## How to create an industry 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.
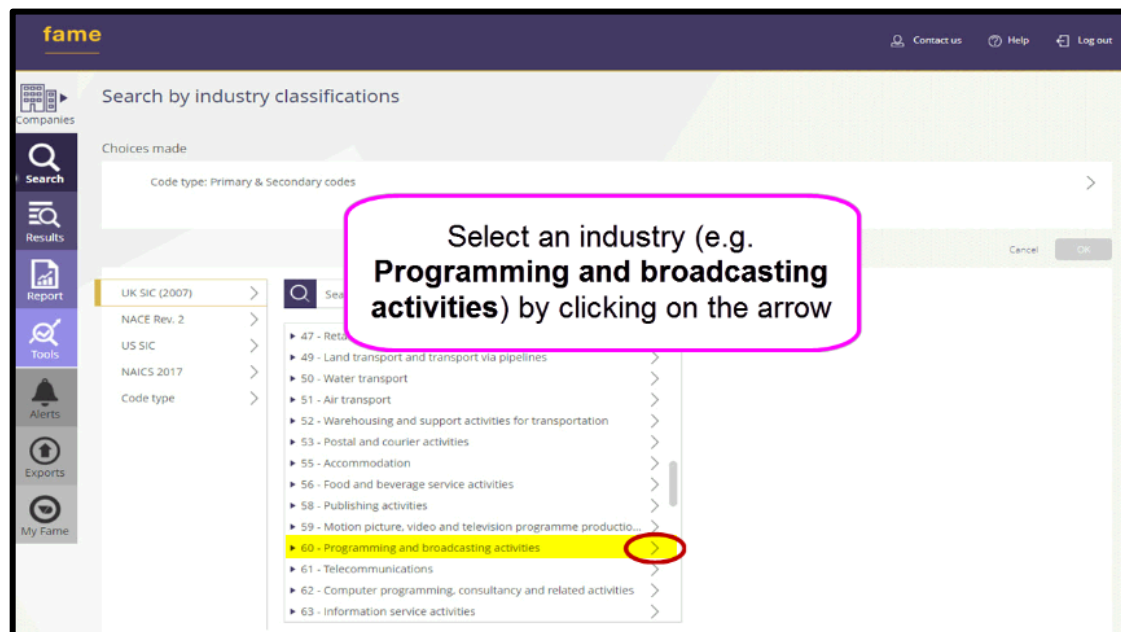
1. When you have reached the **Fame** home page click on **Activities and industry**, then select **Industry classifications**.
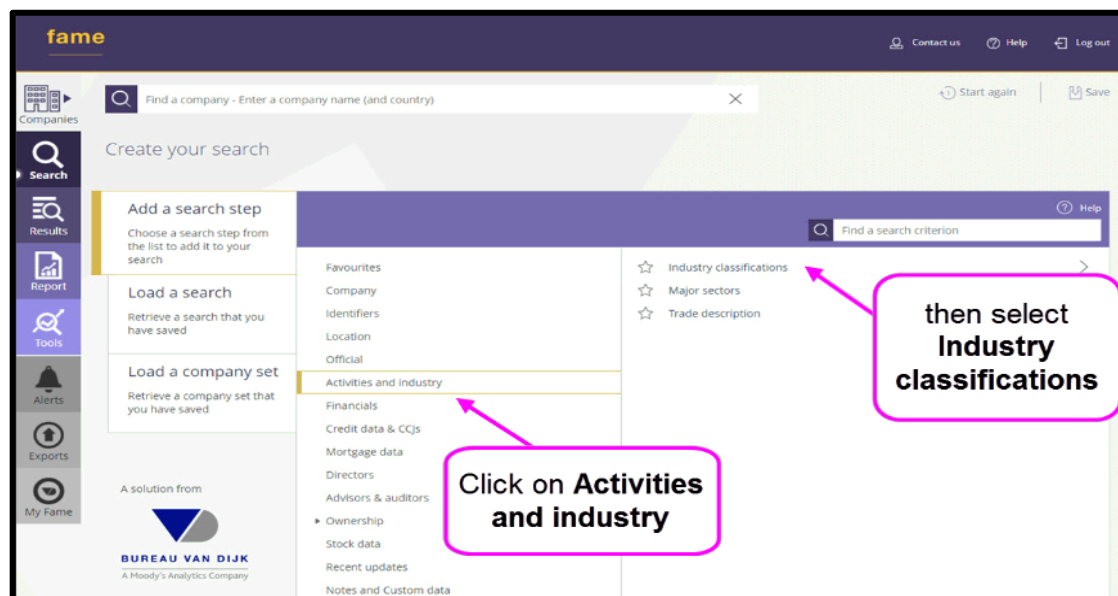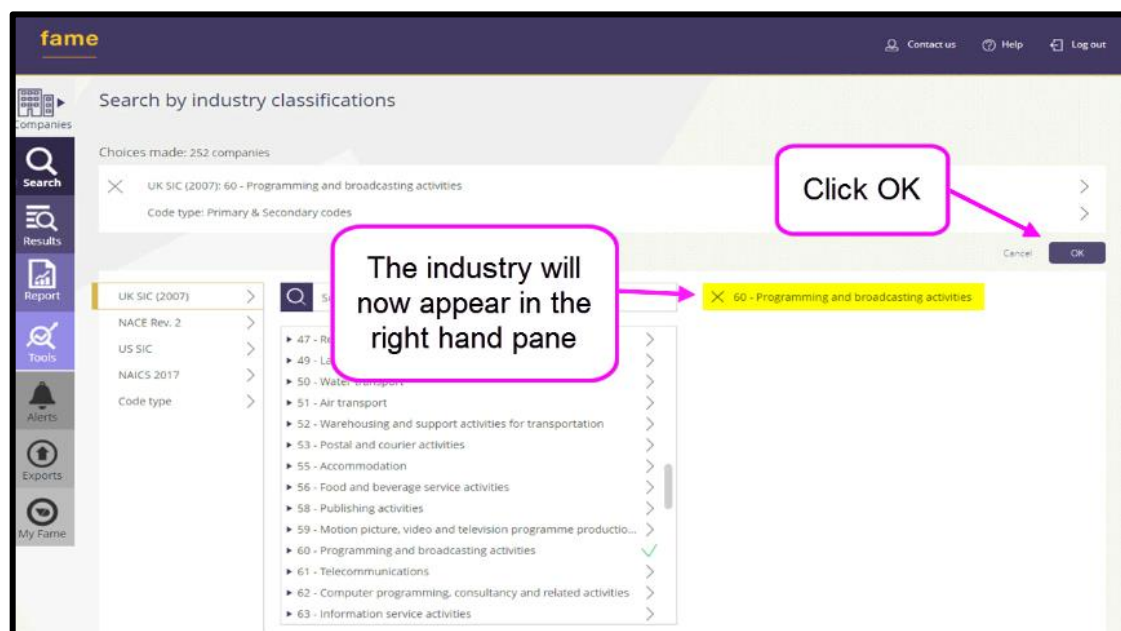

