Business D700:
Case Analyses & Presentations

Ines Perkovic, Business Librarian
Vivek Jadon, Data Specialist
September 2018
Agenda

• Introduction
• Databases – I. Perkovic
• Data & Statistics – V. Jadon
• Group exercise and discussion
• Feedback Form
• **Discovery** (default Search) = Catalogue + Articles & More
• **Datatabases** > find databases by name or by subject area
• **Research Guides** > All Guides > Business
Library Resources
Databases - Company & Industry Info

• Factiva & LexisNexis Academic
• Business Source Premier
• Mergent Online
• Thomson ONE
• IBISWorld
• Passport
Library Resources
Data & Statistics

• Open Data
  – Statistics Canada
  – Innovation Science and Economic Development Canada (*formerly Industry Canada*)
  – UNdata
  – DataBank (World Bank)

• ODESI Data Portal

For the expanded list of Business and Data Resources, please visit Top Business Databases and Business Data and Statistics pages.
Top Business Databases

http://libguides.mcmaster.ca/databases/business-top
# Top Business Databases @ McMaster

## Top Business Databases

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>Accounting and Assurance</td>
<td>Provides full-text access to key accounting manuals such as the CPA Canada Standards and Guidance Collection (formerly known as the CICA Handbook) &amp; International Financial Reporting Standards (IFRS).</td>
</tr>
<tr>
<td>Business Monitor International</td>
<td>Provides country risk, industry and competitive intelligence for 175 countries.</td>
</tr>
<tr>
<td>Business Premium Collection [includes ABI/INFORM, Accounting, Tax &amp; Banking, Asian &amp; European Business, Business Market Research, Entrepreneurship and J.P. Morgan Research]</td>
<td>Provides full-text access and/or indexing to thousands of business sources, including scholarly journals, magazines, trade publications, newspapers, books, reports, videos and more.</td>
</tr>
<tr>
<td>Business Source Premier</td>
<td>Contains citations and full-text articles from thousands of sources. Also includes works and industry reports.</td>
</tr>
<tr>
<td>Canadian Business &amp; Current Affairs (CBCA)</td>
<td>Articles from key Canadian journals, magazines and newspapers in a database with selected full-text.</td>
</tr>
<tr>
<td>Canadian Business Database</td>
<td>Brief profiles of 1.9 million Canadian companies, including private or public name, by industry code (SIC or NAICS), by geography, etc.</td>
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<tr>
<td>Canadian Periodicals Index Quarterly (CPI.Q)</td>
<td>Articles from newspapers, magazines and journals. Multidisciplinary selected full-text. Emphasis on Canadian content.</td>
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<tr>
<td>CANSIM via CHASS (McMaster Users Only) &amp; Statistics Canada (Open Access)</td>
<td>Contains current and historical Canadian statistics on a wide variety of topics including business, education, income, labour, manufacturing, population, construction, wholesale and transportation.</td>
</tr>
<tr>
<td>Conference Board of Canada e-Library</td>
<td>Full-text database containing research publications and recorded webinars on economic trends, public policy issues and organizational performance.</td>
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**Databases with ...**

- **McMaster Users Only**
  - Online access is restricted to current McMaster students, faculty and staff. **MAC ID** required. Access via the Library’s website.

- **Open Access**
  - Online access is open to everyone, anywhere.
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<th>Books</th>
<th>Cases Legal</th>
<th>Company Profiles, Financials or Analyst Reports</th>
<th>Competitors, Peer Group or Market Share</th>
<th>Country Profiles or Reports</th>
<th>Data or Statistics</th>
<th>Industry Reports</th>
<th>SWOT Analyses</th>
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Guide URL: http://library.mcmaster.ca/sites/default/files/top_business_databases_source_types.pdf
Last Reviewed: September 2018
**Factiva & Lexis/Nexis Academic**

Worldwide **news** and **company** databases

- Simultaneous **User Limit**:
  - Factiva: **6**
  - LexisNexis: **Unlimited**

- Contain 1000s of international **newspapers** such as the *Financial Times*, *New York Times*, *Wall Street Journal*, *Globe & Mail*, *Hamilton Spectator*, etc.

- To access **news** content ...
  - **Factiva** > **Search** tab
  - **LexisNexis** > **Search by Subject or Topic** > **News - All News**
News Content

- Includes over 30,000 sources
- Multimedia, graphics & images available
- Contains thousands of news sources (~2,500). Major & regional newspapers
- Strong foreign language coverage (26). International coverage broader & deeper.

- Includes over 15,000 sources
- No images, but image captions noted
- Contains hundreds of news sources (~350). Primarily major newspapers
- Limited foreign language coverage (primarily 6)
Type in your search words

Pick a date range

Select a source(s) & other limits, if desired.

