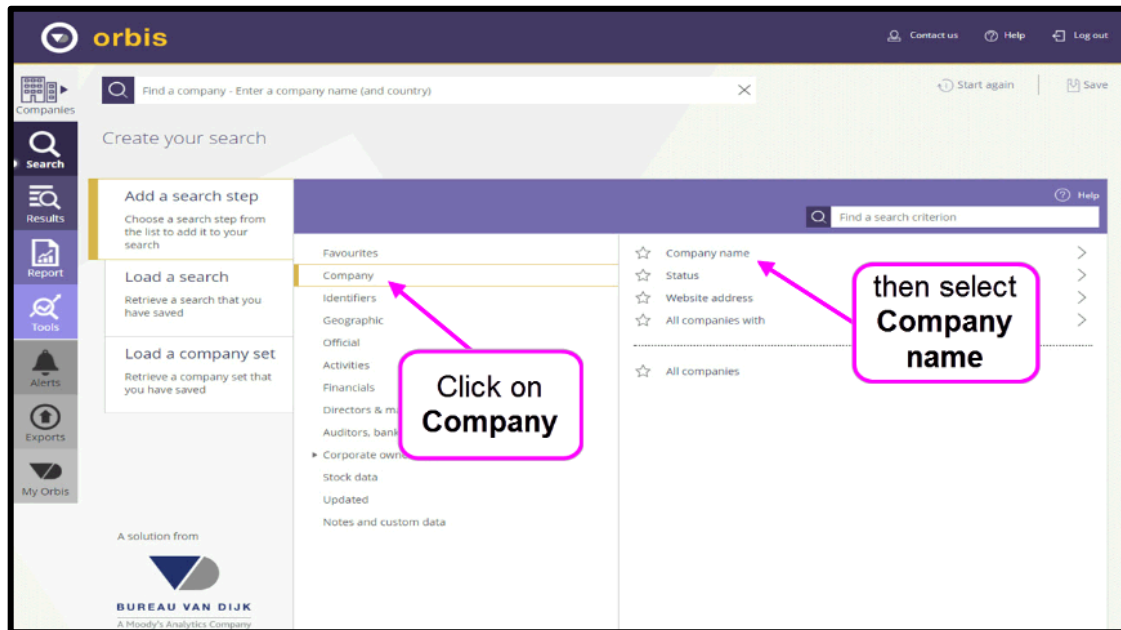


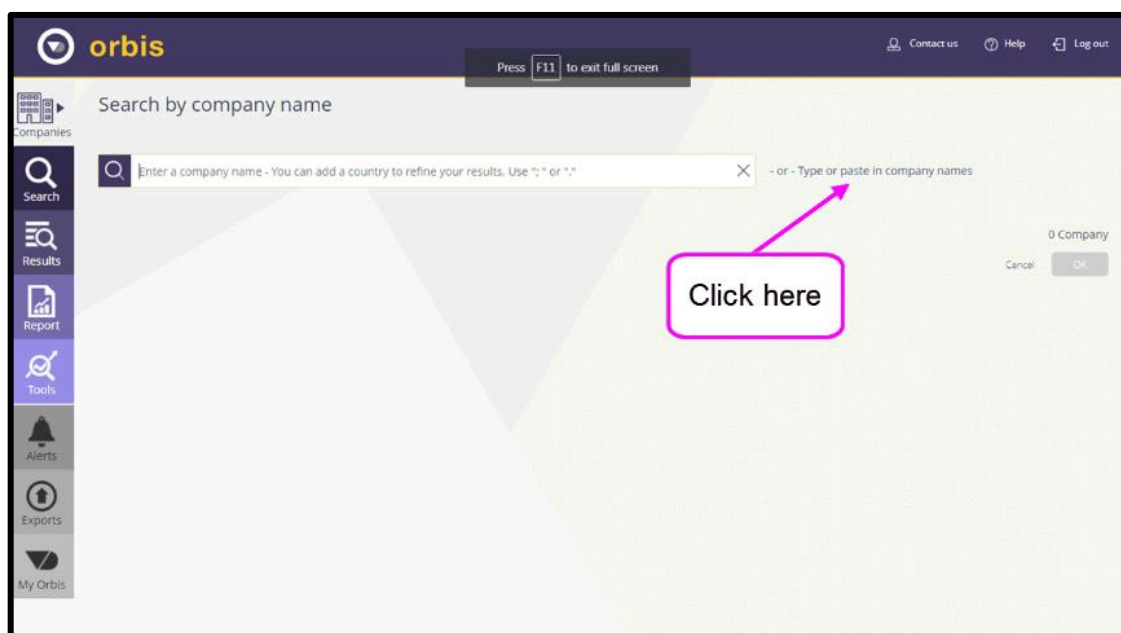
How to create your own peer analysis using **Orbis**

Connect to **Orbis** through our moodle database course, [Library Information Sources for Business Students](#) or via our [Business, Marketing and Economics](#) library home page. If you are not already logged in, you will be asked to enter your Brookes username and password.

