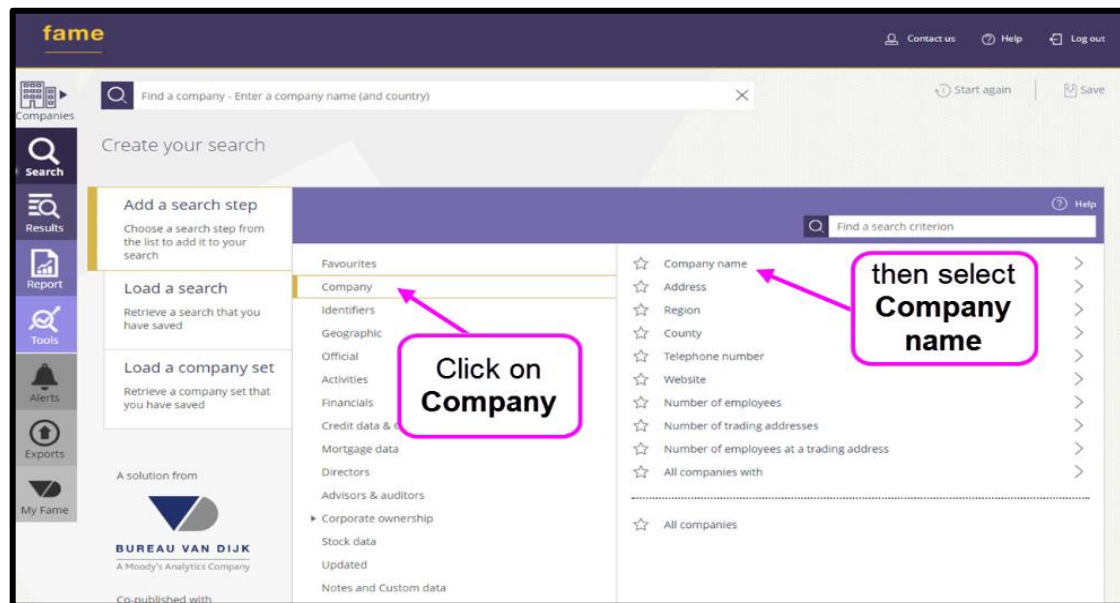


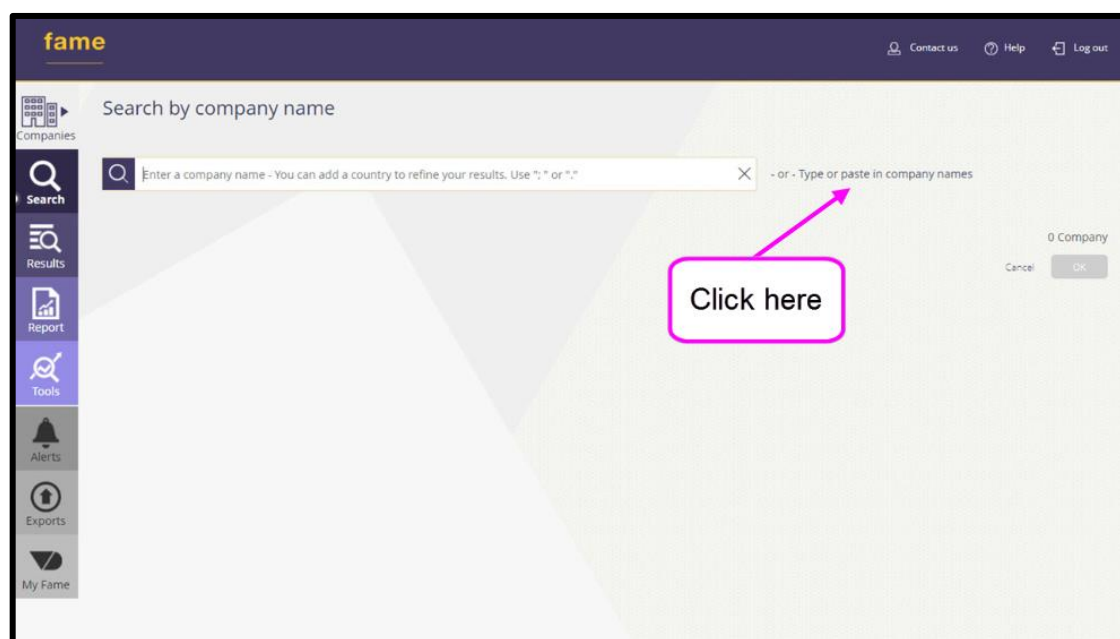
How to create your own peer analysis using **Fame**

Connect to **Fame** 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.

