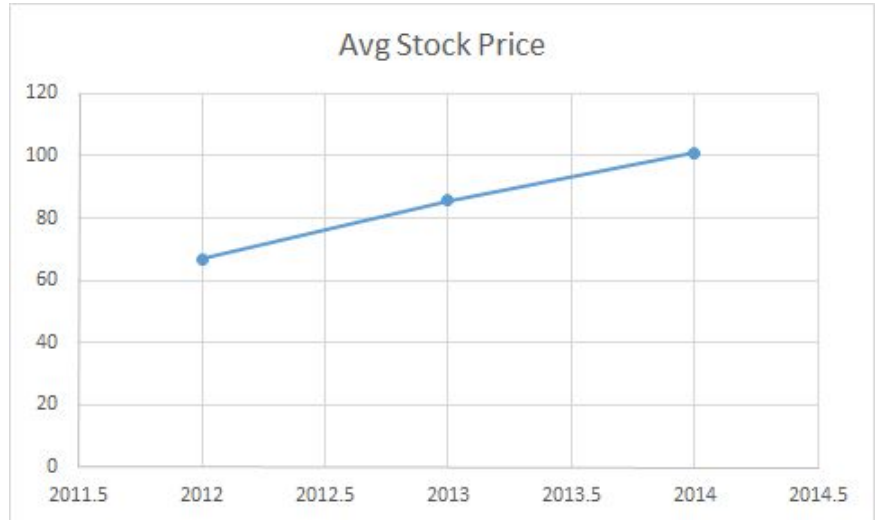
Most frequent words CP 2013



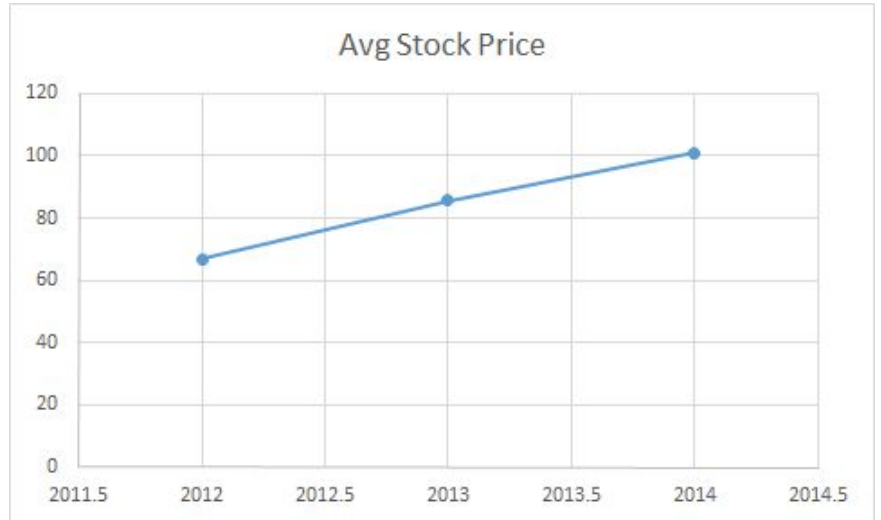
Most frequent words CP 2014



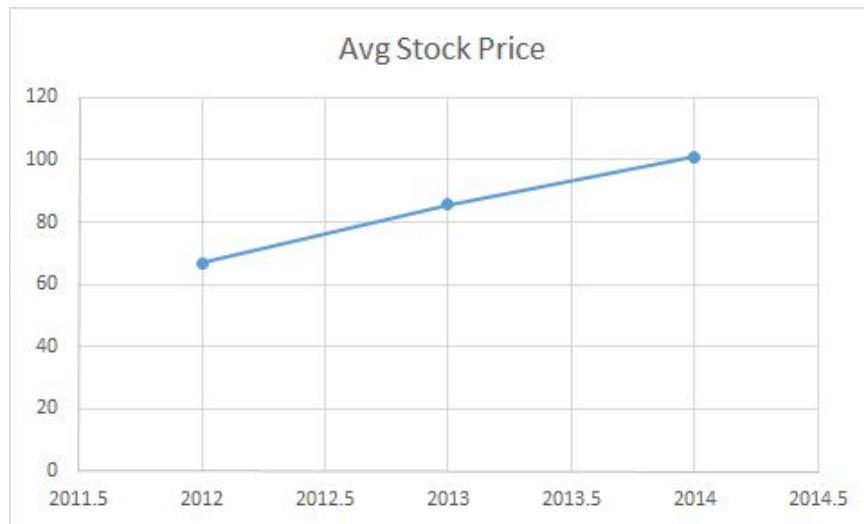
Most Frequent Performance related words JJ 2012



