

[Return to Classroom](#)

Analyze NYSE Data

REVIEW

HISTORY

Meets Specifications

Diligent student;

Congratulations! 🎉 You have successfully completed this project with this submission. Good knowledge of statistics and great analytical skills shown in this work. Please keep up doing this good job! You have mastered the spreadsheet commands needed to conduct business analysis, build an Income Statement and a financial forecast model using scenarios. You can showcase the presentation and spreadsheet with the financial model and income statement to showcase your analysis skills.

Keep up the good work! 🙌

Submission Phase



A PDF report have been uploaded as part of a zipped folder.



Student provided an Excel file as part of a zipped folder or link to Google Sheet (in case the student used Google Sheets instead of Excel) necessary for review. This file should include their Profit and Loss statement and forecasts. The Google link should be included in the PDF or slides document.

The spreadsheet (Excel or Google Sheets) should contain individual tabs for the dataset, calculation of the summary statistics, dashboard for Profit and Loss statement, and Forecasting model with scenarios. There can be additional tabs in the Workbook that are needed for the dashboard and forecasting model.

Your Excel workbook includes the required tabs for the dataset, calculation of the summary statistics, dashboard for Profit and Loss Statement, and Financial Forecasting model with scenarios.

Exploration of Summary Statistics



Student uses the measures of center and spread and at least one numeric summary statistic to generate insights.

Stating the summary statistics is insufficient. Please include in the written description a short insight related to each one.

For example here is an insight based on mean:

The mean total revenue for companies categorized under Pharmaceutical industry (\$26,325,440,909.09) was higher compared to mean total revenue for all healthcare industries (\$23,142,217,458.76). It looks like companies in the Pharmaceutical industry have a higher total revenue on average than all industries categorized under Health Care.

Nice work using both measures of center (mean & median) in generating nice and meaningful insights about the data! This helps the readers understand more about the data being analyzed. Check this link for extra ideas on how to interpret the central tendency values: [Data Analysis: Descriptive Statistics](#)



Student uses standard deviation and range to generate insights.

Stating the standard deviation and range is insufficient. Please include in the written description a short insight related to each one.

For example, please review the finished slide example in the classroom, which can be found in the Analyze NYSE S&P 500 dataset project lesson (Finished Example Slide).

Standard deviation and Range have been correctly used in generating insights about the spread of the data.

Extra Tips to help you understand the importance of each of these values to measure the data disparity:

- The standard deviation measures how concentrated the data are around the mean; the more concentrated, the smaller the standard deviation. Basically, a small standard deviation means that the values in a statistical data set are close to the mean of the data set, on average, and a large standard deviation means that the values in the data set are farther away from the mean, on average.
- Range should suggest how diversely spread out the values are, and by computing the difference between the maximum and minimum values, we can get an estimate of the spread of the data.

Check this resources for more information about the usage of the Standard Deviation and Range in defining the data spreadness:

1. [How to Interpret Standard Deviation in a Statistical Dataset](#)
2. [Range in Statistics - The Difference Between the Maximum and Minimum](#)



Student uses at least one plot to explore the data. The plots may include histograms, box-plots, scatterplots, and bar charts to explore data and gain insights.

All slides must contain a visualization. Screenshots of values in a table does not count.

The submitted visualizations are good and were functioned to investigate the data, to know about other possible chart types you can create to present the data in hand, check this article: [Data Visualization : How to Choose the Right Chart or Graph for Your Data](#)



An appropriate visual is chosen to present the data. All labels are legible and the visual has appropriate axis labels.

Every visualization should have

- chart title (including which year's data the chart depicts)
- x axis title
- x axis labels
- y axis title
- y axis labels

Please refer to the finished slide example page in the classroom for an example.

The visualizations in your presentation are very clear and easy to understand. You have included all the required features within the visualizations, including proper charts titles, x, and y-axis labels and titles.

Communication Phase



The results of the analysis are presented such that any limitations are clear. The analysis does not state or imply that one change causes another based solely on a correlation.

The results do not imply facts about a larger group of individuals based on descriptive values. Language is only applied to the specific data provided, unless a correct analysis beyond the course material is conducted that allows for inference.

Your analysis was clear in restricting the interpretation to the descriptive statistics, and without making any causal statements.



The analysis associated with answering a particular question uses the appropriate variables, summary statistics, and plots that could provide an answer.

Nice work using appropriate variables, summary statistics, and plots to answer the question raised.

Business Metrics



Student has input the correct formula for each business metric in the income statement and forecast model. Student has built a forecast model for any company of choice. A dropdown for a company in the forecast model is NOT required.



The student provides appropriate assumptions based on gross margin, revenue growth and operating margin for the financial model scenarios.

Excel Functions and Modeling



Student demonstrates using VLOOKUP or INDEX and MATCH statements. The student can use the appropriate functions such as OFFSET and MATCH to create forecast scenarios.

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