Valuation analysis

List the following key variables for Netflix and Disney stock.
[[You need to get these from the company's balance sheets and income statements.
Check PPT notes, present the formulas for the following measures.]]

- Value and Value Added
- Measuring Profitability
- Measuring Efficiency
- Analyzing the Return on Assets: The Du Pont System
- Measuring Leverage
- Measuring Liquidity
- Calculating Sustainable Growth

Remember:
Ratios are not very helpful by themselves: they need to be compared to something. You must do the following:

- Time-Trend Analysis - to see how the firm's performance is changing through time
- Peer Group Analysis - compared to similar companies within industries or compare to industry averages