



Balfour Capital Group MicroStrategy Incorporated

MicroStrategy, founded in 1989, is an American company specializing in enterprise analytics and mobility software. The firm designs, develops, markets, and sells software platforms through licensing and cloud-based subscriptions. These platforms enable organizations to analyze vast amounts of data to inform business decisions and develop mobile applications. In recent years, MicroStrategy has also become notable for its significant investments in Bitcoin, positioning itself as a major corporate holder of the cryptocurrency.

1. Top 5 Competitors

In the business intelligence and analytics sector, MicroStrategy's primary competitors include:

- Microsoft Power BI: A suite of business analytics tools that deliver insights throughout an organization.
- Tableau: A data visualization tool that helps in simplifying raw data into an understandable format.
- Qlik Sense: A platform for self-service data analytics that allows users to create personalized reports and dashboards.
- Looker: A business intelligence software and big data analytics platform that helps explore, analyze, and share real-time business analytics.
- IBM Cognos Analytics: An AI-infused business intelligence platform that supports the entire analytics cycle.

These competitors offer similar analytics and business intelligence solutions, catering to organizations aiming to leverage data for strategic decision-making.

2. Largest Institutional Shareholders

As of the latest available data, major institutional shareholders of MicroStrategy include:

- Capital International Investors: Holding approximately \$3.05 billion in MSTR shares.
- Vanguard Group Inc.: With holdings valued at around \$2.65 billion.
- Geode Capital Management LLC: Owning shares worth about \$465.57 million.
- Charles Schwab Investment Management Inc.: Holding approximately \$220.63 million in shares.
- Amundi: With holdings valued at around \$165.15 million.

These institutions represent significant investment in MicroStrategy, reflecting confidence in the company's strategy and performance.



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3. Management Team:

MicroStrategy's executive leadership comprises:

- Michael J. Saylor: Executive Chairman.
- Phong Le: President & Chief Executive Officer.
- Saurabh Abhyankar: Executive Vice President & Chief Product Officer.
- Kip Amedeo: Executive Vice President & Chief Revenue Officer.

This team is responsible for steering the company's strategic direction and overseeing its operations.

4. Revenue

In the fiscal year 2024, MicroStrategy reported total revenues of \$463.46 million, marking a 6.61% decrease from the previous year. The revenue for the quarter ending December 31, 2024, was \$120.7 million, a 3.04% decline compared to the same quarter in the prior year.

5. Institutions with Buy Recommendations:

Analyst sentiment towards MicroStrategy has been notably positive. In the current month, the company received 22 Buy ratings, with no Hold or Sell ratings. The average analyst price target over the past three months is \$548.91, indicating optimism about the company's prospects.

6. Summary of Analyst Sentiment:

Analysts maintain a favorable outlook on MicroStrategy, with a consensus rating of "Buy." The average target price is approximately \$546.30, suggesting a potential upside from the current stock price. The highest price target is \$650.00, while the lowest is \$409.00. This sentiment reflects confidence in the company's strategy, particularly its significant Bitcoin holdings.



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7. Insider Buying and Selling Over the Last 24 Months:

Over the past 24 months, there has been notable insider trading activity at MicroStrategy. In the last 90 days alone, insiders have conducted 30 transactions, resulting in a net sale of approximately \$60.5 million worth of shares. This activity primarily consists of significant share sales by corporate insiders.

It's important to monitor insider transactions as they can provide insights into the management's perspective on the company's future prospects.

Please note that stock prices and analyst sentiments are subject to change. It's advisable to consult financial advisors or conduct thorough research before making investment decisions.