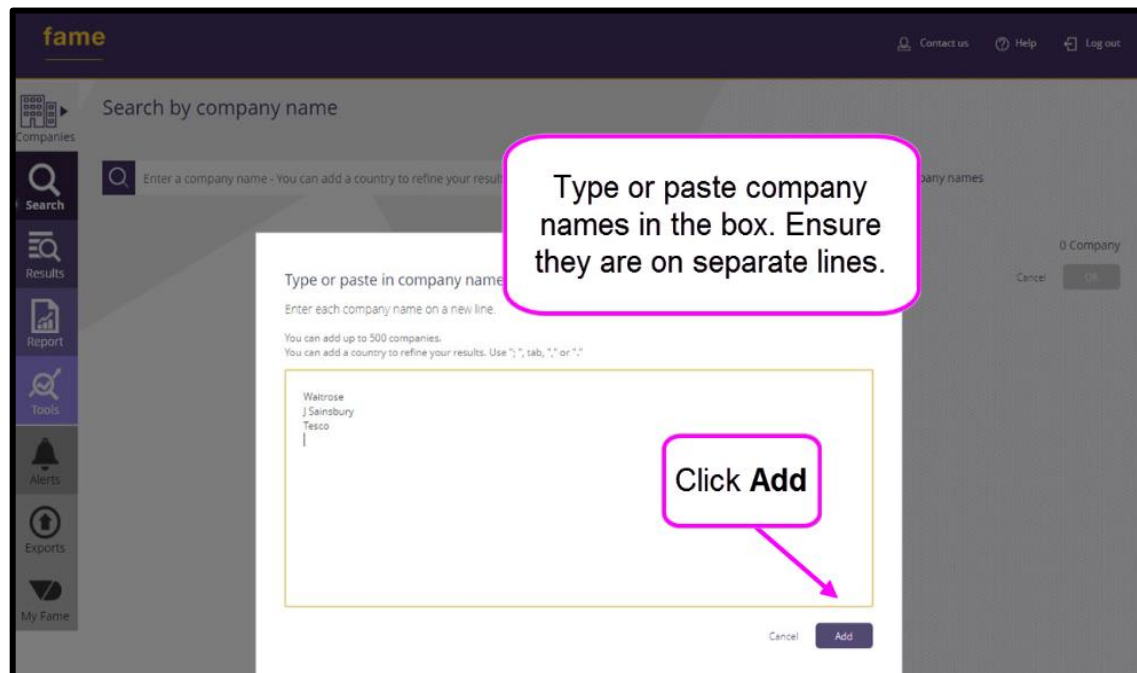
1. When you have reached the **Fame** home page click on **Company** and then select **Company name**.



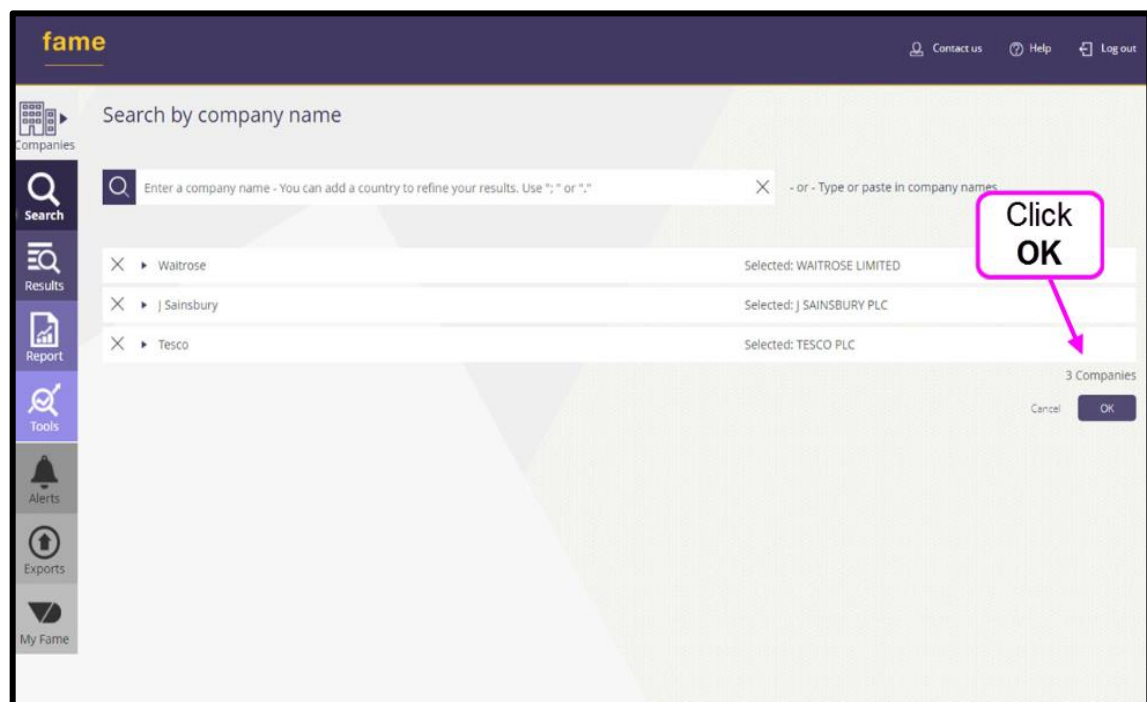
2. Click on the link **Type or paste in company names**.



