

Introduction and Site Guide



runprofits.com
let your profits run

1. Introduction

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Runprofits is a trading hub for UK traders. It integrates UK-relevant sources of market data and presents visual data-mining of complex data. It provides you with the Technical Tools to easily find trade ideas with the best risk / reward potential.

Runprofits encodes sound trading principles to help you find opportunities with the right price behaviour BEFORE looking at a chart. Prospects identified using Runprofits can then be subjected to the rigour of chart analysis, making better use of your time and increasing your hit rate of successful trades. Our approach means trades find you and helps avoid the mistake of forced trades.

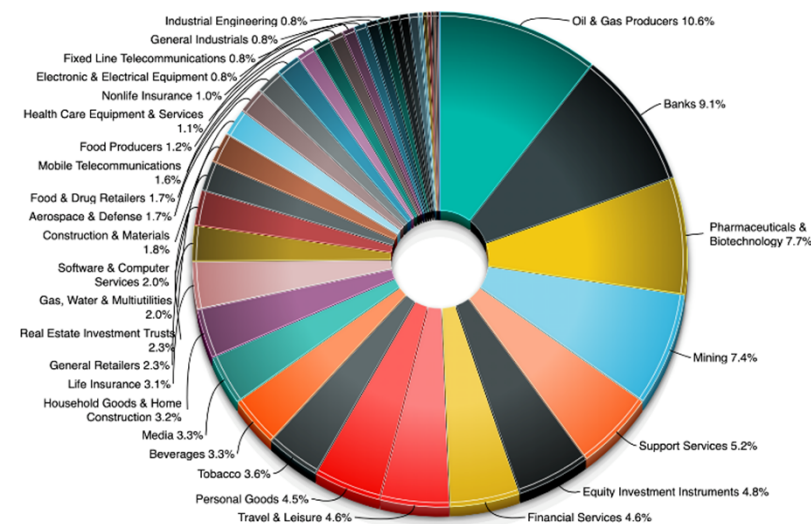
Runprofits allows you to:

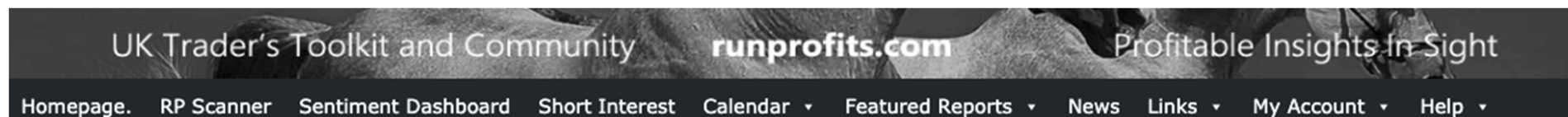
- Quickly find promising trades that match your strategies - saving hours of chart gazing.
- Screening of technical information for UK shares - presented in a visual and easy to understand format.
- Analyse indices and sectors - enabling you to drill-down to individual companies that meet your technical criteria.
- Filter using common technical criteria such as moving averages, relative strength and volume.
- Helps you follow your process in a disciplined manner.

Runprofits is designed as a Technical Toolkit for UK traders who understand the risks and rewards of trading and know it takes practice and discipline on a daily basis.

- Designed to offer flexibility and infinite ways to explore data.
- Structured to help you to be the best trader you can be - through discipline with liberating rigour and guiding workflows.
- Requires an understanding of basic trading principles.
- Encapsulates sound principles of price action, volume and trend behaviour.
- Is not a black box or 'holy grail' trading system.
- Is not an education offering or arcane dogma.

“let your profits run and cut short your losses...”





Runprofits features a number of sections that can be used discretely or as part of a trading workflow.

These include:

- **RP Scanner** - enables you to drill down through UK Indices and Sectors, as well as filtered based on common moving averages and volume profiles. This is the largest and most interactive section on Runprofits.
- **Sentiment Dashboard** - a unique view of UK and worldwide sentiment indicators helping you to form a top-level view of market sentiment.
- **Short Interest** - interactive views of all UK Short Interest filtered by sector, index, position holder and size. A mine of information.
- **Calendar** - consolidated listing of UK Company and Economic Events shown by day and week.
- **News** - aggregated UK Company news.
- **Featured Reports** - Runprofits Blog and Analysis reports.
- **Links** - external market analysis links (overnight markets, brokers, sentiment...) enable you to quickly see how the worldwide markets are shaping up before the UK opens.