2. You can search by industry name or number if known. You also have the option to browse by industry using the scroll bar.
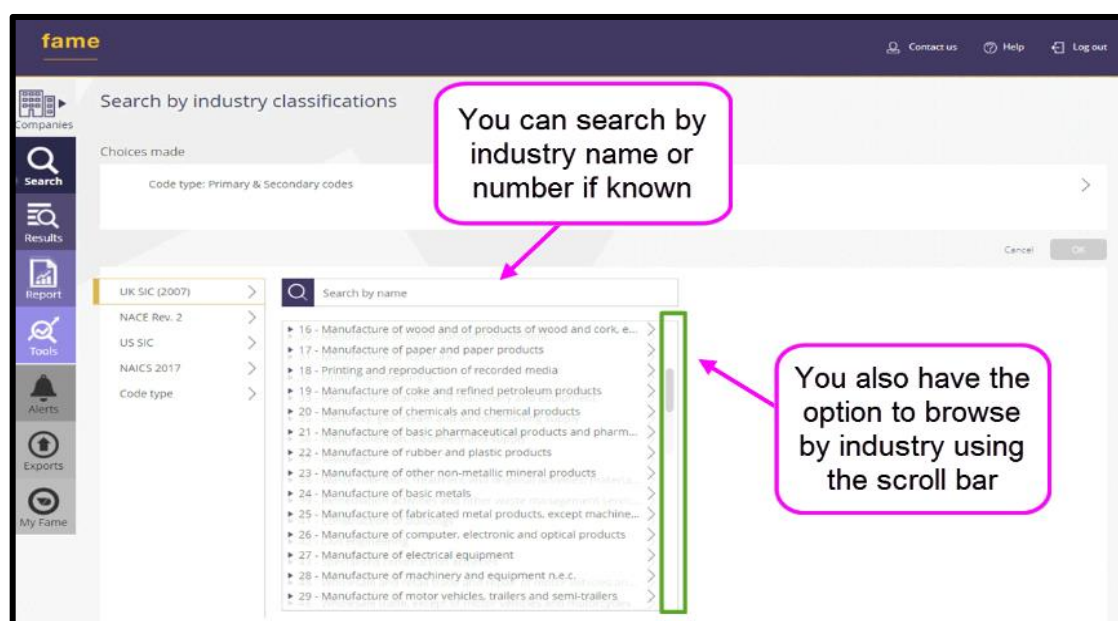
3. Select an industry (e.g. **Programming and broadcasting activities**) by clicking on the arrow.

