How to analyse stocks using the moomoo app

Description

I often get asked on how I analyse stocks, especially as a busy mom who juggles my career, content creation, e-commerce business and my kids.

The answer? I analyse while I'm on the go – on my mobile phone, during my regular commute (or sometimes while I'm lying in bed patting my kids to sleep).

This is only possible now because I rely a lot on apps like **moomoo**, which I've been using since their launch in Singapore in 2021.

Let me walk you through with some quick examples:

Visualised Financials

With just a quick glance, you can now get a sense of the company's financials from its cash flows, balance sheets, and more on the moomoo app.

How to access: Stock -> Company

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GOOG
170.290 ↓ -1.290 -0.75%

Q ♡

hart　　Options　　Comments•　　News•　　**Compan**

Financials (USD) ▼　　Shareholders　　Dividends

Income Statement

Operating Profit　　**Net Income**　　NI to Common H

Annual ▼

	2019/FY	2020/FY	2021/FY	2022/FY	2023/FY
●	34.34B	40.27B	76.03B	59.97B	73.80B
●	+11.74%	+17.26%	+88.81%	-21.12%	+23.05%

● Net Income　　● YoY

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< **GOOG**
170.290 ↓ -1.290 -0.75%

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art   Options   Comments•   News•   **Company**

[Financials (USD) ▼]   Shareholders   Dividends

Financial Indicators ⓘ

[EPS]   [FCF]   [Current Ratio]   [Quick Ratio]

[ROE]   [ROA]   [Gross Margin]   [Net Margin]

Annual ▼

< 2019/FY	2020/FY	2021/FY	2022/FY	2023/FY
● 2.46	2.93	5.61	4.56	5.80
● +12.49%	+19.22%	+91.43%	-18.72%	+27.19%

∧

● EPS   ● YoY

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First criteria I look at: is the company profitable? Has it been growing its profits? Is the company growing its EPS and shareholder returns?

I'll also examine other aspects such as their debt exposure levels, profit margins and more on the app. Once I'm convinced that there might be a case for investing here, then I pull up their revenue breakdown so I can figure out how this company makes its money and whether that's sustainable.

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GOOG
170.290 ↓ -1.290 -0.75%

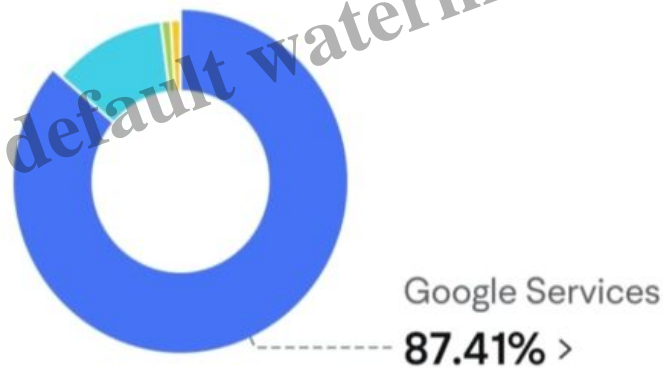Options   Comments   News   **Company**

Financials (USD) ▼   Shareholders   Dividends

Revenue Breakdown ⌃

Business   Regions

2024/Q1 ▼

Google Services
- - - - - - - - **87.41%** >

Category	Revenue	Ratio
• Google Services	70.40B	87.41%
• Google Cloud	9.57B	11.89%
• Other Bets	495.00M	0.61%
• Hedging gains (loss...	72.00M	0.09%

P.S. I usually select "Annual" rather than "Quarterly" so I can get insights on a longer historical duration.

Only then do I go to my desktop to do more in-depth research, which happens usually on Sundays

when our parents can help look after our kids so I can focus on deep work.

Analyst Ratings

If you care about what the professional analysts are saying, here's where you can see what they're ranking the stock as. This can also help give you a pulse on the market sentiment over on Wall Street:

Insider Activity

I like to for changes in the holdings and trading data of company insiders, so I used to spend quite a bit of time monitoring the SEC filings (or SGX announcements for Singapore stocks) to get these insights.

