**Key Performance Indicators (KPI’s)**

Students Name

Course, Code

Institutional Affiliation

Instructors Name

These KPIs offer a comprehensive picture of the business's financial results and health, which can be helpful for assessing investment options. It's crucial to remember that KPIs can differ based on the sector and particular organization and that extra KPIs might be required for a more thorough study(Drozd, 2022). ). An overview of a pharmaceutical company's Key Performance Information (KPI) is provided below;

**Company: Pfizer Inc.**

Ticker symbol: PFE

Cash flow from operations:

* 2020: $15.6 billion
* 2019: $18.6 billion
* 2018: $15.9 billion

Price-to-earnings ratio:

* Current P/E ratio: 20.85
* Industry average: 19.84

Stock dividends and yield:

* Annual dividend per share: $1.56
* Dividend yield: 3.52%

Earnings per share ratio:

* 2020 EPS: $2.22
* 2019 EPS: $2.88
* 2018 EPS: $1.62

Revenue estimates for the next 12 months:

* $86.39 billion

Revenue from the previous 3 years:

* 2020: $41.91 billion
* 2019: $51.75 billion
* 2018: $53.65 billion

Statement of cash flows and identification of net cash from operating, investing, and financing activities over the past 3 years:

Net cash from operating activities:

* 2020: $15.6 billion
* 2019: $18.6 billion
* 2018: $15.9 billion

Net cash from investing activities:

* 2020: ($7.1) billion
* 2019: ($8.8) billion
* 2018: ($10.1) billion

Net cash from financing activities:

* 2020: $12.2 billion
* 2019: $1.3 billion
* 2018: ($3.7) billion

Average trade volume:

* 33.06 million

Current stock price, 52-week high, and 1-year estimated stock price:

* Current stock price: $44.33
* 52-week high: $44.95
* 1-year estimated stock price: $43.22

Analysts’ recommendations for the stock (buy, sell, or hold):

* 7 analysts recommend buying the stock
* 4 analysts recommend holding the stock
* 1 analyst recommends selling the stock

Market cap for the company:

* $248.66 billion

The fact that these KPIs are derived from recent, readily accessible data means that they may occasionally alter. Constant research and analysis are essential for making smart investment selections (Tripathi, Rangarajan, & Talukder, 2019).

**Reference**

Tripathi, S., Rangarajan, K., & Talukder, B. (2019). Segmental differences in pharmaceutical industry and its impact on supply chain performance. *International Journal of Pharmaceutical and Healthcare Marketing*, *13*(4), 516-540.

Drozd, D. Ł. (2022). *Project of an IT system supporting the management of a pharmaceutical enterprise Pfizer Sp. z oo* (Doctoral dissertation, Instytut Organizacji Systemów Produkcyjnych).