4. The industry will now appear in the in right hand pane. Click **OK**.

5. View results by clicking **View results**.

6. You can select or deselect companies.

7. From the results page you also have the option to refine your search further (e.g. **Location**, **Country**).
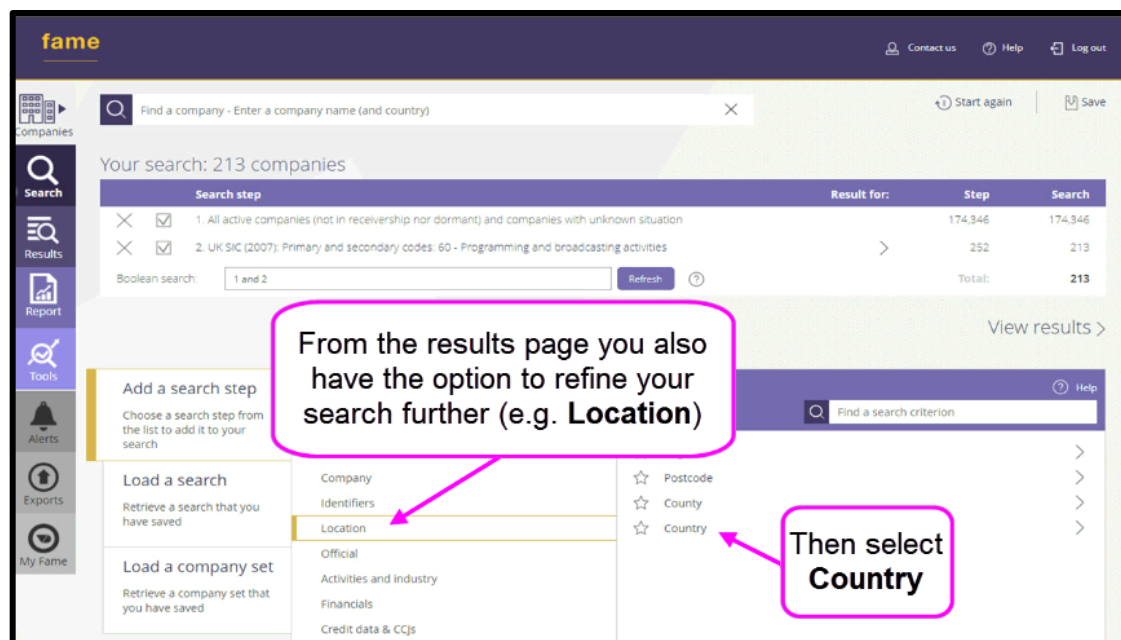
8. Use the tick boxes to select country/countries and then click **OK**.

