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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This tells us the market value of all the company’s equity (or stock).
* “Small cap” stocks have a market cap between $\_\_\_\_\_\_ M and $2B
* “Mid cap” stocks have a market cap between $2B and $\_\_\_\_\_B
* “Large cap” stocks have a market cap above $\_\_\_\_\_B
* Second measure is EPS or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ per share. This is a measure of profit per share over the last 12 months. EPS is calculated by taking the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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 \_\_\_\_\_\_\_\_\_\_\_\_\_ 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 \_\_\_\_\_\_\_\_\_\_\_\_\_ 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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ growth is a good indicator.

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