Bloomberg Spotlight – Bloomberg Industries

Mia Wells
Business Research & Document Delivery Librarian
Lippincott Library
kirstien@wharton.upenn.edu
215-898-5553
This command will bring you to a listing of all Bloomberg-covered industries. Narrow by sector using the left menu.
Once you have chosen your industry of interest from BI <Go>, you’ll be brought to this Overview page. Alternatively, if you know the code for the industry, you can type it to be brought here immediately (e.g. BI LUXGG <Go> for luxury goods.)
The left menu for Analysis gives you options for presentation-style insight – an Industry Primer and sector-wide metrics to get started. There’s also a great Valuation page as well as Bull & Bear arguments for an industry’s forecast.
Use the Data Library menu to find statistics on Market Share, Cost Analysis of components, segmentation by Geography, and much more. This data may be available elsewhere but this database compiles it into a nice, neat package.
Use the Monitor menu to keep on top of new and upcoming Events, News headlines, and ever-evolving Comp Sheets of valuation data.
The Actions menu in the red toolbar at the top of the screen will let you export most tables available within BI <Go> into an Excel spreadsheet.
Click on Contact BI in the red toolbar to find Help (methodology, data definitions, and more) or to find out more about the Bloomberg analysts covering this sector. You’ll see a short bio of each analyst and receive their contact information if you have a specific data inquiry.