In this video we will discuss some numbers that most investors would like to know when they invest in company. We start on the summary page.

*Market Capitalization and EPS*

Here we see two measures.

* First, Market Cap or Market Capitalization. This tells us the market value of all the company’s equity (or stock).
* “Small cap” stocks have a market cap between $500 M and $2B
* “Mid cap” stocks have a market cap between $2B and $10B
* “Large cap” stocks have a market cap above $10B
* Second measure is EPS or earnings per share. This is a measure of profit per share over the last 12 months. EPS is calculated by taking the profit (net income) earned and dividing it by the number of shares the firm has issued. Growing EPS is an indication of financial prosperity in a corporation.

*Return on Equity, Profit Margin, Growth Rates*

Now we go to the “Statistics” page

There are three important numbers here:

* ROE (Return on Equity): This is an important measure of profitability. The ROE is the company’s rate of return on the shareholder’s money (equity). The higher this number the better.
* Net Profit Margin: This number shows how much profit is generated on each dollar of sales. For example, a 5% profit margin means that $100 of sales results in $5 in profit. The higher this number the better.
* Recent Revenue and Profit growth: You can find how the revenue and profit has grown based on the most recent quarterly financial report. This is actual growth, not forecasted growth. Obviously positive growth is a good indicator.

As discussed in the “How to Research Stocks” video you can find via the Analysts link what the growth forecasts are.