Thanks to moomoo, I can now literally see this within *seconds*!

< **GOOG** 170.290 ↓ -1.290 -0.75%   🔍

All Holders   Institutions   **Insiders**   Funds

Overview   18 insiders >

Time: Last 6 months

Bullish Insiders ⤴	Bearish Insiders ⤵
8	9

Insider Activity ⓘ

Prabhakar Raghavan   >
Senior Vice President of Knowledge and Information...

Date	May 3
Shares Traded	-40,000
Price	Undisclosed

Prabhakar Raghavan   >
Senior Vice President of Knowledge and Information...

Date	May 1
Shares Traded	+144,901
Price	Undisclosed

J. Walker   >
President of Global Affairs, Chief Legal Officer & Co...

Date	May 1
Shares Traded	+113,401
Price	Undisclosed

Philipp Schindler   >
Senior Vice President & Chief Business Officer of Go...

Date	May 1
Shares Traded	+144,901
Price	Undisclosed

Institutional Tracker

You can now track the big money and get ideas from watching how the large institutions trade, as well as monitor their quarterly holdings to see what they are adding (or trimming down).

How to access: Markets -> US -> Institutional Tracker

For instance, Terry Smith is a legendary investor whom I track. Now, from within the moomoo app, I can *kaypoh* and see that his fund has recently been buying more shares of Waters (NYSE:WAT), a global provider of analytical laboratory instrument and software solutions for scientists across the world.
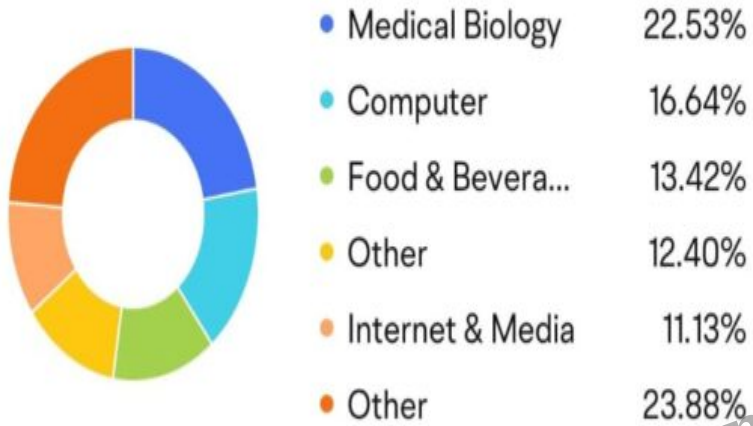
Hmm, could that be a stock idea in the making?

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< **Fundsmith, LLP** [↗]

Industry Distribution

● Medical Biology	22.53%
● Computer	16.64%
● Food & Bevera...	13.42%
● Other	12.40%
● Internet & Media	11.13%
● Other	23.88%

Change Type ⓘ ＞

Increase	Decrease	New	Sold Out

Name/Symbol	Shares Chg	Chg (% Float)
WAT Waters	+1.13M	+1.90%
MKC McCormick & Co	+3.85M	+1.45%
ODD ODDITY Tech	+529.42K	+0.93%
BF.B Brown-Forman-B	+3.58M	+0.76%
FTNT Fortinet	+2.41M	+0.32%

Message from moomoo

Psst, did you know that you can now also get access to NASDAQ TotalView (Level 2 market data) on moomoo…for free?!?

This makes moomoo one of Singapore's few investing apps that offer such access (it is a payable service on many brokerages both locally and around the world).

I recently had the privilege of being sent to the NASDAQ headquarters in New York, where I got to learn directly from the NASDAQ data folks themselves.

