

# Introduction and Site Guide



runprofits.com  
*let your profits run*

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Market Data provided by TradingView

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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. This approach means trades find you and helps avoid the mistakes of forced trades.

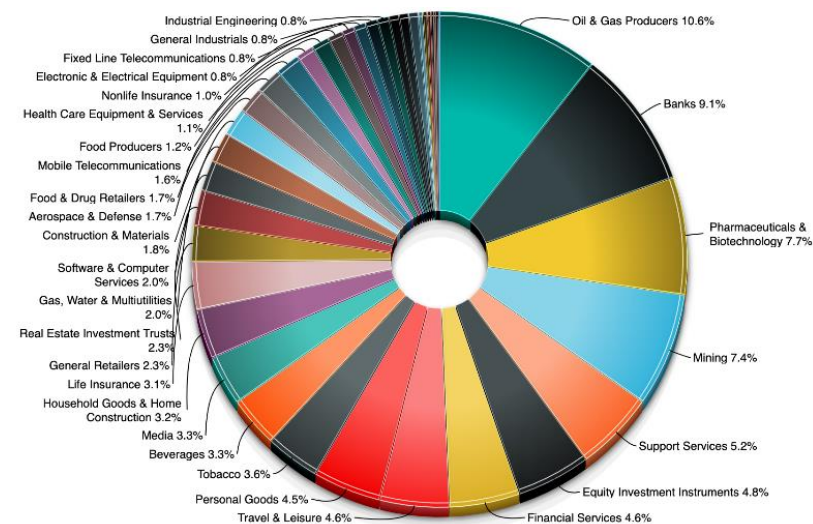
**Runprofits** allows you to:

- 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.
- Tries to avoid arcane dogma and over complexity.

“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:

- **Sentiment Dashboard** - a unique view of UK and worldwide sentiment indicators helping you to form a top-level view of market sentiment.
- **RP Scanner** - enables you to drill down through UK Indices and Sectors, as well as filtered based on common moving averages and volume profiles. Integrates short interest from the FCA to identify shorting and short squeeze trading opps.
- **RNS Trading** – pre market RNS news searchable by index/sector/news type (Tus, Contract wins, Offers, Placings) with analysis by volume, market cap and technicals. Helps identify high probability trades based on news catalysts. Updated with price reaction during the trading day
- **Short Interest** - interactive views of all UK Short Interest filtered by sector, index, position holder and size.
- **Calendar** - consolidated listing of UK Company and Economic Events shown by day and week.
- **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.
- **Comments and Forum** : Comments and discussion on individual pages to allow sharing and mutual support. Forum to build threads and topics for archival reference.
- **Basic Charting** – mutitimeframe charts offered on runprofits.com with more detailed technical charting from tradingview.com

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.





While most traders will have their own process, 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



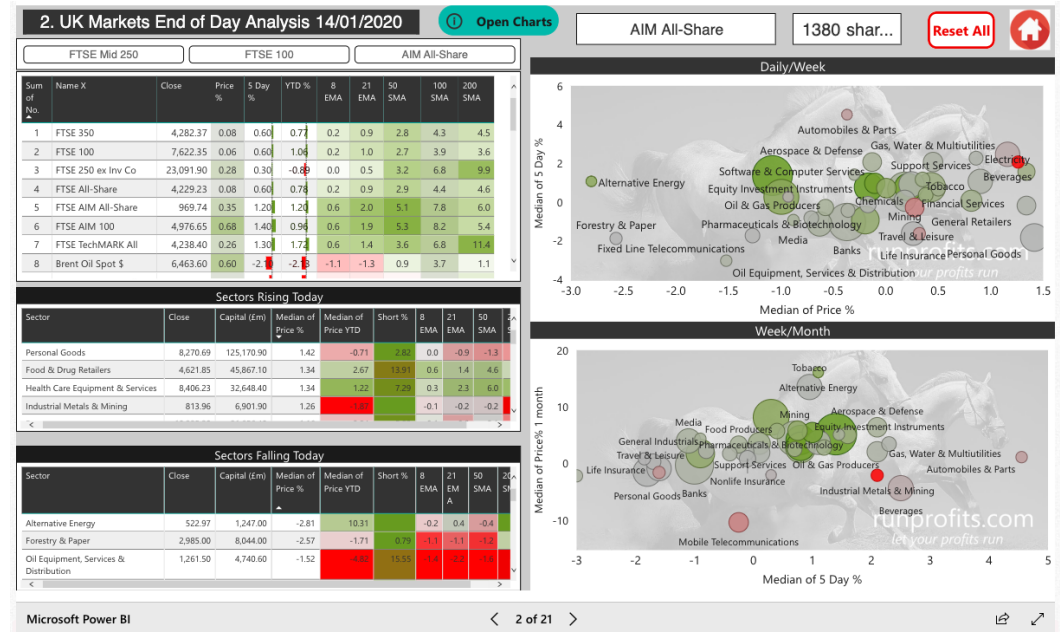
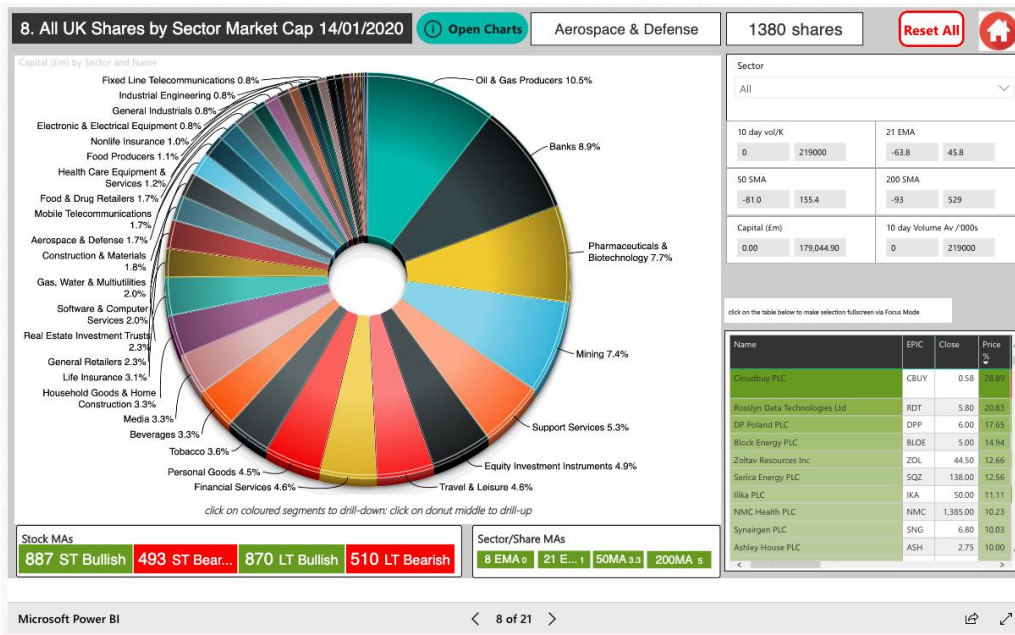
# Reports



