

The background of the slide features a high-angle photograph of the New York City skyline, centered on the Empire State Building. Overlaid on this image are several semi-transparent blue and light blue graphical elements. These include a network of thin lines connecting small circular nodes, a series of vertical candlestick charts representing stock market data, and a single tall, thin antenna tower on the right side.

NEW YORK STOCK EXCHANGE

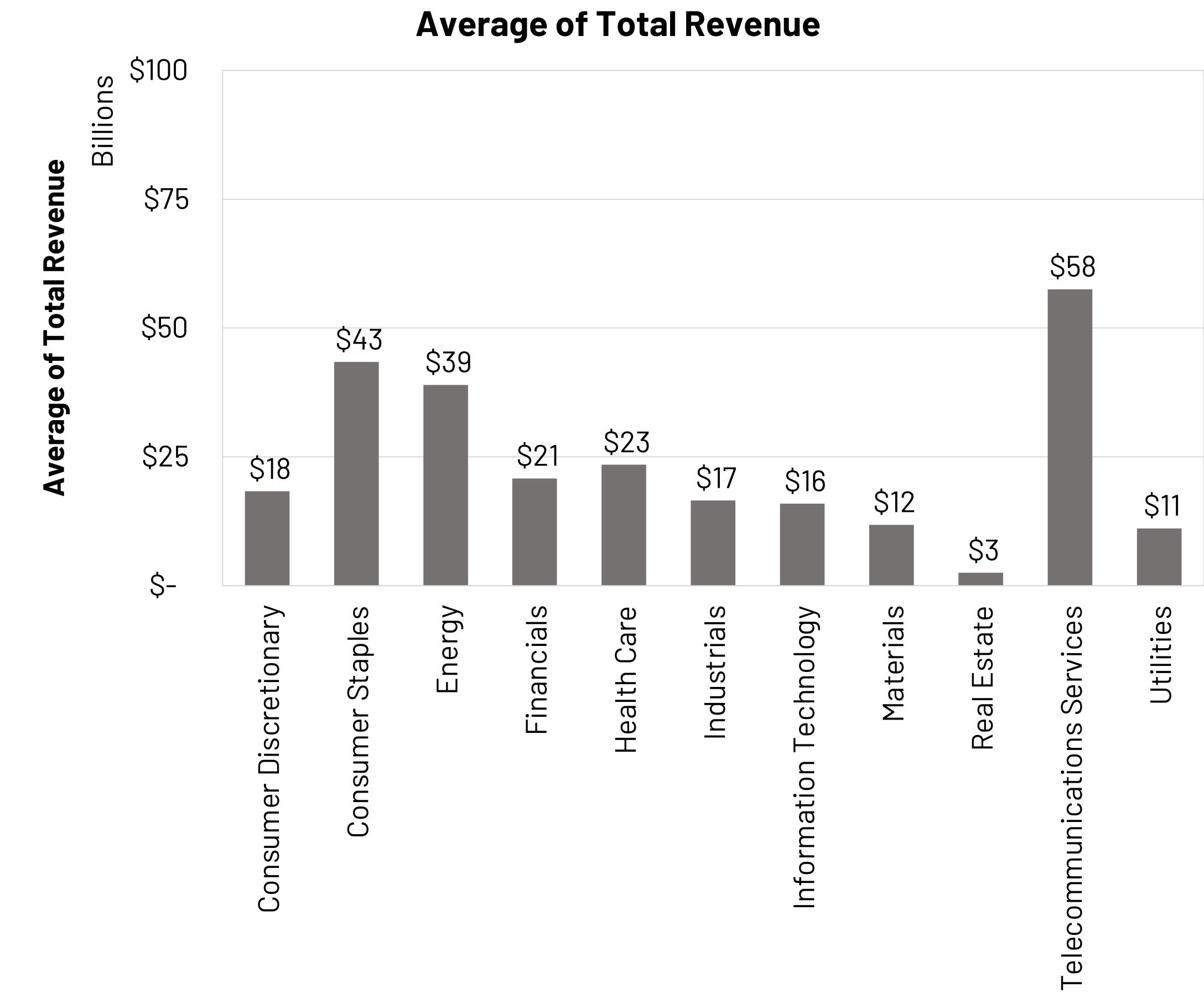
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Task 1 – What is the average revenue of companies for different GICS sectors?

