

Discover Financial (DFS)

\$64.33 (As of 10/14/20)

Price Target (6-12 Months): **\$67.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 06/07/20)

Prior Recommendation: Underperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:B

Value: B

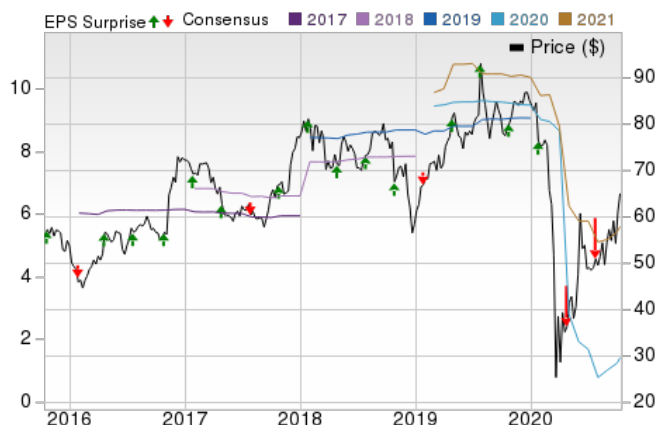
Growth: F

Momentum: A

Summary

Discover Financial has undertaken several cost-cutting initiatives. Its strong balance sheet is another positive. Its sound capital position impresses. Its banking business provides significant diversification benefits. Its shares have underperformed its industry in a year's time. However, expenses are expected to increase going forward, which will put pressure on margins. Increasing provision for loan losses due to higher net charge-offs, rise in reserve build and constant supply-driven normalization in the consumer credit line continue to be concerns. Its weak card sales volume bothers. Our proven model predicts an earnings beat for Discover Financial this time around. This is because the stock has the right combination of a positive Earnings ESP and a Zacks Rank #1 (Strong Buy), 2 (Buy) or 3 (Hold).

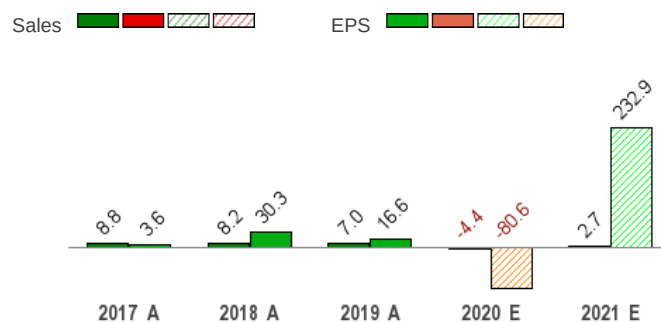
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$87.43 - \$23.25
20-Day Average Volume (Shares)	3,077,248
Market Cap	\$19.7 B
Year-To-Date Price Change	-24.4%
Beta	1.81
Dividend / Dividend Yield	\$1.76 / 2.7%
Industry	Financial - Consumer Loans
Zacks Industry Rank	Bottom 28% (184 out of 254)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	-2,500.0%
Last Sales Surprise	1.1%
EPS F1 Estimate 4-Week Change	74.0%
Expected Report Date	10/21/2020
Earnings ESP	6.0%
P/E TTM	20.3
P/E F1	36.6
PEG F1	4.9
P/S TTM	1.4

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	2,732 E	2,750 E	2,817 E	2,903 E	11,248 E
2020	2,888 A	2,662 A	2,663 E	2,746 E	10,957 E
2019	2,763 A	2,852 A	2,900 A	2,944 A	11,459 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.96 E	\$1.29 E	\$1.44 E	\$1.71 E	\$5.86 E
2020	-\$0.25 A	-\$1.20 A	\$1.51 E	\$1.49 E	\$1.76 E
2019	\$2.15 A	\$2.32 A	\$2.36 A	\$2.25 A	\$9.08 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 10/14/2020. The reports text is as of 10/15/2020.

Overview

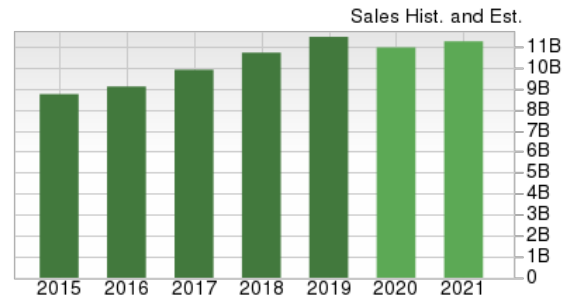
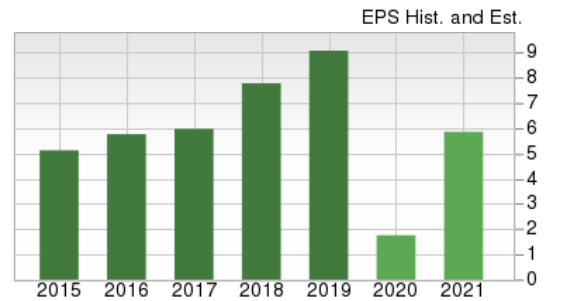
Founded in 1986 and based in Riverwoods, IL, Discover Financial Services is a direct banking and payment services company in the United States. The company offers credit cards, personal, student and home loans as well as deposit products. In March 2009, Discover Financial became a bank holding company under the Bank Holding Company Act of 1956 and a financial holding company under the Gramm-Leach-Bliley Act in connection with its participation in the U.S. Treasury's Capital Purchase Program.

