

Martin Shkreli: "This is Why Investing is Hard" : <https://www.youtube.com/watch?v=hrgTpGdxQAM>

financial statements (focus, time frame, main use):

1. income statement (profitability, over a period, measures earnings)
2. balance sheet (financial position, at a point, shows assets/liabilities, equity)
3. cash flow statement (cash movement, over a period, tracks liquidity and cash management)
4. statements of changes in equity (owner's equity changes, over a period, explains shifts in shareholder value)

what is a 10k?: a comprehensive annual report that publicly traded companies in the U.S are required to file with the Securities and Exchange Commission (SEC). It provides a detailed overview of a company's financial performance and is more in-depth than the annual report typically sent to shareholders

- filed annually
- required by the SEC under the Securities Exchange Act of 1934
- used by investors, analysts, and regulators to assess the company

main sections of a 10k:

1. business overview: description of the company's operations, markets, products/services, and strategy
2. risk factors: detail explanation of risks that could affect the business, such as market competition, regulatory issues, or supply chain risks
3. selected financial data: summary of key financial figures from the past five years
4. management's discussions and analysis: management's narrative about the financial results, trends, and future outlook
5. financial statement and supplementary data: includes the four audited financial statements, along with notes to the financials
6. executive compensation and corporate governance: information about how executives are paid and how the company is run

(some) financial metrics categories:

- profitability
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- liquidity

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- efficiency

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- leverage

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- valuation

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- growth

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