

# Yahoo Finance – Stock Data

1. Log into Yahoo Finance: <https://finance.yahoo.com/>
2. At the top in the search box enter your firm’s ticker (for example, AMZN for Amazon) and click “Search”.

The screenshot shows the Yahoo Finance homepage. At the top, there is a search bar with the text "Search for news, symbols or companies" and a "Search" button. Below the search bar are navigation links: Finance Home, Yahoo Originals, Personal Finance, Tech, Market Data, Industry News, My Screeners, and My Portfolio. The main content area features market indices: S&P 500 (2,160.79, +1.06 (0.05%)), Dow 30 (18,264.74, -16.29 (-0.09%)), and Nasdaq (5,308.00, -8.02 (-0.15%)). There are also advertisements for AMZN and Ameritrade. A blue banner highlights "Trending Tickers: Citi bullish on EU banks; Twitter sinks; American Express downgraded". Below this, the page displays "Amazon.com, Inc. (AMZN)" with a star icon and "Add to watchlist" link. The current price is \$844.00, down 0.36 (-0.04%) as of 12:45 PM EDT. The "Summary" tab is selected and highlighted with a red box. To the right of the summary is a candlestick chart showing intraday price movement from 10:00 AM to 3:59 PM. The chart shows a peak around 11:00 AM and a dip around 12:00 PM, ending at the current price of 844.36.

Open	843.73	Market Cap	400.12B
Prev Close	844.36	P/E Ratio (ttm)	209.90
Bid	845.13 x 100	Beta	1.60
Ask	845.42 x 100	Volume	1,625,553
Day's Range	840.60 - 847.21	Avg Vol (3m)	2,919,838
52wk Range	474.00 - 847.21	Dividend & Yield	N/A (N/A)
1y Target Est	892.86	Earnings Date	Oct 20, 2016 - Oct 24, 2016

Trade prices are not sourced from all markets

3. The first page displays the current trading price and a graph of the stock movement throughout the trading day.

4. To get volume, beta, and other measures, click on “Statistics” tab.

Summary Conversations **Statistics** Profile Financials Options Holders Historical Data Analysts

Currency in USD.

Valuation Measures		Trading Information	
Market Cap (intraday) <sup>5</sup>	400.12B	<b>Stock Price History</b>	
Enterprise Value <sup>3</sup>	398B	Beta	1.60
Trailing P/E	209.90	52-Week Change <sup>3</sup>	57.10%
Forward P/E <sup>1</sup>	N/A	S&P500 52-Week Change <sup>3</sup>	9.08%
PEG Ratio (5 yr expected) <sup>1</sup>	N/A	52 Week High <sup>3</sup>	847.21
Price/Sales (ttm)	3.32	52 Week Low <sup>3</sup>	474.00
Price/Book (mrq)	24.19	50-Day Moving Average <sup>3</sup>	785.29
Enterprise Value/Revenue <sup>3</sup>	3.30	200-Day Moving Average <sup>3</sup>	715.32
Enterprise Value/EBITDA <sup>6</sup>	38.60	<b>Share Statistics</b>	

5. To get stock price on a particular date, click on the “Historical Data” tab.

Summary Conversations Statistics Profile Financials Options Holders **Historical Data** Analysts

Time Period: Oct 06, 2015 - Oct 06, 2016 Show: Historical Prices Frequency: Daily [Apply](#)

Currency in USD. [Download Data](#)

Date	Open	High	Low	Close	Adj Close*	Volume
Oct 06, 2016	843.73	847.21	840.60	845.34	845.34	1,642,697
Oct 05, 2016	838.00	845.67	836.12	844.36	844.36	3,450,000
Oct 04, 2016	840.91	842.37	830.26	834.03	834.03	2,950,300
Oct 03, 2016	836.00	839.86	831.25	836.74	836.74	2,769,400
Sep 30, 2016	832.61	839.95	832.40	837.31	837.31	4,430,600

6. To get analysts' forecast data, including estimated growth in earnings, click on the "Analysts" tab.

<a href="#">Summary</a>	<a href="#">Conversations</a>	<a href="#">Statistics</a>	<a href="#">Profile</a>	<a href="#">Financials</a>	<a href="#">Options</a>	<a href="#">Holders</a>	<a href="#">Historical Data</a>	<b>Analysts</b>
<b>Growth Estimates</b>	AMZN	Industry	Sector	S&P 500				
Current Qtr.	N/A	N/A						
Next Qtr.	N/A	N/A						
Current Year	N/A	0.13						
Next Year	N/A	-0.20						
Next 5 Years (per annum)	50.63%	0.13						
Past 5 Years (per annum)	27.68%	N/A						