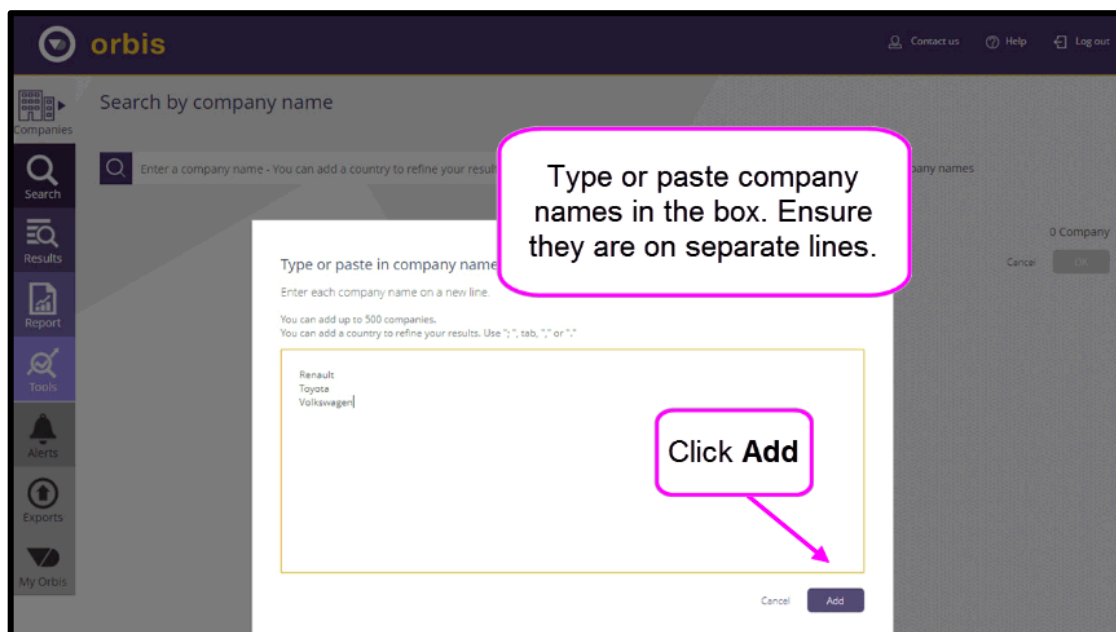
1. When you have reached the **Orbis** home page click on **Company** and then select **Company name**.



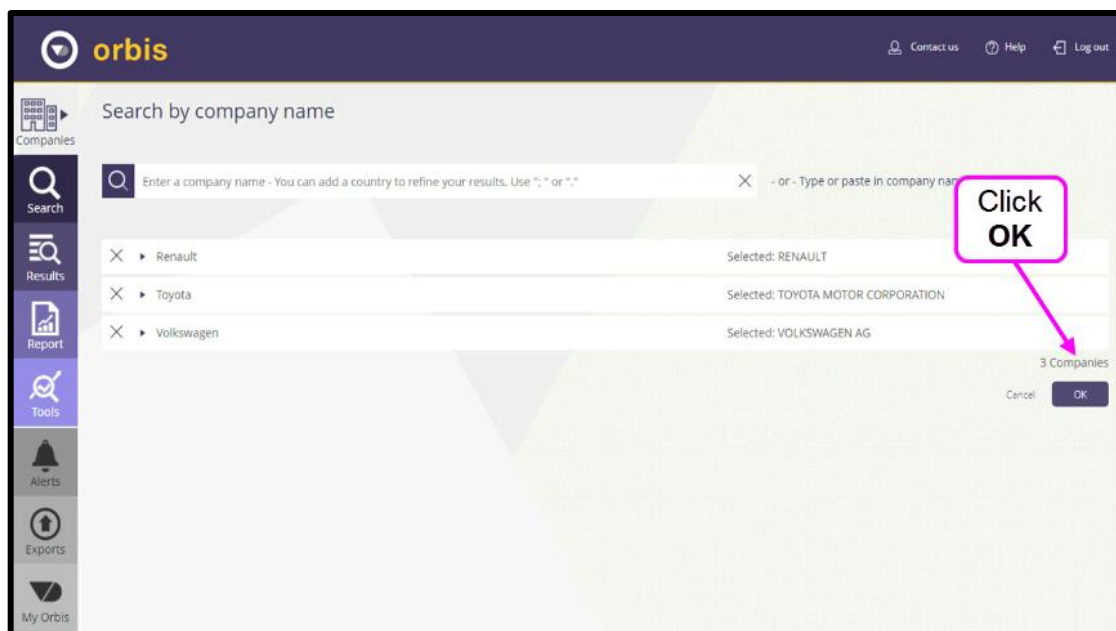
2. Click on the link **Type or paste in company names**.



