

APPLIED FINANCIAL ANALYSIS

Financial Analysis
for the Investment Manager

Introduction

- 1. What is the purpose of financial analysis?
- 2. How is financial analysis used in investment management?
- 3. What are the key components of financial analysis?
- 4. How is financial analysis used in portfolio management?
- 5. What are the key risks associated with financial analysis?



Financial Analysis

Financial analysis is the process of evaluating a company's financial performance and position.

It involves analyzing a company's financial statements, including the balance sheet, income statement, and cash flow statement.

Financial analysis is used to assess a company's profitability, liquidity, and solvency.