These sections compliment each other, providing you with almost all the technical resources to find and plan your trades as well as giving quick snapshots of prevailing macro sentiment and emerging trends. All aggregated into a single, flexible site.

This guide gives more information on what is available and how it can help your trading and workflow.



We don't suggest a prescribed workflow, all traders will have their own process. However, the way Runprofits is laid out does lend itself to a structured workflow. You may find some of it useful to enhance your own research process and idea generation.

- **Top-Down Analysis** - filter and view how indices, sectors and commodities are moving relative to each other.
 - Runprofits provides valuable insights to emerging trends (and dying trends).
 - You can then drill down to find suitable companies for your trade ideas.
 - RP Scanner, Sentiment Dashboard and Short Interest sections work together to give you a coherent top-down view of the market.
- **Bottom-Up Analysis** - filter and screen by common technical criteria to find suitable companies to trade
 - Filter the whole market by sector, moving averages and volume
 - RP Scanner and Short Interest sections help you to find suitable trade candidates
- **Plan Your Day** - always know what the market is doing and what important events could affect your day
 - Before the UK market opens take a look at overnight activity and comment from around the world – get a quick feel for how the UK may open
 - Check which company and economic events are due this week and today – 30 seconds ensures you're not broadsided by a known announcement
 - The Calendar and Links sections give you quick access to market activity and announcements

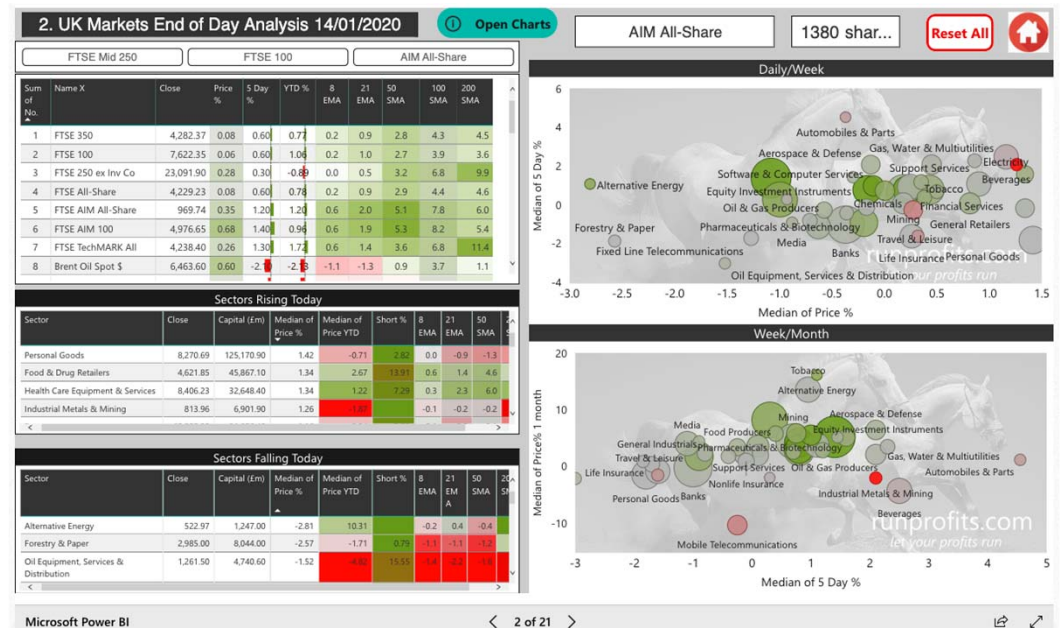


Reports

Reports

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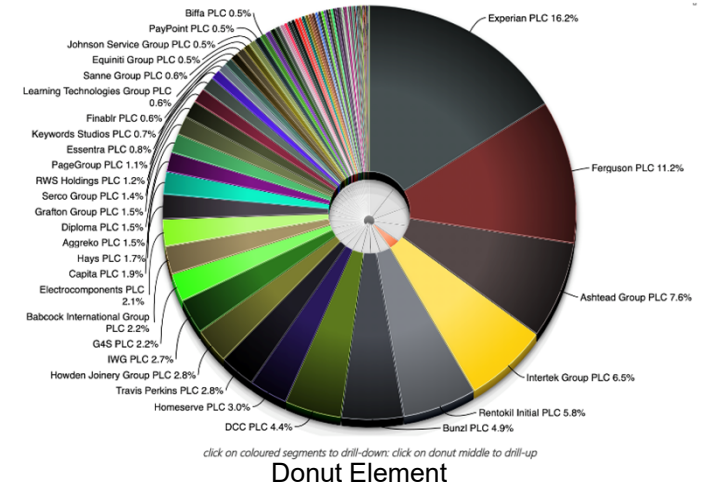