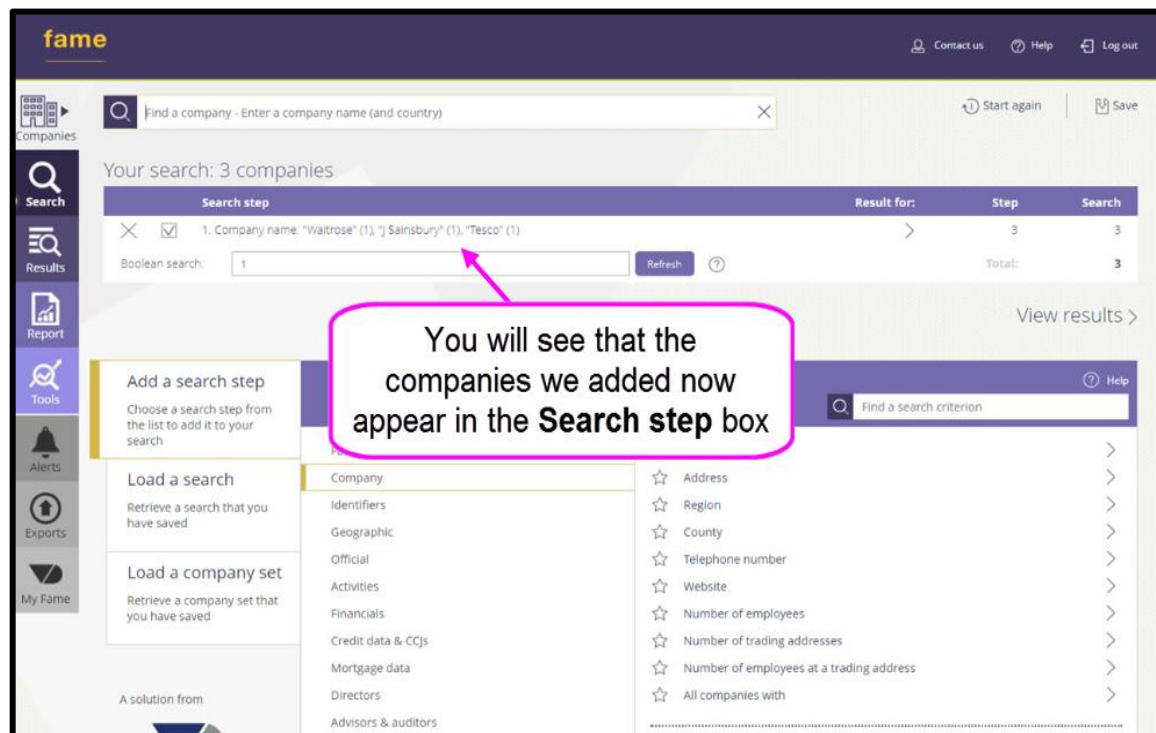
3. Type or paste company names in the box. Ensure they are on separate lines. Click **Add**.