9. Click **View results**.

10. Click on **Tools**.

11. Select **Peer analysis**.

12. Select **Key financials**.
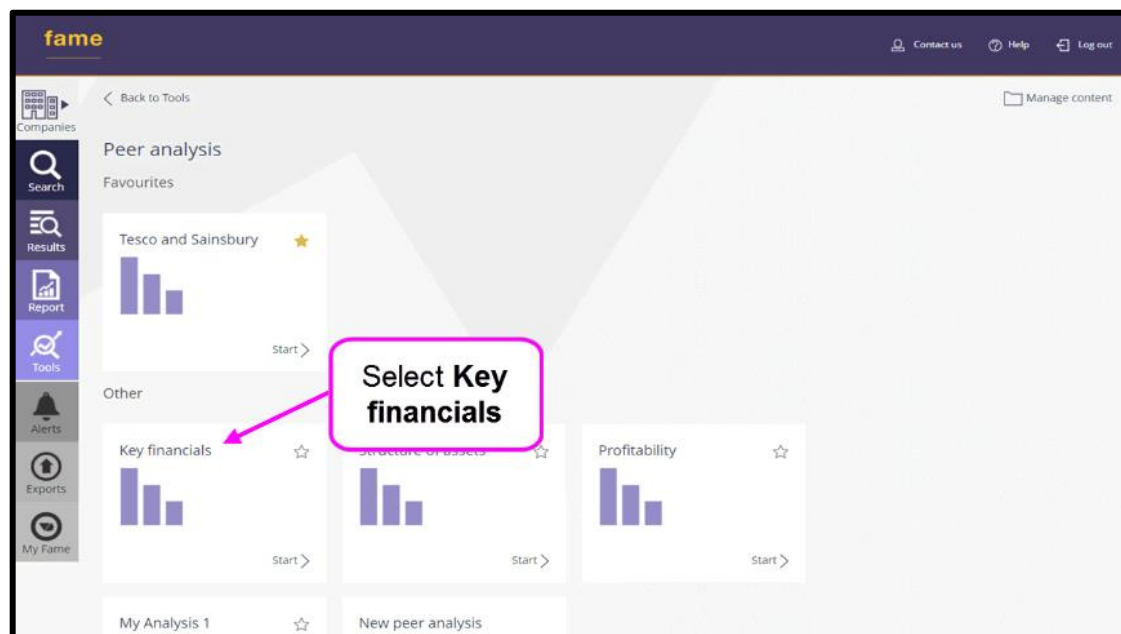
13. Click on the pencil symbol to edit **Variables**.

