

Business Insights: Essentials

Business Insights: Essentials is an important resource for researching businesses, analyzing and comparing financial data with interactive charting tools, and studying product and brand information.

Navigation:

Step 1: Access the Benner Library homepage at library.olivet.edu.

Step 2: Click on Subject Guides then “All Subject Guides”.

Most Frequently Used Guides	
15,941	Nursing
1,736	Education: Professional
1,039	Communication
991	Religion: Theology
745	Social Work
709	Business & Marketing

Number reflects page views for Spring 2019

Step 3: Click Business & Marketing subject guide and choose Business Insights: Essentials.

Searching in Business Insights: Essentials:

Step 1: Type the name of a company into the search box and click Search.

Step 2: Type in the company name as accurately as possible including punctuation marks. The “Ticker Symbol” can also be searched. Click on the applicable company.

Amazon.com, Inc. (AMZN)	
Company Profile, Gale Business Insights Online Collection, 2019	Net Revenue: \$232,887,000,000
Firm operates as a global online retailer of merchandise and content, produces television shows, movies, and consumer electronics.	Employees: 647,500
	Location: United States

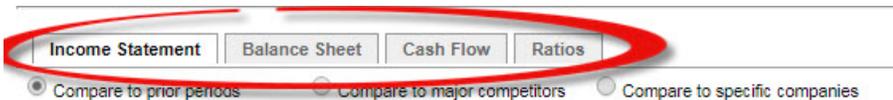
Brands
Company Chronology
Company Histories
Financials
Investment Reports
Academic Journals

Trade Journals
Magazines
Market Share Reports
Rankings
News
SWOT Reports

Step 4: The Company Information and Related Articles by Subject will be located on the left hand side of the page. The “Financials” tag gives the companies income statement. Click on “Financials” tag.



Step 5: In the Financials tag, click the tabs at the top of the page to show the Income Statement, Balance Sheet, Cash Flow, and Ratio Reports for the company, respectively.



Step 6: The option to Export information to Microsoft Excel is found in the top right of the corner of the page.



Note: After exporting to Excel, the data appears unorganized at first. Hover over the letter headings and allow the cursor to be a double-sided arrow. Double-click to expand the columns.

	A	B	C	D
1	AMAZON.COM, INC.			
2				
3	Income Statement			
4	Fiscal Period:	2018		
5	Period End Date:	2018-12-31		
6	Update Type:	Updated Normal		
7	Update Date:	2018-12-31		
8	Source:	10-K		
9	Source Date:	2019-02-01		

The Financials Dashboard at the top of the page gives more of the company’s information.

[Back to company profile](#)



Business Insights: Essentials Specialized Tools

The Industries, Company Finder, and Comparison Charts tab are helpful tools. Click on the Industries tab at the top of the page.

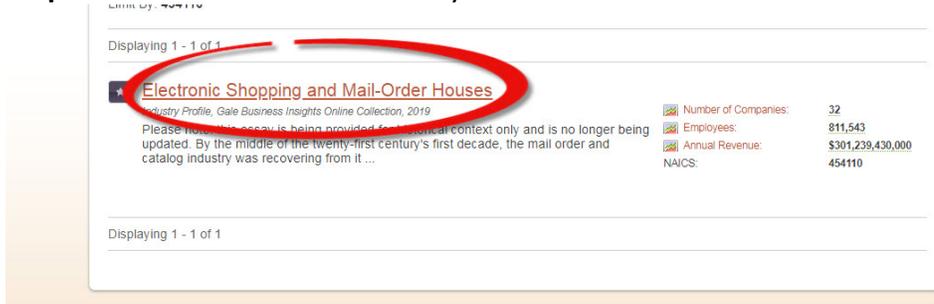
The Industries Tab



Step 1: The NAICS number can be found under the company profile page. Type in the NAICS number in the search box and click Search.

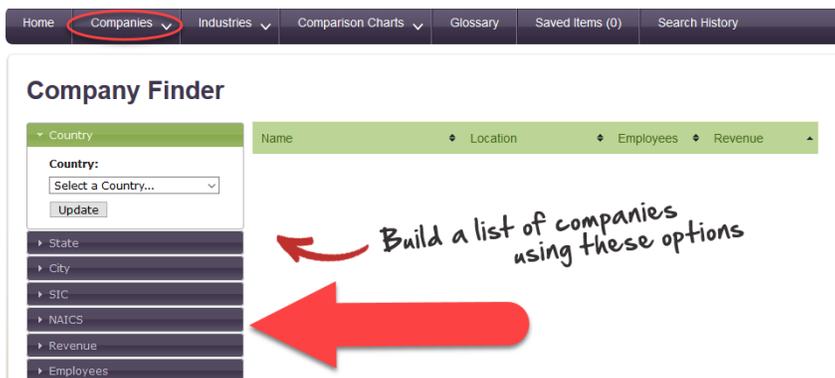


Step 2: Choose the correct industry from the search results.



The Company Finder Tab

Step 1: Click the drop down arrow in the Companies tab on the top of the page. Click on Company Finder.



Step 2: This will bring up many options to the right of the page to choose from.

The Comparison Charts Tab

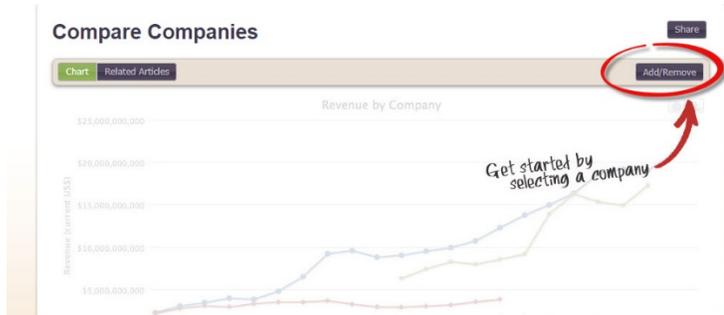
Step 1: Click the Comparisons Chart drop down box.

GALE BUSINESS INSIGHTS: ESSENTIALS
Research. Analyze. Interpret. Understand.

Home Companies Industries **Comparison Charts** Glossary Saved Items (0) Search History

Compare Companies Share

Step 2: Click on Companies. This creates a chart with selected companies chosen in the Add/remove section.



Step 3: The chart can be downloaded in a table form or an Excel file.

Questions?

Subject Guides	Need Assistance? How Do I Find Books? How Do I Find Articles? How Do I Use Databases? Website Help Technology Help Subject Specific Help Library Orientation	Citation Assistance APA Help MLA Help Chicago/Turabian Help Avoid Plagiarism Ask A Librarian Contact SGCS Librarians
Books & Media		
Journals & Articles		
Services		
Help		

Contact Pam Greenlee through the SGCS Librarians link under the "Help" tab on the Benner Library Homepage