

How to Use Fundamental Data in TradingExpert Pro

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1. Viewing fundamental data on the Fundamental Report

The Fundamental Report, a list of tickers sorted in overall Fundamental Rating order, is displayed in the main *Fundamentals for TradingExpert Pro* window. The highest rated ticker (overall Fundamental Rating = 999) always appears at the top of the list. The Fundamental Report that is displayed represents the last fundamental strategy for which rankings and Fundamental Ratings were computed.

The report contains two columns: *Ticker* and *Overall Fundamental Rating*. The bar at the top of the report displays the following information:

- Strategy name
- Strategy description
- Date strategy was last ranked and Fundamental Ratings computed

The maximum number of tickers contained in the report is set by the user in *Preferences*. The default for this value is 50 tickers. To access the *Preferences* function, click the command **Fundamentals** on the menu bar, then choose **Preferences** from the drop-down menu.

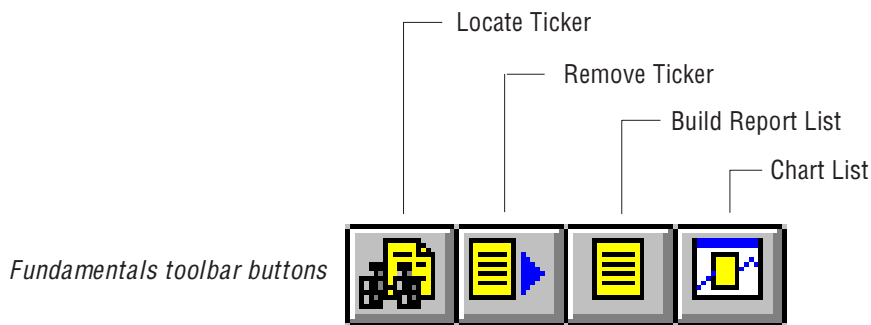
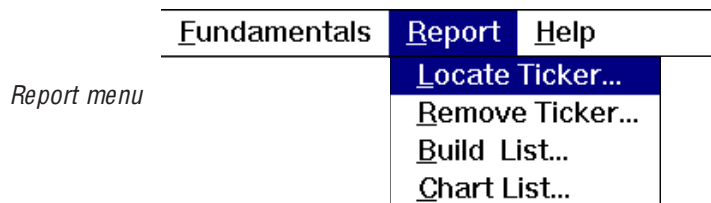
Strategy: M-EARNH - High Earnings growth with relatively low current P/E ratio (01/29/96)

TICKER	OVERALL FUNDAMENTAL RATING
ONE	999
MEZ	942
SNT	659
HAL	579
CHL	561
MUJ	552
ASN	536
W	511
AMAT	499
NOVL	487
LNC	442
MCL	432
WFC	431
UCM	418
WMB	385
GR	354
AMH	322
EMN	303
BEL	298
SUNW	289
CSCO	286
CCP	232
KWP	226
MSFT	217
HC	217
BOK	215
MIL	210
HET	207
HIT	207
MDT	204
TA	189
TRV	189
HWY	188
DD	187
ANDW	180
JPM	174
NKE	173
SAP	166

Fundamental Report

Report functions

The *Report* menu which is displayed by clicking **Report** on the menu bar of *Fundamentals for TradingExpert Pro*, provides access to four functions that pertain to the Fundamental Report. These same functions can be accessed from the four icons located in the center of the toolbar.



The four *Report* functions are:

Locate Ticker

Click this command or toolbar button to find a ticker in the report. Type the symbol for a ticker in the dialog box that appears and, if the ticker appears in the report, the Fundamental Report will be redisplayed with that ticker highlighted.

Remove Ticker

Click this command or toolbar button to remove a ticker (or multiple tickers) from the report. Highlight one or more tickers, then select this function. The highlighted symbols will appear in a dialog box. To delete the displayed ticker(s), click **OK**.

Build List

Click this command or toolbar button to build a list of the tickers in the Fundamental Report. In the dialog box that appears, enter a name for the list and choose whether to include in the list all of the tickers in the report, or only those tickers that are currently highlighted on the report.

Chart List

Click this command or toolbar button to quickly view charts of tickers from a Fundamentals Report list. From the list box on the dialog box that appears, select the name of the list that you wish to view.

TradingExpert Pro's *Charts* application is opened and a chart of the top ticker from this list is displayed. You now can use TradingExpert Pro's Explore feature to view charts of other tickers in the list.

