

# Twitter Thread by Brian Feroldi



**Brian Feroldi**

@BrianFeroldi



I asked, “What are the first metrics that you look at when evaluating a new stock?”

I received 322 replies

Here are 10 great metrics to look at first (and how to find them):

1/ Market Capitalization

Why: Shows the current size/scale of the business

Where: [@YahooFinance](#) (image), [@theTIKR](#) , [@KoyfinCharts](#) ...etc

## Apple Inc. (AAPL)

NasdaqGS - NasdaqGS Real Time Price. Currency in USD

★ In watchlist

Visitors trend 2W ↓ 10W ↑ 9M ↑

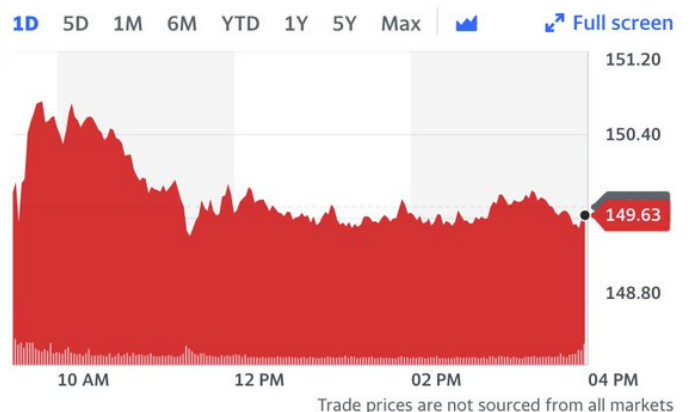
**149.62** -0.09 (-0.06%) **149.88** +0.26 (0.17%)

At close: August 24 4:00PM EDT

Pre-Market: 08:38AM EDT

Summary Company Outlook + Chart Conversations Statistics Historical Data Profile Financials Analysis Options

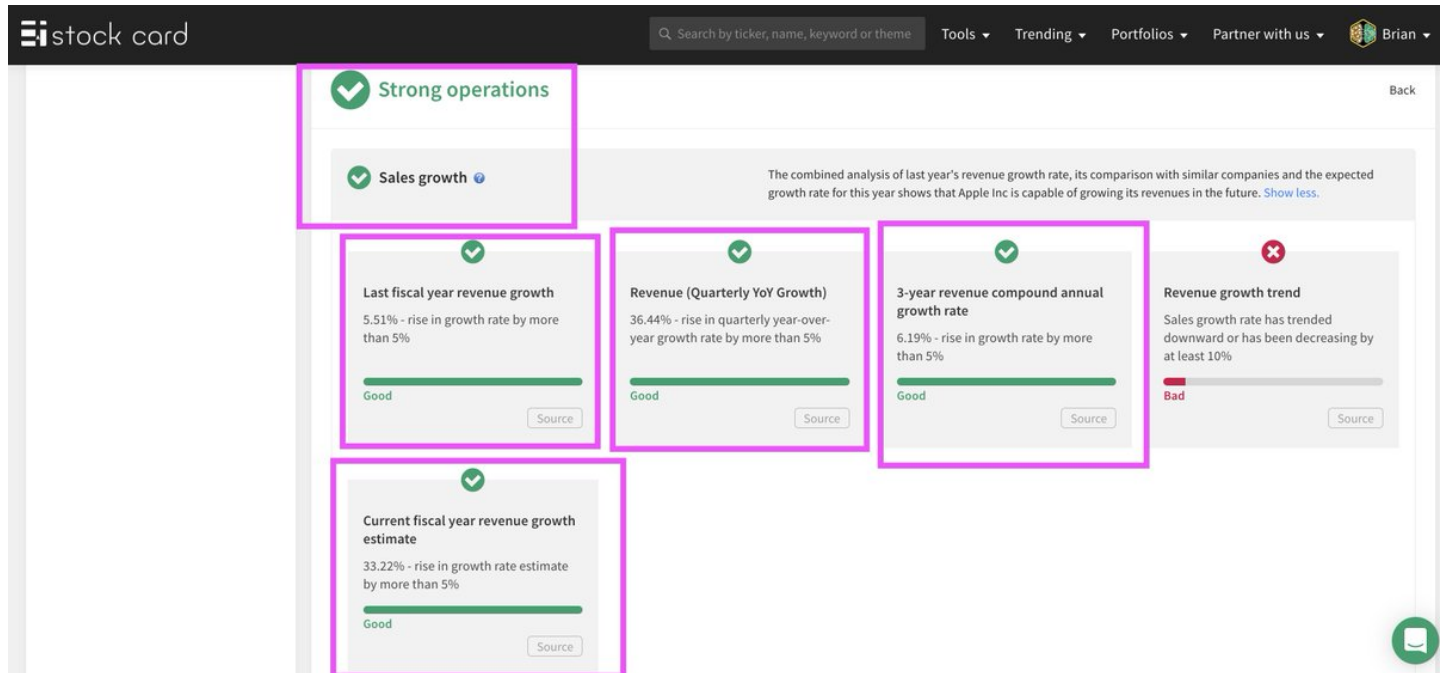
Previous Close	149.71	Market Cap	2.473T
Open	149.45	Beta (5Y Monthly)	1.20
Bid	0.00 x 2900	PE Ratio (TTM)	29.29
Ask	0.00 x 1100	EPS (TTM)	5.11
Day's Range	149.15 - 150.86	Earnings Date	Oct 27, 2021 - Nov 01, 2021
52 Week Range	103.10 - 151.68	Forward Dividend & Yield	0.88 (0.59%)
Volume	48,606,428	Ex-Dividend Date	Aug 06, 2021
Avg. Volume	77,188,239	1y Target Est	165.87



