Ratios are used for many purposes; performance measurement is one such application. However, not all performance measures are expressed as a ratio. Do some research on the Internet to learn about operating leverage, ROI, EVA, and another performance measure of your choice. You will note that there are variations in the computations of a particular measurement. Consistency in application is the key.

Use information from the latest financial statement of Apple to compute the measurements you researched.

Reflect on the advantages and disadvantages of these performance measures. Choose your preferred measure and explain your rationale.