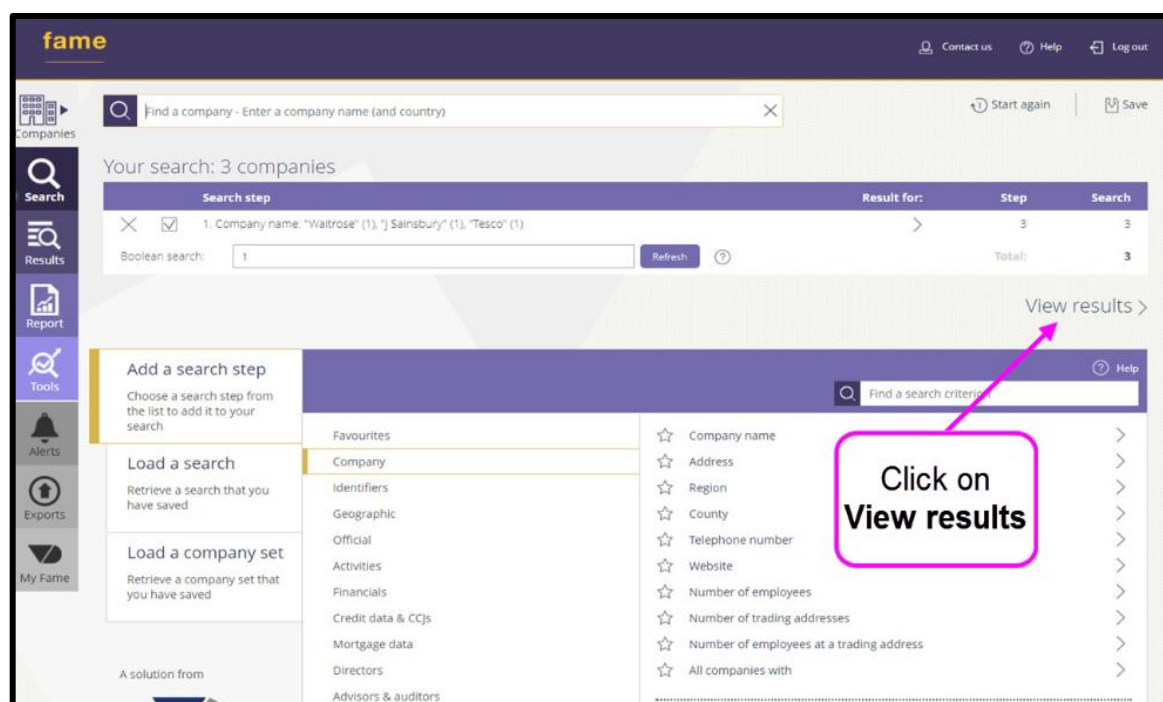
4. Click **Okay**.



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.

The screenshot shows the Fame interface with a search for 3 companies. The results table lists the following companies:

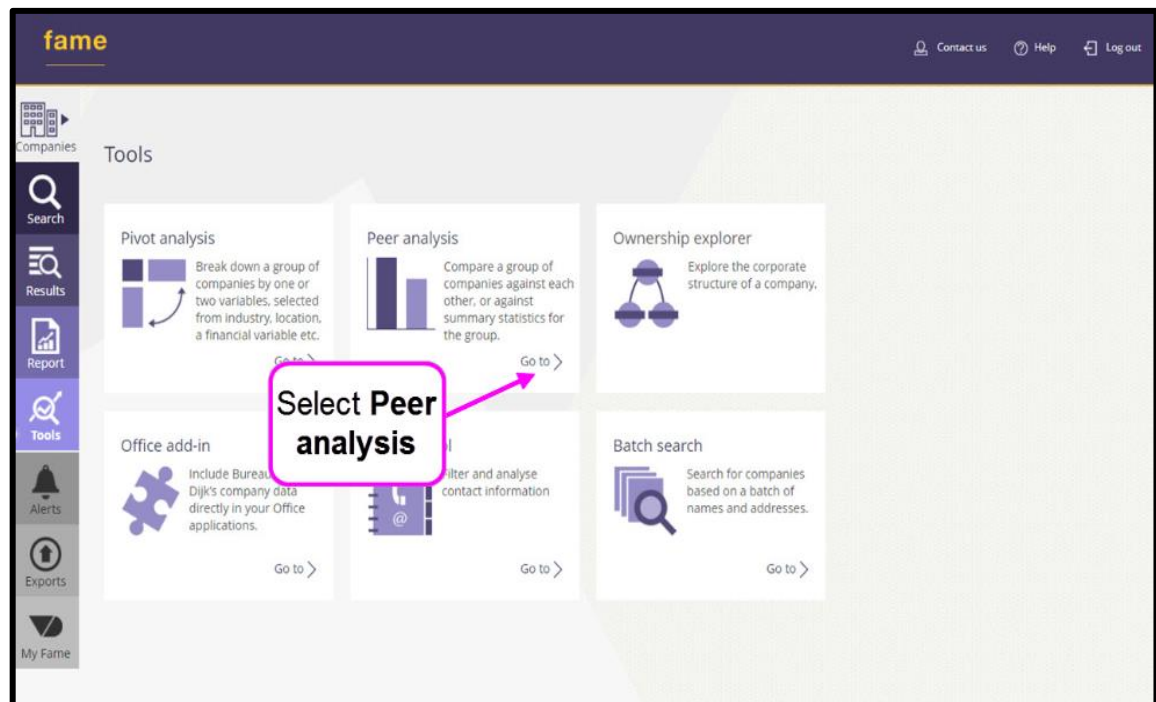
Company name	Icons	R/O Full Postcode	Registered number	Primary UK SIC (2007) code	Latest accounts date
1. TESCO PLC		AL7 1GA	00445790	47110	25/02/2017
2. J SAINSBURY PLC		EC1N 2HT	00185647	47110	11/03/2017
3. WAITROSE LIMITED		SW1E 5NN	00099405	47110	28/01/2017

A callout box points to the company link icon in the first row, stating: "You can view each company report by clicking on the company link".

