Stock Research Worksheet

Beyond the price. Understand the story.

BehindTheChart.com

Company

Ticker / exchange

Date

Share price today

1. THE BUSINESS

What does it sell, and to whom? (two sentences)

How does it make money? What are its main segments?

Who are its main competitors? What protects it from them?

2. THE NUMBERS (FROM THE 10-K AND LATEST 10-Q)

Item	3 years ago	2 years ago	Last year	Last 12 months
Revenue				
Revenue growth %				
Operating margin %				
Net income				
EPS (diluted)				
Free cash flow				
Diluted shares				
Total debt				
Cash				
Dividends per share				

Free for personal and classroom use · BehindTheChart.com

3. VALUATION

P/E (trailing)

P/E (forward)

Free-cash-flow yield

Dividend yield / payout ratio

Compared with its own history and competitors, does it look cheap, fair or expensive? Why?

4. THE STORY BEHIND THE CHART

The three biggest price moves in the past year, and what caused each

5. RISKS

What could go wrong? (Check Item 1A, Risk Factors)

6. YOUR DECISION RULES

Why would I own this? What would make me sell?