2. Viewing fundamental data for individual stocks

Note

The fundamental data window can also be displayed in **Reports** or **Data Manager**. In **Reports**, click the **Fundamentals** toolbar button to display fundamental data for a highlighted stock in a report. In **Data Manager**, click the **Fundamentals** toolbar button to display fundamental data for the stock currently selected in the Master Ticker List.

A fundamental data window for individual stocks lists the data value, sorting order, and rank for each field in the active strategy. It also displays the date that the data was obtained and the overall Fundamental Rating for the stock. This window can be displayed from either the main **Fundamentals for TradingExpert Pro** window or from TradingExpert Pro's **Charts** application.

► To display the fundamental data window for an individual stock from **Fundamentals for TradingExpert Pro**:

1. Highlight a ticker on the Fundamental Report in the main window.
2. To display fundamental data, do one of the following:
 - Double click on the highlighted ticker.
 - or -
 - Click the **View Fundamentals** button on the toolbar to display the *Enter Ticker* dialog box. The name of the highlighted ticker will appear in the text box. Click **OK**.
3. When you have finished viewing the fundamental data window for this stock, click **OK**.

Field	Value	O	Rank
P/E RATIO	17.30	(A)	668
STOCK PRICE	16.10		
30-Dy AVERAGE VOL	184.10		
EARNINGS GROWTH 1-YR	75.40	(D)	79
BETA	1.40	(A)	293
REL PERFORMANC 1-YR	109.20	(D)	47
VOLATILITY	33.40	(A)	643
SALES GROWTH 5-YR	7.60	(D)	417
1-MO CHANGE PROJ CFY	8.10	(D)	999

Fundamental data window for individual stocks

► To display the fundamental data window for an individual stock from TradingExpert Pro's **Charts** application:

1. With a chart displayed, press the letter **F** on your keyboard. The fundamental data window for the charted stock will appear.
2. When you have finished viewing the fundamental data for this stock, click **OK**.

3. Building Report Lists

The Report List is a list of fundamentally attractive stocks extracted from the Fundamental Report. For easy viewing of the charts of these stocks, this list can be explored in TradingExpert Pro's *Charts* application. Like all other user lists, reports can be run on a Fundamental Report List in TradingExpert Pro's *Reports* application.

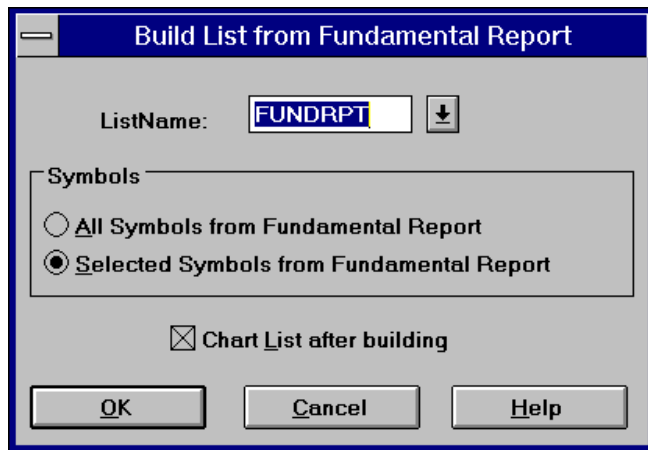
A Report List containing all of the tickers in the Fundamental Report is automatically created when you rank a strategy. This list is given the same name as the strategy. However, if you have modified the Fundamental Report by deleting tickers, you can create a new Report List from the tickers currently contained in the report. This list may include all tickers in the report or just those tickers that are selected.

How to Build a Report List

► *To build a list of the tickers in the Fundamental Report, do the following:*

1. Click the **Report** command on the *Fundamentals for TradingExpert Pro* menu bar, and choose **Build List** from the drop-down menu. Or, click the **Build Report List** toolbar button.
2. In the dialog box titled *Build List from Fundamental Report*, enter a name for the list or accept the name shown.
3. From the *Symbols* section, choose one of the following:
 - *All Symbols from Fundamental Report*: List will include all of the tickers in the report.
 - *Selected Symbols from Fundamental Report*: List will include only those tickers that are currently highlighted on the report.

To look at charts of tickers in the newly created list immediately after the list is built, check the option titled **Chart List after building**. A chart of the top ticker from the Report List will be displayed and the name of the list will appear in the *Explore List* text box located on the *Charts* toolbar. You now can use TradingExpert Pro's Explore feature to view charts of the other tickers in the list.



Build List from Fundamental Report dialog box

Note

To delete a Report List, click the **Chart List(s)** toolbar button, in the dialog box that appears select the list you want to delete, and click the **Delete List** command button.