14. These are the default selected variables.
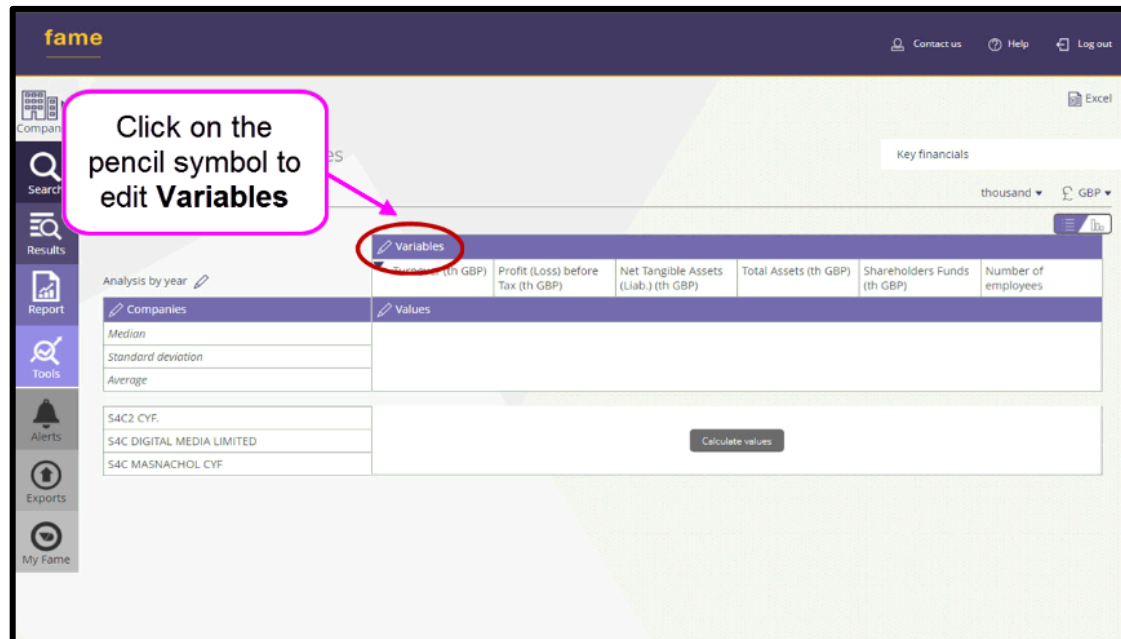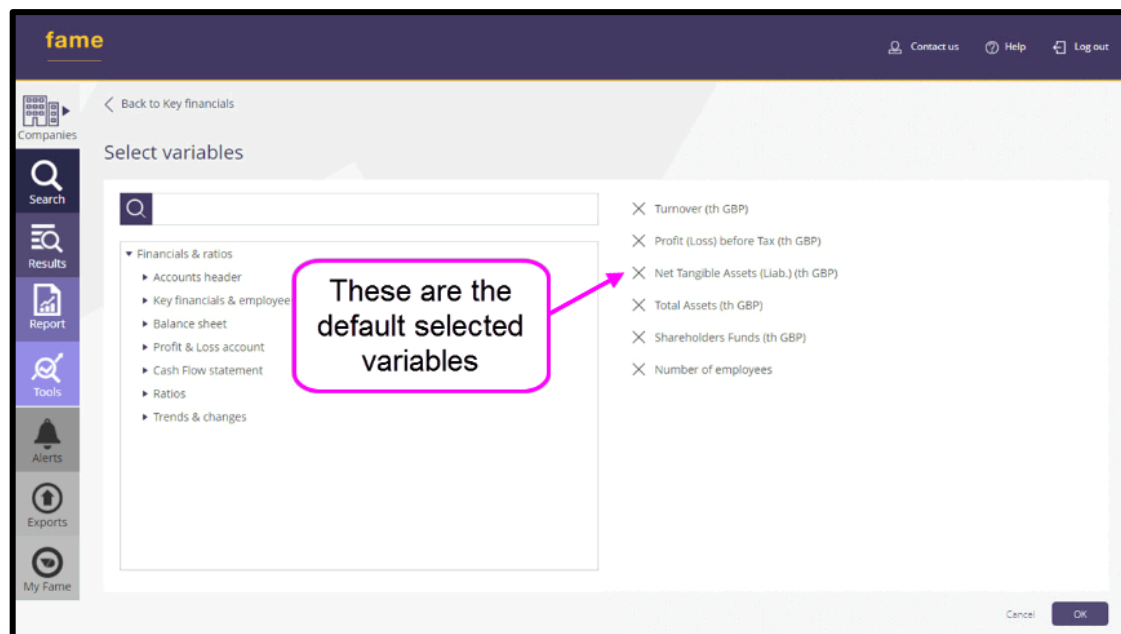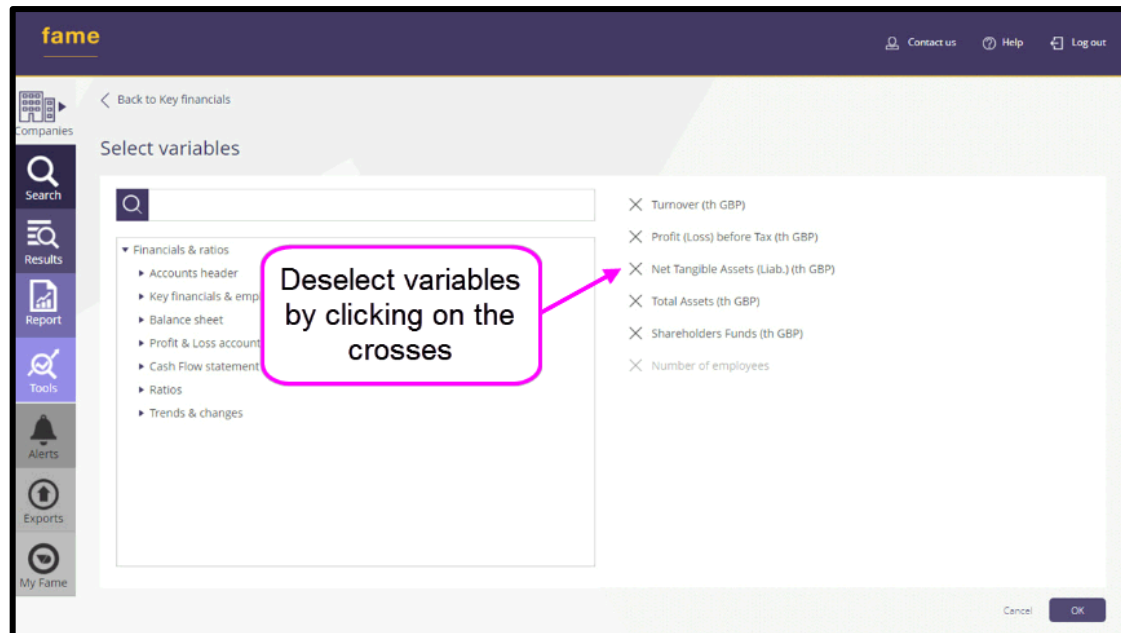