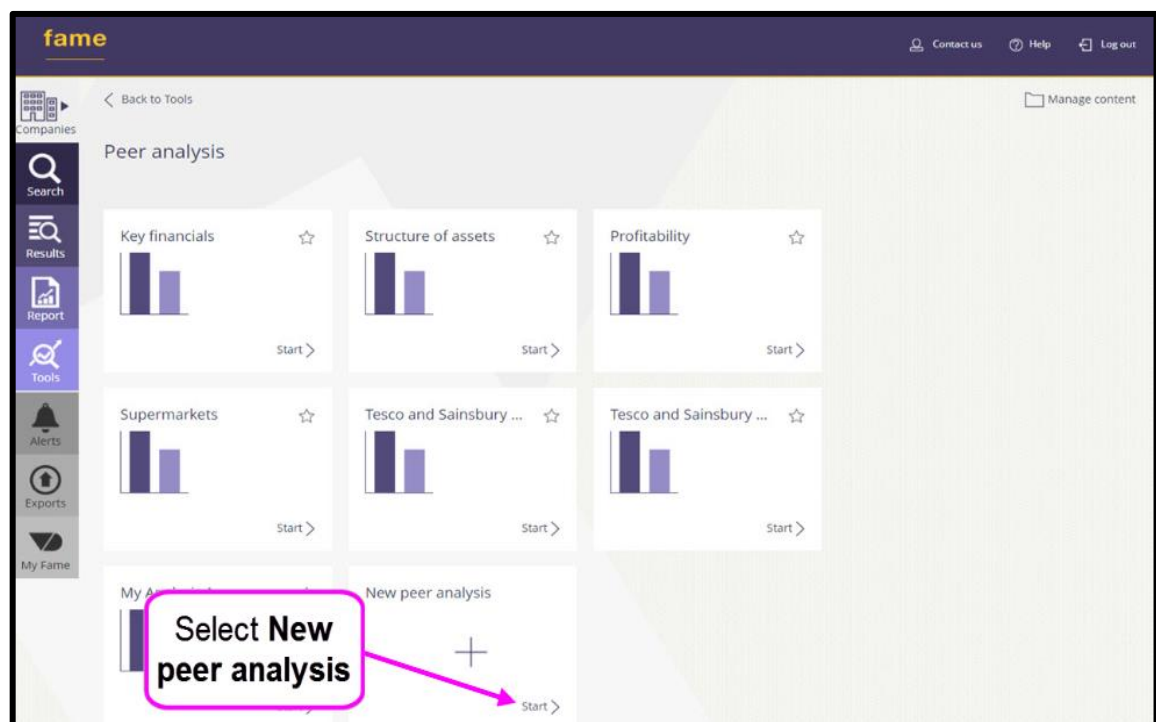
8. To compare the companies added to your company list click on **Tools**.

The screenshot shows the Fame interface with the same search results. A callout box points to the 'Tools' icon in the left sidebar, stating: "Click on Tools".

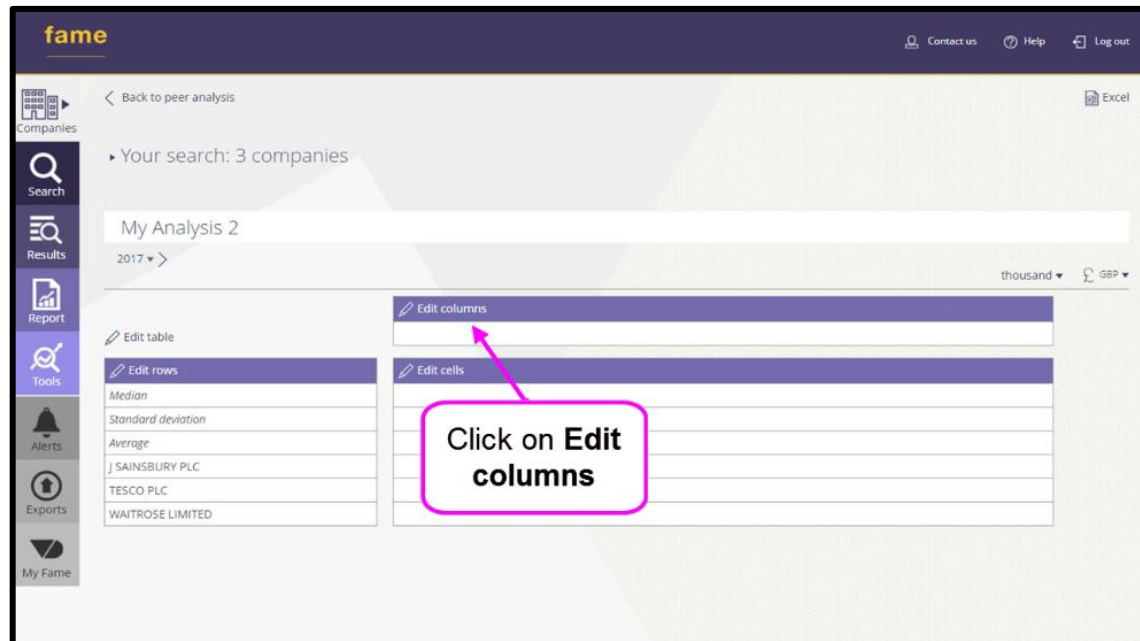
9. Select **Peer analysis**.