NASDAQ TotalView is an advanced data feed subscription service that provides unparalleled insight into the NASDAQ stock market's order book, unlike standard Level 2 market data feeds that offer limited visibility. It reveals every quote and order at every price level for NASDAQ-listed stocks, showing not only the best bid and ask prices, but also the full depth of orders behind those prices – including hidden orders and the size of each order at different price levels.
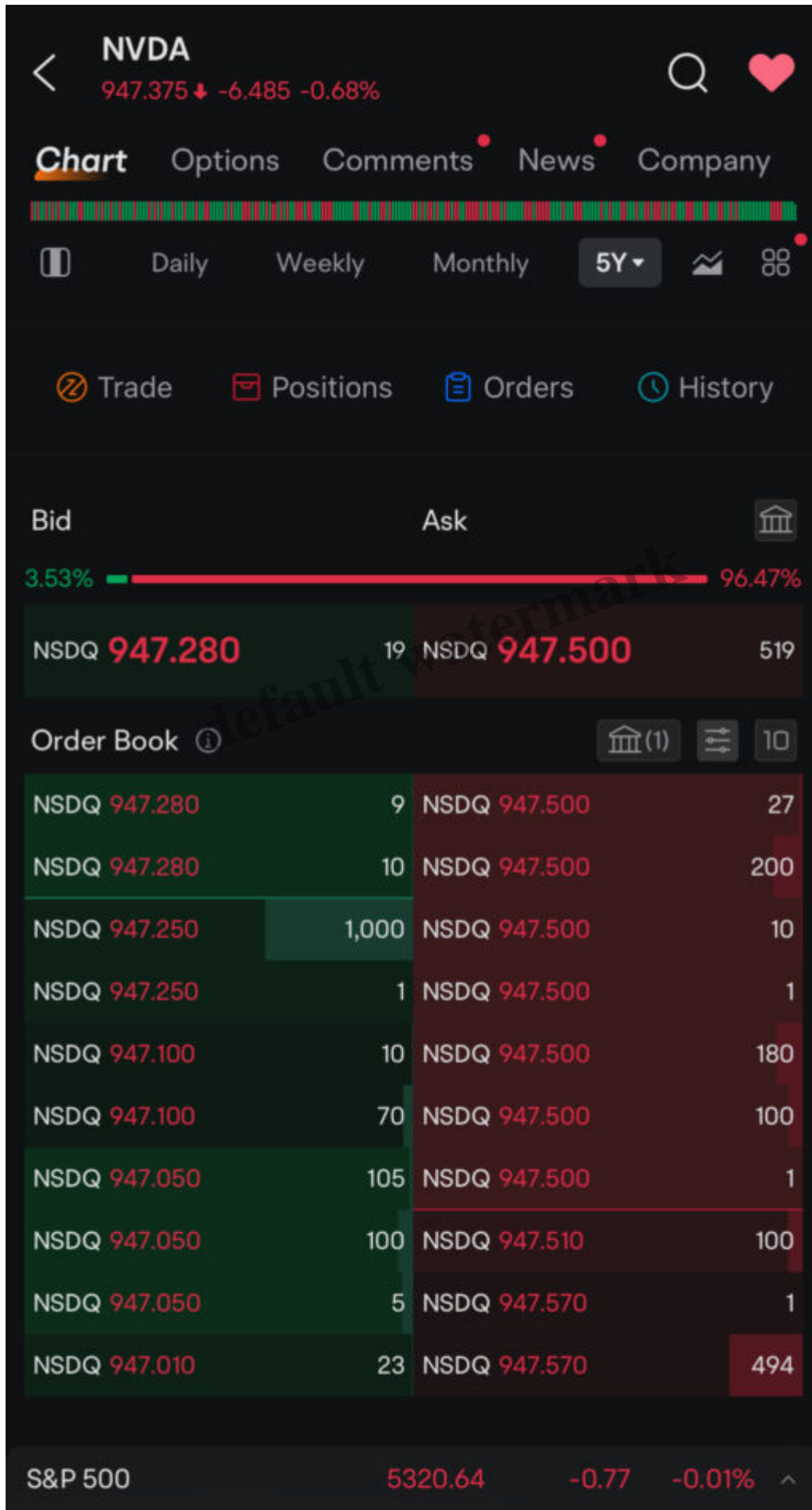
You can use this tool to:

- Help you make better decisions about price movements

- Plan your trades accordingly
- Spot support and resistance price levels
- Identify potential pullbacks or rebounds in stock prices

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NVDA
947.375 ↓ -6.485 -0.68%

Chart Options Comments News Company

Daily Weekly Monthly 5Y ▾

Trade Positions Orders History

Bid	Ask	
3.53%		96.47%

NSDQ **947.280**	19	NSDQ **947.500**	519

Order Book ⓘ 🏛(1) ≡ 10

NSDQ 947.280	9	NSDQ 947.500	27
NSDQ 947.280	10	NSDQ 947.500	200
NSDQ 947.250	1,000	NSDQ 947.500	10
NSDQ 947.250	1	NSDQ 947.500	1
NSDQ 947.100	10	NSDQ 947.500	180
NSDQ 947.100	70	NSDQ 947.500	100
NSDQ 947.050	105	NSDQ 947.500	1
NSDQ 947.050	100	NSDQ 947.510	100
NSDQ 947.050	5	NSDQ 947.570	1
NSDQ 947.010	23	NSDQ 947.570	494

S&P 500	5320.64	-0.77	-0.01% ^

Trade / **Options**

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NVDA
946.880 ↓ -6.980 -0.73%

Chart Options Comments News Company

| | Daily | Weekly | Monthly | 5Y ▾ | ∼ | 88 |

Trade Positions Orders History

Bid   Ask

15.45% ━━━━━━━━━━━━━━━ 84.55%

NSDQ **946.800**   19 NSDQ **947.010**   104

Order Book ⓘ   🏛(1) ⇄ 10

NSDQ		100
NSDQ	☑ 𝑁 NASDAQ TotalView	1
NSDQ		3
NSDQ	☐ 🔵 NYSE ArcaBook	4
NSDQ		64
NSDQ	☐ 🟦 Blue Ocean	1
NSDQ	▦ NYSE OpenBook Access	1
NSDQ	🔷 CBOE Direct Edge Access	11
NSDQ		1
NSDQ	⬢ CBOE Bats BZX Access	100
NASD.	❎ National Quotation Access	0.07% ∧

Trade / Options   🔔⁺   ⬆   ⋮

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You can also watch a deep dive here on Youtube:

So if you're trying to make money from small share price changes, or gauge where the market sentiment is moving towards, this tool can be valuable in helping you make your trading decisions, especially for high-frequency or intra-day traders.

Click here to claim your NASDAQ TotalView privileges for free!

Earnings Calendar

I used to have to sieve through pages of earnings reports, but that has become more challenging to

keep up with today ever since becoming a mom (who's forever pressed for time).

How to access: Stock -> Company -> Earnings Hub

For instance, Alphabet held their earnings call right before I was due to fly to New York for my NASDAQ training (!!), so there was absolutely no way for me to spend my trip digesting pages and pages of the earnings call transcripts and data.

Luckily, my moomoo app solves that pain point for me because it helps me gain insights from earnings briefs and result highlights reported, all within minutes.

This meant I could settle for catching up on my moomoo app…while I was at the airport waiting to board!

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< Alphabet Q1 2024 Earni... ▾

Alphabet

US GOOG   US GOOGL

ET
Apr 25

View More >

Earnings Overview ⓘ

Currency: USD

Highlights | Alphabet announced its first-ever quarterly dividend of 20 cents a share, as well as a new $70 billion share repurchase

Financial Data	Actual	YoY	Vs Estimate
Revenue	80.54B	+15.41%	+1.84B
EPS	1.89	+61.54%	+0.38

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Moomoo AI even gives me a summary of what went down during the quarterly earnings call, which helps me to get updated within just 2 minutes of reading:

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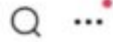
8-K: Alphabet Announces First Quarter 2024 Results

SEC announcement · Apr 26 04:08

Alphabet-C (GOOG.US)	170.290 170.190	-0.75% -0.06% Post
Alphabet-A (GOOGL.US)	168.650 168.440	-0.77% -0.12% Post