2/ Sales Growth Rate

Why: Shows the business model works & current growth rate

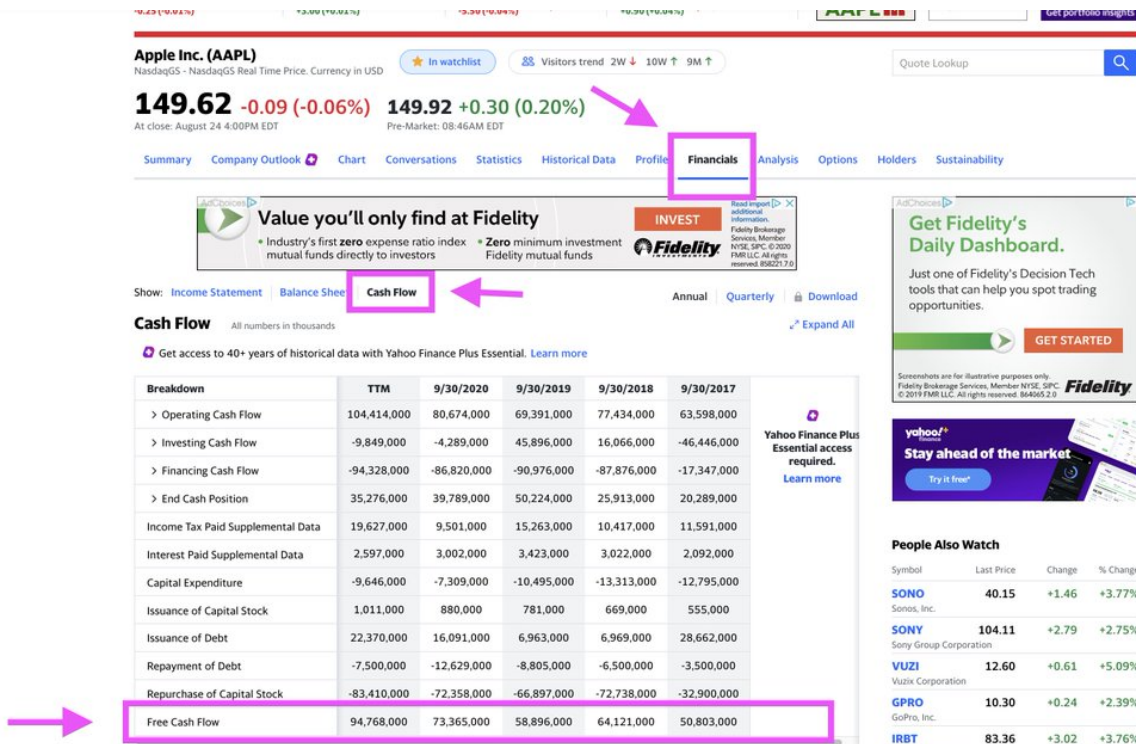
Where: @stockcardhq (image), SEC filings, @theTIKR...etc