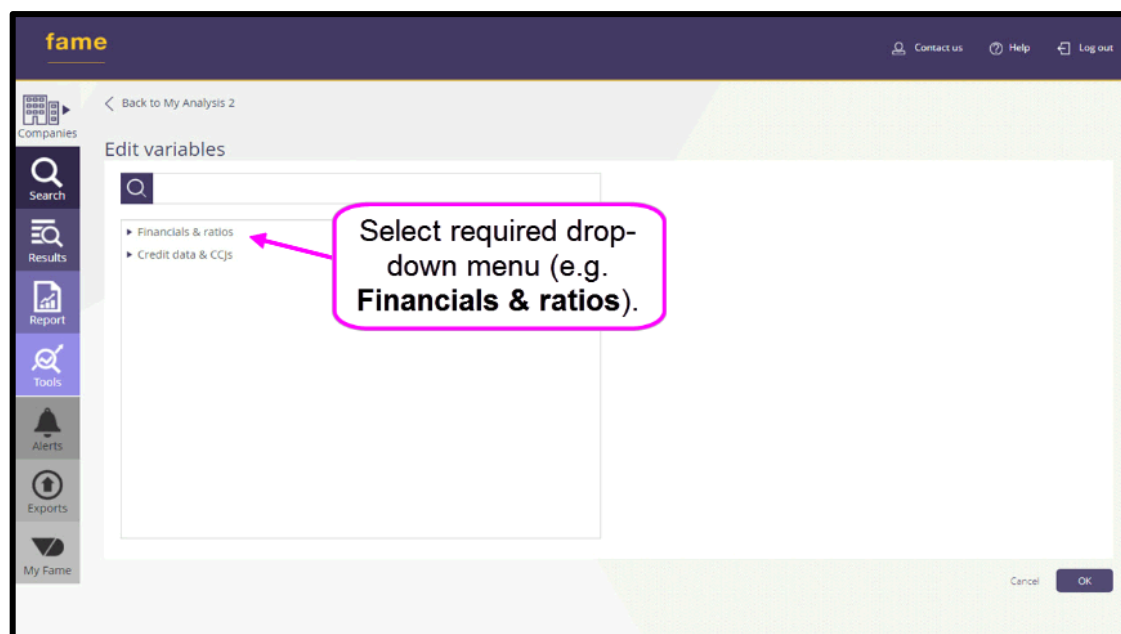
10. To create a new peer analysis select **New peer analysis/Start**.



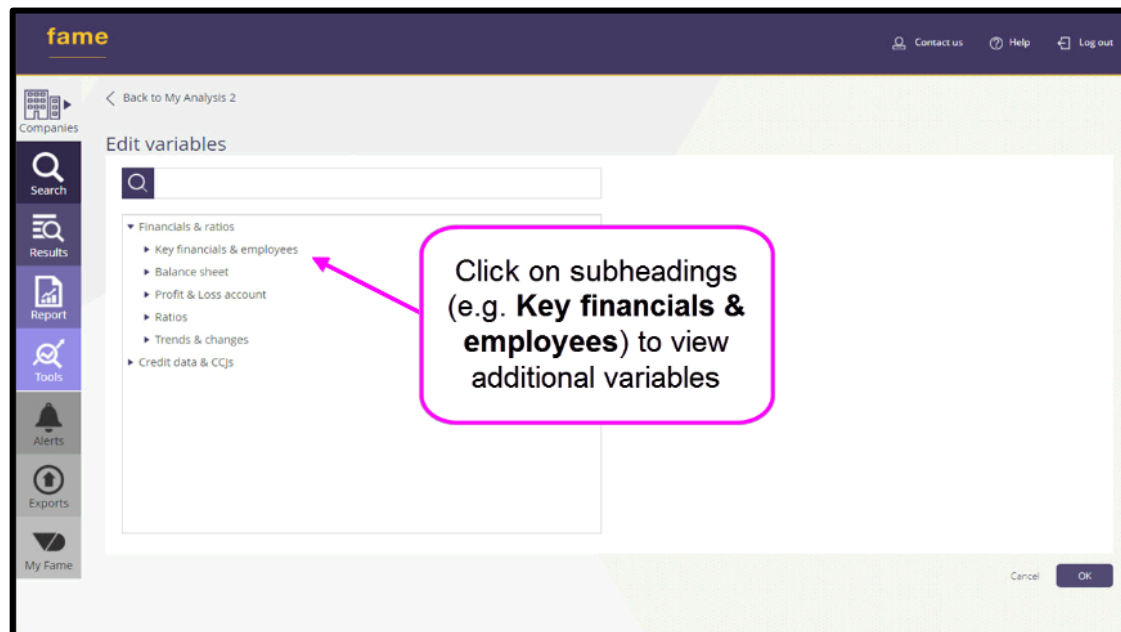
11. Click on **Edit columns**. This will allow you to add variables to your analysis (e.g. **Balance sheet and ratios**).