Specify search fields – Full Article, Headline + Lead Paragraph, Headline (title) or Byline (author)
NOTE: Only displays the first 1,000 results sorted by relevance. Total number of items that match your search are not shown.
Factiva® & Lexis/Nexis Academic

- Contain company profiles for public & private companies worldwide
- To access company content ...
  - Factiva > Companies/Markets tab/link
  - LexisNexis > Search by Subject or Topic > Companies - Dossier
Company Content

- Both databases include entries for public & private companies
- News on a company may vary since the databases index different news sources.

Legal content unique to LexisNexis
Business Source Premier

- **Description:** Contains thousands of business sources, including academic journals, magazines, trade publications, company profiles, industry reports, and more.

- **Strengths:**
  - covers all subject areas in business
  - date coverage is deep, 1886 to present
  - includes a wide range of source types from a variety of publishers
  - only source for full-text articles from *Harvard Business Review* (HBR), 1922-present
Business Source Premier

Contains articles from journals & magazines, company profiles (with SWOTs), industry profiles (with statistics & Porter’s five forces analysis) & many other source types. International in scope.

• Indexes thousands of business sources (many of which are available in full-text).
• Search or browse for content.
Business Source Premier

Includes **company profiles & SWOT analyses on public & private companies worldwide**

- Profiles can include ...
  - company overview
  - key facts
  - history
  - major products & services
  - revenue analysis
  - SWOT analysis
  - top competitors
  - company view
  - and more …
Business Source Premier
Sample Industry Profile

• Lengthy reports (>25 pages)
• Profiles can include...
  – market overview
  – market value
  – market volume
  – market segmentation
  – market share
  – market outlook
  – market forecasts
  – **five forces analysis**
  – leading companies
**Mergent Online**

- **Description:** Includes corporate and financial data for **all** publicly traded companies worldwide.
- **Limitations:** 3 simultaneous users
- **Strengths:**
  - coverage of both active & inactive\(^*\) publicly traded companies in the world
    \(^*\) inactive companies are not currently, but were once publicly traded
  - financial information, government filings (SEC), and annual reports available in common downloadable formats (e.g., Excel, PDF).
Mergent Online

- Covers active & inactive *publicly traded* companies worldwide
- Does not include companies that have always been private
- Find companies by name, ticker symbol, industry code, index, exchange, or country
- Includes *company financials* for the past **15 years+** that can be downloaded in *Excel* format
Sample Company Profile in Mergent
Thomson ONE

- **Description:** Full text research reports on global companies and industries written by analysts at leading investment, broker and independent research firms

- **Limitations:** 5 simultaneous users

- **Strengths:**
  - Analyst reports include forecasts and opinions from industry experts that provide insight into company strategy, industry trends, company valuation, competitive analysis and market share
  - Reports not readily available elsewhere
Thomson ONE
Screening & Analysis > Research

Accessible via the DSB Virtual Lab & Library’s website. Outside of virtual lab, only works on PCs and with Internet Explorer.

Select **Initiating Coverage** to find an analyst’s first assessment of a company. These reports provide the most comprehensive coverage on a company in terms of strategic topics, trends, competitors, market shares, etc.
IBISWorld

**Description:** Contains over 1,300 U.S., 425 Canadian and 73 global industry reports

**Strengths:**
- current; reports updated at least once each year
- covers industries in all sectors at a fairly granular level
- largest collection of Canadian industry reports
- each report covers the same topics (i.e., industry outlook, products and markets, major companies, operating conditions, key statistics, etc.) facilitating comparison between industries
Many reports cover industries at the 5-digit NAICS (North American Industry Classification System) level (U.S. & Canada)

Specialized Industry Reports cover industries at a more granular level (U.S. only)
Passport

• **Description:** Global market information database. Analyze market context and identify future trends impacting businesses globally.

• **Strengths:**
  – extensive international coverage, 200+ countries
  – business to consumer industries
  – wide variety of reports for industries, companies, consumers, countries and **cities**
  – statistics, customizable tables & graphs
  – range of sources: opinion pieces from EI analysts, podcasts, videos, briefings, datagraphics, etc.
Statista: The Portal for Statistics

- **Description:** More than 1 million statistics and quantitative data from over 18,000 different sources on over 80,000 topics and areas of interest categorized into 20 market sectors.

- **Strengths:**
  
  – Market forecasts, dossiers, industry reports, infographics, digital market outlooks and consumer market outlooks.
  
  – Focus of the international database on Europe, US and China
  
  – Quick and convenient access through intuitive search and filter functions with 100,000 keywords
  
  – Direct download of all data in PPT, XLS, PDF and PNG formats
  
  – Full publications rights to all statistics
Statista: The Portal for Statistics

Market and Consumer Data

Categorized into 20 Market Sectors

From 18,000 Sources

Market Forecast

Company Revenue

Consumer Behavior & Interests

What do you think of...?