4. Viewing charts of fundamentally attractive stocks

Fundamentals for TradingExpert Pro gives you several capabilities for easily viewing the charts of fundamentally attractive stocks.

Chart List function

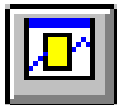


Chart List(s) toolbar button

► To use the *Chart List* function:

1. Access the *Chart List* function in one of two ways:
 - Click the **Report** command on the *Fundamentals for TradingExpert Pro* menu bar, then choose **Chart List**.
 - or -
 - Click the **Chart List(s)** toolbar button
2. In the *Chart Report List* dialog box that appears, select a list from the text box.
3. Click **OK**.
4. The TradingExpert Pro *Charts* application is opened and a chart of the top ticker from the list is displayed. The name of the Report List appears in the *Explore List* text box located on the *Charts* toolbar. You now can use the Explore arrows to view the charts of other tickers in the list. Or, press the **Enter** key to explore the list from TradingExpert Pro's *Explore Window*.
5. Close the *Charts* application to return to *Fundamentals for TradingExpert Pro*.

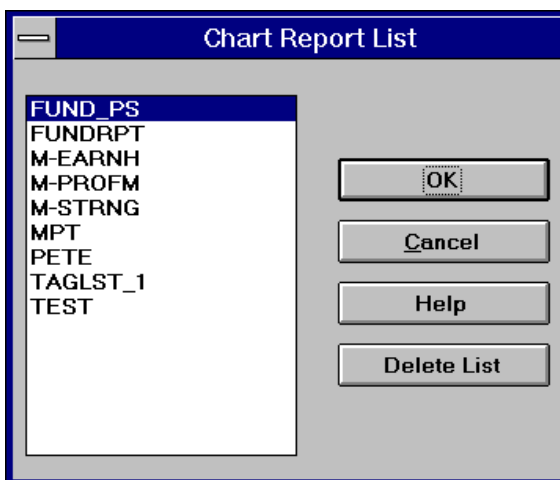


Chart Report List dialog box

Chart Ticker(s) function

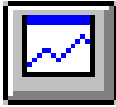


Chart Ticker(s) toolbar button

► *To use the Chart Ticker(s) function:*

1. From the Fundamental Report on your screen, highlight (by clicking with your mouse) the ticker that you want to chart. To select multiple tickers, hold down the **Ctrl** key.
2. Access the *Chart Ticker(s)* function in one of two ways:
 - Click the **Fundamentals** command on the *Fundamentals for TradingExpert Pro* menu bar, then choose **Chart Ticker(s)**.
 - or -
 - Click the **Chart Ticker(s)** toolbar button
3. The TradingExpert Pro *Charts* application is opened and a chart of the ticker (or tickers) selected in the Fundamental Report is displayed.
4. Close the *Charts* application to return to *Fundamentals for TradingExpert Pro*.

Note

You can also delete a Report List using the *Chart List* function. In the *Chart Report List* dialog box, select the list you want to delete, and click the **Delete List** command button.

5. Using fundamental User Report Codes

The User Report Code (or URC) is a six-digit code which is unique to each ticker in the user's data base. This code, which appears on the Master Ticker List and on many of the AIQ reports, is normally entered through the *New Ticker/Edit Ticker* functions of TradingExpert Pro's **Data Manager** application. The URC may also be used to display a field rank or the overall Fundamental Rating.

Setting User Report Codes

To generate a Fundamental User Report Code (i.e., a URC that displays a field rank or the overall Fundamental Rating) for the active strategy, you must enter URC settings before computing a ranking for the strategy.

► *To enter settings for a Fundamental URC, do the following:*

1. Open **Fundamentals for TradingExpert Pro**.
2. To clear existing User Report Codes (optional), do as follows:
 - Click the **Fundamentals** command on the menu bar
 - Choose **Clear Fundamentals** from the drop-down menu.
 - In the *Clear Fundamentals* dialog box that is displayed, select one of the *Source* options to designate which stocks in your data base you want cleared. Under *Tasks*, select the option **Clear User Report Codes**.
 - Click **OK**.
3. From the toolbar, click on the **Specify Strategy** icon to display the *Specify <data source> Strategy* window. A name and description for the active strategy are shown near the top of the window.
4. Click the **Set Criteria for Selected Fields** command button to display the *Criteria for Selected Fields* dialog box. (This button will be inactive if a strategy is not selected or the Selected Fields text box is empty.)
5. Click on the command button **Set User Report Codes**. A dialog box titled *User Report Code Settings* will appear.

Note

See Chapter V for more information on the *Clear Fundamentals* function.