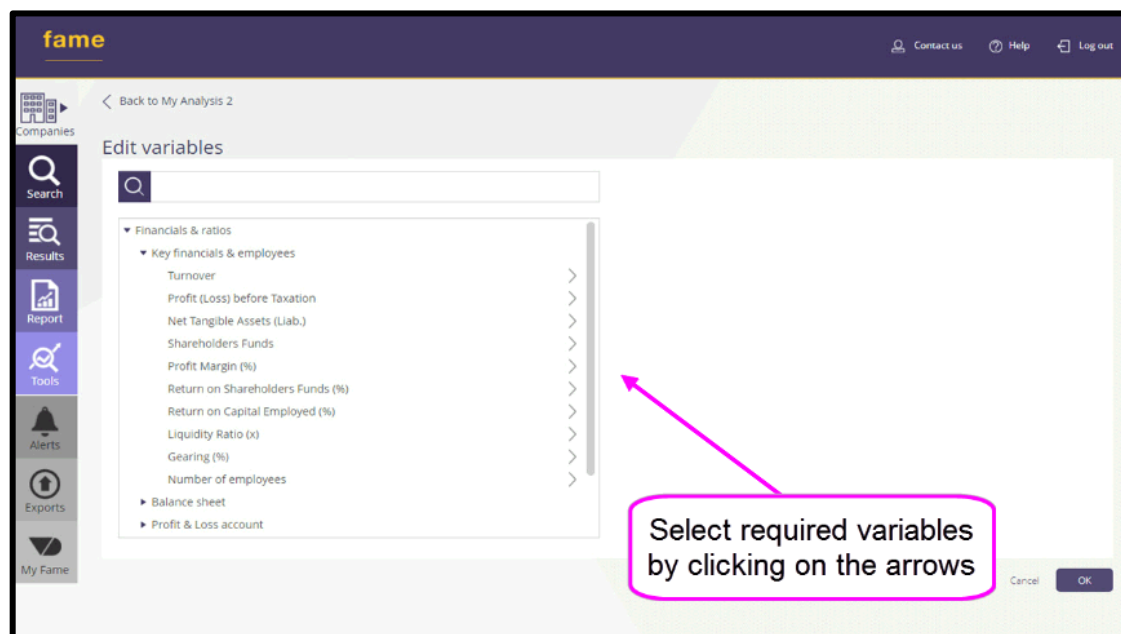
12. Select required drop-down menu (e.g. **Financials and ratios**).



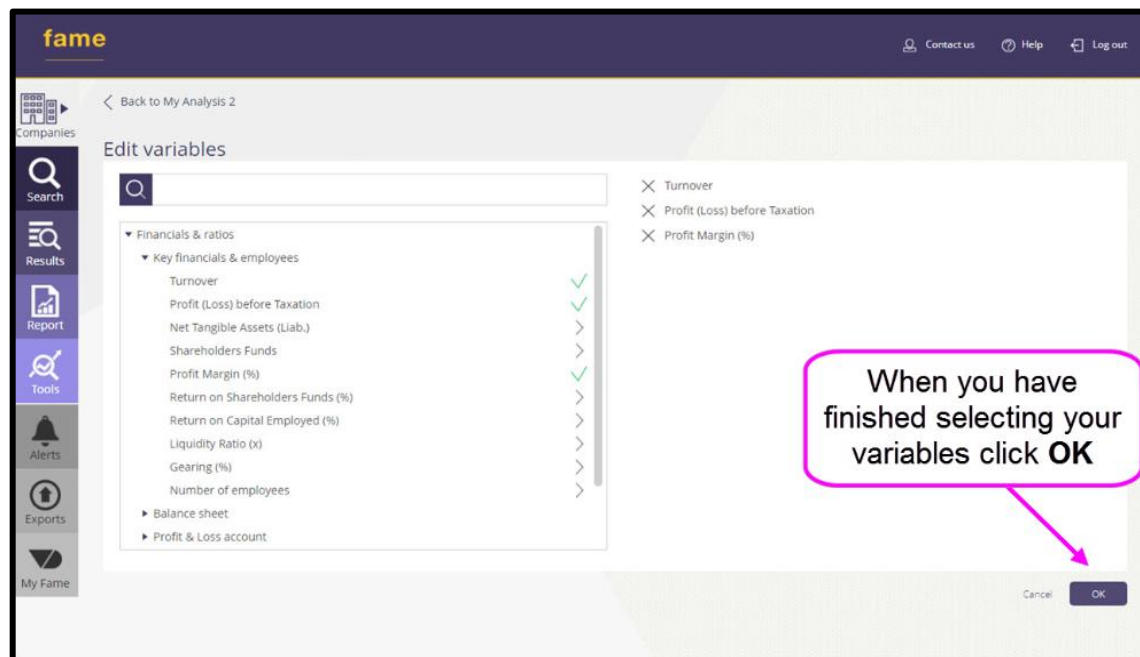
13. Click on subheadings (e.g. **Key financials & employees**) to view additional variables.