Discover Financial offers its products and services with acceptance in more than 185 countries and territories. The company operates through three networks:

- The Discover Network – Discover Financial's credit card payment network.
- The PULSE network – Discover Financial's ATM, debit and electronic funds transfer network.
- Diners Club International – Discover Financial's global payment network.

Discover Financial manages its business activities in two segments:

- **The Direct Banking segment (accounted for 95% of pretax income in 2019):** This includes Discover card-branded credit cards issued to individuals and small businesses in the Discover Network. The segment also offers personal loans, student loans, home loans, prepaid cards and other consumer lending and deposit products.
- **The Payment Services segment (5%):** This includes PULSE, Diners Club and its network partners business (previously referred to as the third-party issuing business), which includes credit, debit and prepaid cards issued by the third parties on the Discover Network.



Source: Zacks Investment Research

Reasons To Buy:

- ▲ **Revenue Momentum:** Organic growth is a key strength at Discover Financial as reflected in its revenue growth story. The upside was mainly driven by higher net interest incomes and other total income of the company. Interest income of the company saw a CAGR of 8.1% from 2013 to 2019, which remains impressive to investors. Although in the first six months of 2020, the company's revenues — net of interest expenses — decreased 2% year over year to \$5.3 billion, we believe that its revenue growth will bounce back in the upcoming quarters on the back of its solid market position, expansion in global payments business and attractive core business.
- ▲ **Cost-Curbing Initiatives:** The company took certain cost-controlling initiatives in response to the current economic environment. It is on track to achieve its previously announced \$400 million of cost savings over the second, third and fourth quarter of 2020. The actions include reducing account acquisition expense, cutting down on brand awareness and consideration activities, and reducing vendor and technology spend. Excluding a onetime impairment charge to Diners business, operating expenses in the second quarter were down 6% year over year. The major part of the expense reduction was on the back of brand marketing and card acquisition costs.
- ▲ **Strong Direct Banking Business:** Discover Financial's banking business provides significant diversification benefits. This business has been performing strongly from the past several years. Within this business, the private student loan portfolio grew significantly, evident from its eight-year (2010-2019) CAGR of 28.6%. In the first six months, net interest income of this business slipped 1% year over year. However, we expect this segment to continue performing well going forward.
- ▲ **Profitability:** Discover Financial's return-on-equity (ROE) reflects its growth potential. The company's trailing 12-month ROE of 10.5% not only improved over the years but also compares favorably with the industry average of 4.2%.
- ▲ **Balance Sheet Strength:** The company's balance sheet position remains impressive. Net debt is 24.5% (compared with sequential figure of 41.6%) of its total capital, which is lower than the industry average of 29.1%. As of Jun 30, 2020, it had cash and investment securities worth \$27 billion, higher than its long-term borrowings of \$11 billion. Thus, its solvency position looks strong.
- ▲ **Price Movement:** In a year's time, shares of Discover Financial have underperformed its industry's growth. Over the past seven days, the company has witnessed its 2020 and 2021 earnings estimates move 35.4% and 8.7% north, respectively. However, its solid fundamentals are likely to help the stock bounce back going forward.

A strong direct banking business, global expansions, prudent capital management and increased card sales remain long-term growth drivers for the company.

Reasons To Sell:

- ▼ **Escalating Expenses:** Discover Financial has been incurring considerable expenses, over the past many years, in order to compete with other credit card issuers, attract and retain customers and also increase the card usage. For 2018 and 2019, total other expenses increased 8% and 7% year over year, respectively. In the first six months of 2020, the company's operating expenses rose 4% year over year. The planned marketing, technology and infrastructure investments and high legal, regulatory and compliance costs are also expected to increase operating expenses, going forward, which would limit its bottom-line growth.
- ▼ **Withdrawal of Guidance:** The company scrapped its 2020 outlook due to the current market volatility. The company has witnessed its 2019 estimates move 7.6% south over the past seven days.
- ▼ **Provision for Loan Losses:** The company's provision for loan losses has been increasing over the last few quarters due to higher net charge-offs, rise in reserve build, seasoning of newer vintages and constant supply-driven normalization in the consumer credit line. In 2018 and 2019, the metric grew 17% and 6% year over year, respectively. In the first six months of 2020, provision for credit losses surged 141% year over year, reflecting a weak macroeconomic outlook. The company followed the conservative reserving approach and added \$1.3 billion to its allowance for credit losses.
- ▼ **Weak Sales Volumes:** The company has been witnessing pressure on its sales volumes since April due to lower spend in travel, retail, etc. Total card volumes fell 16% in the second quarter. The highest weekly dip was during the middle of April with total sales plunging 33%. Sales slid 3% in the first six months of 2020. On the back of online spend, retail sales were up 7% year over year. However, its strong online spending growth was offset by other factors.