Summary by Moomoo AI

On April 25, 2024, Alphabet Inc. released its financial results for the first quarter of the year, ending March 31, 2024. The report highlighted a 15% year-over-year increase in revenues to $80.5 billion and an expansion of the operating margin to 32%. Alphabet's CEO, Sundar Pichai, attributed the strong performance to robust growth in Search, YouTube, and Cloud services. The company also announced the initiation of a cash dividend program, declaring a dividend of $0.20 per share to be paid on June 17, 2024, to shareholders of record as of June 10, 2024. Additionally, Alphabet's Board of Directors authorized a stock repurchase program of up to $70.0 billion of its Class A and Class C shares. The financial report included a reconciliation of non-GAAP financial measures to GAAP measures, emphasizing the company's commitment to transparency. Alphabet's financial strength was further demonstrated by a decrease in severance and related charges compared to the previous year and a solid cash position with $24.5 billion in cash and cash equivalents as of March 31, 2024.

Helpful   Not Helpful

This announcement is a separate document:

Doc 1

Doc 2

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Perhaps the biggest value from every earnings call often lies in the questions asked to management, but sieving through the ones posed by multiple analysts' can often be a pain as I don't really care about short term numbers or outlook.

For Alphabet, what I cared the most was how management viewed the change in search behaviour (from desktop to smartphone-based AI searches), so I appreciated how my app gave me this within just 3 minutes of scrolling (vs. 20 minutes of earning the full earnings transcript!):

< Alphabet Q1 2024 Earnings...

GOOGL.US   168.650   -0.77%
                  168.550   -0.06% Post

Investors

I had a question about smartphone-based AI searches. if users start searching on smartphones and those searches are basically rendered on the model, on the phone without accessing the web, how do you guys anticipate monetizing some of these smartphone-based behaviors that are kind of run on the edge? Any thoughts on that?

Alphabet

I think if you look at what users are looking for, people are looking for information and ability to connect with things outside. So I think there'll be a set of use cases which you'll be able to do on-device. But for a lot of what people are looking to do, I think you will need the richness of the Cloud, the Web, and you have to deliver it to users. So I think through all these moments, you saw what we have done with Samsung, with Circle to Search. I think it gives a new way for people to access search conveniently, wherever they are. And so I view this as a positive way to bring ourselves together in a more seamless manner. So I think it's positive from that perspective. In terms of on-device versus Cloud, there will be needs which can be done on-device, and we should, to help it from a privacy standpoint. But there are many, many things for which people will need to reach out to the Cloud. And so I don't see that as being a big driver in the on-Cloud versus off-Cloud in any way. Fold

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Invest better with the moomoo app

Having been with moomoo ever since they launched in Singapore, I've personally witnessed the dizzying number of changes and improvements they've made to the app over the years.

Moomoo's mission to democratise access to investing knowledge, tools and data for every retail investor has been commendable and clear to all who have been watching them on this journey.

I personally appreciate how moomoo has made it so much easier for me to analyse stocks on the go, which has seriously been a huge time-saver. If not for moomoo's tools, I'd definitely have difficulties keeping up the level of manual data and research that I used to do in the early 2010s back then.

If you aren't already on moomoo, I recommend that you sign up for the moomoo app to help you save time on your stocks analysis.

Use it to help you screen and identify great stock ideas (or eliminate lousier ones)…before you block out time to conduct deeper research on your desktop to cement your decision.

Budget Babe

Download the moomoo app today and get a free stock bundle to help you kickstart your investing journey today!

*Stock bundle consists of 5 top 5 US stocks ⓘ

Stock bundle	◎ NVDA	T TSLA	🍎 APPL
No. of share	0.01	0.05	0.05
% Growth*	183.31%	72.1%	33.63%

Disclosure: This article is brought to you in conjunction with moomoo Singapor
The only thing they did
have a say over was in having their US folks and product lead demonstrate to m
!

Category

1. Investing
2. Stocks