Getting started with...



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### Version and Feedback

This guide is based on *The latest Version of Bloomberg on February 3 2011*. The guide was last updated on February 12 2011.

Any feedback is greatly appreciated and can be sent to <u>dbsupport@econ.au.dk</u>. For further questions or support, feel free to visit the D-CAF office at the School of Economics and Management, Aarhus University (*room 312, building 1323*).

The Bloomberg terminals can be accessed on the computers in the *Glass cage* on the 2<sup>nd</sup> floor of building 1327.

### 1. Introduction

The following guide will describe the core features of Bloomberg and should prove useful as a stepping stone to getting started with the Bloomberg database.

Bloomberg is a very useful database for many purposes, in particular for gathering realtime time series data as Bloomberg is a financial service system that provides 24-hours current and accurate financial, economic, and government information, covering all market sectors worldwide. It also features analytics, company financials, current news reports, statistics and historical market data approximately thirty years back.

The purpose of this guide is to give a basic introduction to Bloomberg, including the custom Bloomberg keyboard, the basic principles of datasearch and how to extract data using the Excel-Add.

For intermediary and advanced users, no in-depth documentation of Bloomberg exists due to Bloomberg policy, but for beginners the following additional could prove helpful:

- Princeton : Bloomberg : Get Started
  - This manual of Bloomberg will serve as a supplement o this and will help you understand how information is organized in the Bloomberg system, particularly keyboard and menu structure.
    - http://firestone.princeton.edu/econlib/blp/docs/Bloomberggetstarted.pdf
- Princeton : Guide to Tickers
  - This manual gives a very specific description of how to identify Tickers in Bloomberg.
    - http://firestone.princeton.edu/econlib/blp/docs/Bloomberggetstarted.pdf
- <u>Stanford</u> : Database Guide
  - This guide is intended to provide a brief introduction to the Bloomberg system. Including the custom Bloomberg Keyboard as well as the basic function keys. This guide is a little more advances than the above.
- Leigh : Bloomberg Basic Manual
  - This manual goes through the general setup of Bloomberg including a historical introduction.
  - The main advantage o this manual is a in depth description of how to analyze different within different categories.
  - o <u>http://firestone.princeton.edu/econlib/blp/docs/bloombergmanuallehighuniversity.pdf</u>

### 2. Getting Access

Open the Bloomberg terminal by the icon on the desktops. Four Screens will appear by default.

To log in you will have to push the red <PauseBreak> key and then type in username and password and press the green <GO> key as it appears below. To get username and password, please contact the D-CAF office in room 312, building 1323 or by email <u>dbsupport@econ.au.dk</u>

📟 1-BLOOMBERG	I-BLOOMBERG
CANCE HELP MENU PG BA PG FW GO TAB CONN DELT	CANCE HELP MENU PG BAI PG FW GO TAB CONN DFLT
+*** Please log in. *** Hit the red <default> key to log in, or the green <help> key for instructions.</help></default>	LOGIN NAME AUSEMO1 If you do not have a login name and want to
	PASSWORD ********* set one up, leave the fields blank and hit (GO).
FOR         IMMEDIATE COSTOMER SOPPORT, CALL:           Argentina         +54-11-4321-7700         Malaysia         +603-2302-7800           Australia         +612-9777-8600         Mexico         +52-55-5242-9200           Brazil         +55-11-3048-4500         New Zealand         +644-498-2200           Canada         +1-416-203-5788         Philippines         +63-2-789-7000           China         +86-10-6649-7500         Russia         +7-495-937-6770           France         +33-1-5365-5000         Singapore         +65-6212-1000           Germany         +49-69-29204-1210         Spain         +34-91-700-9600           Greece         +30-210-741-9000         Switzerland         +41-44-224-4111           Hong Kong         +852-2977-6600         Taiwan         +886-2-7719-1500           India         +91-22-6633-9000         Thailand         +662-654-7300           Indonesia         +62-21-2355-3000         UAE         +971-4-373-9400           Italy         +39-02-8064-4225         UK         +44-20-7307-500           Japan         +81-33201-8900         US - East Coast         +12-22-318-2000	Bit         Bit
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The Keyboard looks different from an ordinary one the main differences are the three colors of the keys

Yellow: These refer to specific markets, e.g. commodities, equity, etc.

Green: These are action keys and allow you to move throughout the system.

Red: This one key is used to login and –out and reset a screen.



### 3. Data Search

In Bloomberg any data is identifies by *Tickers* which are unique references. The datasearch in Bloomberg is thus merely a question of finding the right ticker, but as the tickers only have a little degree af systematics this can be a little tricky.

The most reliable way of finding the ticker is to press the yellow key in line with the data you are interested in e.g. Equity, then <GO>. This result in a general overview of equity functions. Under 1) *Finding Equities* one will find *TK Ticker Lookup*. Either click this or press TK <GO> then you will be asked to enter *Partial Issuer Name* which is simply the name of the equity in question <GO>. Now a list of different datatypes will appear, including hit number.