Escalating expenses and increasing provision for loan losses are some of the headwinds facing the company.

Last Earnings Report

Discover Financial's Q2 Earnings Miss, Tumble Y/Y

Discover Financial incurred second-quarter 2020 adjusted loss of \$1.20 cents per share. The Zacks Consensus Estimate was of earnings of 5 cents per share. Moreover, the bottom line came against the year-ago quarter's adjusted earnings of \$2.32 per share. The results include a \$1.3-billion addition to the allowance for credit losses. This underperformance was due to weak segmental performances.

Quarter Ending	06/2020
Report Date	Jul 22, 2020
Sales Surprise	1.13%
EPS Surprise	-2,500.00%
Quarterly EPS	-1.20
Annual EPS (TTM)	3.16

Operational Update

In the reported quarter, the company's revenues — net of interest expenses — declined 7% year over year to \$2.6 billion due to lower discount and interchange revenues as well as loan fee income. However, the top line beat the Zacks Consensus Estimate by 1.1%.

Total loans dipped 1% year over year to \$88.9 billion.

Interest expenses of \$482 million decreased 25.3% year over year.

Total operating expenses slid 0.1% to \$1.08 billion on the back of lower marketing and business development costs.

Segmental Update

Direct Banking Segment

This segment's pre-tax loss of \$484 million came against the year-ago quarter's pre-tax income of \$941 million. This was due to hike in provision for credit losses as well as weak net interest income.

Total loans slipped 1% year over year to \$88.9 billion. Credit card loans declined 3% to \$70.2 billion.

Personal loans decreased 1% while private student loans rose 4%, both on a year-over-year basis. Private student loans excluding purchased student loans also shot up 9% year over year.

Net interest income decreased 6% year over year, backed by net interest margin compression.

Net interest margin was 9.81%, down 66 basis points from the year-ago quarter.

Payment Services Segment

Payment Services pre-tax income was \$23 million in the quarter under review, down 50% from the year-earlier period.

Payment Services volume was up 4% from the prior-year period.

PULSE dollar volume expanded 12% year over year, aided by higher average expense per transaction in response to the prevalent COVID-19 pandemic, the impact of stimulus funds accessible to customers and a spurt in e-commerce transactions.

Diners Club volume contracted 48.8% from the year-earlier quarter.

Network Partners volume grew 22%, backed by AribaPay.

Strong Financial Position

Discover Financial had total assets worth \$113.7 billion as of Jun 30, 2020, up 2.8% year over year.

Total liabilities as of Jun 30, 2020 were \$104.1 billion, up 5% year over year.

Total equity was \$9.6 billion on Jun 30, 2020, down 16.1% year over year.

Share Repurchase Update

In response to the coronavirus outbreak, the company suspended its share buyback plan.

Recent News

Discover Financial, Car IQ Team Up to Simplify Fleet Payments — Aug 25, 2020

Discover Financial tied up with Car IQ, a California-based financial technology startup, to introduce a payment platform for machine-initiated payments starting with automotive fleets.

Fleet vehicles, connected to Car IQ, will now be allowed to pay for services through the Discover Global Network. Thus customers will be able to enjoy a safe and secure transaction mode.

This launch is expected to ease the payment management of vehicles. Designed for vehicles, this is undoubtedly a comprehensive banking and risk management solution. It is a step forward to simplifying fleet transactions.

Valuation

Discover Financial's shares are down 23% and 16.3% in the year-to-date period and over the trailing 12-month period, respectively. Stocks in the Zacks sub-industry and the Zacks Finance sector are down 17% and 12% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and sector are down 11.7% and 5.4%, respectively.

The S&P 500 index is up 11.4% in the year-to-date period and 20.4% in the past year.

The stock is currently trading at 13.66x forward 12-month earnings, which compares to 9.73x for the Zacks sub-industry, 16.46x for the Zacks sector and 22.95x for the S&P 500 index.

Over the past five years, the stock has traded as high as 17.68x and as low as 2.8x, with a 5-year median of 9.36x. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$67 price target reflects 14.29x forward earnings.