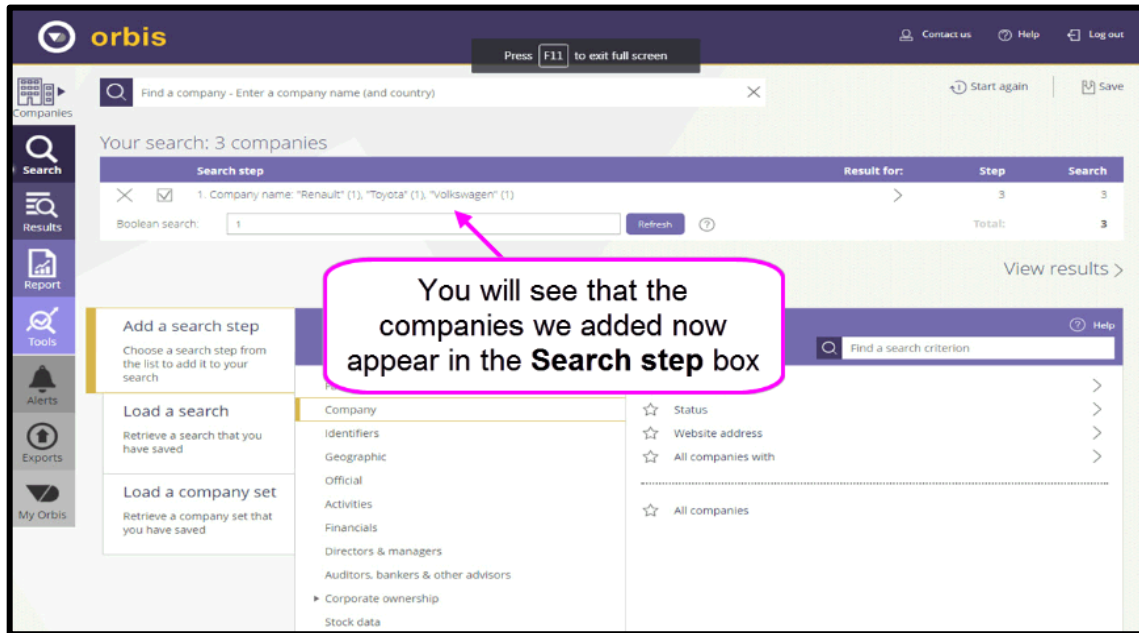
3. Type or paste company names in the box. Ensure they are on separate lines. Click **Add**.



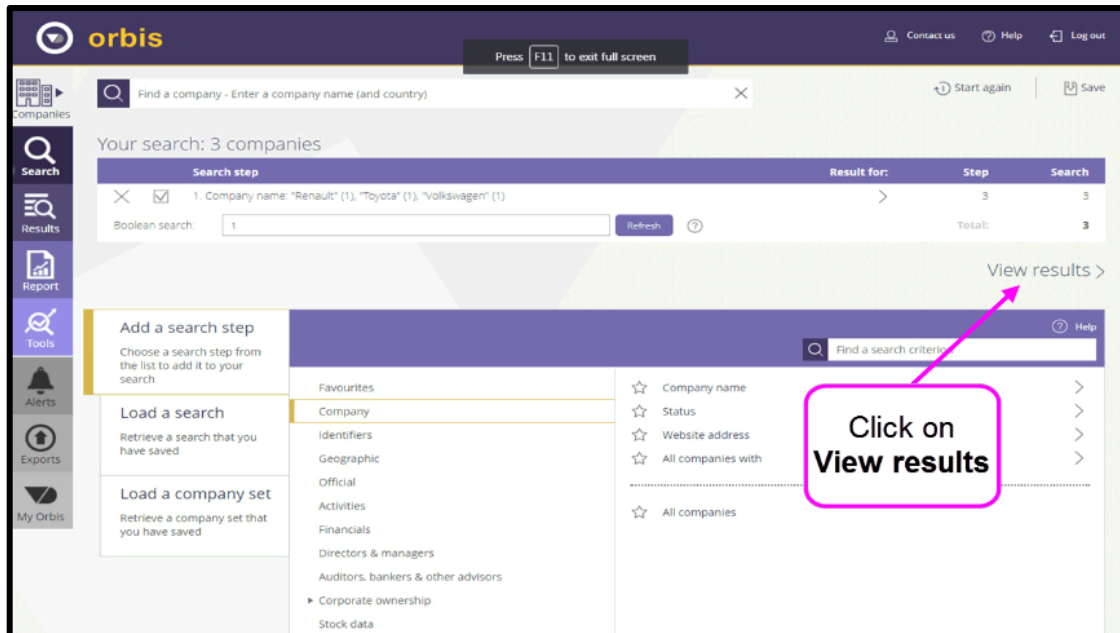
4. Click **Okay**.



