

ACCT 101, Session 9: Financial Statement Analysis

Dr. Richard M. Crowley

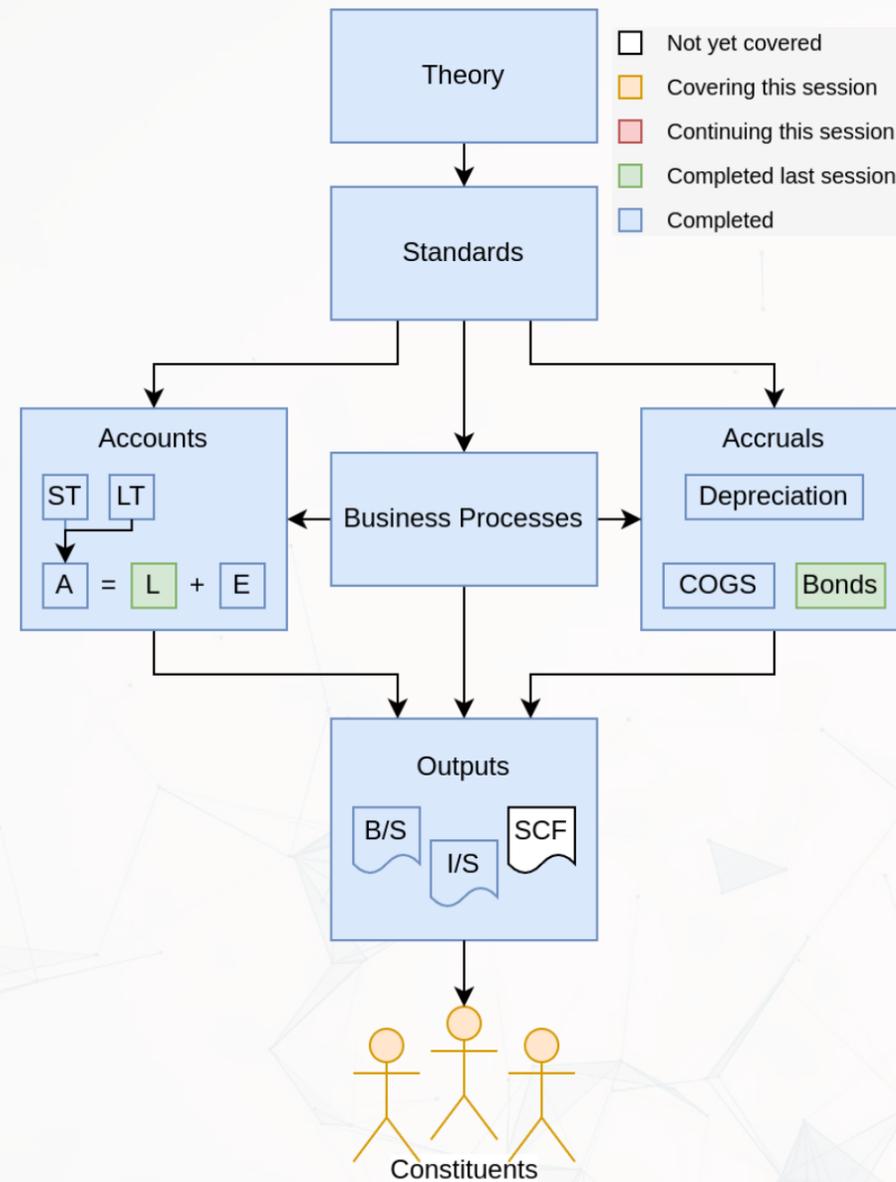
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<https://rmc.link/>



Front matter

Learning objectives



1. Learn about financial statement analysis
2. Calculate and interpret financial ratios

Financial statement analysis

What matters?

1. The business environment

- Economy health
- Other countries (particularly for multinational firms)
- Industry demand
- Resource scarcity or supplier concentration
- Consumer concentration

2. Historical financials

- Financial statements and notes
- Competitors statements

3. Historical non-financials

- Governance
- Risk disclosures
- Audit report
- Shareholders
- Supplier relationships

Predicting firm value

1. Trend analysis (a.k.a. Horizontal analysis)
 - Compare dollar and percent changes across years
2. Common size financial statements (a.k.a. Vertical analysis)
 - Compare financials across years or firms
 - A subset of ratio analysis
3. *Ratio analysis*
4. Analytics

Only ratio analysis is on the final – we'll cover the others briefly.