The table below shows summary valuation data for DFS:

Valuation Multiples - DFS					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	13.66	9.73	16.46	22.95
	5-Year High	17.68	13.14	16.71	23.47
	5-Year Low	2.8	4.4	11.6	15.27
	5-Year Median	9.36	8.73	14.41	17.68
P/B TTM	Current	2.29	0.77	2.6	6.14
	5-Year High	2.86	1.2	2.9	6.2
	5-Year Low	0.7	0.39	1.72	3.75
	5-Year Median	2.24	0.93	2.54	4.89
P/S F12M	Current	1.76	1.09	6.14	4.23
	5-Year High	4.01	1.79	6.67	4.3
	5-Year Low	0.65	0.71	4.97	3.18
	5-Year Median	2.44	1.5	6.07	3.67

As of 10/13/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Bottom 28% (184 out of 254)



Source: Zacks Investment Research

Top Peers

Company (Ticker)	Rec	Rank
Ally Financial Inc. (ALLY)	Outperform	3
Navient Corporation (NAVI)	Outperform	1
MR. COOPER GROUP INC (COOP)	Neutral	3
First Cash, Inc. (FCFS)	Neutral	2
Global Payments Inc. (GPN)	Neutral	3
Santander Consumer USA Holdings Inc. (SC)	Neutral	3
Synchrony Financial (SYF)	Neutral	3
SLM Corporation (SLM)	Underperform	4

The positions listed should not be deemed a recommendation to buy, hold or sell.

Industry Comparison Industry: Financial - Consumer Loans				Industry Peers		
	DFS	X Industry	S&P 500	ALLY	NAVI	SC
Zacks Recommendation (Long Term)	Neutral	-	-	Outperform	Outperform	Neutral
Zacks Rank (Short Term)	3	-	-	3	1	3
VGM Score	B	-	-	B	D	B
Market Cap	19.65 B	997.15 M	23.57 B	10.32 B	1.86 B	6.36 B
# of Analysts	8	2.5	14	6	4	6
Dividend Yield	2.74%	0.00%	1.62%	2.75%	6.67%	4.37%
Value Score	B	-	-	A	B	A
Cash/Price	0.76	0.63	0.07	1.84	2.17	0.35
EV/EBITDA	5.99	7.62	13.59	3.90	98.53	9.72
PEG F1	4.93	0.36	2.90	NA	NA	NA
P/B	2.29	1.12	3.55	0.75	0.88	1.30
P/CF	6.76	4.04	13.31	3.47	3.33	2.35
P/E F1	36.55	10.13	22.26	16.93	3.29	52.79
P/S TTM	1.43	1.06	2.66	1.65	0.41	0.80
Earnings Yield	2.74%	6.44%	4.36%	5.91%	30.31%	1.89%
Debt/Equity	2.70	2.01	0.70	2.11	37.75	8.30
Cash Flow (\$/share)	9.48	4.49	6.93	7.96	2.88	8.57
Growth Score	F	-	-	F	F	F
Historical EPS Growth (3-5 Years)	6.74%	10.51%	10.41%	12.24%	8.66%	-3.50%
Projected EPS Growth (F1/F0)	-80.62%	-23.94%	-2.99%	-56.18%	10.42%	-86.65%
Current Cash Flow Growth	7.14%	12.54%	5.49%	-1.59%	12.54%	20.07%
Historical Cash Flow Growth (3-5 Years)	4.70%	10.29%	8.51%	-4.75%	-5.09%	25.86%
Current Ratio	1.18	2.48	1.35	0.99	11.82	58.77
Debt/Capital	70.63%	66.70%	42.91%	67.85%	97.42%	89.25%
Net Margin	7.65%	7.74%	10.28%	10.87%	7.38%	3.47%
Return on Equity	10.45%	14.91%	14.80%	5.85%	21.05%	4.50%
Sales/Assets	0.12	0.24	0.51	0.03	0.05	0.17
Projected Sales Growth (F1/F0)	-4.38%	0.00%	-0.58%	-3.93%	-0.76%	1.08%
Momentum Score	A	-	-	A	B	A
Daily Price Change	-0.77%	-0.47%	-0.99%	-0.47%	-1.74%	0.05%
1-Week Price Change	6.52%	2.67%	4.06%	5.13%	9.46%	3.53%
4-Week Price Change	12.41%	7.05%	2.70%	11.29%	13.88%	16.74%
12-Week Price Change	30.85%	11.18%	6.67%	29.40%	26.40%	11.26%
52-Week Price Change	-18.77%	-19.42%	5.15%	-13.80%	-20.07%	-20.83%
20-Day Average Volume (Shares)	3,077,248	334,793	2,058,127	5,408,645	2,645,932	947,990
EPS F1 Estimate 1-Week Change	30.98%	0.00%	0.00%	13.72%	2.01%	30.11%
EPS F1 Estimate 4-Week Change	74.04%	0.84%	0.00%	97.18%	2.01%	169.41%
EPS F1 Estimate 12-Week Change	46.36%	19.36%	3.53%	230.40%	33.31%	432.56%
EPS Q1 Estimate Monthly Change	28.80%	0.27%	0.00%	207.96%	6.67%	118.87%