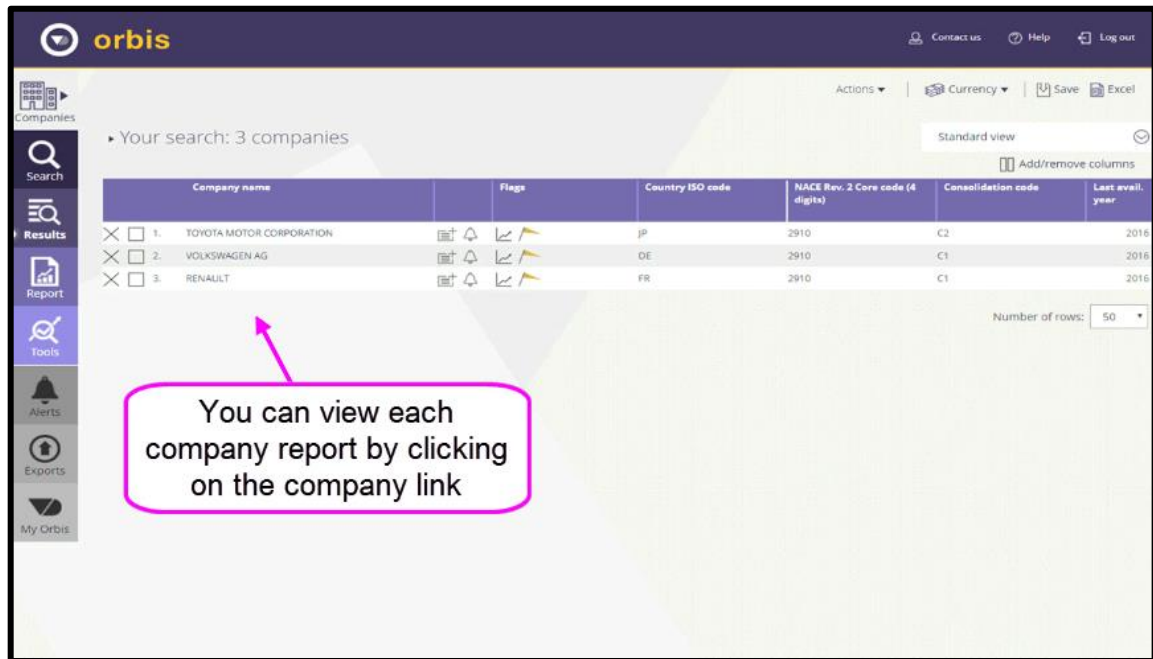
5. You will see that the companies we added now appear in the **Search step** box.



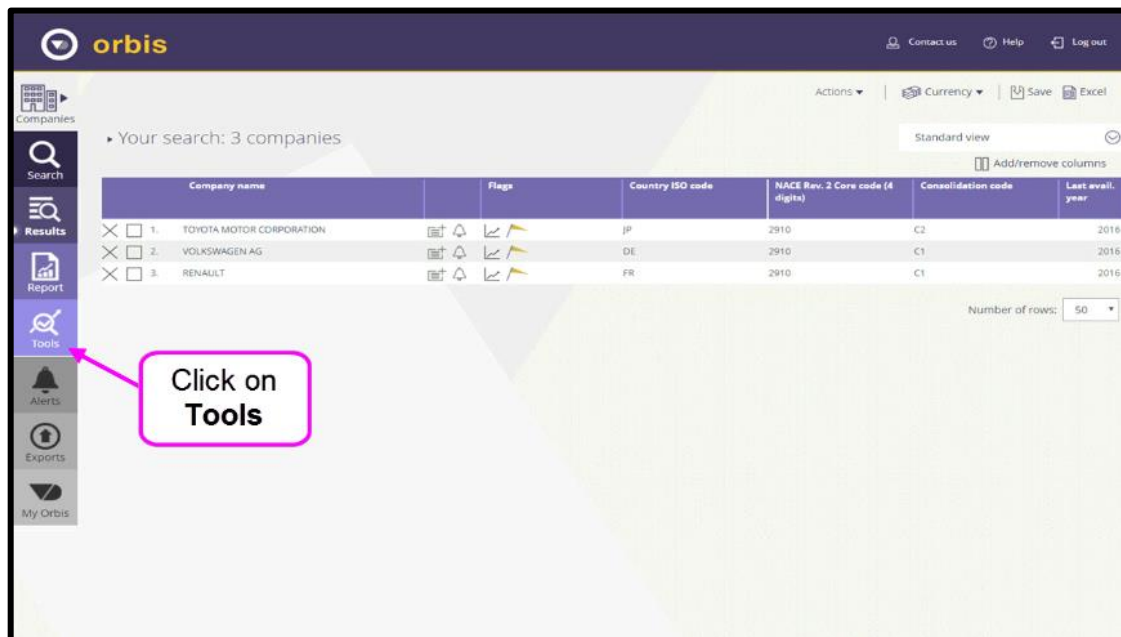
6. Click **View results**.



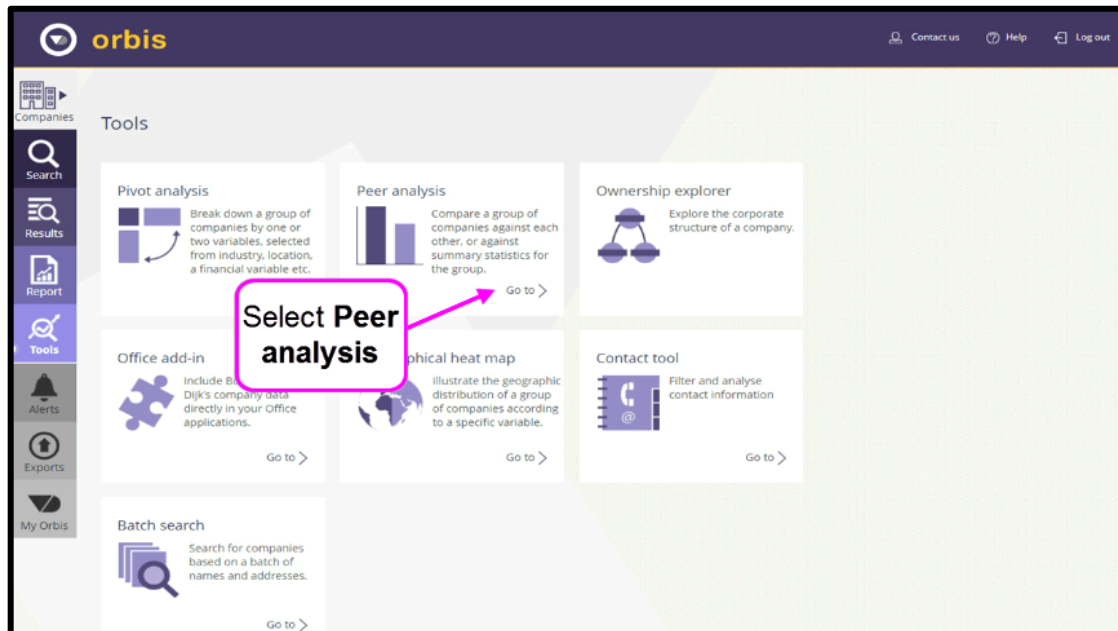
7. You will see that the companies we added now appear in your companies list. You can view each company report by clicking on the company link.