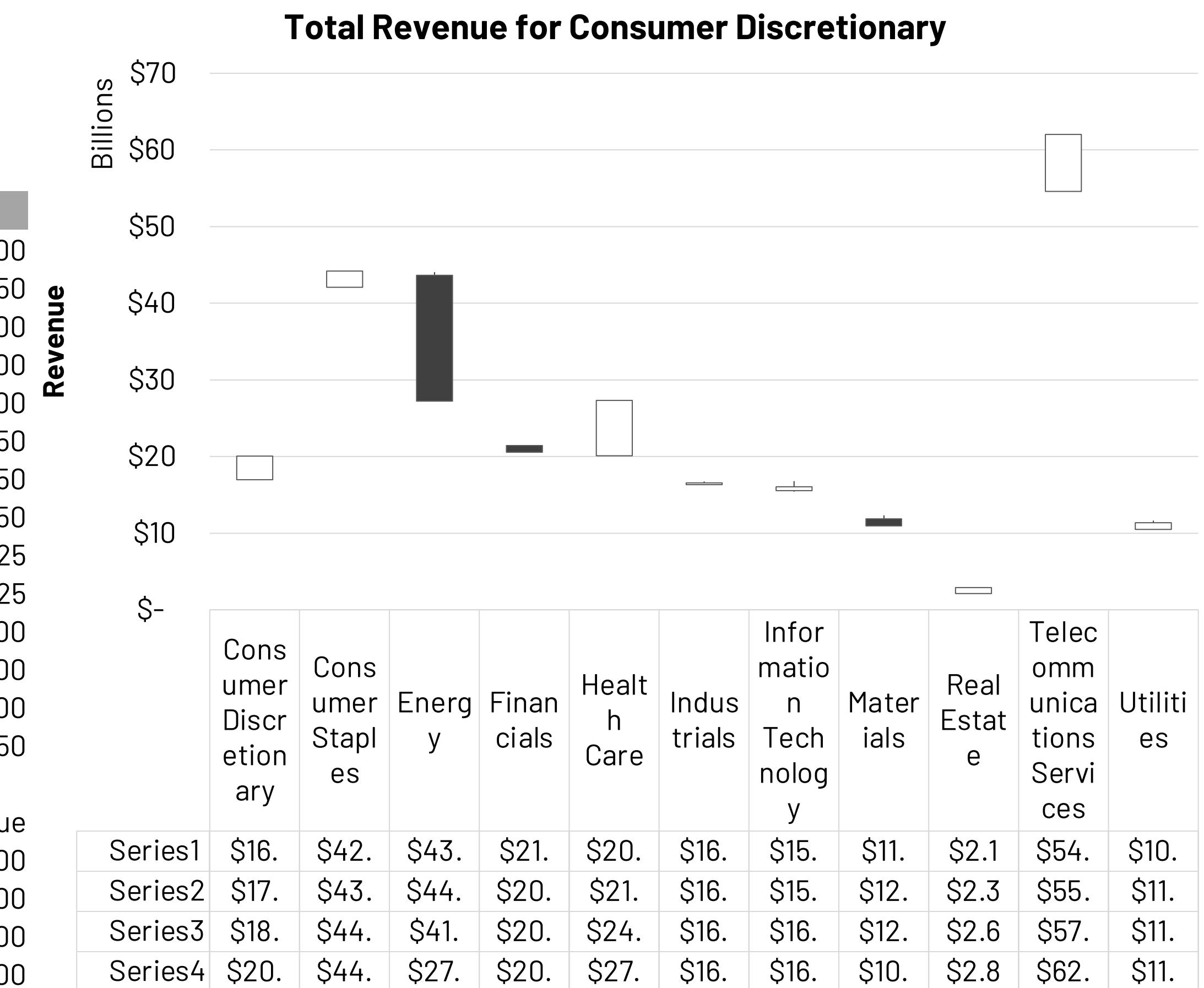
- The average revenue for different GICS sectors is illustrated.
- The Telecommunications Services has the highest average around \$58 bn.
- The Consumer Staples and Energy sectors have the highest average revenue as by \$43 and \$39 bn.
- The lowest revenue is related to Real Estate by \$3 bn.
- This however does not show the rate of increase and decrease in the revenue of each sector.