There are three basic report elements used in Runprofits - Donuts, Bubble Charts and Tables. You will often see more than one of these elements in a report, they will then work together in a related way as you filter the data selected or drill down through the element's data.

Donut

These are used to display index and sector information. The segment size depends on the total market cap. or volume (report dependant).

- **Drill-Down** - click on the segment - you can go all the way down to individual shares in an index or sector.
- **Drill-Up** - to return to the next level up, click the donut's centre.



Bubble Chart

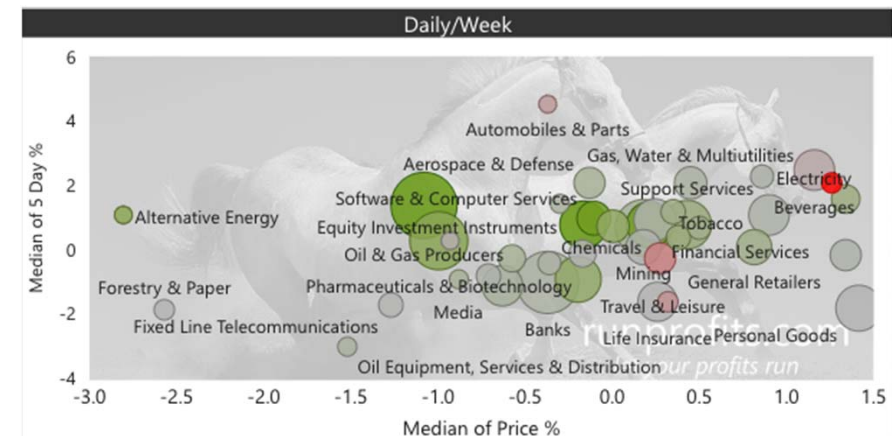
These display price performance across two timeframes enabling you to easily see relative performance of indices, sectors or individual shares.

- Longer time frame is always on the vertical axis.
- The Bubble Colour indicates the longer period price performance - shades of green if price has increased, shades of red if it has decreased.
- The Bubble Size indicates the the market cap. of the bubble's underlying shares (companies).
- You can drill down into any, or all, of the bubbles (see page 10)


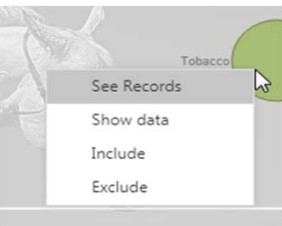

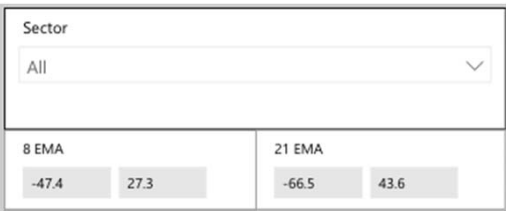
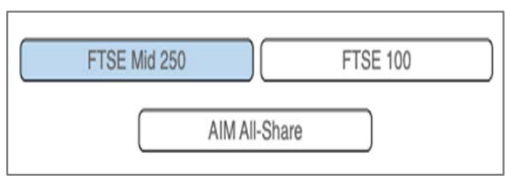
Tables

The tables will show the underlying shares for the related Donut or Bubble chart. As you drill down on the chart, the shares in the table will also be filtered.