Source: Zacks Investment Research

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we maintain a balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	B
Growth Score	F
Momentum Score	A
VGM Score	B

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

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Returns quoted represent past performance which is no guarantee of future results. Investment returns and principal value will fluctuate so that when shares are redeemed, they may be worth more or less than their original cost. Current performance may be higher or lower than the performance shown.

Investing involves risk; principal loss is possible. There is no guarantee that companies that can issue dividends will declare, continue to pay or increase dividends.

Glossary of Terms and Definitions

52-Week High-Low: The range of the highest and lowest prices at which a stock has traded during the past year. This range is determined based on the stock's daily closing price which may differ from the intra-day high or low. Many investors use it as a technical indicator to determine a stock's current value and future price movement. The idea here is that if price breaks out from the 52-week range, in either direction, the momentum may continue in the same direction.

20-Day Average Volume (Shares): The average number of shares of a company traded in a day over the last 20 days. It is a direct indication of a security's overall liquidity. The higher the average daily trading volume, the easier it is to enter or exit the stock at a desired price with more buyers and sellers being available.

Daily Price Change: This is the percentage difference between a trading day's closing price and the prior trading day's closing price. This item is updated at 9 p.m. EST each day.

1-Week Price Change: This is the percentage change in a stock's closing price over the last 5 trading days. This change reflects the collective buying and selling sentiment over the 1-week period.

A strong weekly price increase for the stock, especially when accompanied by increased volume, is an indication of it gaining momentum.

4-Week Price Change: This is the percentage change in a stock's closing price over the last 20 trading days or past 4 weeks. This is a medium-term price change metric and an indication of the stock gaining momentum.

12-Week Price Change: This is the percentage change of a stock's closing price over the last 60 trading days or past 12 weeks. Similar to 4-week price change, this is a medium-term price change metric. It shows whether a stock has been enjoying strong investor demand, or if it has been in consolidation, or distress over this period.

52-Week Price Change: This is the percentage change in a stock's closing price over the last 260 trading days or past 52 weeks. This long-term price change metric is a good reference point for investors. Some investors seek stocks with the best percentage price change over the last 52 weeks, expecting the momentum to continue.

Market Cap: The number of outstanding common shares of a company times its latest price per share. This figure represents a company's size, which indicates various characteristics, including price stability and risk, in which investors could be interested.

Year-To-Date Price Change: Change in a stock's daily closing price in the period of time beginning the first day of the current calendar year through to the previous trading day.

of Analysts: Number of EPS estimates used in calculating the current-quarter consensus. These estimates come from the brokerage analysts tracking this stock. However, the number of such analysts tracking this stock may not match the number of estimates, as all brokerage analysts may not come up with an estimate or provide it to us.

Beta: A measure of risk commonly used to compare the volatility of a stock to the overall market. The S&P 500 Index is the base for calculating beta and carries a value of 1. A stock with beta below 1 is less risky than the market as a whole. And a stock with beta above 1 is riskier.

Dividend: The portion of earnings a company is expected to distribute to its common shareholders in the next 12 months for each share they own. Dividends are usually paid quarterly. Dividend payments reflect positively on a company and help maintain investors' trust. Investors typically find dividend-paying stocks appealing because the dividend adds to any market price appreciation to result in higher return on investment (ROI). Moreover, a steady or increasing dividend payment provides investors a cushion in a down market.

Dividend Yield: The ratio of a company's annual dividend to its share price. The annual dividend used in the ratio is calculated based on the most recent dividend paid by the company. Dividend yield is an estimate of the dividend-only return from a stock in the next 12 months. Since dividend itself doesn't change frequently, dividend yield usually changes with a stock's price movement. As a result, often an unusually high dividend yield is a result of weak stock price.

S&P 500 Index: The Standard & Poor's 500 (S&P 500) Index is an unmanaged group of securities considered to be representative of the stock market in general. It is a market-capitalization-weighted index of stocks of the 500 largest U.S. companies. Each stock's weight in the index is proportionate to its market value.

Industry: One of the 250+ groups that Zacks classifies all stocks into based on the nature of business. These groups are termed as expanded (aka "X") industries and map to their respective (economic) sectors; Zacks has 16 sectors.