### 3/ Free Cash Flow

Why: Is business generating cash or burning cash?

Where: @YahooFinance (image), SEC Filings, @stockrow1...etc



### 4/ Returns on capital (ROE, ROIC, ROA)

Why: Shows capital efficiency of business

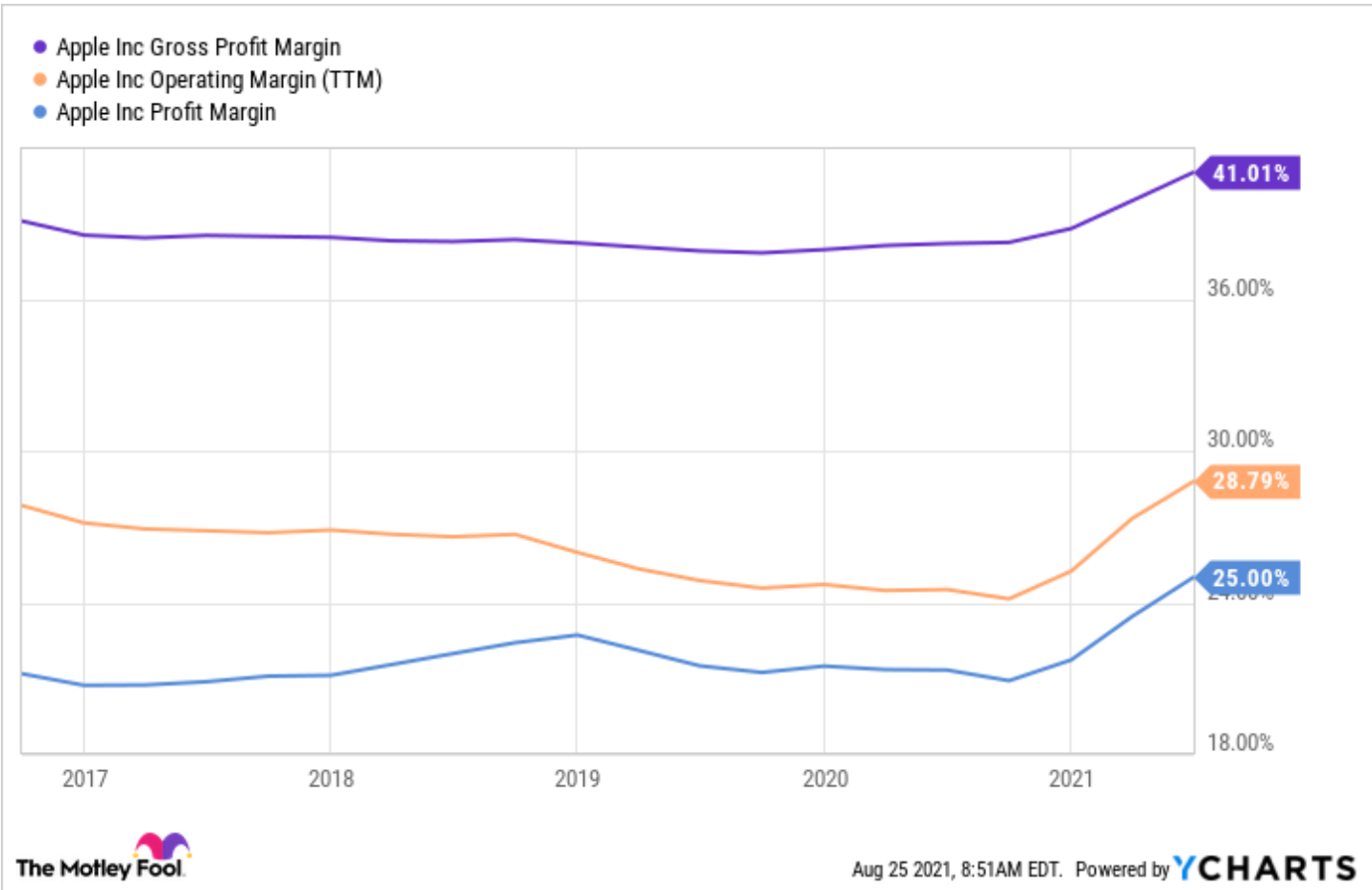
Where: @stockrow1 (image) , @ycharts , @YahooFinance...etc