- You can sort each column of the table by clicking the column header





	<p>Mouse-over Information. Many plots and tables will have additional information which can be viewed by mouse-over on the graphic or table. A pop-up with additional information appears only while the cursor is placed over the interactive element and will disappear on mouse-out.</p>
	<p>Excluding elements by right clicking: graphics and plots can be simplified by excluding one or more of the elements. This can be useful when there are significant outliers which skew a data set. Simply mouse-over the chosen element and right click to select Exclude. The plot will then be redrawn/rescaled without that/those elements. To undo - refresh the page: this will reload the report in its entirety.</p>
	<p>Drill-Downs some tables and plots contain drill-downs: hover over the upper right-hand side of a figure will show you the options. Enabling the drill-down by clicking on the Single Down-Arrow enables drill-down – then click on the chart bubble to display the data below. To exit drill-down, select the Up-Arrow. Clicking the Double-Down Arrow icon will drill-down into all bubbles on the chart.</p>
	<p>Filters and Screeners. Some of the more complex report pages include filters for various technical criteria. The initial values in each filter box will be the minimum and maximum values of the underlying data for that criteria. Enter you values for each criteria and the other elements on the report (chart, plot and table) will change to display information based on your criteria.</p>
	<p>Plots with Multiple Selections: Some reports will allow a plot to be delimited by both a Selection and a Filter: for example, FTSE250 Shares can be viewed by Sector and then further analysed by moving averages or price increases using sliders. This allows visual comparison of sectors and shares to show leaders and laggards.</p>

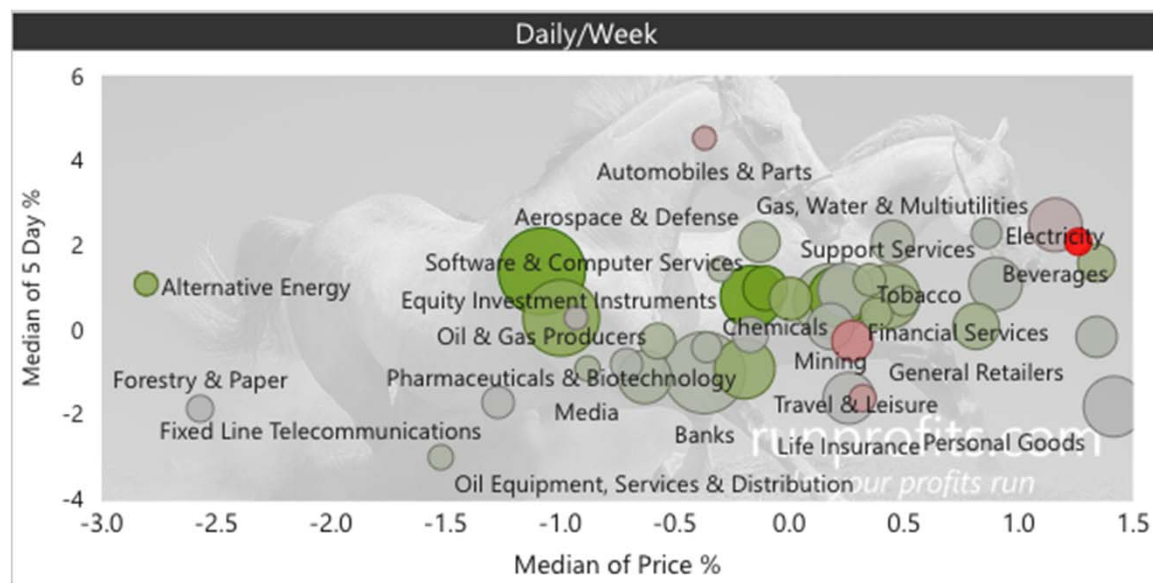


Runprofits Sectors

Sectors

The market sectors presented on Runprofits use the same naming as the FTSE-350 sectors used elsewhere. However, they are not same as our sectors include all the UK shares covered by Runprofits. This provides a comprehensive view of the UK market, far wider than that offered by other sector classifications and indices which only include a small sub-set of the UK market.

- Sectors include **ALL** shares covered by Runprofits(not just 350 shares)
- Sectors are not calculated as a weighted index
- Sector **Performance** is based on the **Median** value of the underlying constituent shares for that sector
- This provides wider coverage and a better statistical approach for measuring relative sector performance
- Enables you to monitor sector performance and drill down for any class of UK shares (Large to Micro-Cap, FTSE100 to AIM)



Bubble Charts are constructed using the Median values of the underlying shares for each sector



The Runprofits help section provides further explanations, answers to common questions as well as video guides and tutorials.



runprofits.com/category/help