Zacks Industry Rank: The Zacks Industry Rank is determined by calculating the average Zacks Rank for all stocks in the industry and then assigning an ordinal rank to it. For example, an industry with an average Zacks Rank of 1.6 is better than an industry with an average Zacks Rank of 2.3. So, the industry with the better average Zacks Rank would get a better Zacks Industry Rank. If an industry has the best average Zacks Rank, it would be considered the top industry (1 out of 250+), which would place it at the top 1% of Zacks-ranked industries. Studies have shown that roughly half of a stock's price movement can be attributed to the industry group it belongs to. In fact, the top 50% of Zacks-ranked industries outperforms the bottom 50% by a factor of more than 2 to 1.

Last EPS Surprise: The percentage deviation of a company's last reported earnings per share from the Zacks Consensus Estimate. Companies with a positive earnings surprise are more likely to surprise again in the future (or miss again if they recently missed).

Last Sales Surprise: The percentage deviation of a company's last reported sales from the Zacks Consensus Estimate.

Expected Report Date: This is an estimated date of a company's next earnings release. The information originated or gathered by Zacks Investment Research from its information providers or publicly available sources is the basis of this estimate.

Earnings ESP: The Zacks Earnings ESP compares the Most Accurate Estimate to the Zacks Consensus Estimate for the yet-to-be reported quarter. The Most Accurate Estimate is the most recent version of the Zacks Consensus EPS Estimate. The idea here is that analysts revising their estimates closer to an earnings release have the latest information, which could potentially be more accurate than what they and others contributing to the consensus had predicted earlier. Thus, a positive or negative Earnings ESP reading theoretically indicates the likely deviation of the actual earnings from the consensus estimate. However, the model's predictive power is significant for positive ESP readings only. A positive Earnings ESP is a strong predictor of an earnings beat, particularly when combined with a Zacks Rank #1 (Strong Buy), #2 (Buy) or #3 (Hold). Our research shows that stocks with this combination produce a positive surprise nearly 70% of the time.

Periods:

TTM: Trailing 12 months. Using TTM figures is an effective way of analyzing the most-recent financial data in an annualized format that helps neutralize the effects of seasonality and other quarter-to-quarter variation.

F1: Current fiscal year. This period is used to analyze the estimates for the ongoing full fiscal year.

F2: Next fiscal year. This period is used to analyze the estimates for the next full fiscal year.

F12M: Forward 12 months. Using F12M figures is an effective way of analyzing the near-term (the following four unreported quarters) estimates in an annualized manner. Instead of typically representing estimates for the full fiscal year, which may not represent the nitty-gritty of each quarter, F12M figures suggest an all-inclusive annualized estimate for the following four quarters. The annualization helps neutralize the potential effects of seasonality and other quarter-to-quarter variations.

P/E Ratio: The price-to-earnings ratio measures a company's current market price per share relative to its earnings per share (EPS). Usually, the trailing-12-month (TTM) EPS, current-fiscal-year (F1) EPS estimate, or forward-12-month (F12M) EPS estimate is used as the denominator. In essence, this ratio shows what the market is willing to pay today for each dollar of EPS. In other words, this ratio gives a sense of what the relative value of the company is at the already reported level of earnings or at a future level of earnings.

It is one of the most widely-used multiples for determining the value of a company and helps comparing its valuation with that of a competitor, the industry group or a benchmark.

PEG Ratio: The price/earnings to growth ratio is a stock's P/E ratio using current fiscal year (F1) EPS estimate divided by its expected EPS growth rate over the coming 3 to 5 years. This ratio essentially determines a stock's value by factoring in the company's expected earnings growth and is thus believed to provide a more complete picture than just the P/E ratio, particularly for faster-growing companies.

P/S Ratio: The price-to-sales ratio is calculated as a company's current price per share divided by trailing 12 months (TTM) sales or revenues per share. This ratio shows what the market is willing to pay today for each dollar of TTM sales per share. The P/S ratio is at times the only valuation metric when the company has yet to become profitable.

Cash/Price Ratio: The cash-to-price ratio or Cash Yield is calculated as cash and marketable securities per share divided by the company's current share price. Like the earnings yield, which shows the anticipated yield (or return) on a stock from earnings for each dollar invested, the cash yield does the same, with cash being the source of return instead of earnings. For example, a cash/price ratio of 0.08 suggests a return of 8% or 8 cents for every \$1 investment.

EV/EBITDA Ratio: The EV/EBITDA ratio, also known as Enterprise Multiple, is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by EBITDA (earnings before interest, taxes, depreciation and amortization). Usually, trailing-12-month (TTM) or forward-12-month (F12M) EBITDA is used as the denominator.

EV/Sales Ratio: The enterprise value-to-sales ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by annual sales. It is an expansion of the P/S valuation, which uses market value instead of enterprise value. The EV/Sales ratio is perceived as more accurate than P/S, in part, because the market capitalization does not take a company's debt into account when valuing it.