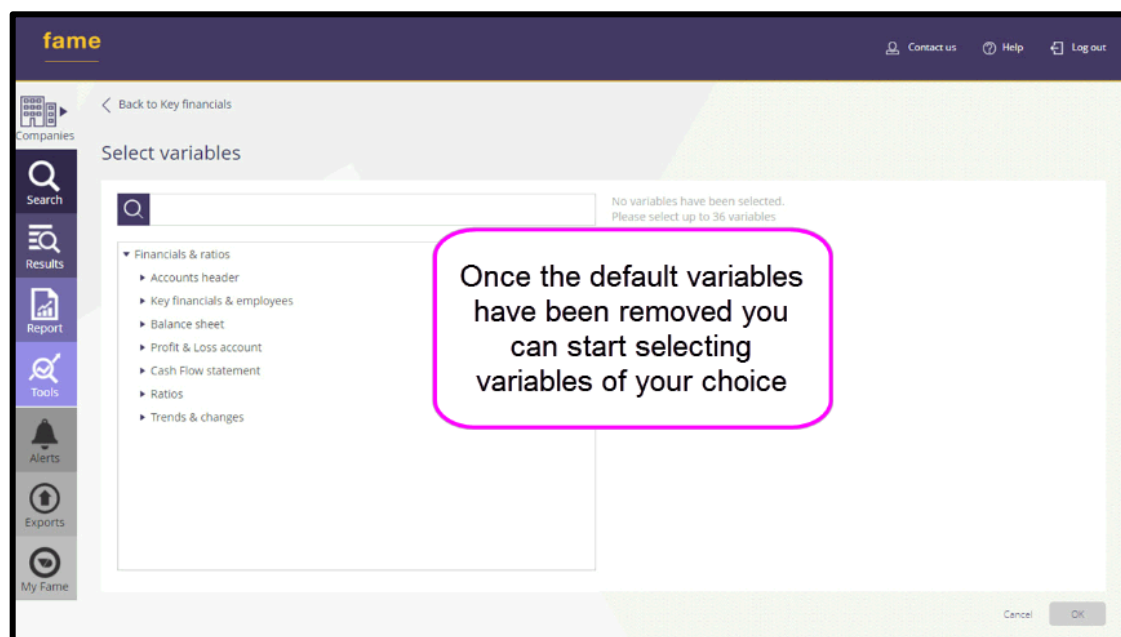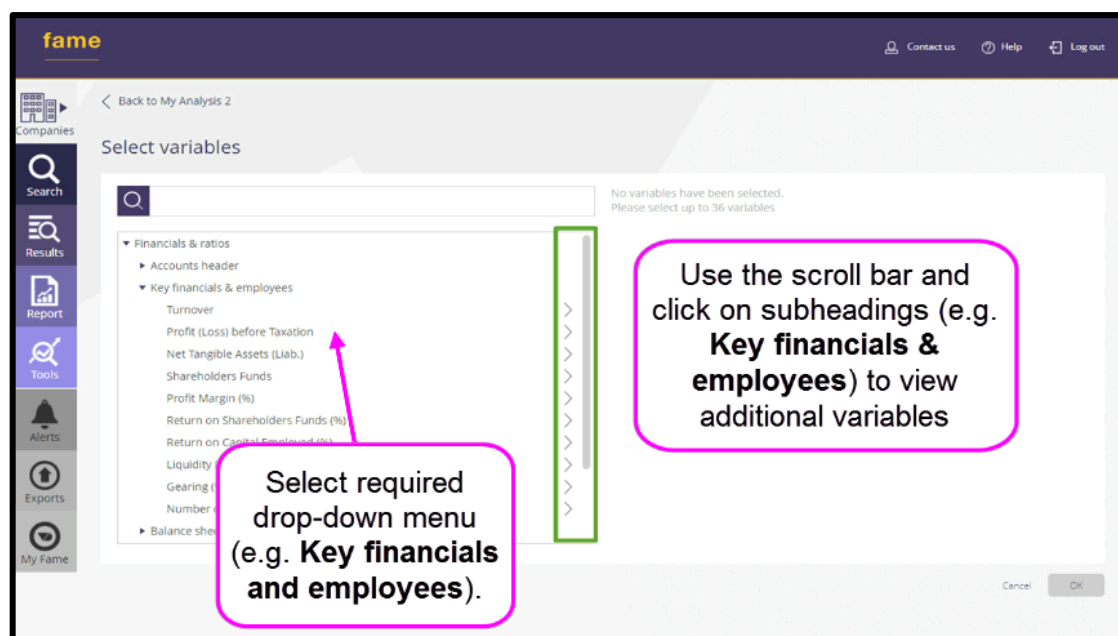
15. Deselect variables by clicking on the crosses.