Note

User Report Codes can also be cleared by using *Clear User Report Codes*, a function on the *Utilities* menu of the **Data Manager** application.

User Report Code Settings dialog box

The screenshot shows the 'User Report Code Settings' dialog box. It features a title bar with the text 'User Report Code Settings'. Below the title bar, there are several controls: a checkbox labeled 'Generate User Report Code' which is currently unchecked; a text box labeled 'User Report Code Prefix' containing the characters 'XXX'; another checkbox labeled 'Overwrite existing User Report Codes' which is also unchecked. Below these is a section titled 'User Report Code will be Generated From' containing two radio buttons. The first radio button, labeled 'Overall Fundamental Rating', is selected. The second radio button, labeled 'Rank from Fundamental Field', is unselected. To the right of the second radio button is a text box containing the text 'EPS % change (year to date)' and a small downward-pointing arrow icon. At the bottom of the dialog are three buttons: 'OK', 'Cancel', and 'Help'.

6. In this dialog box make the following selections and entries:
 - Check the option box for *Generate User Report Code*.
 - Enter a three-character prefix in the text box for *User Report Code Prefix*. This prefix will be the first three characters of all User Report Codes. The last three characters will be the numerical rank or rating for each ticker.
 - The next option, *Overwrite existing User Report Codes*, may be used if you did not choose to clear URC's. For all stocks that have a rank or Fundamental Rating value, this option replaces the existing URC with the fundamental URC.
 - From the section titled *User Report Code will be generated from* select one of the following:
 - *Overall Fundamental Rating* - URC will display the overall Fundamental Rating.
 - *Rank from Field* - URC will display the rank of the field shown in the adjacent text box. The field shown is the field currently selected in the list of Selected Fields for the active strategy. To change the field, click on the arrow to display a drop-down list of the fields in the active strategy and then select a field from this list.
7. When you have completed the entries in this dialog box, click **OK** to return to the *Criteria for Selected Fields* window.
8. Click **OK** again to return to the *Specify <data source> Strategy* window.
9. Click **OK** to save the URC settings.

Viewing fundamental User Report Codes

Master Ticker List

User Report Codes are displayed in the data field furthest to the right of the Master Ticker List, which is seen in the main window of TradingExpert Pro's *Data Manager* application. You can scroll through the list to view all User Report Codes.

Manager	List	Ticker	Utilities	Help
AIQ Data Manager	TAGLST_1	INTC	Intel Corp	Stock
		INCR	Intergraph Corp	Stock
		IBM	International Business Mchcs	Stock
		IFF	International Flavors & Fragranc	Stock
		IP	International Paper Co	Stock
		IPG	Interpublic Group	Stock
		ISLI	Intersolv Inc	Stock
		ITT	ITT Corp	Stock
		JR	James Riv Corp	Stock
		JP	Jefferson Pilot Corp	Stock
		JNJ	Johnson & Johnson	Stock
		JCI	Johnson Cts Inc	Stock
		JOS	Jostens Inc	Stock
		KM	K Mart Corp	Stock
		KBH	Kaufman & Broad Home Corp	Stock
		K	Kellogg Co	Stock
		KMG	Kerr McGee Corp	Stock
		KEY	KeyCorp	Stock
		KMB	Kimberly Clark Corp	Stock
		KWP	King World Productions Inc	Stock
		KRI	Knight Ridder Inc	Stock
		KR	Kroger Co	Stock
		LLY	Lilly Eli & Co	Stock
		LTD	Limited Inc	Stock
		LNC	Lincoln Natl Corp Ind	Stock
		LIT	Liton Industries	Stock
		LIZ	Liz Claiborne Inc	Stock
		LK	Lockheed Corp	Stock
		LDG	Longs Drug Stores Corp	Stock
		LOR	Loral Corp	Stock
		LOTS	Lotus Dev Corp	Stock
		LLX	Louisiana Ld & Expl Co	Stock
		LPX	Louisiana Pac Corp	Stock
		LOW	Lowe's Cos Inc	Stock
		LUB	Luby's Cafeterias Inc	Stock
		MAI	M A Com Inc	Stock
		MKG	Mollicrodt	Stock
		MNR	Manor Care Inc	Stock
		MKC	Merion Merrell Dow Inc	Stock
		MAR	Mariott Int'l Inc	Stock

Master Ticker List with User Report Codes displayed in column at far right

Reports

The URC appears on all stock reports (except the Market Log) in the far right hand column.

Note

The *View Fields* function (on the *Ticker* menu of *Data Manager*) is used to turn on or off the display of any of the Master Ticker List fields.