EV/CF Ratio: The enterprise value-to-cash flow ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by the trailing-12-month (TTM) operating cash flow. It's a measure of how long it would take to buy the entire business if you were able to use all the company's operating cash flow.

The EV/CF ratio is perceived as more accurate than the P/CF ratio, in part, because the market price does not take a company's debt into account when valuing it.

EV/FCF Ratio: The enterprise value-to-free cash flow metric compares a company's enterprise value to its trailing-12-month (TTM) free cash flow (FCF). This metric is very similar to the EV/CF ratio, but is considered a more exact measure owing to the fact that it uses free cash flow, which subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding growth activities and payments to shareholders.

P/EBITDA Ratio: The P/EBITDA ratio is calculated as a company's per share market value divided by EBITDA (earnings before interest, taxes, depreciation, and amortization). This metric is very similar to the EV/EBITDA ratio, but is considered a little less exact measure as it uses market price, which does not take a company's debt into account. However, since EBITDA is often considered a proxy for cash income, the metric is used as a measure of what the market is willing to pay today for each dollar of the company's cash profitability in the trailing 12 months (TTM) or forward 12 months (F12M).

P/B Ratio: The price-to-book ratio is calculated as a company's current price per share divided by its book value (total assets – liabilities – preferred stocks) per share. In short, the book value is how much a company is worth. In other words, it reflects the total value of a company's assets that its common shareholders would receive if it were to be liquidated. So, the P/B ratio indicates whether you're paying higher or lower than what would remain if the company went bankrupt immediately. Investors typically use this metric to determine how a company's stock price stacks up to its intrinsic value.

P/TB Ratio: The price-to-tangible-book value ratio is calculated as a the per share market value of a company divided by the value of its tangible assets (total assets – liabilities – preferred stocks – intangible assets) per share. Tangible book value is the same thing as book value except it excludes the value of intangible assets to get a step closer to the baseline value of the company.

P/CF Ratio: The price-to-cash flow ratio measures a company's per share market price relative to its trailing-12-month (TTM) operating cash flow per share. This metric is used to determine whether a company is undervalued or overvalued relative to another stock, industry or sector. And like the P/E ratio, a lower number is typically considered better from the value perspective.

One of the reasons why P/CF ratio is often preferred over P/E ratio is the fact that operating cash flow adds back non-cash expenses such as depreciation and amortization to net income. This feature helps valuing stocks that have positive cash flow but are not profitable because of large noncash charges.

P/FCF Ratio: The price-to-free cash flow ratio is an extension of P/CF ratio, which uses trailing-12-month (TTM) free cash flow per share instead of operating cash flow per share. This metric is considered a more exact measure than P/CF ratio, as free cash flow subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding activities that generate additional revenues.

Earnings Yield: The earnings yield is calculated as current fiscal year (F1) EPS estimate divided by the company's current share price. The ratio, which is the inverse of the P/E ratio, measures the anticipated yield (or return) from earnings for each dollar invested in a stock today.

For example, earnings yield for a stock, which is trading at \$35 and expected to earn \$3 per share in the current fiscal year (F1), would be 0.0857 ($3/35 = 0.0857$) or 8.57%. In other words, for \$1 invested in the stock today, the yield from earnings is anticipated to be 8.57 cents.

Investors most commonly compare the earnings yield of a stock to that of a broad market index (such as the S&P 500) and prevailing interest rates, such as the current 10-year Treasury yield. Since bonds and stocks compete for investors' dollars, stock investors typically demand a higher yield for the extra risk they assume compared to investors of U.S. Treasury-backed securities that offer virtually risk-free returns. This additional return is referred to as the risk premium.

Debt/Equity Ratio: The debt-to-equity ratio is calculated as a company's total liabilities divided by its shareholder equity. This metric is used to gauge a company's financial leverage. In other words, it is a measure of the degree to which a company is financing its operations through debt versus its own funds. The higher the ratio, the higher the risk for shareholders.

However, this ratio is difficult to compare across industry groups where ideal amounts of debt vary. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-equity ratio should be compared with other companies in the same industry.

Cash Flow (\$/share): Cash flow per share is calculated as operating cash flow (after-tax earnings + depreciation + other non-cash charges) divided by common shares outstanding. It is used by many investors as a measure of a company's financial strength. Since cash flow per share takes into consideration a company's ability to generate cash by adding back non-cash expenses, it is regarded by some as a more accurate measure of a company's financial situation than earnings per share, which could be artificially deflated.

Current Ratio: The current ratio or liquidity ratio is a company's current assets divided by its current liabilities. It measures a company's ability to pay short-term obligations. A current ratio that is in line with the industry average or slightly higher is generally considered acceptable. A current ratio that is lower than the industry average would indicate a higher risk of distress or default. A higher number is usually better. However, a very high current ratio compared to the industry average could be an indication of inefficient use of assets by management.