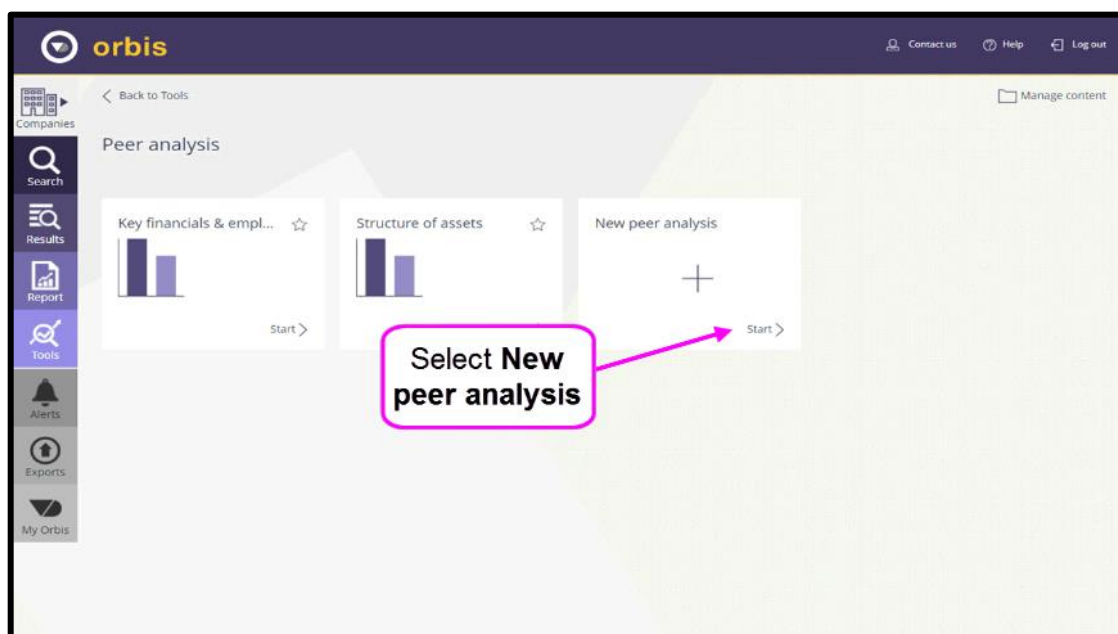
8. To compare the companies added to your company list click on **Tools**.



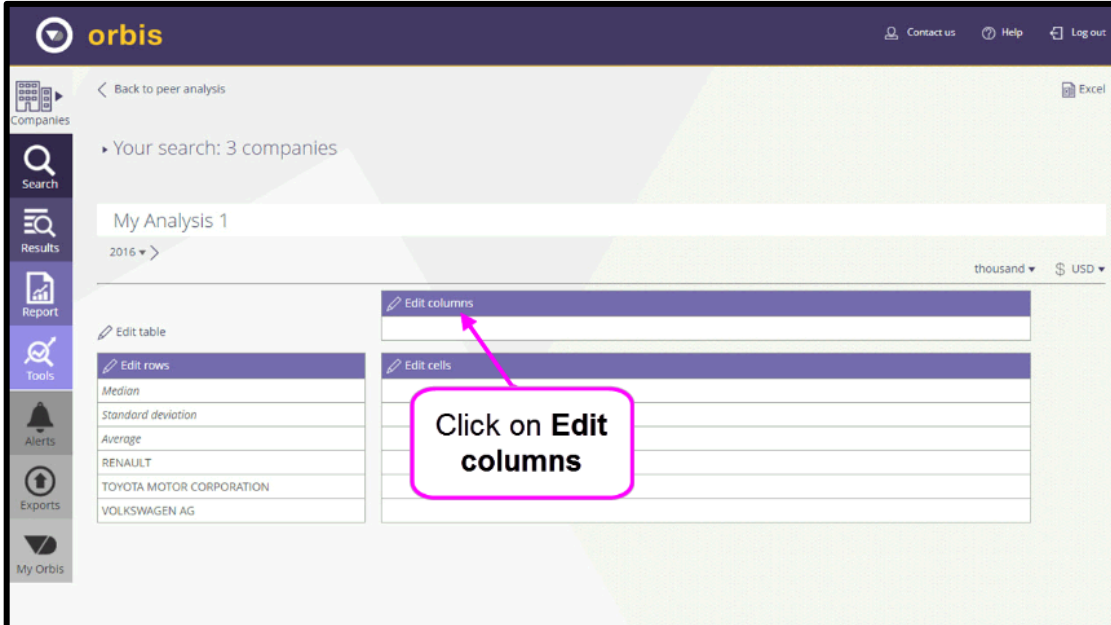
9. Select **Peer analysis**.