Task 1 – What is the average revenue of companies for different GICS sectors?

- In the figure the average revenue of GICS sector is illustrated.
- The Telecommunications Services has the highest average around \$58 bn.
- The minimum revenue is approximately \$54 bn.
- The maximum revenue was by \$62 bn.
- The median of revenue is around \$57 bn for this four years and showing a left skewed distribution and is positively skewed. So the expansion of business is expected.

Telecommunications Services	
Min \$	54.608.770.600
Q ₁ \$	55.422.992.650
Median \$	56.757.800.000
Q ₃ \$	58.872.200.000
Max \$	62.025.200.000
IQR \$	3.449.207.350
Q ₂ -Q ₁ \$	1.334.807.350
Q ₃ -Q ₂ \$	3.449.207.350
Q ₃ +1.5*IQR \$	64.046.011.025
Q ₁ -1.5*IQR \$	50.249.181.625
Upper Whisker \$	62.025.200.000
Lower Whisker \$	54.608.770.600
W _{upper-Q₃} \$	3.153.000.000
Q ₁ -W _{lower} \$	814.222.050
Revenue	
Year 1	\$ 54.608.770.600
Year 2	\$ 55.694.400.000
Year 3	\$ 57.821.200.000
Year 4	\$ 62.025.200.000



Task 2 – Profit and Loss Statement

Profit and Loss Statement

Company Ticker Symbol	EBAY			
	Year 1	Year 2	Year 3	Year 4
Total Revenue	\$ 8.257.000.000	\$ 8.790.000.000	\$ 8.592.000.000	\$ 8.979.000.000
COGS	\$ 1.492.000.000	\$ 1.663.000.000	\$ 1.771.000.000	\$ 2.007.000.000
Gross Profit	\$ 6.765.000.000	\$ 7.127.000.000	\$ 6.821.000.000	\$ 6.972.000.000
Sales, General & Admin.	\$ 3.260.000.000	\$ 3.593.000.000	\$ 3.660.000.000	\$ 3.499.000.000
R & D	\$ 915.000.000	\$ 983.000.000	\$ 923.000.000	\$ 1.114.000.000
Other Operating Expenses	\$ 136.000.000	\$ 75.000.000	\$ 41.000.000	\$ 34.000.000
Total Operating Expenses	\$ 4.311.000.000	\$ 4.651.000.000	\$ 4.624.000.000	\$ 4.647.000.000
Operating Income / EBIT	\$ 2.454.000.000	\$ 2.476.000.000	\$ 2.197.000.000	\$ 2.325.000.000

Task 3 – Financial Forecasting Model

Profit and Loss Statement (Forecasting)

Company Ticker Symbol	EBAY					
	Historical				Forecasting	
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Total Revenue	\$ 8.257.000.000	\$ 8.790.000.000	\$ 8.592.000.000	\$ 8.979.000.000	\$ 9.265.652.633,10	\$ 9.561.456.589,51
COGS	\$ 1.492.000.000	\$ 1.663.000.000	\$ 1.771.000.000	\$ 2.007.000.000		
Gross Profit	\$ 6.765.000.000	\$ 7.127.000.000	\$ 6.821.000.000	\$ 6.972.000.000	\$ 6.136.259.298,28	\$ 5.400.699.680,97
Sales, General & Admin.	\$ 3.260.000.000	\$ 3.593.000.000	\$ 3.660.000.000	\$ 3.499.000.000		
R & D	\$ 915.000.000	\$ 983.000.000	\$ 923.000.000	\$ 1.114.000.000		
Other Operating Expenses	\$ 136.000.000	\$ 75.000.000	\$ 41.000.000	\$ 34.000.000		
Total Operating Expenses	\$ 4.311.000.000	\$ 4.651.000.000	\$ 4.624.000.000	\$ 4.647.000.000		
Operating Income / EBIT	\$ 2.454.000.000	\$ 2.476.000.000	\$ 2.197.000.000	\$ 2.325.000.000	\$ 2.786.365.360	\$ 2.875.319.472

Operating statistics	Historical				Assumptions	
Revenue growth (%)		6,5%	-2,3%	4,5%	3,2%	3,2%
Gross margin	0,82	0,81	0,79	0,78	0,88	0,88
Operating margin	0,30	0,28	0,26	0,26	0,30	0,30