Debt/Capital Ratio: Debt-to-capital ratio is a company's total debt (interest-bearing debt + both short- and long-term liabilities) divided its total capital (interest-bearing debt + shareholders' equity). It is a measure of a company's financial leverage. All else being equal, the higher the debt-to-capital ratio, the riskier the stock.

However, this ratio can vary widely from industry to industry, the ideal amount of required debt being different. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-capital ratio should be compared with the same for its industry.

Net Margin: Net margin is calculated as net income divided by sales. It shows how much of each dollar in sales generated by a company translates into profit. For example, if a company's net margin is 15%, its net income is 15 cents for every \$1 of sales it makes.

A change in margin can reflect either a change in business conditions, or a company's cost controls, or both. If a company's expenses are growing faster than sales, its net margin will decline. However, different net margin rates are considered good for different industries, so it's better to compare net margin rates of companies in the same industry group.

Return on Equity: Return on equity (ROE) is calculated as trailing-12-month net income divided by trailing-12-month average shareholder equity (including reinvested earnings). This metric is considered a measure of how effectively management is using a company's assets to generate profits. For example, if a company's ROE is 10%, it creates 10 cents profits for every \$1 shareholder equity, which is basically the company's assets minus debt. A company's ROE deemed good or bad depends on what's normal for its peers or industry group.

Sales/Assets Ratio: The sales-to-assets ratio or asset utilization ratio or asset turnover ratio is calculated as a company's annual sales divided by average assets (average of assets at the beginning of the year and at the year's end). This metric helps investors understand how effectively a company is using its assets to generate sales. For example, a sales-to-assets ratio of 2.5 indicates that the company generated \$2.50 in sales for every \$1 of assets on its books.

The higher the sales-to-assets ratio, the better the company is performing. However, similar to many other ratios, the asset turnover ratio tends to be higher for companies in certain industries/sectors than in others. So, a company's sales-to-assets ratio should be compared with the same for its industry/sector.

Historical EPS Growth (3-5 Years): This is the average annual (trailing-12-month) EPS growth rate over the last 3-5 years. This metric helps investors see how a company's EPS has grown from a long-term perspective.

Note: There are many factors that can influence short-term numbers — a recession will reduce this number, while a recovery will inflate it. The longterm perspective helps smooth out short-term events.

Projected EPS Growth (F1/F0): This is the estimated EPS growth rate for the current financial year. It is calculated as the consensus estimate for the current fiscal year (F1) divided by the reported EPS for the last completed fiscal year (F0).

Current Cash Flow Growth: It measures the latest year-over-year change in operating cash flow. Cash flow growth tells an investor how quickly a company is generating inflows of cash from operations. A positive change in the cash flow is desired and shows that more 'cash' is coming in than going out.

Historical Cash Flow Growth (3-5 Years): This is the annualized change in cash flow over the last 3-5 years. The change in a longer period helps put the current reading into proper perspective. By looking at the rate, rather than the actual dollar value, the comparison across the industry and peers becomes easier.

Projected Sales Growth (F1/F0): This metric looks at the estimated sales growth for the current year. It is calculated as sales estimate for the current fiscal year (F1) divided by the reported sales for the last completed fiscal year (F0).

Like EPS growth, a higher rate is better for sales growth. A look at a company's projected sales growth instantly tells you what the outlook is for their products and services. However, different sales growth rates are considered good for different industries, so it's better to compare sales growth rates of companies in the same industry group.

EPS F1 Estimate 1-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past week. The change in a company's consensus EPS estimate (or earnings estimate revision) has proven to be strongly correlated with the near-term price movement of its shares. It is an integral part of the Zacks Rank.

If a stock's consensus EPS estimate is \$1.10 now versus \$1.00 a week ago, that will be reflected as a 10% upward revision. If, on the other hand, it went from \$1.00 to 90 cents, that would be a 10% downward revision.

EPS F1 Estimate 4-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past four weeks.

A stock's earnings estimate revision in a 1-week period is important. But it's more meaningful to look at the longer-term revision. And, of course, the 4-week change helps put the 1-week change into proper perspective.

EPS F1 Estimate 12-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past 12 weeks.

This metric essentially shows how the consensus EPS estimate has changed over a period longer than 1 week or 4 weeks.

EPS Q1 Estimate Monthly Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal quarter over the past four weeks.

While the revision in consensus EPS estimate for the current fiscal year is strongly correlated with the near-term price movement of its shares, the estimate revision for the current fiscal quarter is an important metric as well, especially over the short term, and particularly as a stock approaches its earnings date. If a stock's Q1 EPS estimate decreases ahead of its earnings release, it's usually a negative sign, whereas an increase is a positive sign.