

GOOG Alphabet Inc.



ROIC (Current): 31.40%



WACC: 8.70%



Net Profit Margin: 25.70%

MOAT ANALYSIS & COMPETITIVE STRENGTHS



NETWORK EFFECT (Search & Ecosystem)



Dominant search engine, YouTube platform, and Android ecosystem create powerful self-reinforcing loops and high user switching costs.



INTANGIBLE ASSETS (Data & Brand)



Unrivaled user data for targeted advertising, strong brand recognition, and valuable intellectual property/patents in AI and tech.

ADDITIONAL KEY INSIGHTS

- 💡 **Google Search & Ads:** Core revenue driver, leveraging massive user base and data for high-margin advertising.
- 💻 **Google Cloud:** Growing cloud computing platform competing for enterprise market share.
- 🧠 **AI & Innovation (DeepMind):** Significant investments in artificial intelligence, autonomous driving (Waymo), and other 'moonshot' projects.