16. Once the default variables have been removed you can start selecting variables of your choice.
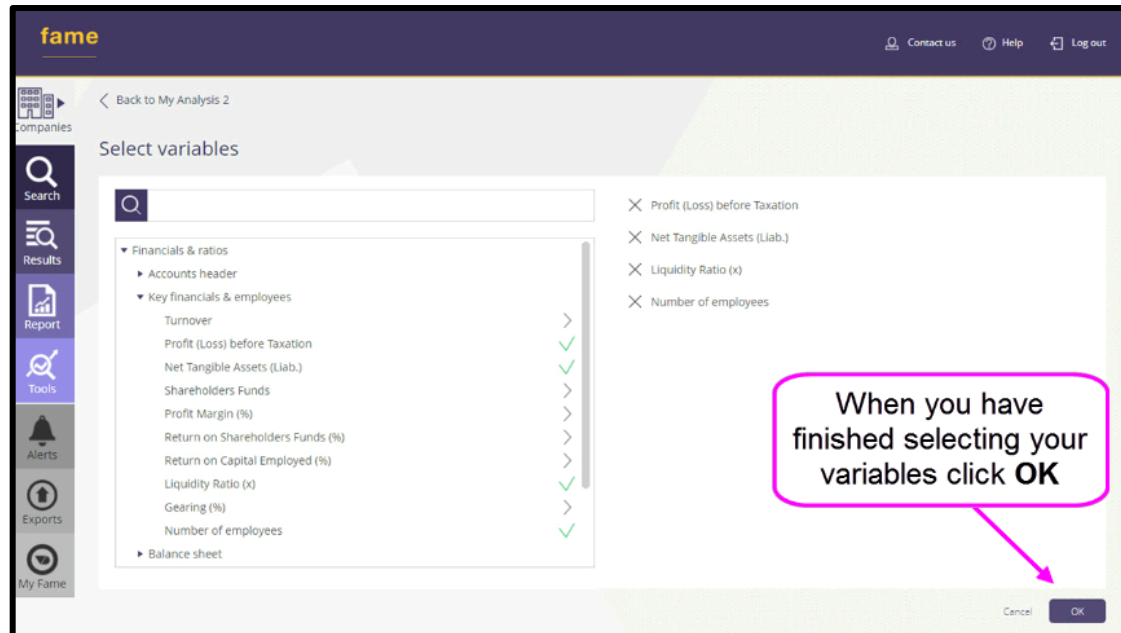
17. Select required drop-down menu (e.g. **Key financials and employees**). Use the scroll bar and click on subheadings (e.g. **Key financials & employees**) to view additional variables.
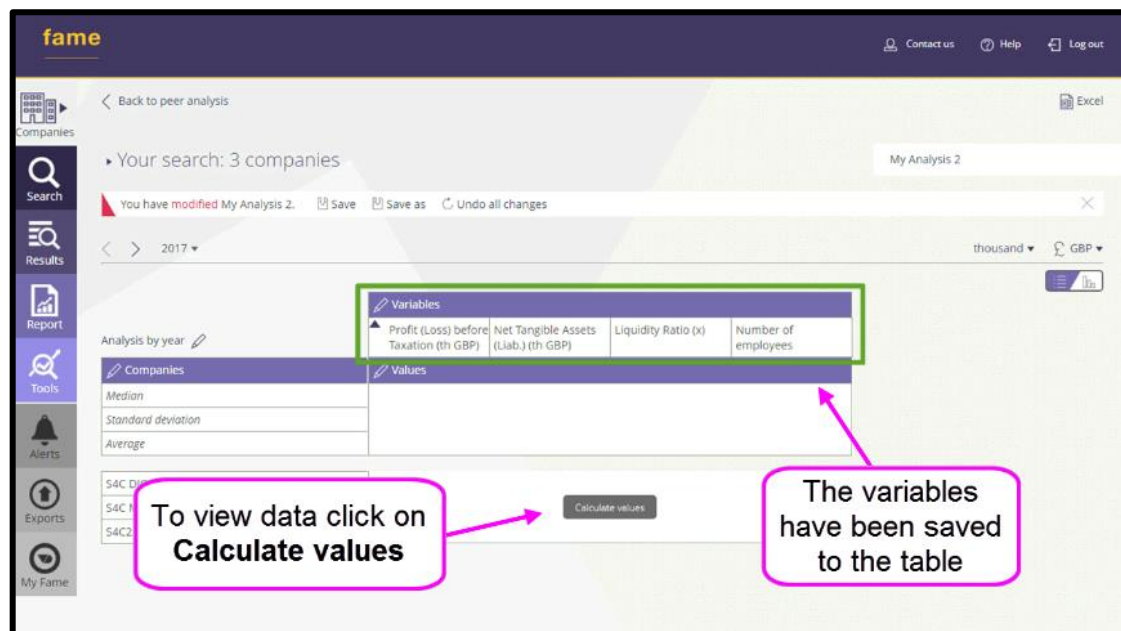