10. To create a new peer analysis select **New peer analysis/Start**.

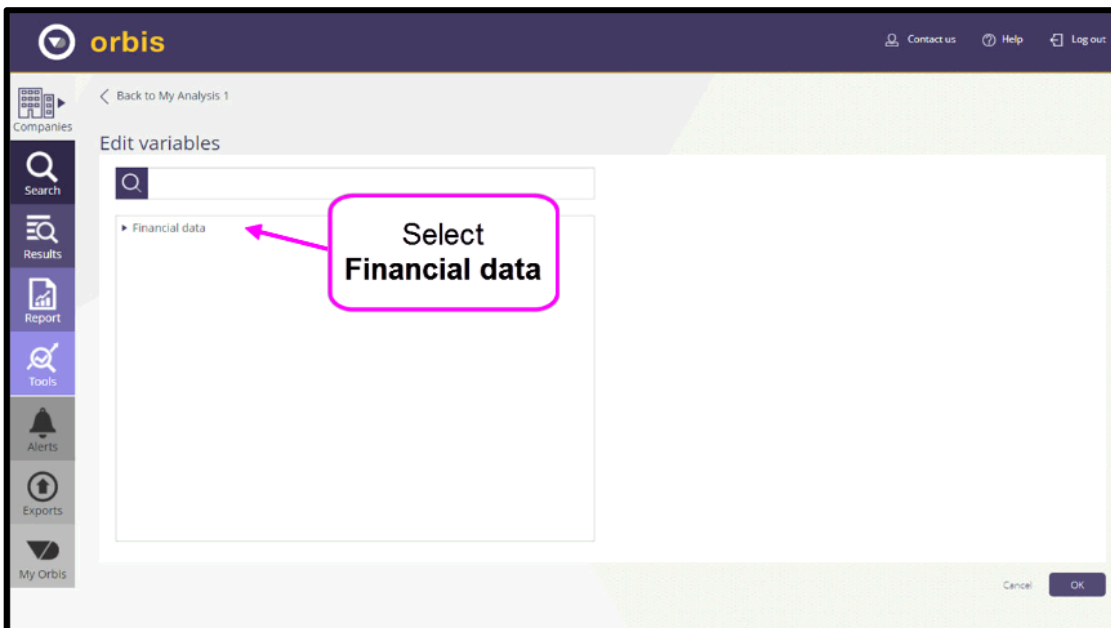


11. Click on **Edit columns**. This will allow you to add variables to your analysis (e.g. **Balance sheet and ratios**).



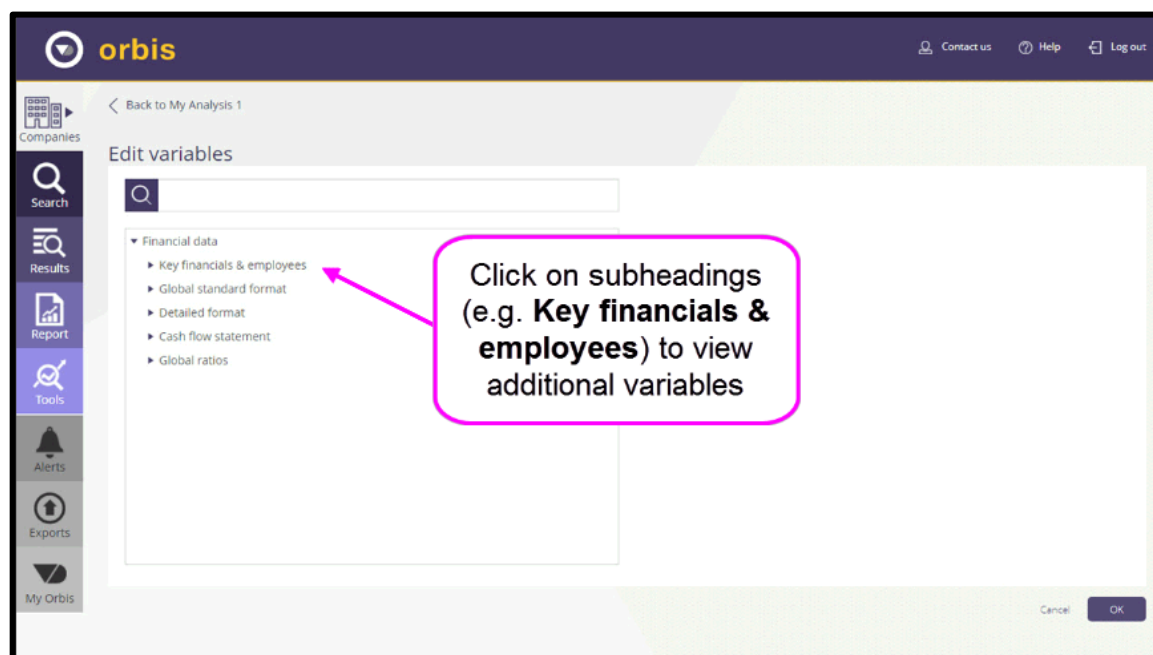
The screenshot shows the Orbis web application interface. The top navigation bar includes the Orbis logo, 'Contact us', 'Help', and 'Log out' links. The main content area is titled 'Back to peer analysis' and shows 'Your search: 3 companies'. Below this, there is a search bar containing 'My Analysis 1' and a dropdown menu set to '2016'. The interface is divided into several sections: 'Edit table', 'Edit rows', 'Edit columns', and 'Edit cells'. The 'Edit columns' section is highlighted with a pink box and a pink arrow pointing to it, with the text 'Click on Edit columns' written inside the box. The 'Edit rows' section shows a list of statistical measures: Median, Standard deviation, Average, RENAULT, TOYOTA MOTOR CORPORATION, and VOLKSWAGEN AG. The 'Edit cells' section is also visible. The bottom left sidebar contains navigation icons for Search, Results, Report, Tools, Alerts, Exports, and My Orbis.

