

Task 2: Select the appropriate comparable companies

Determining the most relevant companies to benchmark Zeta against.

Here is the background information on your task

Selecting the “right” set of companies with business model comparable to Zeta will help us understand Zeta’s performance and valuation relative to its peer companies. Think of it as comparing “apples to apples”

Here is your task

For this exercise, use the excel file included in the resources section below:

1. Filter through the “Dataset” tab and select the appropriate companies most similar to Zeta Inc.
2. Record your findings in the “Template” tab of the excel file
3. For the avoidance of doubt, you will only need to put the company's name in the excel ("Template" sheet)

Hint: we suggest you take a close look at the company description!