Trend analysis

What is it?

- Comparing different years or quarters of data to see the *trend* in measures.
- Examples:
 - Revenue grew by 3% this year
 - Net income grew by 4% this quarter
 - Quarterly revenue decreased 2% year over year

Examples

- K-Pop Looks to China to Supercharge Growth After Strong Earnings

“ Hybe, the agency behind boy band BTS, saw its *second-quarter revenue rise 10%* from year earlier to about \$510 million, a record for the period.

— WSJ

- Reddit stock soars as company posts fastest quarterly revenue growth in 3 years

“ The social media’s *revenue grew 78%* to \$500 million, its fastest revenue growth in three years

— Yahoo! Finance

How to do it

1. Get 2 financial statements from the same company (typically the income statement)
2. Find the percentage change from the old figures to the new figures

Microsoft Partial Income Statement In Millions of USD			
Year ended June 30,	2017	2016	
Revenue			
Product	51,190	61,502	⇒ 17% decrease
Service	32,760	23,818	⇒ 38% increase
Total revenue	89,950	85,320	⇒ 5.4% increase
Total cost of revenue	34,261	32,780	⇒ 4.5% increase
Gross profit	55,689	52,540	⇒ 6.0% increase
Research and development	13,037	11,988	⇒ 8.8% increase
Sales and marketing	15,539	14,697	⇒ 5.7% increase
Net income	21,204	16,798	⇒ 26% increase

Common-size financial statements

What is it?

- Standardizing figures in a financial statement by dividing by another figure.
- Allows for comparing financial statements across companies
- Ex.:
 - Divide an income statement by revenue
 - $\frac{\text{Gross profit}}{\text{Revenue}} = \text{Gross Margin}$
 - $\frac{\text{Net income}}{\text{Revenue}} = \text{Profit Margin}$
 - Divide financial statements by total assets

Examples

- Writing was on the wall for loss-making Jetstar Asia, say analysts

“ The regional vice-president for Asia-Pacific at the global trade body representing 350 airlines noted that the net profit margin for Asia-Pacific carriers is expected to be 1.9 per cent in 2025 – a “very thin buffer”, he added.

— Straits Times

- Tesla profit margin worst in five years as price cuts, incentives weigh on bottom line

“ Tesla recorded automotive *gross margin* excluding regulatory credits of *14.65* per cent in the second quarter, compared with estimates of 16.29 per cent, according to 20 analysts polled by Visible Alpha.

— Straits Times

How to do it

1. Get a financial statement
2. Divide every number by the same amount (sales, total assets, etc.) to get the percent (of sales, of assets, etc.)

Microsoft Partial Income Statement In Millions of USD			Percent of sales
Year ended June 30,	2017		
Total revenue	89,950	→	100%
Total cost of revenue	34,261	→	38.1%
Gross profit	55,689	→	61.9%
Research and development	13,037	→	14.5%
Sales and marketing	20,326	→	22.6%
Net income	21,204	→	23.6%

Apple Partial Income Statement In Millions of USD			Percent of sales
Year ended September 30,	2017		
Total revenue	229,234	→	100%
Total cost of revenue	141,048	→	61.5%
Gross profit	88,186	→	38.5%
Research and development	11,581	→	5.1%
Sales and marketing	15,261	→	6.7%
Net income	48,351	→	21.1%

We can compare accross companies or years

Balance sheet ratios

What is ratio analysis?

- Using various ratios of numbers from financial statements to better understand companies

All examples use the following data:

Microsoft Partial Income Statement In millions of USD		
Year ended June 30,	2017	2016
Revenue		
Product	51,190	61,502
Service	32,760	23,818
Total revenue	89,950	85,320
Total cost of revenue (COGS)	34,261	32,780
Gross profit	55,689	52,540
Research and development	13,037	11,988
Sales and marketing	15,539	14,697
Operating income	22,326	20,182
Interest expense	2,222	1,243
Net income	21,204	16,798

Microsoft Partial Balance Sheet In millions of USD		
Year ended June 30,	2017	2016
Current assets		
Cash	7,663	6,510
Short term investments	125,318	106,730
A/R	19,792	18,277
Inventory	2,181	2,251
Total current assets	159,851	139,660
Total assets	241,086	193,468
Current liabilities		
A/P	7,390	6,898
Total current liabilities	64,527	59,357
Total liabilities	168,692	121,471
Total equity	72,394	71,997

MSFT Stock Quotes (price in USD, shares in millions, dividends paid in millions of USD)		
June 30,	2017	2016
Price	68.93	51.17
Shares	7,708	7,808
Dividend paid	12,040	11,329

Caveats

1. There are a few differences between the ratios in these slides and in the book. These differences are due to simplifications I have made – you can use these ratios on the final instead of the book's ratios without penalty.
2. Some ratios have many definitions. If you look online, you may find other definitions for some of these ratios. Don't use those on the final.