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
108,249.00	156,508.00	176,910.00	182,795.00	213,715.00	274,226.00	226,572.00	265,809.00	259,968.00	274,550.00	345,714.00	378,270.00	397,348.00
40.48%	43.87%	37.62%	38.59%	46.06%	38.61%	38.01%	38.37%	37.58%	37.94%	-	-	-
34,205.00	55,763.00	56,955.00	53,463.00	72,355.00	63,372.00	94,089.00	72,903.00	95,737.00	67,691.00	109,438.00	109,822.00	113,394.00
31.60%	35.63%	29.35%	29.26%	31.03%	28.85%	28.04%	27.47%	25.29%	24.47%	29.92%	29.03%	28.50%
25,922.00	45,733.00	37,037.00	39,580.00	53,394.00	45,687.00	48,201.00	58,531.00	55,256.00	57,611.00	93,653.00	95,361.00	93,221.00
13.60	16.76	10.95	15.56	10.92	13.39	16.63	16.99	18.76	15.25	26.80	26.50	25.30
3.26	3.94	2.58	3.35	2.72	2.87	3.50	4.24	3.98	7.20	6.90	6.41	5.96
4.60	5.21	3.57	5.50	5.32	4.82	5.99	10.51	11.63	30.23	38.86	33.63	32.52
3.02	3.75	2.44	3.40	2.81	2.96	3.68	4.42	4.00	7.32	6.55	6.32	5.96
10.86	16.17	9.36	12.69	9.42	12.90	16.30	18.31	17.68	27.35	-	-	-
4.38	5.98	6.60	7.51	10.16	9.79	10.95	13.41	14.07	15.80	21.75	23.40	25.10
1.00	1.59	1.63	1.62	2.32	2.88	2.30	2.98	2.87	3.28	5.57	5.64	5.91
0.00	0.10	0.41	0.46	0.50	0.56	0.61	0.69	0.76	0.81	0.86	0.92	1.02
1.45	1.94	2.07	2.45	3.53	3.81	3.05	3.91	3.76	4.45	6.44	6.58	7.01
19.291	19.363	19.253	19.463	19.563	19.463	19.463	19.463	19.463	19.463	19.463	19.463	19.463
2.96	4.52	4.77	4.58	5.59	5.86	6.42	5.41	4.90	3.77	3.86	4.46	4.67
0.00	0.10	0.41	0.46	0.50	0.56	0.61	0.69	0.76	0.81	0.86	0.92	1.02
25,879.22	26,174.90	25,909.28	24,342.29	23,913.68	23,883.00	20,869.00	19,822.00	18,471.00	17,352.00	16,813.82	16,363.30	15,774.51
37,529.00	50,856.00	53,666.00	59,710.00	81,366.00	95,824.00	63,586.00	77,614.00	69,391.00	88,674.00	102,043.93	98,437.18	99,609.18
27,432.001	35,432.001	35,636.001	39,813.001	51,448.001	71,010.001	52,451.001	71,311.001	70,495.001	77,309.001	92,910	91,610	92,610
38,077.00	45,454.00	44,590.00	49,738.00	69,738.00	52,793.00	51,947.00	64,521.00	58,896.00	71,365.00	102,039.00	98,634.00	99,604.00
17,818.00	19,311.00	29,628.00	8,768.00	27,863.00	27,831.00	27,831.00	14,473.00	57,901.00	38,301.00	-	-	-
-	-	16,560.00	64,326.00	35,395.00	87,032.00	115,680.00	174,483.00	108,047.00	122,278.00	-	-	-
36,435.00	108,220.00	113,548.00	117,543.00	139,201.00	218,368.00	224,662.00	203,642.00	201,489.00	45,178.00	-	-	-
27.06%	28.54%	19.34%	18.01%	20.45%	14.93%	13.87%	16.07%	15.69%	12.31%	27.70%	25.90%	27.60%
41.68%	38.76%	38.64%	26.95%	31.33%	25.33%	21.84%	28.53%	40.79%	42.87%	-	-	-
41.67%	42.84%	38.64%	33.61%	44.25%	36.90%	36.87%	49.36%	55.92%	73.69%	163.00%	134.00%	137.00%

