Whalewisdom.com Excel Add-in

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Introduction
The Whalewisdom Excel add-in is intended to allow subscribers to easily pull data from the whalewisdom.com website. The add-in utilizes Whalewisdom’s API behind the scenes to bring in Form 13F data augmented with any Schedule 13D/G filings where appropriate.

Requirements
The Whalewisdom Excel add-in requires Excel 2007, 2010 or 2013 along with .NET 4.0 and is intended to run on a Windows OS. An Internet connection is also required in order to connect with the Whalewisdom API.

A Whalewisdom user account will be needed along with a set of API keys. The API keys can be generated by logging into your Whalewisdom.com account and going to http://whalewisdom.com/dashboard#!/user and choosing the option to create a new API access key.
Installation and Setup

Download the whalewisdomsetup.msi file at http://whalewisdom.com/excel/WhalewisdomSetup.msi

Find the location where you saved the file and double-click on whalewisdomsetup.msi to install the Excel Add-in. Follow the prompts to complete the install.
Once installation is complete you can verify that the install was successful by launching Excel and looking for the Whalewisdom Item along the top ribbon. (Highlighted in yellow below):
**Whalewisdom Menu**
Choosing the Whalewisdom menu option from the top ribbon will bring up the commands available to you.

<table>
<thead>
<tr>
<th>Whalewisdom Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show/Hide Whalewisdom Task Panes</td>
</tr>
</tbody>
</table>

**Show/Hide Whalewisdom Task Panes**
Clicking this will toggle the Whalewisdom Task Panes that are displayed on the right side of your Excel instance. This will bring up all available commands for interacting with the Whalewisdom API.

**Refresh Data**
Clicking refresh data will reload any holders or holdings you previously loaded. All existing data for the stock or filer will be replaced.

**Task Pane Choices**
Task Pane choices will be displayed after clicking “Show/Hide Whalewisdom Task Panes” from the Excel Ribbon menu. You will have the following options:
Settings
This is where you will enter your whalewisdom.com secret and shared access keys. These keys are needed in order to communicate with the Whalewisdom API. You can acquire access keys by logging into your whalewisdom.com account and going to [http://whalewisdom.com/dashboard#!/user](http://whalewisdom.com/dashboard#!/user). There will be a section on this page where you can create new or view existing API keys. Once entered, the keys will be saved into your computer’s registry and won’t need to be entered again for any other Excel spreadsheets.
Quarter Ids

Choosing Quarter Ids will bring up a list of 13F filing dates along with their id and whether or not they are available for your subscription. You will need to know a quarter’s id if you need to query a specific quarter’s 13F holdings.

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>03/31/2001</td>
<td>Available</td>
</tr>
<tr>
<td>2</td>
<td>06/30/2001</td>
<td>Available</td>
</tr>
<tr>
<td>3</td>
<td>09/30/2001</td>
<td>Available</td>
</tr>
<tr>
<td>4</td>
<td>12/31/2001</td>
<td>Available</td>
</tr>
<tr>
<td>5</td>
<td>03/31/2002</td>
<td>Available</td>
</tr>
<tr>
<td>6</td>
<td>06/30/2002</td>
<td>Available</td>
</tr>
<tr>
<td>7</td>
<td>09/30/2002</td>
<td>Available</td>
</tr>
<tr>
<td>8</td>
<td>12/31/2002</td>
<td>Available</td>
</tr>
<tr>
<td>9</td>
<td>03/31/2003</td>
<td>Available</td>
</tr>
<tr>
<td>10</td>
<td>06/30/2003</td>
<td>Available</td>
</tr>
<tr>
<td>11</td>
<td>09/30/2003</td>
<td>Available</td>
</tr>
<tr>
<td>12</td>
<td>12/31/2003</td>
<td>Available</td>
</tr>
<tr>
<td>13</td>
<td>03/31/2004</td>
<td>Available</td>
</tr>
<tr>
<td>14</td>
<td>06/30/2004</td>
<td>Available</td>
</tr>
<tr>
<td>15</td>
<td>09/30/2004</td>
<td>Available</td>
</tr>
<tr>
<td>16</td>
<td>12/31/2004</td>
<td>Available</td>
</tr>
<tr>
<td>17</td>
<td>03/31/2005</td>
<td>Available</td>
</tr>
<tr>
<td>18</td>
<td>06/30/2005</td>
<td>Available</td>
</tr>
<tr>
<td>19</td>
<td>09/30/2005</td>
<td>Available</td>
</tr>
<tr>
<td>20</td>
<td>12/31/2005</td>
<td>Available</td>
</tr>
<tr>
<td>21</td>
<td>03/31/2006</td>
<td>Available</td>
</tr>
<tr>
<td>22</td>
<td>06/30/2006</td>
<td>Available</td>
</tr>
<tr>
<td>23</td>
<td>09/30/2006</td>
<td>Available</td>
</tr>
</tbody>
</table>
Filer Lookup

Use the filer lookup tool to get the id of any filers you want to retrieve holdings for.