Inventory turnover

$$\frac{COGS}{\frac{1}{2}(Inventory_T + Inventory_{T-1})}$$

- How many times per year a company sells its inventory on hand
- A similar measure is *Inventory resident period*
 - A.k.a. Number of days' sales in inventory
 - Calculated as $\frac{365}{Inventory\ turnover}$
 - The number of days it take to sell the company's inventory

$$\text{Microsoft's 2017 inv. turnover: } \frac{34,261}{\frac{1}{2}(2,181+2,251)} = 15.46$$

$$\text{Microsoft's 2017 inv. period: } \frac{365}{15.46} = 23.6 \text{ days}$$

Accounts receivable turnover

$$\frac{\text{Revenue}}{\frac{1}{2}(A/R_T + A/R_{T-1})}$$

- How many times per year a company collects its A/R on hand
- A similar measure is *Receivable collection period*
 - A.k.a. Number of days' sales in receivables
 - Calculated as $\frac{365}{\text{Accounts receivable turnover}}$
 - The number of days it take to collect the company's A/R

$$\text{Microsoft's 2017 A/R turnover: } \frac{89,950}{\frac{1}{2}(19,792+18,277)} = 4.73$$

$$\text{Microsoft's 2017 A/R period: } \frac{365}{4.73} = 77.2 \text{ days}$$

Payable turnover

$$\frac{COGS}{\frac{1}{2}(A/P_T + A/P_{T-1})}$$

- How many times per year a company pays its A/P it owes
- A similar measure is *Payable outstanding period*
 - Calculated as $\frac{365}{\text{Payable turnover}}$
 - The number of days it take to pay the company's A/P

$$\text{Microsoft's 2017 A/P turnover: } \frac{34,261}{\frac{1}{2}(7,390+6,898)} = 4.80$$

$$\text{Microsoft's 2017 A/P period: } \frac{365}{4.80} = 76.1 \text{ days}$$

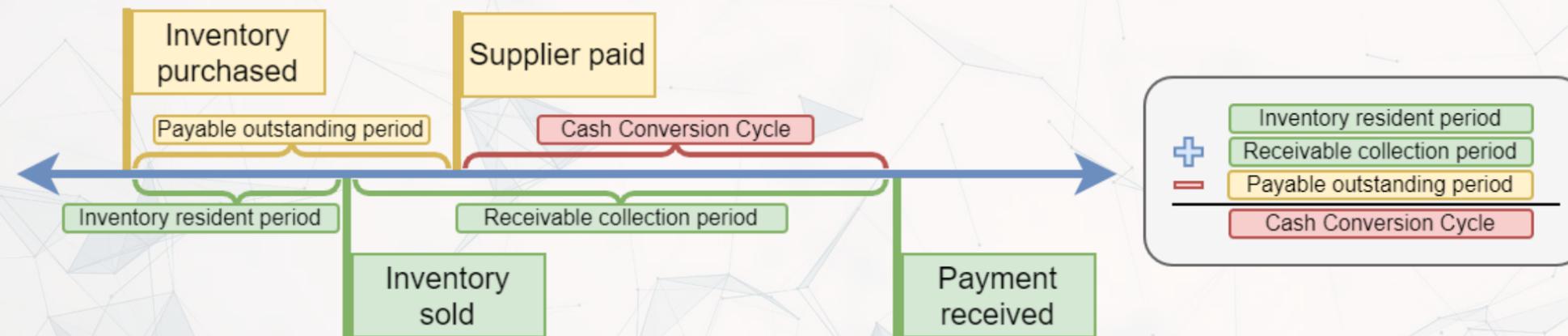
Cash conversion cycle

$$\frac{365}{\text{Inventory turnover}} + \frac{365}{\text{A/R turnover}} - \frac{365}{\text{A/P turnover}}$$



Receivable collection period + Inventory resident period - Payable outstanding period

- Measures how long it takes from paying payables to receiving cash for a sale
- Can calculate from turnover ratios or periods



Microsoft's 2017 cash conversion cycle: $23.6 + 77.2 - 76.1 = 24.7 \text{ days}$

Asset turnover

$$\text{Asset turnover} = \frac{\text{Net revenue}}{\frac{1}{2}(\text{Assets}_T + \text{Assets}_{T-1})}$$

- Measures sales volume in relation to asset base

Microsoft's 2017 asset turnover: $\frac{89,950}{\frac{1}{2}(241,086 + 193,468)} = 41.4\%$

Current ratio

$$\frac{\textit{Current assets}}{\textit{Current liabilities}}$$

- Measures a company's ability to pay current liabilities
- This should usually be > 2

Microsoft's 2017 current ratio: $\frac{159,851}{64,527} = 2.48$

Quick ratio

$$\frac{\text{Cash} + \text{Short term investments} + A/R}{\text{Current liabilities}}$$

- A.k.a. acid-test ratio
- Measures a company's ability to pay current liabilities
 - Only factors in liquid current assets
- This should be > 1

Microsoft's 2017 quick ratio: $\frac{7,663 + 125,318 + 19,792}{64,527} = 2.37$

Debt to equity ratio

$$\frac{\textit{Total liabilities}}{\textit{Total equity}}$$

- Measures a company's leverage
 - Leverage = how much the company is financed by debt
- Higher = more leverage = more debt financing

Microsoft's 2017 debt to equity ratio: $\frac{168,692}{72,394} = 2.33$

Times-interest-earned ratio

$$\frac{\textit{Income from operations}}{\textit{Interest expense}}$$

- Measures a company's ability to cover interest payments
- Higher is better, < 1 should cause some worry

Microsoft's 2017 times-interest-earned ratio: $\frac{22,326}{2,222} = 10.05$

Practice

Calculate the following ratios for Microsoft in 2016

- Payable outstanding period
- Quick ratio
- Debt to equity ratio
- Times-interest-earned ratio

Extra info: Microsoft's A/P in 2015 was \$6,591M

Income statement ratios

Profit Margin

$$\frac{\textit{Profit}}{\textit{Revenue}}$$

- Gross profit margin tells you about the company's selling margins
- Net profit margin tells you about its overall profitability

Microsoft's 2017 gross profit margin: $\frac{55,689}{89,950} = 61.9\%$

Microsoft's 2017 net profit margin: $\frac{21,204}{89,950} = 23.6\%$

Return on assets (ROA)

$$\frac{\text{Net income}}{\frac{1}{2}(\text{Assets}_T + \text{Assets}_{T-1})}$$

- Measures overall profitability based on the company's size
- Very common measure in practice
- Higher is better

Microsoft's 2017 ROA: $\frac{21,204}{\frac{1}{2}(241,086 + 193,468)} = 9.76\%$

Return on equity (ROE)

$$\frac{\text{Net income}}{\frac{1}{2}(\text{Equity}_T + \text{Equity}_{T-1})}$$

- Measures overall profitability based on the company's size
 - Stockholder focussed
- Very common measure in practice
- Higher is better

Microsoft's 2017 ROE: $\frac{21,204}{\frac{1}{2}(72,394+71,997)} = 29.4\%$

Practice

Calculate the following ratios for Microsoft in 2016

- Net profit margin
- Return on assets (ROA)
- Return on equity (ROE)

Extra info: Microsoft's 2015 total assets was \$176,223M and Microsoft's 2015 total equity was \$80,083M

Equity ratios

Earnings per share (EPS)

$$\frac{\text{Net income} - \text{Dividends on pref. shares}}{\frac{1}{2}(\#Shares_T + \#Shares_{T-1})}$$

- Measures the amount of profit tied to each share of stock
- Very common measure in practice
- Assume shares in year T and $T - 1$ are the same if not stated
- **Very easily manipulated**

$$\text{Microsoft's 2017 EPS: } \frac{21,204 - 0}{\frac{1}{2}(7,708 + 7,808)} = \$2.73/\text{share}$$

Price/earnings ratio (P/E ratio)

$$\frac{\textit{Stock price}}{\textit{EPS}}$$

- A measure of if a stock is overpriced
- 6 to 8 is common, 20+ is common for tech firms
 - Higher = overpriced
 - Lower = underpriced
- Very common measure in practice
- **Very easily manipulated**, since EPS is easily manipulated

Microsoft's 2017 P/E ratio: $\frac{68.93}{2.73} = 25.2$

Practice

Calculate the following ratios for Microsoft in 2016

- EPS
- P/E Ratio

Extra info: Microsoft's 2015 outstanding shares was 8,027M

Equations

Balance sheet ratio equations

$$\text{Inventory turnover} = \frac{COGS}{\frac{1}{2}(Inventory_T + Inventory_{T-1})}$$

$$\text{A/R turnover} = \frac{Revenue}{\frac{1}{2}(A/R_T + A/R_{T-1})}$$

$$\text{A/P turnover} = \frac{COGS}{\frac{1}{2}(A/P_T + A/P_{T-1})}$$

$$\text{Cash conversion cycle} = \frac{365}{Inv. \text{ turnover}} + \frac{365}{A/R \text{ turnover}} - \frac{365}{A/P \text{ turnover}}$$

$$\text{Asset turnover} = \frac{Net \text{ revenue}}{\frac{1}{2}(Assets_T + Assets_{T-1})}$$

$$\text{Current ratio} = \frac{Current \text{ assets}}{Current \text{ liabilities}}$$

$$\text{Quick ratio} = \frac{Cash + Short \text{ term investments} + A/R}{Current \text{ liabilities}}$$

$$\text{Debt to equity ratio} = \frac{Total \text{ liabilities}}{Total \text{ equity}}$$

$$\text{Times-interest-earned} = \frac{Income \text{ from operations}}{Interest \text{ expense}}$$

Income statement ratio equations

$$\text{Gross (profit) margin} = \frac{\text{Gross profit}}{\text{Revenue}}$$

$$\text{Net profit margin} = \frac{\text{Net income}}{\text{Revenue}}$$

$$\text{Return on assets (ROA)} = \frac{\text{Net income}}{\frac{1}{2}(\text{Assets}_T + \text{Assets}_{T-1})}$$

$$\text{Return on equity (ROE)} = \frac{\text{Net income}}{\frac{1}{2}(\text{Equity}_T + \text{Equity}_{T-1})}$$

Equity ratio equations

$$\text{Earnings per share (EPS)} = \frac{\text{Net income} - \text{Dividends on pref. shares}}{\frac{1}{2}(\#Shares_T + \#Shares_{T-1})}$$

$$\text{Price/earnings ratio (P/E)} = \frac{\text{Stock price}}{EPS}$$

$$\epsilon_{ex} = \frac{dQ_{ex}}{de} \cdot e; \epsilon_{im} = \frac{dQ_{im}}{de} \cdot e$$

$$NE(e) = Q_{ex}(e) - eQ_{im}(e)$$

Analytics



$$x_{lu} = \frac{\sum p_0 q_1}{\sum q_1} + \frac{\sum p_0 q_0}{\sum q_0}$$

$$f(x) = \frac{a_0}{2} + \sum_{n=1}^{\infty} (a_n \cos nx + b_n \sin nx)$$

$$G^2(\epsilon) = \tilde{S}^2(\epsilon) = \frac{\sum_{i=1}^n e_i^2}{n-2}, (1)$$

$$\beta_{yx} = r_{yx} \cdot \frac{S_y}{S_x}, (4)$$



$$\sum_{i=1}^n x_{i2}$$

$$\sum_{i=1}^n y_i$$

$$\sum_{i=1}^n x_{i1} x_{i2}$$

$$X^T Y = \sum_{i=1}^n x_{i1} y_i$$

$$\sum_{i=1}^n x_{i2} y_i$$

$$\int \int \sqrt{x+y} dx dy$$

$$\text{Integrate}[1/(x^2 6 + x^2 2 + 2), \{x, 0, \text{Infinity}\}]$$

$$\frac{8}{105} (x + \sqrt{y})^{5/2} (-2x + 5\sqrt{y})$$

$$\frac{1}{56} (7 + \sqrt{7(-5 + 4\sqrt{2})}) \pi$$

Background

This is a quick preview of a module called “Forecasting and Forensic Analytics,” part of the Analytics and Forensics majors in SOA

- You don't need to know this for this class, but the techniques covered here are becoming more and more important

Revenue prediction

Predicting ROA for tech companies using prior year data

```
R 1 | summary(fit)
```