Media & Advertising

Technology & Telecommunication

International

Society

National Readership Survey
ComScore ONS
Bed & Breakfast Association
Kantar Media
Nielsen Ofcom
IDC
IGD RMI Defra Populus
Lloyds Banking Group
CAA Statista
Association of British Insurers
European Telecommunications Network Operators' Association
Statistics Canada

• **Description:** Canada’s statistical agency that collects and disseminates data on a variety of topics.

• **Strengths:** centralized open access to variety of data and statistics including:
  – Time series data tables on a variety of subjects
  – International Trade and Commodity data
  – Retail and Wholesale trade data
  – Business Performance and Ownership data
  – All publications and analytical papers written by Stat Can analysts are freely available
Innovation, Science and Economic Development Canada
(formerly Industry Canada)

- **Description:** Provides industry research tools to help businesses grow and compete, encourage scientific research, and protect and promote the interests of Canadian consumers.

- **Strengths:**
  - Find statistics by industry ➔ Access industry profiles and analysis
  - Find companies by industry sector
  - Review financial performance benchmarks
  - Labour market information
  - Small and Medium-sized business (SME) research and statistics
  - International trade data and market intelligence
  - Directories of Canadian companies
Canadian Industry Statistics:

• Looks at industry trends and financial information on topics such as establishments (Number of establishments by Employment type and region and Number of establishments by Employment size category and region), Gross Domestic Product and Labour productivity

• Financial Performance Data and International Trade for the sectors of the Canadian Economy using the latest data from Statistics Canada.
Innovation, Science and Economic Development Canada

Financial Performance Data:

• Provides access to more than 1000 industries across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up to their competitors.

• View financial data based on industry averages, with an option to include your own income statement and balance sheet information in the report.

• Reports feature the number of businesses in the selected industry, statistics for profitable and non-profitable small and medium-sized businesses that includes net profits and net losses, and detailed financial data on revenues and expenses, industry average's for income statements and balance sheet items as well as financial ratios.
**UNdata**

- **Description:** UN statistical databases containing over 60 million data points cover a wide range of themes including Agriculture, Crime, Education, Employment, Energy, Environment, Health, HIV/AIDS, Human Development, Industry, Information and Communication Technology, National Accounts, Population, Refugees, Tourism, Trade, as well as the Millennium Development Goals indicators.

- **Strengths:**
  - single access point to a large set of databases on a variety of topics.
DataBank

- Open access analysis and visualization tool that contains collections of time series statistics across
  - **time** (1960 to current)
  - **country** (worldwide)
  - **indicator** (e.g., economy, education, health, labour, population, etc.)

- several download formats available including **Excel**
### DataBank: Sample Table

#### Downloaded in Excel format

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Source: World Development Indicators. Click on a metadata icon for original source information.
Canada

- **Canadian Industry Statistics (CIS):** Access industry data on many economic indicators using the most recent data from Statistics Canada. CIS looks at industry trends and financial information, such as GDP, Labor Productivity, Manufacturing, and Trade Data.

- **Agriculture and Agri-food research and statistics:** Find statistics to monitor the agriculture, aquaculture and agri-food industries.

- **Construction:** Find statistics that will allow you to keep up with developments in the construction industry.

- **Culture and leisure:** Find statistics for monitoring the culture and leisure-related industries.

- **Energy:** Find statistics and analysis on reserves, capacity, production, and consumption of traditional and alternative energy sources.

- **Information and communications technology:** Learn how (X) is used, and gain insight into the evolution and performance of the industry.

- **Manufacturing:** Find statistics and analysis for a number of industries within the manufacturing sector.

- **Natural resources:** Find information and statistics on Canada's use of natural resources and how that usage affects the Canadian economy.

- **Retail and wholesale:** Get financial performance data on the retail and wholesale trade sectors, as well as information on their structure and characteristics.

- **Science and technology:** Find statistics on research and development, innovation, technology use, and the performance of the information and communications technologies sector.

- **Transportation:** Find financial statistics and other resources related to the movement of people and goods using various modes of transportation.

- **Travel and tourism:** Find current tourism statistics, trends, and outlooks, as well as research on the factors affecting tourism.

[http://libguides.mcmaster.ca/c.php?g=704161](http://libguides.mcmaster.ca/c.php?g=704161)
Additional Resources

• Library Data Service Website
  – https://library.mcmaster.ca/services/data-services

• Data & Statistics Collection

• Odesi Data Portal
  – http://search2.odesi.ca/home/index.html
Group Exercise
Group Exercise

• In your groups, discuss what specific library resources you would use in this case to suggest strategies Lego should use to maintain market dominance in the toy industry (15 minutes)
Review and Group Thoughts
Feedback

Please complete survey before you leave

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Questions/Suggestions/Comments

Thank you!