Most Frequent Performance related words JJ 2013

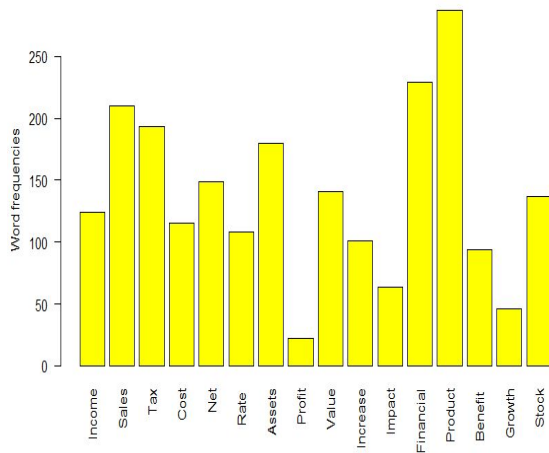


Most Frequent Performance related words JJ 2014

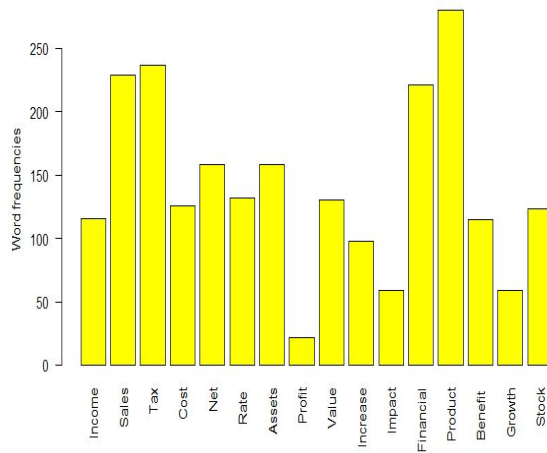


Most frequent words yearwise for J&J

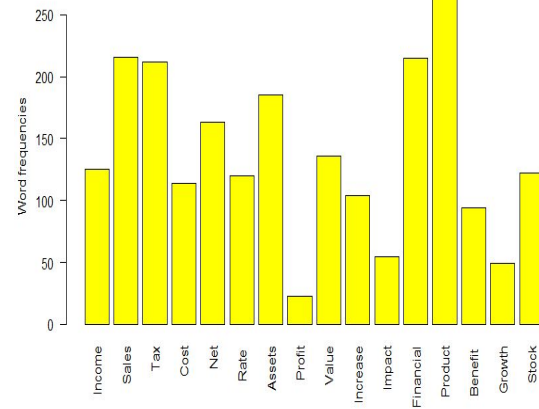
Most frequent words JJ 2012



Most frequent words JJ 2014



Most frequent words JJ 2013



Insights

- No observable correlation between count statistics and stock price
- 1) Count statistics and stock price are roughly positively correlated for P&G negatively correlated for Colgate Palmolive and no significant correlation for Johnson & Johnson.

Insights

- Style of management determines the focus of the report
- 1) Colgate Palmolive has a huge frequency of the word “profit” but it is almost absent in P&G and Johnson & Johnson.
 - 2) Johnson & Johnson focuses a lot on the product in the report whereas Colgate Palmolive and P&G focus on financial information
 - 3) The style of 10-K report is consistent over all three years for a certain firm
 - 4) Most frequently occurring words are neutral- no indications about financial performance; deeper analysis required to derive insights