5/ Margins

Why: Shows current profit profile of products, spending rates, & potential for operating leverage


Where: @ycharts (image), @theTIKR, @stockrow1...etc




6/ Total Addressable Market

Why: Shows market size & long-term growth potential of business

Where: Investor presentation (images from \$FVRR), 10k, [@Gartner\\_inc](#)

[Investor Overview](#)[Press Releases](#)[Events & Presentations](#)[Financials](#)[Governance](#)[Impact](#)[More](#)



## Upcoming Events

09/13/2021 08:50 AM ET

Citi's 2021 Global Technology Virtual Conference


[Add to Calendar](#)

### Presentation

Company Presentation

[Download PDF](#)

## Meet Fiverr



0:00 / 2:32

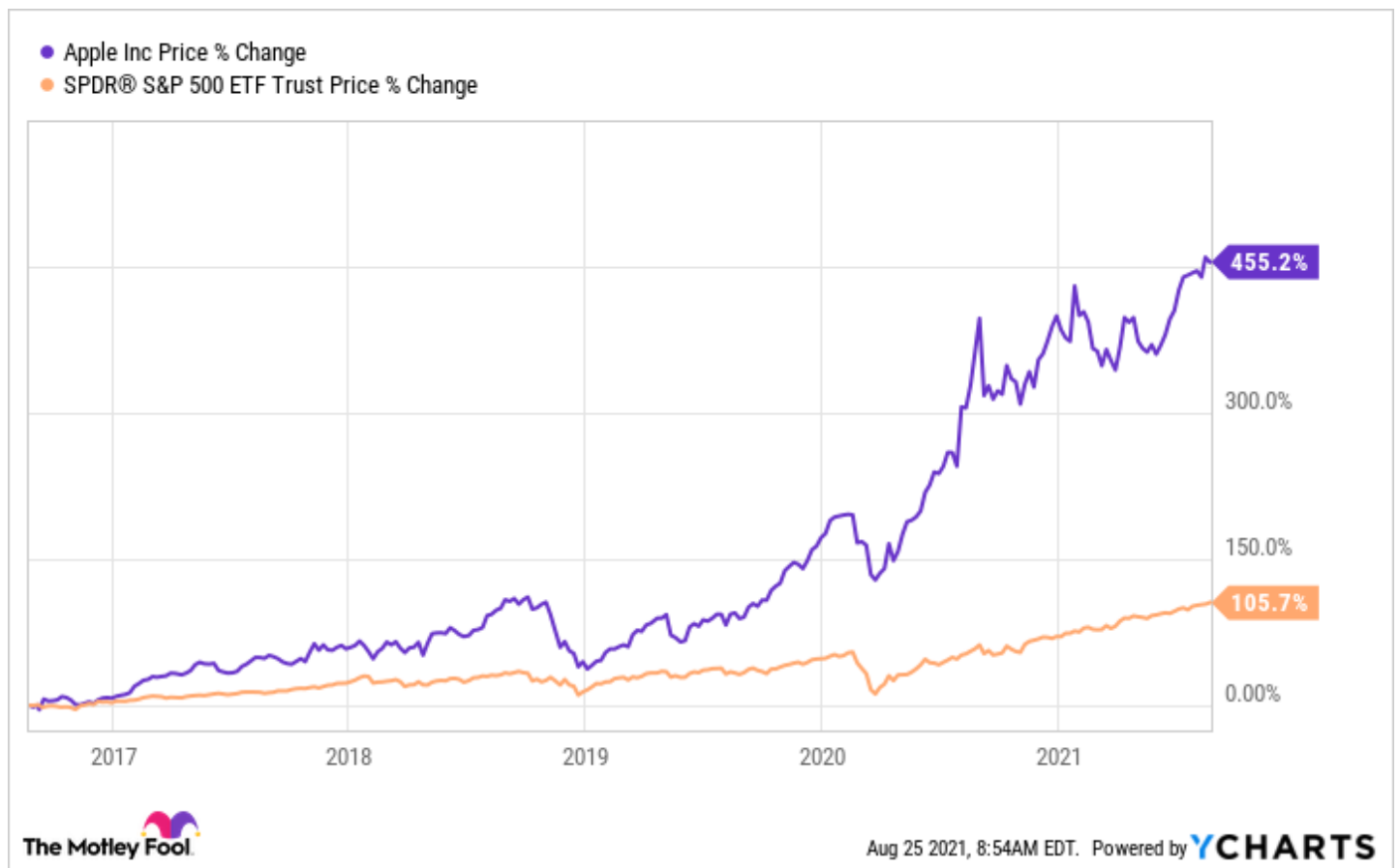
### More From Fiverr

<a href="#">Platform Overview</a>	(2:09)	<a href="#">Our Buyers</a>	(3:59)
<a href="#">Our Sellers</a>	(3:54)	<a href="#">Marketing Strategy</a>	(2:17)
<a href="#">Team and Culture</a>	(0:53)	<a href="#">Growth Opportunities</a>	(3:11)

7/ Long-term (5-year+) Stock Performance vs. market

Why: Has the stock created or destroyed value so far?

Where: [@ycharts](#) (image), [@YahooFinance](#), [@stockrow1....etc](#)



8/ Current Valuation (Price to sales / Price to earnings)

Why: How expensive is the stock?

Where: [@YahooFinance](#) (image), [@stockcardhq](#), [@KoyfinCharts...etc](#)