12. Select **Financial data**.

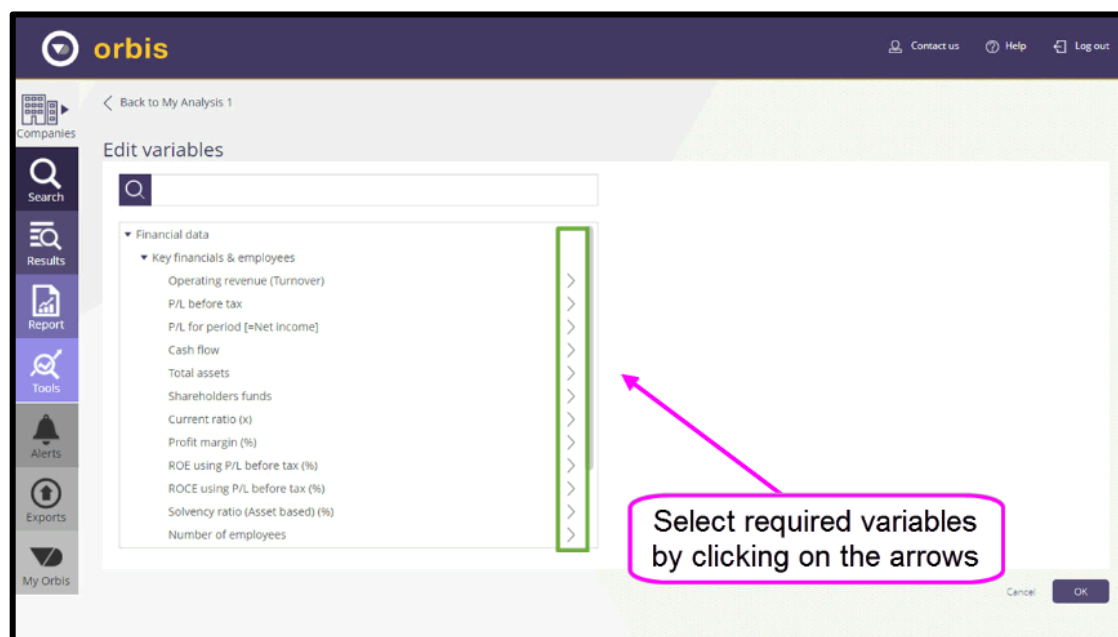


The screenshot shows the Orbis web application interface in the 'Edit variables' section. The top navigation bar is the same as in the previous screenshot. The main content area is titled 'Back to My Analysis 1' and 'Edit variables'. There is a search bar at the top of the main content area. Below the search bar, there is a dropdown menu with 'Financial data' selected. A pink box with the text 'Select Financial data' and a pink arrow pointing to the 'Financial data' option is overlaid on the screenshot. The bottom right corner of the main content area has 'Cancel' and 'OK' buttons. The bottom left sidebar is the same as in the previous screenshot.

