

Bloomberg Essentials – Course Outline

Objective	Script Outline
Section 1A – Course Introduction	
Introduce different types of functions (individual, market, and comps)	<p>In this course, we will go over Bloomberg functions in a few different areas:</p> <ul style="list-style-type: none"> Developing a fundamental understanding about an individual company/security based on its description, management, and ownership Evaluating an individual company based on various financial metrics and analytical tools Assessing what the market thinks about the company based on news, estimates and equity research How the company compares against its industry peers using various comparative functions How to graph securities to derive valuable insights
Section 1B – Economic Screens	
Introduce the economic screens	<ul style="list-style-type: none"> Before assessing individual securities and their peers, it is important to be able to view economic data as it can have an impact on the markets in which the securities operate within For this reason, we will first discuss some of the economic screens that are available through Bloomberg Terminals As previously stated, economic screens do not require a specific security “ticker”, so we only need to provide the specific command function
ECO – Economic Calendar	<ul style="list-style-type: none"> The ECO function is used to provide a summary of the dates of upcoming economic announcements for various regions and countries The data provided from these announcements can often impact economic and market outlook as the factors on the calendar are leading economic indicators
ECST – Economic Statistics	<ul style="list-style-type: none"> Beyond looking at a calendar for leading economic indicators, Bloomberg can also be used to view different economic statistics ECST links to the definitions and data on macroeconomic variables for a selected country Consider doing comparisons of statistics over time as well as comparing metrics by comparable countries (e.g. Canada vs. US)
ECFC – Economic Forecasts	<ul style="list-style-type: none"> Provides historical data and forecasts on macroeconomic variables for various regions and countries A similar information set for commodities can be found using the CPF (Commodity Price Forecast) function
Section 1C – Company Overview	
DES – Security Description	<ul style="list-style-type: none"> One of the first places you will visit will be the DES or “description” function Beyond providing a description on a selected security, this function also acts like a landing page/launch pad for finding other useful functions Provides a brief overview of the company, its GICS classification, and basic price and financial information (which can be accessed using the navigation tabs above from Profile to Industry Info) Some of the functions we will go over (GP, EE, and MGMT) can also be accessed directly from this page)
ISSD – Issuer Descriptions	<ul style="list-style-type: none"> While DES provides a more generalized company overview, ISSD focuses more on basic company information related to credit fundamentals, debt obligations, and major creditors

	<ul style="list-style-type: none"> • While this information is important for equity investors to know, it is a great first place to look for fixed income analysis • ISSD acts similarly to DES, but it focuses more on the financial metrics relevant to the company from both an equity and debt perspective • Like DES, it is especially useful for beginner analysts as a tool to navigate around a terminal
CN – Company news, CF – Company Filings, and EVTS – Events Calendar	<ul style="list-style-type: none"> • One of the first places an analyst should look at to assess a company is recent news and events about the specific firm • The Company News function allows you to view the latest and the top-rated news items on a company • You can also adjust the time period to view the most important news items for a longer time period or a specific date in time • To break down the news into major items, one can also view the “Key Themes” tab which summarizes the major company themes for the past two days • This is useful for analysts to see if the company has had any recent developments or if there has been any recent news that may have resulted in stock price fluctuations • While Bloomberg does a great job at providing information on companies, it is sometimes useful to view the small specifics that “go behind the numbers” of a business • Therefore, you can also use Bloomberg to get important company filings including Annual and Quarterly Reports, AIF, MD&A, Site Reports, etc. • Viewing these types of filings can be especially useful for companies that are focused on natural resources or have large physical assets, as site reports can have an impact on the forecasts of a company • Instead of using SEDAR/EDGAR, or other company filing sites, you can use the Bloomberg Terminal as a central source for all of your company filing needs • To check a company’s upcoming earning calls and releases, Events Calendar (or EVTS) is also a great resource • As updates from earnings can impact your forecasting of the company (and are especially important for equity research), these dates are critical to know
OWN – Ownership Summary and MGMT – Executives & Board Directors	<ul style="list-style-type: none"> • It is important to know who the primary owners of the business are, as it may explain how the company operates • E.g. If the company is largely owned by a private equity firm, the company may be looking for certain types of growth/financing, etc. • Are they long term investors, short term investors, or activist investors? • Insider transactions also indicate management’s perception of the company, acting as a good sign for a business if its management/directors purchase the company’s stock • If a company is trading relatively high and management is beginning to sell their positions, that can be viewed as a negative sign to the market