18. Select required variables by clicking on the arrows. Your chosen variables will appear in the right hand pane.
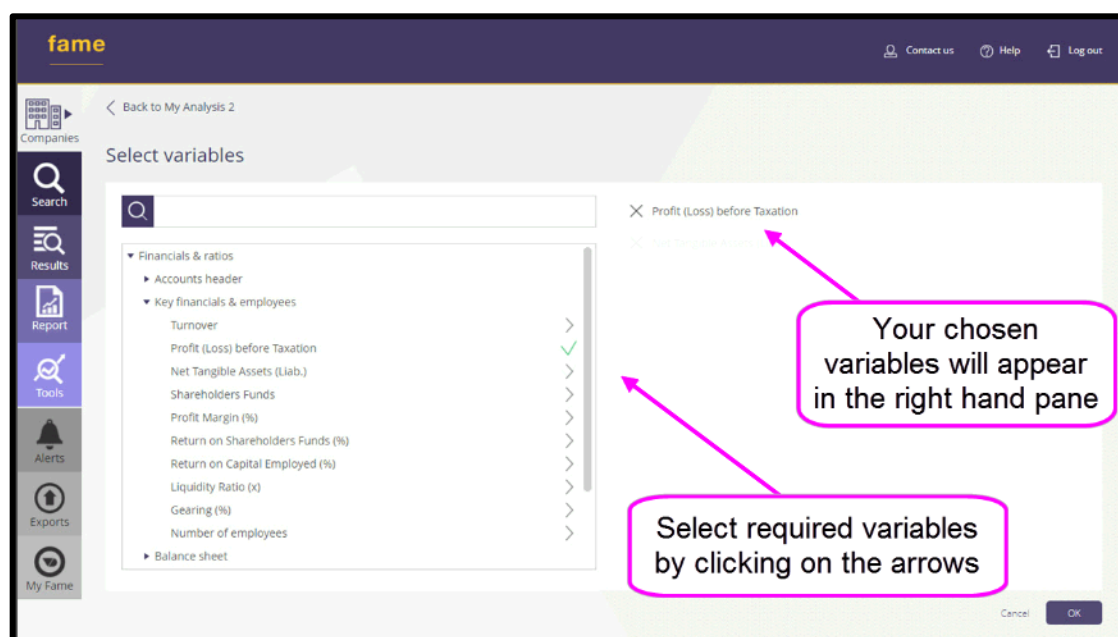
19. When you have finished selecting your variables click **OK**.

20. The variables have been saved to the table. To view data click on **Calculate values**.

21. Click on the drop-down menu or arrows to view different years.

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

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

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.