

Introduction

- 1- What is fundamental analysis?
- 2- Do I need to know a lot of finance and accounting to conduct a fundamental analysis?
- 3- For what exactly do we use the fundamental analysis?
- 4- Why Technical Analysis works better than fundamental analysis when determining to buy or sell a stock?
- 5- How to use Yahoo Finance to conduct a fundamental analysis?

What is fundamental analysis?

Fundamental analysis is a method of measuring a company's intrinsic value by examining internal and external factors. Internal factors can be determined by analyzing a company's financial statements, while external factors can be determined by analyzing macroeconomic data.



Fundamental analysis of Coca-Cola



Internal factors

Coca-Cola's Financial Statements



External factors

Non-alcoholic beverages growth rate



Interest rates, inflation, population, purchasing power



Do we need to know about finance to conduct a fundamental analysis:

Finance Background?

- All you need is a basic understanding of accounting terminology



4. For what exactly do we use the fundamental analysis

For what do we do a fundamental analysis?

- To determine the in **WHAT**



Selecting the best Ice Cream shop



Growth Sales
Rank #1



Growth Profit
Rank #3



Growth Equity
Rank #1



Growth Sales
Rank #2

Growth Profit
Rank #2

Growth Equity
Rank #3



Growth Sales
Rank #3

Growth Profit
Rank #1



Growth Equity
Rank #2

What?



- Growing faster than the competition

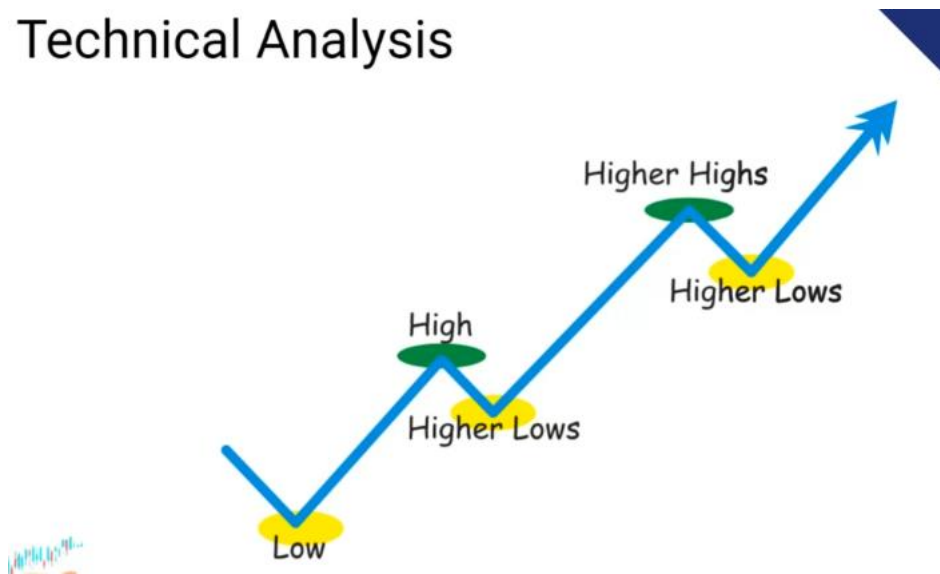
5. Technical analysis vs. fundamental analysis:

Technical vs. Fundamental Analysis

- Technical **WHEN**
- Fundamental **WHAT**



Technical Analysis



6. How to use Yahoo Finance to conduct a fundamental analysis

How to use Yahoo Finance?

- Free platform

yahoo! finance

Build A Career In Forex Trading - X					
The Coca-Cola Company (KO) Inc X					
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finance.yahoo.com/quote/KO/financials?p=KO					
Search for news, symbols or companies					
Income Statement All numbers in thousands Expand All					
Breakdown	TTM	12/30/2021	12/30/2020	12/30/2019	12/30/2018
> Total Revenue	41,322,000	38,655,000	33,014,000	37,266,000	31,856,000
Cost of Revenue	16,986,000	15,357,000	13,433,000	14,619,000	11,770,000
Gross Profit	24,336,000	23,298,000	19,581,000	22,647,000	20,086,000
> Operating Expense	12,732,000	12,259,000	9,856,000	12,378,000	10,745,000
Operating Income	11,604,000	11,039,000	9,725,000	10,269,000	9,341,000
> Net Non Operating Interest Inc...	-438,000	-1,321,000	-1,067,000	-383,000	-237,000
> Other Income Expense	620,000	2,707,000	1,091,000	900,000	-754,000
Pretax Income	11,786,000	12,425,000	9,749,000	10,786,000	8,350,000
Tax Provision	2,168,000	2,621,000	1,981,000	1,801,000	1,623,000
> Net Income Common Stockhold...	9,571,000	9,771,000	7,747,000	8,920,000	6,434,000
Diluted NI Available to Com Stock...	9,571,000	9,771,000	7,747,000	8,920,000	6,434,000
Basic EPS	-	2.26	1.80	2.09	1.51
Diluted EPS	-	2.25	1.79	2.07	1.50

People /

Symbol

PG The Procter

DIS The Walt Di

JNJ Johnson & J

VZ Verizon Cor

JPM JPMorgan C

Similar t

Symbol

PEP

Normalized Income	10,622,076	10,347,759	8,327,216
Interest Income	317,000	276,000	370,000
Interest Expense	755,000	1,597,000	1,437,000
Net Interest Income	-438,000	-1,321,000	-1,067,000
EBIT	12,541,000	14,022,000	11,186,000
EBITDA	13,890,000	-	-
Reconciled Cost of Revenue	16,986,000	15,357,000	13,433,000
Reconciled Depreciation	1,349,000	1,452,000	1,536,000
Net Income from Continuing Oper...	9,571,000	9,771,000	7,747,000
Total Unusual Items Excluding Goo...	-1,288,000	-731,000	-728,000
Total Unusual Items	-1,288,000	-731,000	-728,000
Normalized EBITDA	15,178,000	16,205,000	13,450,000
Tax Rate for Calcs	0	0	0
Tax Effect of Unusual Items	-236,924	-154,241	-147,784

2. Financial Statements:

