Graphics

Overview

With the Research Wizard Graphics option, you can produce several special charts: Hot Maps and X-Y Scatter Plot.

With the Hot Map charts, you can graphically evaluate the attractiveness of the companies within the active universe based on the items in your screen or report definitions.

Based on the numerical values of each report item, the companies are ranked on each item using the Full Universe Uniform Rank function (they are ranked into 100 fractiles, equal number of companies in each fractile). The individual scores are then combined into the Composite Rank (the Composite Rank of the company is equally weighted average of individual ranks per each item).

The final score is then interpreted using a color scheme: the most attractive companies are colored in green, and the least attractive are colored in red. The neutral is represented by white.

The X-Y Scatter Plots option produces a scatter plot of two database items. A scatter plot is useful in determining the relationship between two numerical variables. It is constructed simply by plotting the response Y variable (vertical axis) against the explanatory X variable (horizontal axis).
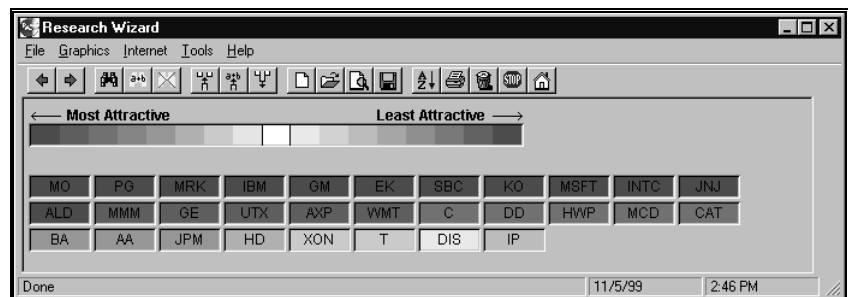
Hot Maps

Specifying Hot Maps

The Hot Map option allows you to graphically view the attractiveness of the companies within the active universe. The Hot Maps can be run only after displaying the results of a screen or a report. The Hot Maps are not available for all data items.

To use the Hot Map feature (after displaying the results of a screen or report), follow these steps:

1. From the **Graphics** menu, select the Hot Maps command. The Hot Maps chart will appear.

2. Use the **Back** button to return to the main menu.

Modifying Hot Maps Display

The Hot Maps display can be organized to view the results as organized by Sector or Industry.

To modify the Hot Map display, follow these steps:

1. At the Research Wizard main menu, click the **Sort/Organize** button. The *Organize/Sort* window will be displayed.

2. At the Organize by section, select the desired organizational option, and click **OK**.

3. Click the **Run Query** button.

4. From the **Graphics** menu, select the Hot Maps command. The modified Hot Maps chart will be displayed.

Hot Maps Organize Options

The following Organize options can be used:

- Zacks X (Expanded) Industry

- Zacks X (Expanded) Sector

- Zacks (M) Medium Aggregate Industry

- Organize by Zacks Expanded Sector and then by Expanded Industry designations

- Organize by Zacks Expanded Sector and then by Medium Aggregate Industry designations.

If you do not want to have your report organized, select **None** from the pull-down menu.