FAME: Financial Analysis Made Easy: Peer Analysis

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Accessing FAME

Click on the link FAME (UK Companies) on the ‘Popular Resources’ list on the Library Catalogue or access via the Subject Guides on the Library web pages.

Click on London Metropolitan University to get to the login page and login.
A peer analysis enables you to choose the companies you wish to compare.

Example of peer comparison of two companies in the same sector: Vodafone and BT.

Click in ‘Find a company’ search box and find a company you want.

Use HELP on FAME to find out more about icons, searches, downloads and working with saved searches & files.
Type Vodafone and select the correct company from the drop down list and click to add to search.
Click on Search to go back to search screen.
Search for second company name: BT Group
A “New Search” box appears. Add BT to search and click on OK.
Once you have selected two companies click on Tools on the right hand side.

Click on Peer Analysis
Choose Key Financials or other options.
Your search: 2 companies

Key financials

2017

Edit columns
- Turnover (th GBP)
- Profit (Loss) before Tax (th GBP)
- Net Tangible Assets (Liab.) (th GBP)
- Total Assets (th GBP)
- Shareholders Funds (th GBP)
- Number of employees

Edit table

Edit rows
- Median
- Standard deviation
- Average
- VODAFONE GROUP PUBLIC LIMITED COMPANY
- BT GROUP PLC

Edit cells

Click on Calculate Values option
You can change the key financials date to view other years. Other options view turnover comparison for the last few years by clicking on edit table and then choosing variable: turnover, number of Employees and so on.
View financials by specific year.

Click on Edit Table and choose variable and click on OK on left of screen.
Click on Edit to change to other Key Financials options by clicking on turnover to view other information.
### Turnover for the last 10 years.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>32,357,500</td>
<td>30,007,500</td>
<td>30,103,000</td>
<td>28,316,500</td>
<td>31,349,000</td>
<td>32,862,000</td>
<td>32,980,000</td>
<td>32,665,500</td>
<td>31,203,500</td>
<td>28,097</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>8,295,500</td>
<td>10,965,500</td>
<td>12,124,000</td>
<td>10,029,500</td>
<td>13,096,000</td>
<td>13,555,000</td>
<td>12,904,000</td>
<td>11,806,500</td>
<td>9,813,500</td>
<td>7,382</td>
</tr>
<tr>
<td>Average</td>
<td>32,357,500</td>
<td>30,007,500</td>
<td>30,103,000</td>
<td>28,316,500</td>
<td>31,349,000</td>
<td>32,862,000</td>
<td>32,980,000</td>
<td>32,665,500</td>
<td>31,203,500</td>
<td>28,097</td>
</tr>
<tr>
<td>VODAFONE GROUP PUBLIC LIMITED COMPANY</td>
<td>40,653,000</td>
<td>40,973,000</td>
<td>42,227,000</td>
<td>38,346,000</td>
<td>44,445,000</td>
<td>46,417,000</td>
<td>45,884,000</td>
<td>44,472,000</td>
<td>41,017,000</td>
<td>35,472</td>
</tr>
<tr>
<td>BT GROUP PLC</td>
<td>24,062,000</td>
<td>19,042,000</td>
<td>17,979,000</td>
<td>18,287,000</td>
<td>18,253,000</td>
<td>19,307,000</td>
<td>20,076,000</td>
<td>20,859,000</td>
<td>21,390,000</td>
<td>20,700</td>
</tr>
</tbody>
</table>

Note: All values are in GBP thousand.
Downloading

Information and data can be downloaded in Excel, PDF and Word.

See next guide on ‘Finding Average Ratios for a sector.