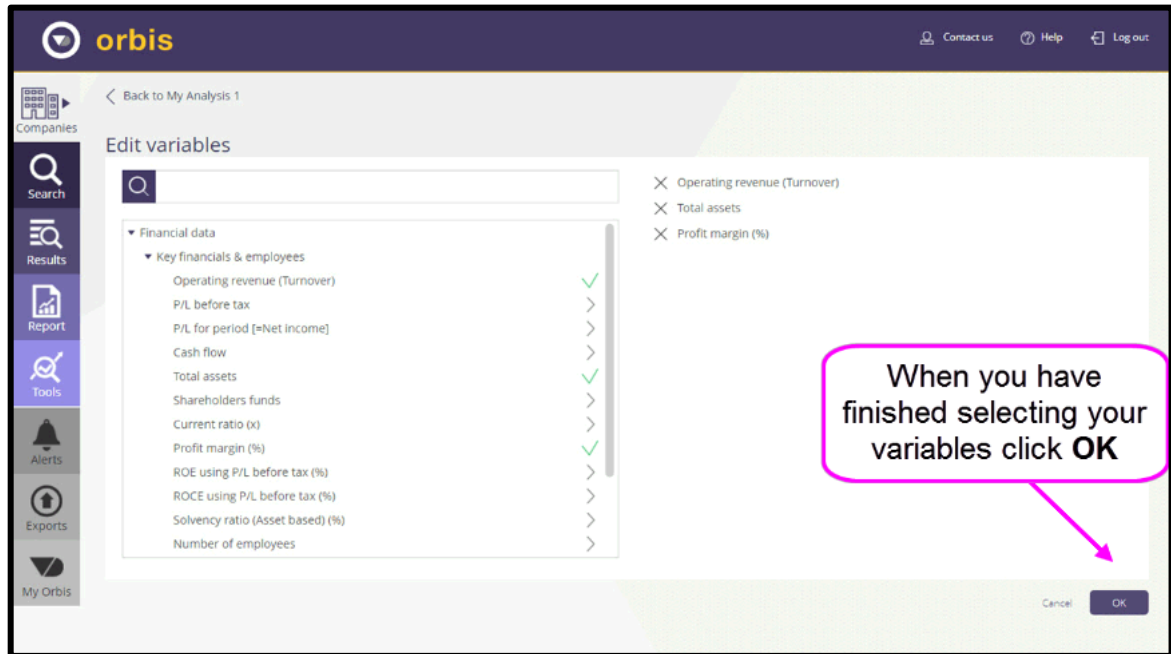
13. Click on subheadings (e.g. **Key financials & employees**) to view additional variables.



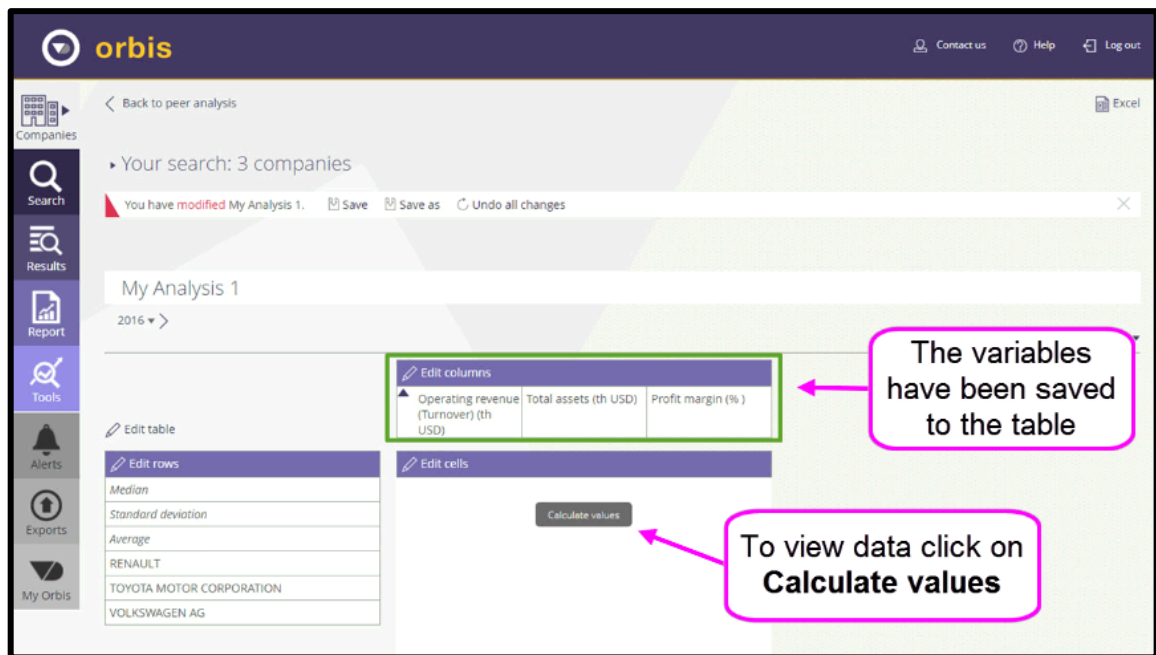
14. Select required variables by clicking on the arrows.



15. When you have finished selecting your variables (all will appear in the right hand pane) click **OK**.



16. You will see that your selected variables are saved to the table. To view data click on **Calculate values**.



17. You have the option to save your peer analysis or export to Excel.

You have the option to save your peer analysis or export it to Excel

These numbers refer to company ranking

| | RENAULT | TOYOTA MOTOR CORPORATION | VOLKSWAGEN AG |
|--------------------|-------------|--------------------------|---------------|
| Median | 237,564,633 | 431,898,516 | 7.95 |
| Standard deviation | 88,044,390 | 153,617,416 | 2.44 |
| Average | 179,723,331 | 324,866,866 | 6.65 |
| Profit margin (%) | 55,311,791 | 107,626,776 | 8.76 |
| Ranking | 3 | 1 | 2 |

18. Saved peer analysis' will appear under the **Peer analysis** section under the **Tools** menu.

Saved peer analysis' will appear under the Peer analysis section under the Tools menu

If you need further help using **Orbis** please contact the business librarians at businesslibrarians@brookes.ac.uk or on 01865 485851. Alternatively, please feel free to drop in and speak to us.