MarketLine Tutorial

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Hello and welcome to this MarketLine Advantage tutorial! Today we will learn: How to access MarketLine, what kind of information is available and how to conduct a search.

The best way to access MarketLine is to begin at libraries.dal.ca. Using the search bar, select 'database' and type in 'marketline'. Then click the magnifying glass icon to search. Click on 'MarketLine Advantage' and sign in using your Net ID and Password.

Once there, you'll have access to the robust suite of databases and analysis tools that MarketLine offers.

Marketline provides access to a unique mix of company, industry, country, city, and financial data, from an unbiased third party.

MarketLine has a very simple keyword search bar. From the homepage simply type in your keyword and press enter. Here, we've searched 'rockets'. If you need to refine your search further you can use the filters on the left. For a search involving multiple keywords, simply type in two keywords one after the other in the search bar – do not include extraneous words or Boolean operators like 'and' or 'or'. The new search we've done is 'rockets trucks'.

The keyword search brings up relevant results from each type of resource based on the keyword you searched - such as bringing up Aerospace profiles for the search we did for 'rockets'. For some of the resources, like companies, this can mean a lot of scrolling to find them, but refining your search with the filters on the left brings you to these specific resource types much faster. To do this refining of our results we'll click on content type, check the companies box, and click show results. If you want to see all of the results of a certain type of resource, simply click the 'view all' button on the top right of the specific resource pane.

Alternatively, you can use the browse by tool to search instead of keywords.

The first browse by tool we will demonstrate is the company information! To access these, click on the second option in the toolbar where it says Companies or the box under the search bar that says Browse by Company.

The company search features a Key List along the top and a default selection of the top companies available to search. From there you can search for a specific company in the search bar to the left or use the filters to refine your selection further. Industry and Geography lets you

specify where and what you're interested in and Company Attributes include information that make up the specifics of a company, such as Number of Employees, Revenue, and company type and financials. This lets you sort by a number of different metrics, like growth, leverage, valuation and return.

When you choose a company, the overview will contain all the most important information, including a summary, key stats, news, revenue and income graphs, and links and drop downs to more specific information.

This tool can be used to examine the specifics of a brand or company, by offering information about the finances of key executives of the organization, its cash flow and revenue, and who the biggest rivals in their market are.

The next tool is the industry content! To access this content, click Sectors in the toolbar or Browse by Sector under the search bar.

From the toolbar you can directly choose a sector. After selecting a sector there are further filters on the left to help narrow down your search, which include geography (which country), content (what kind of report you want) and date (when the resource was created/posted). You can simply add these refinements to your search builder and then click search.

Once you've chosen the resource you want it will open a PDF viewer within MarketLine, but you can also download to PDF and, in some cases, download to a Word Document. Besides the curated report, the page also has a related companies and news tab, which contains the key news and players of the industry you are studying in real time, unlike the static PDF.

This concludes the MarketLine tutorial! We have now learned what it is used for and how to access important features. For more help on how to use MarketLine's platform and Databases hover over the Account button at the top right and click on video guides.

Thanks for watching. For subject guides, Live Help, other online tutorials, and contact information for the five Dalhousie Libraries, check out the links in the description below.