Call:

```
lm(formula = ROA ~ ROA_lag + Revenue_lag + Debt_lag + factor(gind),  
    data = df_tech)
```

Residuals:

Min	1Q	Median	3Q	Max
-4.4421	-0.0238	0.0107	0.0467	0.4378

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	0.004095	0.031227	0.131	0.89569	
ROA_lag	0.469025	0.061576	7.617	6.91e-14	***
Revenue_lag	0.030639	0.015260	2.008	0.04498	*
Debt_lag	0.121253	0.040732	2.977	0.00299	**
factor(gind)	1.451020	0.002444	0.025620	0.00064	**

Code: Revenue prediction

```
1 library(readr)
2 library(dplyr)
3 df <- read.csv("/media/Data/Data/Compustat/Compustat_199301-201703.csv")
4 df <- data.frame(df)
5 df_tech <- subset(df, gsector == 45 & at > 10000,
6                 select=c("gvkey", "datadate", "at", "ni", "lt", "revt", "gind"))
7 df_tech <- arrange(df_tech, gvkey, datadate)
8 df_tech$ROA <- df_tech$ni / df_tech$at
9 df_tech$Revenue <- df_tech$revt / df_tech$at
10 df_tech$Debt <- df_tech$lt / df_tech$at
11 x <- c("ROA", "Revenue", "Debt") # Columns to lag
12 df_tech <- df_tech %>%
13   group_by(gvkey) %>%
14   mutate_at(.cols=x, .funs=funs(lag = dplyr::lag(., n=1, default=NA)))
15 is.na(df_tech) <- sapply(df_tech, is.infinite)
16 fit <- lm(ROA ~ ROA_lag + Revenue_lag + Debt_lag + factor(gind), data=df_tech)
17 save(fit, file = "../Data/fit.rda")
18 summary(fit)
```

Revenue prediction for Microsoft

Predict out Microsoft's 2018 ROA



Code: Revenue prediction for Microsoft

```
R 1 df_ms <- subset(df, gvkey==12141, select=c("gvkey", "datadate", "at", "ni", "lt",
2     "revt", "gind"))
3 df_ms2 <- data.frame(gvkey=12141, datadate=20170630, at=241086, ni=21204,
4     lt=168692, revt=89950, gind=451030)
5 df_ms3 <- data.frame(gvkey=12141, datadate=20180630, at=NA, ni=NA,
6     lt=NA, revt=NA, gind=451030)
7 df_ms <- rbind(df_ms, df_ms2, df_ms3)
8 df_ms$ROA <- df_ms$ni / df_ms$at
9 df_ms$Revenue <- df_ms$revt / df_ms$at
10 df_ms$Debt <- df_ms$lt / df_ms$at
11 x <- c("ROA", "Revenue", "Debt") # Columns to lag
12 df_ms <- df_ms %>%
13   group_by(gvkey) %>%
14   mutate_at(.cols=x, .funs=funs(lag = dplyr::lag(., n=1, default=NA)))
15 df_ms$ROA_predicted <- predict(fit, df_ms)
16 df_ms$year = floor(df_ms$datadate/10000)
17 save(df_ms, file="Data/df_ms.rda")
```

```
R 1 suppressPackageStartupMessages(library(plotly))
2 m <- list(l = 60, r = 50, b = 60, t = 100, pad = 4)
3 plot_ly(df_ms, x=~year, y=~ROA, name='Actual ROA', type='scatter',
4     mode='lines', width = 800, height = 500) %>%
5   add_trace(y=~ROA_predicted, name='Predicted ROA') %>%
6   layout(autosize = F, margin = m,
7     xaxis=list(title="Year"), yaxis=list(title="ROA"))
```

