



The relative strengths and weaknesses of Rocket Fuel 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 Rocket Fuel Inc compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 28% points. The greatest weakness of Rocket Fuel Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 19% points.

The company's Economic Capital Ratio, given in the ranking table, is 177%, being 42% points above the market average of 135%.

Input Variable	Value in 1000 USD
Assets, Current	260,401
Assets, Non-Current	1,797
Cost of Goods and Services Sold	0
General and Administrative Expense	60,545
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	161,123
Liabilities, Non-Current	24,149
Other Assets	277,067
Other Compr. Net Income	-105
Other Expenses	217,824
Other Liabilities	41,227
Other Net Income	-8,359
Other Revenues	408,641
Property Plant and Equipment	0
Research and Development Expense	39,794
Selling Expense	146,430

Output Variable	Value in 1000 USD
Assets	539,265
Liabilities	226,499
Expenses	464,593
Revenues	408,641
Stockholders Equity	312,766
Net Income	-64,311
Comprehensive Net Income	-64,416
Economic Capital Ratio	177%