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### Valuation Measures

Annual Quarterly Monthly Download



	Current	6/30/2021	3/31/2021	12/31/2020	9/30/2020	6/30/2020
Market Cap (intraday) <sup>5</sup>	2.47T	2.27T	2.04T	2.23T	1.97T	1.56T
Enterprise Value <sup>3</sup>	2.53T	2.32T	2.07T	2.25T	1.99T	1.58T
Trailing P/E	29.24	30.64	32.92	40.45	35.12	28.52
Forward P/E <sup>1</sup>	26.88	25.77	28.49	33.44	30.12	24.33
PEG Ratio (5 yr expected) <sup>1</sup>	2.05	2.12	2.71	3.33	2.86	2.02
Price/Sales (ttm)	7.34	7.23	7.21	8.47	7.50	6.12
Price/Book (mrq)	38.50	32.78	30.78	34.16	27.20	19.93
Enterprise Value/Revenue <sup>3</sup>	7.30	28.48	23.15	20.22	30.69	26.44
Enterprise Value/EBITDA <sup>7</sup>	22.15	83.24	65.87	61.11	108.89	95.15


**Yahoo Finance P  
Essential acces  
required.**  
[Learn more](#)

## 9/ Mission Statement

Why: Why does this company exist??? What is it trying to do?

Where: Investor Relations Page ( \$SHOP image), 10K, Glassdoor, company presentation


 Home Financials News & Events Stock Information Governance Media Center Resources Sustainability 



OUR MISSION

## Making commerce better for everyone

We help people achieve independence by making it easier to start, run, and grow a business. We believe the future of commerce has more voices, not fewer, so we're reducing the barriers to business ownership to make commerce better for everyone.



