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”.

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.
**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.*

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

**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?

Contact Pam Greenlee through the SGCS Librarians link under the “Help” tab on the Benner Library Homepage.