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	BLP	Launchpad	WEI	World Eqy Indices	ECO	US Releases	WECO	World Calendar
	NW TMAP	Market Monitors Intraday Mkt Man	EMEQ	Emerging Markets Most Active	ECST	World Eco Stats	EVNT	Events Calendar
2)	E-miles	Neura			11) Deriva	tives	004	Options Scoparios
3)	TOPW	Top Stories	TOPD	Top Stories Stocks	12) Finding	Analyzing Fund	ds /	Public Filings
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	NSE	News Search	Ν	News Menu	FMAP	Fund Heat Map		
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	EERM	Estimate Revisions	WPE	World Price/Earn	MRKT	Price Contributors	EXCH	Exchanges
6)	Multipl	e Security Analys	PG	Relative Graphs	15) Enviror	mental, Social &	Gove	rnance Factors
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Another possibility is using the <HELP> key. This can be done in three ways:

- I. You can make your *Partial Issuer Name* followed by <HELP>. This is a less accurate way of doing the above, and for very specific searches, this might not give the wanted result.
- II. Alternatively you can start by pressing <HELP> and then sort of clicking your way through.
- III. At last it is a possibility to press <HELP><HELP>. By doing this you will be put through to a online 24-hour customer support representative. This should only be done in VERY urgent situations, which is never during a datasearch.

The last and most random search option is to type in the e.g. company name in the searchbar and hope for the best. This will only work in case of a very general dataseries.

### 4. Data Extraction

The way to extract the data from Bloomberg when the Ticker is known is in Excel by the Bloomberg Add-in. The Add-in is a powerful tool that delivers the data directly into a spreadsheet for custom analysis and calculations. The Excel Add-in functionality is available in Excel from the Bloomberg menu item on the top menu bar.

If you do not see the Bloomberg in the top menu bar in Excel, install it by the following steps:

- 1. Click Start > All Programs > Bloomberg > Install Excel Add-in.
- 2. In the pop-up window click **Install**.
- 3. Reopen Excel. Then the Bloomberg tab should appear in the top menu.



The Wizards in the Bloomberg menu provide a guided process to draw data from Bloomberg into a spreadsheet. The most commonly used are *Import Data* and *Fundamentals Ananlysis*.

- Import Data Wizard
  - This enables you to retrieve any number of individual series. If you click the icon in the toolbar you are presented with the four options of datatypes

Bloomberg Data Wizard			? 🗙
Select data type:			
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Market, Reference, Analytical, Data Sets	Historical End of Day	Historical Intraday Bars	Historical Intraday Ticks
			1918191
Bloomberg		Cancel < Back	Next > Finish

- When the wizard asks for a search text then in general one should search for PX\_LAST, which will most often give the correct value of any series even if it is not actually a price.
- It is always a good idea to validate the data by using HP (Historical Prices) in the Bloomberg program.
- Fundamentals Analysis Wizard
  - This wizard enables you to retrieve Bloomberg fundamentals analysis pre-defined templates, such as Balance Sheets, Cash Flows etc.

Note: The first data cell in the spreadsheet will contain a command function, which will define the requested series. If this command is changed or updates then the data will update accordingly.

### 5. Examples

In this section two examples will hopefully prove useful in getting started with getting basic data. First we will take a look at the daily data on the S&P 500 index and thereafter at quarterly data on the United States GDP growth.

#### S&P 500

As it is described above it should be straight forward to identify the ticker of the S&P 500 index as *SPX Index* This ticker will lead you to the following overview of functions

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At 15:52 Op 1107.34 Hi 1	107.34 Lo 1088	3.08	Prev 1115.05				
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1) Current Markets	5)	Techn	cal Studies				
BQ BLOOMBERG Quote QR	Trade Recap	RSI	Rel Strength Index	MACD	Mv Avg Convrg/Dvrg		
QRM Trade/Quote/Recap AQR	Avg Quote Recap	BOLL	Bollinger Bands	GOC	Overview Chart		
VAP Volume at Price CN	(6)	Multip	le Index Analysis.				
2) Index Member Analysis		HS	Historical Spread	COMP	Comp. Total Return		
MOV Index Movers RV	Relative Value	MGTD	PX Ratio Graph Multiple Security		Hist Regression		
GMOV Group Movers GWGT	Group Weightings			mot	mountoground		
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3) Index Overview		GV	Graph Volatility	HVI	Hist Vol Table		
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To Extract the daily data for the index you have to choose the *Historical End of Day* wizard in Excel under *Import Data*.

In this Example we would like to get the daily bid price and the closing price of the index one day ago. This step by step procedure would look like this

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#### **US GDP Growth**

In this example it is not as straight forward to identify the Ticker. To find the ticker of any economic series it is very useful to use the function *WECO* that is an economic calendar with publications of macro data for most of the world.



As it is data for the United States we are looking for, type 21 <GO> to find a list of economic releases of US data.

