EFR  
Point-in-time ranks of public companies' long-term and short-term profitability and growth potentials from five perspectives.

| COLUMN | DESCRIPTION | TYPE | EXAMPLE | FILTER | PRIMARY KEY |
| --- | --- | --- | --- | --- | --- |
| date | Effective date to which the scores apply | Date | 2016-01-01 | ✅ | ✅ |
| name | Company name | String | APPLE INC |  |  |
| ticker | Company ticker/symbol | String | AAPL | ✅ | ✅ |
| cusip | Cusip identifier | String | 037833100 | ✅ |  |
| eqr | Earnings Quality Rank (scores of 1 for high risk, 5 for low risk, i.e., lowest risk of encountering surprise) | Integer | 4 |  |  |
| eqr\_expanded | Expanded Earnings Quality Rank (from 1 to 99) | Integer | 75 |  |  |
| svr | Strategic Valuation Rank (scores of 1 for overvaluation and elevated risk of share price underperformance, 5 for undervaluation and increased likelihood of share price outperformance) | Integer | 5 |  |  |
| svr\_expanded | Expanded Strategic Valuation Rank (from 1 to 99) | Integer | 90 |  |  |
| amr | Aggregate Momentum Rank (scores of 1 for poor price momentum and elevated risk of share price underperformance, 5 for strong price momentum and increased likelihood of share price outperformance) | Integer | 4 |  |  |
| amr\_expanded | Expanded Aggregate Momentum Rank (from 1 to 99) | Integer | 70 |  |  |
| sgr | Strategic Growth Rank (scores of 1 for poor growth prospects and elevated risk of share price underperformance, 5 for strong growth prospects and increased likelihood of share price outperformance) | Integer | 5 |  |  |
| sgr\_expanded | Expanded Strategic Growth Rank (from 1 to 99) | Integer | 95 |  |  |
| gqr | Growth Quality Rank (scores of 1 for poor earning growth trends, 10 for strong earning growth trends) | Integer | 10 |  |  |
| gqr\_expanded | Expanded Growth Quality Rank (from 1 to 99) | Integer | 92 |  |  |

EQR  
Relative ranking for earnings quality - extent to which current earnings

predict future earnings “High-quality” earnings are expected to persist, while “low-

quality” earnings are not.

| Column | Data Type | Description | Filter | Primary Key |
| --- | --- | --- | --- | --- |
| date | Date | Effective date to which the scores apply | ✅ | ✅ |
| name | String | Company name |  |  |
| ticker | String | Ticker/Symbol | ✅ | ✅ |
| cusip | String | Cusip (Note: this field is only available to customers). |  |  |
| latest\_quarter | Integer | Latest quarter for which data is reported |  |  |
| eqr | Integer | Earnings Quality Rank (1 for high risk to 5 for low risk, i.e., lowest risk of encountering surprise). More details can be found below. |  |  |
| eqrexpanded | Integer | Expanded Earnings Quality Rank (from 1 to 99) |  |  |

SKMS

Credit and debit card transactions.

| Column Name | Type | Description | Filter | Primary Key |
| --- | --- | --- | --- | --- |
| date | date | Date of sale | ✅ | ✅ |
| company | Text | Name of merchant | ✅ | ✅ |
| ticker | Text | Ticker associated with company or parent company |  |  |
| brand | Text | Brand Name (if known) in Korean characters |  | ✅ |
| sales | Integer | $ US dollar value of transactions |  |  |
| status | Text | Provisional ('P') or Final ('F') estimate of daily 'sales' value | ✅ | ✅ |
| updated | datetime | Datetime each record was processed and uploaded to database (ET) | ✅ | ✅ |