

Video Transcript: Find industry financial performance information

Hi! I'm Stephanie from the BRYT team, connecting you to the BRYT side of business research. In this video, I'm going to show you how to access industry financial information using Factiva and Mergent Intellect. But first, I'd like to point out that the best tool to use for industry financials is the Bloomberg terminal! This comprehensive, real-time financial database is used by leading decision-makers in business and finance. However, the terminals can only be accessed on-campus. Stop by the Bronfman Business library and a business librarian can help you get started. You can also learn about the terminal on the York University Libraries Website. Click Research Guides, then Business & Economics, and then Bloomberg Getting Started Guide for instructions, tips, and tricks. You can Book a Bloomberg Terminal ahead of time for up to 2 hours, or drop in and see if one is available. If you can't get to the library, don't worry! Factiva and Mergent Intellect are also great resources for industry financial information that can be accessed off-campus. I'm going to show you how to use these databases to gather financial performance data on the aerospace industry. For a global industry perspective, Factiva is your go-to database. Their financial data is collected by FactSet Research Systems, a highly regarded financial data provider. We'll start at the York University Libraries website. Type Factiva into the search field and click Find. Click Click to access this resource. Hover over Companies/Markets and click Industry. Click Aerospace/Defense. This gives us a snapshot of the aerospace industry. The Industry Averages and Ratios section summarizes key financial performance indicators. This data only covers publicly-traded companies. To see how key industry players are performing, click Peer Comparison. As you can see, Factiva serves up a lot of quick and easy-to-access information about the financial performance of a specific industry. Next, let's look at Mergent Intellect. While Factiva provides a global perspective, Mergent Intellect collects financial performance data for privately-held and publicly-traded North American businesses. Again, we'll start at the York University Libraries website. Type Mergent Intellect into the search field and click Find. Click Click to access this resource. Click First Research. Type your York or Schulich email address in the text field and click Submit. Type Aerospace in the search field and click Search. Let's select Aerospace Products & Parts Manufacturing. Click Financial Information. Wow! This gives us lots of info. We can review company benchmark trends, like quick ratio by company size or other company benchmark ratios for the income statement and balance sheet. There's also a list of key financial ratios. Click Download 3 Years of Company Benchmark Financials to export this data to an excel spreadsheet. Economic statistics and information, and valuation multiples are also provided. With the information from Factiva and Mergent Intellect, we have a robust, data-driven picture of the financial performance of the Aerospace industry. Now you know how to use Factiva and Mergent Intellect to find industry financial performance information. For a global outlook, use Factiva. For a North-American focus, Mergent Intellect is the way to go. Just remember to also stop by the Bronfman Business library to use the Bloomberg terminals and access real-time industry financial information. Thanks for watching! For more tips on business research, check out all the demos in the BRYT site or the Bronfman library YouTube channel.