





ADVERTISING 2024

Groupon Inc
Rank 18 of 24



The relative strengths and weaknesses of Groupon Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Groupon Inc compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 3.6% points. The greatest weakness of Groupon Inc is the variable Stockholders Equity, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 37% points below the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	255,583
Assets, Non-Current	6,095
Cost of Goods and Services Sold	64,246
General and Administrative Expense	0
Intangible Assets	192,286
Liabilities, Current	369,154
Liabilities, Non-Current	242,114
Marketing and Selling Expenses	110,505
Other Assets	86,462
Other Compr. Net Income	-11,065
Other Expenses	367,919
Other Liabilities	0
Other Net Income	-25,174
Other Revenues	514,910
Property, Plant and Equipment	30,530

Output Variable	Value in 1000 USD
Assets	570,956
Liabilities	611,268
Expenses	542,670
Revenues	514,910
Stockholders Equity	-40,312
Net Income	-52,934
Comprehensive Net Income	-63,999
BaseVar	1,138,022
ECR before LimitedLiability	-16%
Economic Capital Ratio	73%