1-BLOOMBERG					
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1) Custom Calendars 🚽 2) Settings 3) Ale	rts 4)	Export	Eo	onomic (	Calendars
Region North America 💽 Country United States		Type Ec	onomic R	eleases	*
Date 05/21/10 🖬 - 05/28/10 🖬 11:11:42		United Sta	ates: Eco	nomic Re	eleases
Date Time A M Event	Period	Survey	Actual	Prior	Revised 🗠
11) 05/24 14:30 Include Chicago Fed Nat Activity Index	APR			-0.07	
12) 05/24 16:00 Image Existing Home Sales	APR	5.60M		5.35M	
13) 05/24 16:00 🖾 Existing Home Sales MoM	APR	4.7%		6.8%	
14) 05/25 15:00 🖾 S&P/CS Composite-20 YoY	MAR	2.4%		0.6%	
15) 05/25 15:00 📼 S&P/CaseShiller Home Price Ind	MAR			144.0	
16) 05/25 15:00 🖾 S&P/CS 20 City MoM% SA	MAR	-0.40%		-0.10%	
17) 05/25 15:00 🖾 S&P/Case-Shiller US HPI	1Q			136.1	
18) 05/25 15:00   S&P/Case-Shiller US HPI YOY%	10			-2.5%	
19) 05/25 16:00 ⊕ Richmond Fed Manufact. Index	MAY	25		30	
20) 05/25 16:00 Ima Consumer Confidence	MAY	59.0		57.9	
21) 05/25 16:00 ⊕⊠ House Price Index MoM	MAR			-0.2%	
22) 05/25 16:00 🖾 House Price Purchase Index QoQ	1Q			-0.1%	-0.1%
23) 05/25 23:00 🖾 ABC Consumer Confidence	MAY 23			-44	
24) 05/26 13:00 ⊕⊠ MBA Mortgage Applications	MAY 21			-1.5%	
25) 05/26 14:30 ⊕⊠ Durable Goods Orders	APR	1.3%		-1.3%	-1.2%
26) 05/26 14:30 🖾 Durables Ex Transportation	APR	0.3%		2.8%	3.7%
27) 05/26 16:00 🕸 New Home Sales	APR	420K		411K	
28) 05/26 16:00 🖾 New Home Sales MoM	APR	2.2%		<b>26.9</b> %	
29) 05/27 14:30 ⊕⊠ GDP QoQ (Annualized)	1Q S	3.5%		3.2%	
606 NS1 11:11 Orlando Sentinel: NBA suspends	5 refere	e Joe D	eRosa fo	or thro	wing bal
605 BSE 11:11 West Coast Paper - Board to co	onsider	Dividen	d		
604 BSE 11:11 ITC - Annouces Q4 & FY 10 resu	ılts				
603 RNS 11:11 Seeing Machines Ltd SEE	Appoint	ment of	Advise		
602 BN 11:11 China Govt Bond Sells CNY28 Bl	ln 50-Ye	ar Bond	s at 4.(	)3% (10	14)
POWER SEARCH FOR ECONOMIC	DATA:	KEYWOR	D, REGION	EC	<b>OF</b> <60>

From here it should be possible to identify the Event *GDP QoQ (Annulalized)* as the relevant data. If you click this event you will be directed to a page with an overview of the data including the Ticker *GDP CQOQ*.



Now you can get the data in Excel as in the case of the S&P 500 index, i.e. through the *Import Data* Wizard choosing *Historical End of Day*. Below this is depicted step by step. Note that in general when searching for economic data one should choose *PX\_LAST* in the data field.

Bloomberg Data Wi		of Securities 🔹 💽 🗙	Bloomberg Data Wizard - History - Step 2 of 6 - Create a list of Fields	K
Enter security		Selected securities:	Field source: Bloomberg Fields	
Security identifier:		GDP CQOQ Index	Search text: PX_LAST Reset Last Price	1
Market sector:	Index 💌		Filter: Asset Class   Field Type Search	
Identifier type:	Ticker-Exchange		Display values for: GDP CQOQ Index	
	Add		Categories List Favorites	
Coloct occurition			Type Name Mnemonic Value	
-			Last Price PX_LAST 3.2	
From:	Indices		Last trade/Last LAST_PHILE 3.2	
Indices:	Select or Enter Index		Last Price Post PX_LAST_POST_SE	
Available securities:			Last Price All Se PX_LAST_ALL_SES	
			Last Trade PX_LAST_ACTUAL	
			Last Price AM S PX_LAST_AM	
			Previous Sessio PREV_SES_LAST_P	
			Last Price PM S PX_LAST_PM	
			Also available as Historical field	I
			Equities:	
	Add Add all	Remove Remove all	More field details Add Add All Add To Favorites Remove a	5
Bloomberg	14	ancel < Back Next > Finish	Bloomberg 14 Cancel (Back Next) Finish	

Calendar type:	Calendar	<b>~</b>		Period	icity:	Daily	1 ( ) m	~	
Date Format:	Date	~		Calend	lar Code:	Calenda	Default	~	
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<ul> <li>Date</li> </ul>	From: 01	-01-2000	*	T o:	21-05-2	2010	~	Current	
O Period	From: CC	12 🗸 2009	A V	To:		2011		Current	
<ul> <li>Relative time</li> </ul>	series								
End date:	Today			OD	ate: [				
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1	GDP CQOQ	Index																		
2	Date	PX_LAST																		
3	31-03-2000	1,1																		
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