Featured merchant - Prelude & Dawn

Why: Do insiders have skin in the game?

Where: SEC Filings (Proxy statement -- form DEF 14A -- search "ownership" -- image shows @elonmusk ownership of \$TSLA )

#### OWNERSHIP OF SECURITIES

The following table sets forth certain information regarding the beneficial ownership of Tesla's common stock, as of December 31, 2019, for the following:

- each person (or group of affiliated persons) who is known by us to beneficially own 5% of the outstanding shares of our common stock;
- each of our non-employee directors;
- each of our current executive officers named in the Summary Compensation Table of this proxy statement; and
- all current directors and executive officers of Tesla as a group.

In computing the number of shares of common stock beneficially owned by a person and the percentage ownership of that person, we deemed to be outstanding all shares of common stock subject to options or other convertible securities held by that person or entity that are currently exercisable or exercisable within 60 days of December 31, 2019. We did not deem these shares outstanding, however, for the purpose of computing the percentage ownership of any other person. Applicable percentage ownership is based on 181,062,086 shares of Tesla's common stock outstanding at December 31, 2019.

Unless otherwise indicated, all persons named below can be reached at Tesla, Inc., 3500 Deer Creek Road, Palo Alto, California 94304.

Beneficial Owner Name	Shares Beneficially Owned	Percentage of Shares Beneficially Owned
<b>5% Stockholders</b>		
Elon Musk (1)	38,658,670	20.8%
Capital Ventures International (3)	12,134,541	6.7%
Capital World Investors (4)	10,739,283	5.9%
<b>Named Executive Officers &amp; Directors</b>		
Elon Musk (1)	38,658,670	20.8%
Zachary J. Kirkhorn (5)	45,925	*
Jerome Guillen (6)	87,064	*
Andrew Baglino (7)	31,010	*
Robyn Denholm (8)	165,107	*
Ira Ehrenpreis (9)	138,873	*
Lawrence J. Ellison (10)	3,019,445	1.7%
Antonio Gracias (11)	426,475	*
Stephen Jurvetson (12)	55,476	*
Hiromichi Mizuno	—	—
James Murdoch (13)	64,262	*
Kimbal Musk (14)	161,825	*
Kathleen Wilson-Thompson (15)	23,971	*
All current executive officers and directors as a group (12 persons) (16)	42,878,103	23.0%

\* Represents beneficial ownership of less than 1%.

(1) Includes (i) 34,085,560 shares held of record by the Elon Musk Revocable Trust dated July 22, 2003; and (ii) 4,573,110 shares issuable to Mr. Musk upon exercise of options exercisable within 60 days after December 31, 2019. Includes 18,466,225 shares pledged as collateral to secure certain personal indebtedness.

I received a TON of great replies to this thread

but this one by @OphirGottlieb stood out:

<https://t.co/RNna2KxaRv>

Put fin statements down, they're known, offer no alpha for discovering new company.

Put scanners, charts down.

Figure out:

1. What is changing
2. What is not changing
3. Is there an underappreciation for either

Do that well, move on #3, you're the best investor in the world

— Ophir Gottlieb (@OphirGottlieb) July 21, 2021

Enjoy this thread?

Follow me @BrianFeroldi

I tweet about money, personal finance, & investing

Want to learn more about how to find & use these metrics?

@brian\_stoffel and I teach people how to invest on my YouTube Channel

Subscribe here: <https://t.co/lWwcb1JdD1>

You can read all of the answers to the thread here:

<https://t.co/eJLFzsW8UV>

What are the first metrics that you look at when evaluating a new stock?

— Brian Feroldi (@BrianFeroldi) July 21, 2021

Summary:

- 1: Market Cap
- 2: Sales Growth
- 3: FCF
- 4: Returns on Capital
- 5: Margins
- 6: TAM
- 7: Stock Performance
- 8: Current Valuation
- 9: Mission Statement
- 10: Inside Ownership