# Runprofits Report Basics

All Runprofits reports are generated from market data, updated daily after the market close and published before 18:00 in report formats. As well as UK stock market price and volume information, Runprofits also integrates the FCA Short Interest data on a daily basis. The data is visualised into reports using a powerful visualization suite licensed from Microsoft. This brings the data to life in a highly visual and structured way and relies on encoding trading rules into building these reports. Directionally Runprofits will increasingly use machine learning and AI to mine the data and find powerful correlations and trading opportunities.

All Runprofits reports share common visualisation and navigational features... these are described in this document and on-site videos.



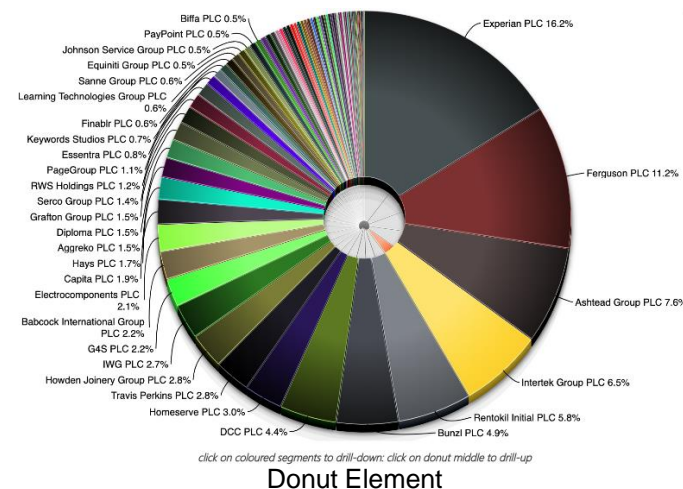


There are three basic report elements used in Runprofits - Donuts, Bubble Charts and Tables. You will often see more than one of these elements in a report, they will then work together in a related way as you filter the data selected or drill down through the element's data.

## 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

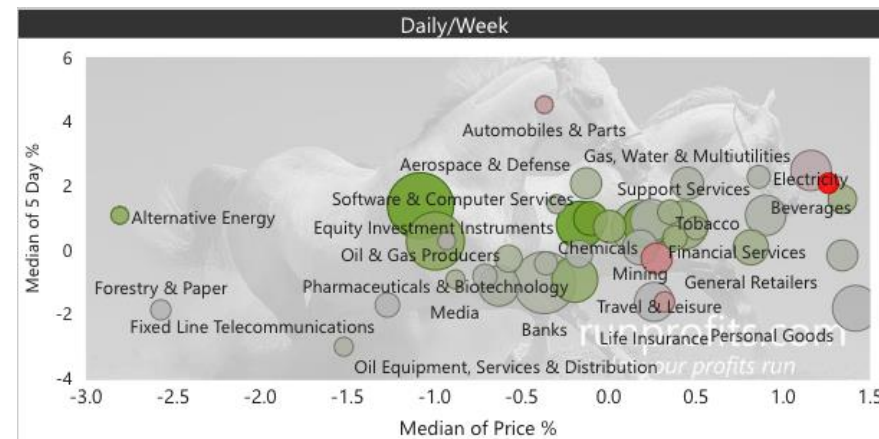
These display price performance across two timeframes enabling you to easily see relative performance of indices, sectors or individual shares.

- 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



Bubble Chart





	<p><b>Mouse-over Information.</b> 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><b>Excluding elements</b> 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 <b>Exclude</b>. 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><b>Drill-Downs</b> 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 <b>Single Down-Arrow</b> enables drill-down – then click on the chart bubble to display the data below. To exit drill-down, select the <b>Up-Arrow</b>. Clicking the <b>Double-Down Arrow</b> icon will drill-down into all bubbles on the chart.</p>
	<p><b>Filters and Screeners.</b> 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><b>Plots with Multiple Selections:</b> 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>



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



<https://runprofits.com/help-site-guide/>