	<ul style="list-style-type: none"> For this reason, we also look at the company's management team. We often would look at their tenure with the company and take a look at their track record at related roles, their performance in the company, as well as their TRA (total returns of the stock since they joined the management team)
Section 1D – Company Analysis	
FA – Financial Analysis	<ul style="list-style-type: none"> The FA function is useful for viewing both summarized and detailed financial information of a company Can view the company's core financial information for all three statements (in both previous and forecasted periods) in one central location Saves time having to dig through financial statements to find specific items and financial ratios These ratios can be useful for financial modeling, and comparisons with the company's competitors
CAST – Company capital structure	<ul style="list-style-type: none"> Allows us to view the breakdown of the company by its debt outstanding. While there are multiple functions on Bloomberg to look at debt (such as DDIS), we will focus on this one as it provides an overview of the parent company and its subsidiaries Some companies may have very straightforward capital structures, while others (such as financial institutions) have very complex structures When assessing/forecasting a company, it is important to have an idea of the different subsidiaries and holdings that a company has, since you'll have a more accurate picture of the business and its structure
WACC and BETA functions	<ul style="list-style-type: none"> Shows a breakdown of the capital structure by market capitalization, debt, and preferred equity, which allows for a comprehensive view of what goes into the WACC calculation for the company If you click on equity and debt cost specifically, it provides a breakdown of what has been included in the WACC calculation To learn more about beta, you can simply look up BETA on the terminal May be useful if your firm has a specific way of leveraging/de-levering beta
Section 1E – Research & Estimates	
Introduction	<ul style="list-style-type: none"> After completing some initial analysis of the company, it is also useful to view what the market or "street" thinks about a company through using analyst research & estimates We can use this information to help form our own opinion on a selected business and provide a reference for comps sheets and financial models (e.g. analyst target prices, future growth projections, etc.)
EE – Earnings Estimates ERN – Earnings Summary	<ul style="list-style-type: none"> To view a company's earnings performance relative to analyst estimates, the EE function and ERN function can be used You can view how a company has performed relative to analyst estimates in the most recent quarter using the EE function

	<ul style="list-style-type: none"> • Can check how the company performed relative to analysts estimates and comparables on the basis of specific metrics • You can also check a company's performance relative to estimates for longer periods of time using the ERN, or Earnings Summary function • If a company continuously under/overperforms on its earnings, this may be interpreted by the market that this trend may continue for the near future • Analysts will change their target prices and estimates based on company performance on a quarter-to-quarter basis, making it important to follow and understand why researchers have changed their opinions
ANR – Analyst Recommendations	<ul style="list-style-type: none"> • Useful to see how the market views a company's stock performance (buy, hold, or sell) • Can also view the target price relative to the actual performance of the company • Can view the individual ranking that equity research servicers give to company's and how they rank relative to other firm's report on the company • Through here, you can also access individual equity research reports • If you are on the sell side and want to pitch your business, having a "buy rating" from your equity research division is often viewed as a plus • If you are interested in learning more about a specific analyst rating, you can click to learn more about them
BRC – Bloomberg Research Portal	<ul style="list-style-type: none"> • Beyond being a hub for data, Bloomberg also provides its users with access to a wide range of equity research on companies • Provides a more in-depth view (which goes beyond just quarterly/annual earnings reports) • To get more general research, you can go to the RES command, or Research Portal, to see different types of reports and research (e.g. credit reports)
Section 1F – Comparative Analysis	
Explain the basic methods of comparing companies	<ul style="list-style-type: none"> • Beyond looking at an individual security, it is also important to assess companies and their performance relative to similar companies • For this reason, we will be exploring some of the "comparative analysis" functions that are available through the Bloomberg Terminal • Useful for sell side because trading multiples help form valuations • For the buy side, you can assess if a company is "undervalued" or "overvalued" relative to its peers
COMP – Comparative total return	<ul style="list-style-type: none"> • The COMP function is useful for comparing the total returns of a selected security to up to five other selected securities (comparable peers), including its benchmark index and industry group if available • This is great for buy side analysts who want to assess the relative performance of a potential investment when compared to its peers
RV – Relative Valuation	<ul style="list-style-type: none"> • Provides a platform to perform relative valuation analysis on a security against comparable companies, or examines the relative richness/cheapness of a financial instrument

	<ul style="list-style-type: none"> • This function also allows you to compare companies based on their different major business segments if applicable • For businesses with multiple segments, it also allows you to find comparable companies based on different metrics • This can be very useful when doing a “sum of parts” analysis and want to find more comparable companies/segments for an assessment
Section 1G – Graphing & Charts	
Graph functions (GP, GPO) and using them to compare historic performance	<ul style="list-style-type: none"> • Beyond getting raw data, Bloomberg can also be used to create graphs that are based on large sums of market data from different securities • While there are various graphs that can be built using the Bloomberg Terminal, we will focus on some of the most common: Line Charts (GP) and Bar Charts (GPO) • To learn about the different types of graphs that are available, the Graph Summary (G) function can be used to provide a summary of options
Section 1H – Additional Functions	
DINE – Restaurant Listings	<ul style="list-style-type: none"> • Displays restaurants depending on the set location • Ability to filter by cuisine type, price, reservations, features, and more • Provides an overview of the restaurant which includes the location, phone number, website, ratings, and recent news
POSH – Marketplace for buying and selling goods and services	<ul style="list-style-type: none"> • Displays buy and sell listings for various products and services • Option to filter by listing type, category, subcategory, region, location, posting date, and more
MVP – Most Viewed People	<ul style="list-style-type: none"> • Provides an overview of the most viewed people for a given time range • After clicking on an individual, additional information is presented which includes a biography of the individual and recent news which is relevant to their work or actions

Bloomberg Terminal Keyboard

Functions Legend

Green: Action

Yellow: Market Sectors

Red: Stop

