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HOW TO USE RESEARCH INSIGHT

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Research Insight is a database that contains 20 years of financial data on over 10,000 US companies. Data includes pre-defined reports and charts covering balance sheets, cash flow and income statements, ratio reports, industry analysis, etc. There is also the ability to construct customized charts and reports.

Search Tips & Tricks:

- **To use Research Insight you must either come into King Library or use it at the Business School Lab, it is not available for use over the Internet.** In King, it is currently loaded on all of the **Dell computers**. It is listed under the **Programs area in the Start menu**. It is NOT available on the Mac computers. It is also available on machines in the Business School computer lab in Laws Hall.

- Users must **Log On** to the computer using their UniqueID & password before opening Research Insight. Failure to do so will result in an error message about the CD-ROM. If that occurs, simply **Log Off** the machine and then **Log In** again, and Research Insight should load properly.

- Once in Research Insight, select **"Open Report"** from the initial menu. This option is also available from the left hand toolbar, it is the 6th icon down.

- Users then select the report they want (balance sheet, etc.). Click on the yellow folder icon to see the options under each report type. Then put your company's **Ticker Symbol** in the box where it says "**Companies**". If you don't know the ticker symbol for your company, click on the "**Look Up**" button to locate the company. Select the company from the list at the right and click on "**Paste**" to enter the company into the system.

- The "**Combined Report**" includes the Balance sheets, Income Statements, Cash Flows, and Ratio Reports for a company for the last 5 years.

- You can also choose "**New Report**" at the bottom of the report page to create a customized report with elements you select.

- You can also select another **time period** to view. Use the tab at the top of the page where you put in the company's ticker symbol. Click on **select period** and click on the "**Enable all Alignment Options**" box at the bottom of the screen to pick different reporting periods. Choose **Calendar** rather than "Absolute" to get calendar year data.

For further information on using this product, contact Susan Hurst, 529-4144, hurstsj@muohio.edu