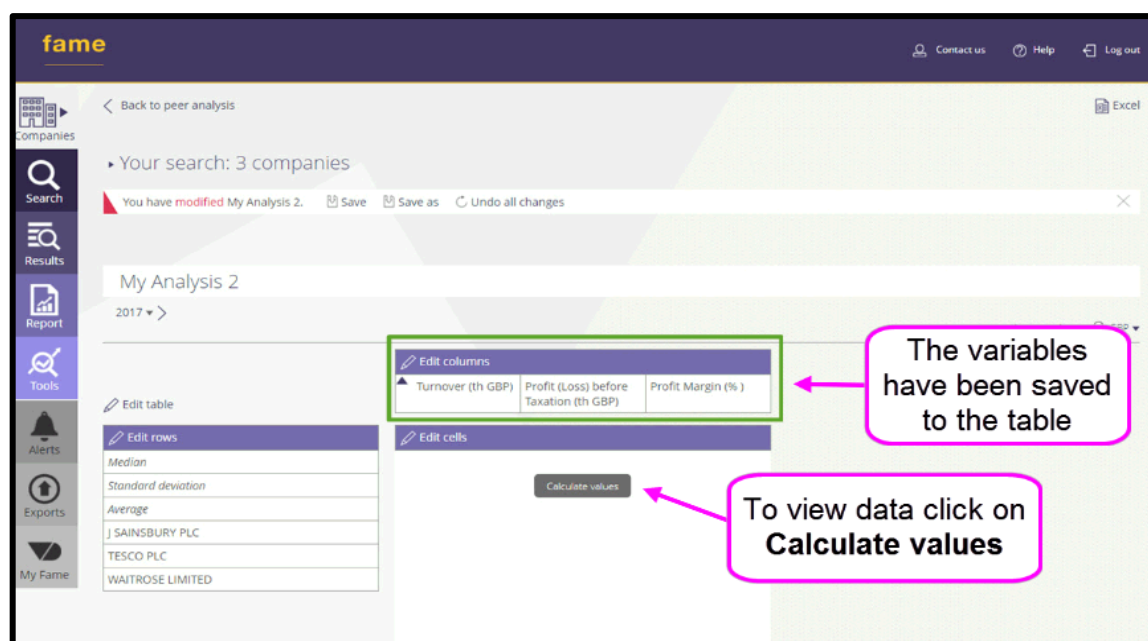
14. Select required variables by clicking on the arrows.



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

The screenshot shows the Fame web application interface. The top navigation bar includes 'Contact us', 'Help', and 'Log out'. The left sidebar contains icons for 'Companies', 'Search', 'Results', 'Report', 'Tools', 'Alerts', 'Exports', and 'My Fame'. The main content area displays 'My Analysis 2' for the year 2017. A status bar at the top of the analysis area indicates 'You have modified My Analysis 2.' with buttons for 'Save', 'Save as', and 'Undo all changes'. A callout box points to the 'Save' button with the text: 'You have the option to save your peer analysis or export it to Excel'. Another callout box points to the 'Tools' menu item in the sidebar with the text: 'Saved peer analysis' will appear under the **Peer analysis** section under the **Tools** menu'. A third callout box points to the 'Excel' icon in the top right corner of the analysis area.

Median	1.65
Standard deviation	0.73
Average	1.27
J SAINSBURY PLC	1.92 1
TESCO PLC	0.26 3
WAITROSE LIMITED	1.65 2

If you need further help using **Fame** 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.