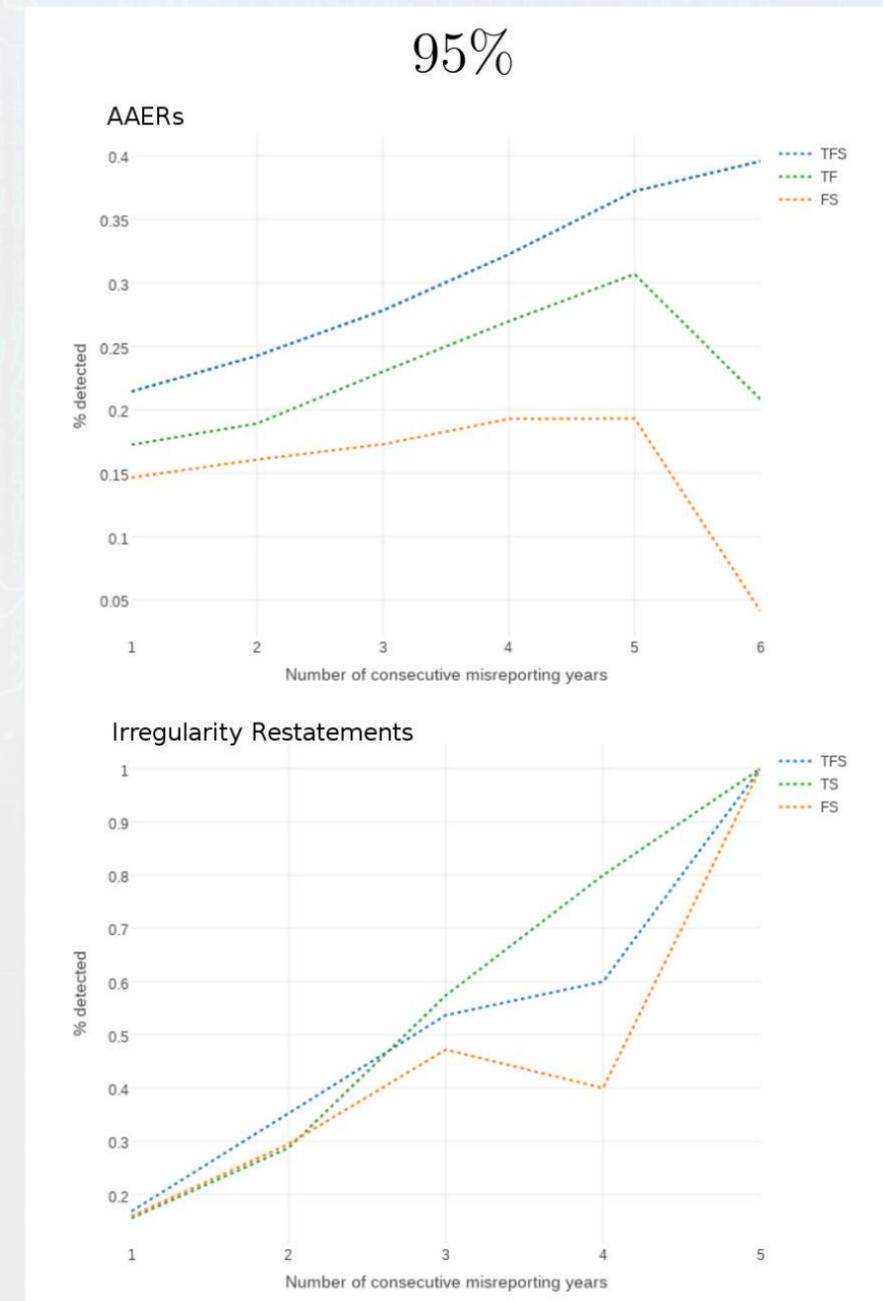
Fraud detection

- Using 3 components:
 - T**opic – what companies say in annual reports
 - S**tylE – writing style used in annual reports
 - F**inancials – financial ratios

