| **Category** | **Example Question (with specific company & quarters)** | **Scope Description** |
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| **Guidance & Outlook Trends** | “How has **Microsoft’s** tone about cloud revenue guidance changed from **Q1 2024 to Q3 2025**?” | Compare tone and confidence across several quarters. |
|  | “Did **Tesla** consistently raise or lower its full-year delivery guidance between **Q2 2023** and **Q1 2025**?” | Evaluate direction and consistency of guidance. |
| **Strategic Direction Evolution** | “How has **NVIDIA’s** long-term AI strategy narrative evolved across **Q4 2023**, **Q1 2024**, and **Q2 2024** calls?” | Track how management frames AI over multiple periods. |
|  | “Has **Meta’s** emphasis shifted from cost-cutting to growth initiatives since **Q1 2023**?” | Detect thematic shift in strategic priorities. |
| **Operational Themes Over Time** | “How did **Apple’s** commentary about supply-chain constraints change from **Q3 2023** through **Q2 2025**?” | Identify operational normalization or continued risks. |
|  | “What recurring cost drivers has **Procter & Gamble** mentioned across the last **five quarters**?” | Aggregate operational concerns mentioned repeatedly. |
| **Market & Customer Context Trends** | “How did **Coca-Cola’s** management describe regional performance in **North America vs EMEA** from **Q2 2024** to **Q2 2025**?” | Compare commentary about geographic performance. |
|  | “Which customer segments did **Netflix** highlight most often across **2024 earnings calls**?” | Extract recurring focus on subscriber demographics. |
| **Competitive Narrative Consistency** | “How has **AMD’s** commentary on competition with **NVIDIA** changed across **Q1 2024**, **Q2 2024**, and **Q3 2024**?” | Measure narrative shifts about peers. |
|  | “Has **Google** become more vocal about **OpenAI** and **Anthropic** in its last four earnings calls?” | Frequency analysis of competitor mentions. |
| **Analyst Interaction Patterns** | “What questions have analysts repeatedly asked **Amazon** about AWS margins across **the last four quarters**?” | Identify recurring analyst concerns. |
|  | “Did analyst focus shift from advertising to AI for **Meta** between **Q1 2024** and **Q3 2025**?” | Compare Q&A topic clusters over time. |
| **Tone & Sentiment Trends** | “Has **Apple’s CFO** become more optimistic about gross margins between **Q4 2023** and **Q2 2025**?” | Sentiment trend analysis across calls. |
|  | “Which quarter showed the sharpest negative tone shift in **Goldman Sachs’** commentary about investment banking revenue?” | Identify tone inflection point. |
| **Workforce & Culture Commentary Over Time** | “How did **Salesforce’s** management tone on hiring and layoffs evolve from **Q1 2023** through **Q1 2025**?” | Trend analysis of internal morale and workforce priorities. |
|  | “Has **Google**’s leadership messaging on return-to-office policies softened since **Q3 2023**?” | Compare language about culture and workplace policies. |
| **Event or Crisis Follow-Up** | “How did **Boeing’s** management commentary on safety evolve after the **737 MAX** incidents from **Q2 2023** through **Q3 2024**?” | Multi-quarter follow-up after a major event. |
|  | “What did **Microsoft** say about regulatory scrutiny of the **Activision acquisition** across **2023–2024** calls?” | Track evolution of management framing about a single issue. |