Analyzing Apple:

Case Overview

This case conducts a real-time analysis of Apple Inc. in 2018. The case includes:

- 1. Analysis of Apple's business strategy.
- 2. Analysis of Apple's critical accounting policies.
- 3. Advanced Dupont analysis of Apple versus Microsoft Corporation.
- 4. Real time forecasting of Q4 2018 results.
- 5. Real-time valuation analysis.