Classification Performance of *topic* for AAERs and Irregularity Restatements

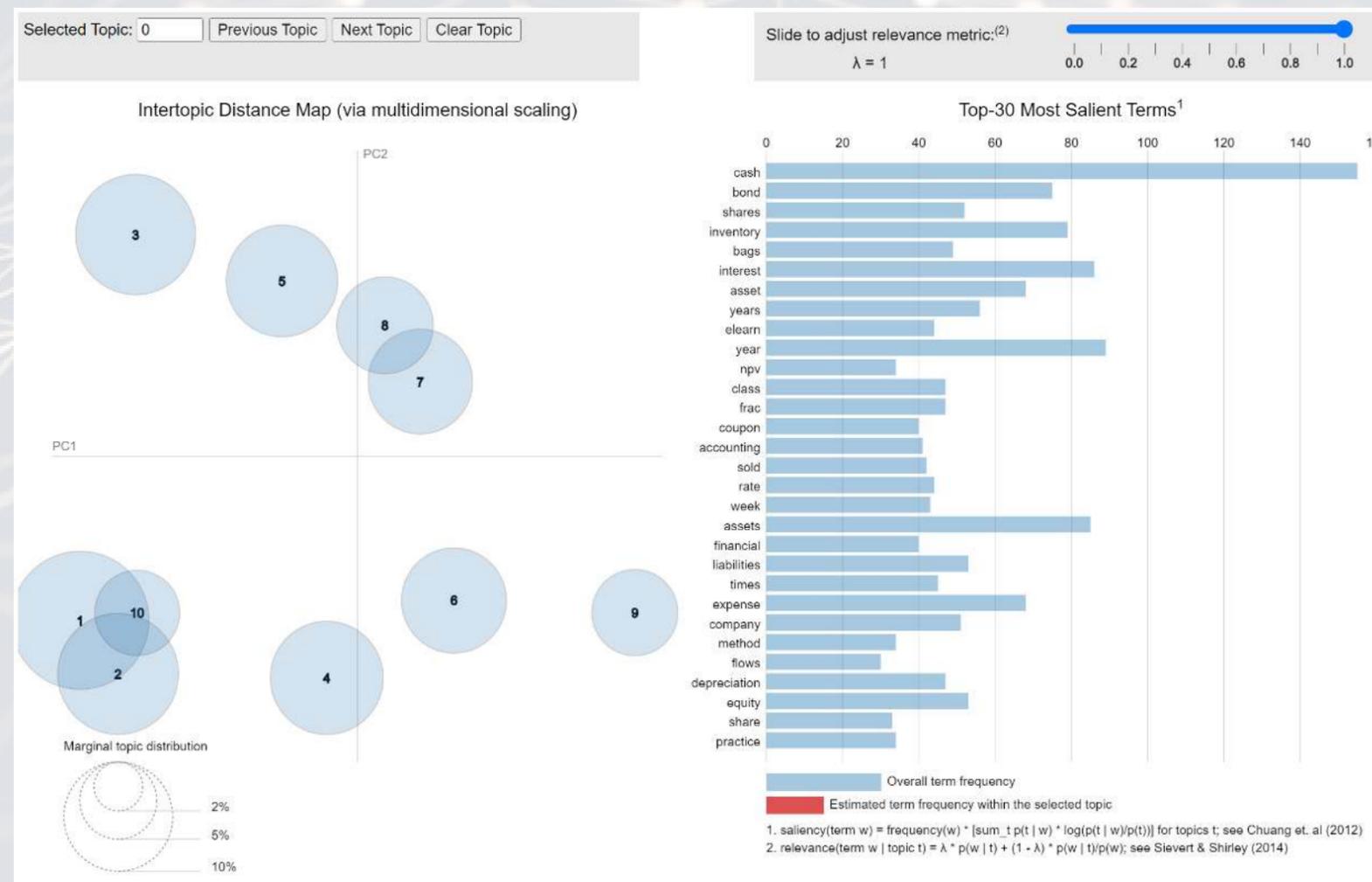
	Classification %			NDCG@k
	50th	90th	95th	
<i>topic</i>	72.54	18.60	11.25	0.097
<i>F-score</i>	71.16	23.86	14.04	0.141
<i>Style</i>	60.21	11.95	6.50	0.085
<i>topic</i> and <i>F-score</i>	74.07	32.07	17.24	0.192
<i>topic</i> and <i>Style</i>	74.47	19.40	11.27	0.123
<i>F-score</i> and <i>Style</i>	73.98	23.73	14.66	0.168
<i>topic</i> , <i>F-score</i> , and <i>Style</i>	75.09	31.50	21.44	0.176

- Brown, Crowley, & Elliott (2020, Journal of Accounting Research)



Text classification of what we cover in ACCT 101

- This shows the output of a simple machine learning model trained on individual slides from our course
- Its goal is to summarize the content by grouping related words together



End matter

Wrap up

- For next week
 1. Do Quiz 2 on eLearn!
 2. Recap the reading for this week
 3. Read the pages for next week
 - Cash flows (Chapter 11)
 4. Practice on eLearn
 - Practice on Financial ratios
 - Automatic feedback provided
- Survey on the class session at rmc.link/101survey9



Packages used for these slides

- kableExtra

- knitr

- revealjs

Horizontal bar chart showing package usage across slides. The chart consists of multiple rows of colored bars. The colors used are pink, light blue, light green, and yellow. The bars vary in length, indicating the relative usage of each package on different slides.

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