Search for Filers

Name: berk
CIK: 
City: 
State: 

Restrict to 13F Filers
Restrict to Hedge Funds
Last 13F Portfolio Value:

from 
to 

Search Copy to Worksheet

<table>
<thead>
<tr>
<th>ID</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1180</td>
<td>GENERAL RE NEW ENGLAND ASSET MANAGEMENT I</td>
</tr>
<tr>
<td>349</td>
<td>BERKSHIRE HATHAWAY INC</td>
</tr>
<tr>
<td>347</td>
<td>BERKOWITZ CAPITAL &amp; CO LLC</td>
</tr>
<tr>
<td>346</td>
<td>BERKELEY CAPITAL MANAGEMENT LLC</td>
</tr>
<tr>
<td>348</td>
<td>BERKSHIRE ASSET MANAGEMENT LLC</td>
</tr>
</tbody>
</table>
Stock Lookup
Use the stock lookup tool to find the id of any stocks you want to get holders for.
Load 13F Holdings
This command utilizes the new holdings API call which lets you download multiple filer holdings at once. As you can see from the screenshot, you have lots of options when retrieving data.
Options:

- Where to place results:
  - One Filer Per Sheet – Each filer requested will be placed in a new sheet. Any existing sheets for this filer will be replaced.
  - All Filers on Current Sheet – Filer holdings will be inserted into the next empty row of the current active sheet

- Filer IDs – This is the only required field. You must specify the id of at least one 13F filer to retrieve. You can specify more (too many will impact Excel performance). When requesting multiple filers, be sure to separate each id with a single comma (,).

- Which 13F Quarters
  - Most recent – Will return holdings for the most recent quarter available for the filer(s) requested.
  - Comma-delimited list of ids – Will return holdings for each quarter id supplied
  - All Available - Will return all holdings available for each filer requested with each quarters portfolio contained in a separate table.

- Stock Ids – You may optionally restrict holdings returned to one or more stocks by provided a comma delimited list of stock ids to filter by. Leave blank to not filter by stock.

- Include Sch. 13D/G Data? – if checked then the portfolio returned will be updated with any 13D or 13G filings that have come out after the quarter end date. This option is only available when “most recent” is selected for which 13F quarters to return.

- Sort by: field that holdings will be sorted by when returned. This field is not required.
- Sort Direction: sort in either ascending or descending order
- Number of results to return – Optionally limit the number of holdings returned.
- Columns to include – Only return fields you are interested in or leave blank to return all fields.
Example results:

```
<table>
<thead>
<tr>
<th>Stock</th>
<th>Symbol</th>
<th>Security Type</th>
<th>Shares</th>
<th>Shares Change</th>
<th>Position Change</th>
<th>Current Rank</th>
<th>Current% of Portfolio</th>
<th>Current Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABOV</td>
<td>Stock</td>
<td>100</td>
<td>-10</td>
<td>-2</td>
<td>1</td>
<td>0.5</td>
<td>1.2</td>
</tr>
<tr>
<td>DEF</td>
<td>DEFG</td>
<td>Bond</td>
<td>500</td>
<td>50</td>
<td>10</td>
<td>2</td>
<td>0.8</td>
<td>1.5</td>
</tr>
<tr>
<td>GHI</td>
<td>GHIF</td>
<td>Option</td>
<td>200</td>
<td>-20</td>
<td>-4</td>
<td>3</td>
<td>0.6</td>
<td>1.1</td>
</tr>
</tbody>
</table>
```

Options:
- Sort by: Stock, Position Change
- Columns to include: Stock, Shares Change, Current Rank
Load 13F Stock Holders

This command utilizes the new “holders” API call to bring back all holders of a specific stock.

Where to place results:
- One Stock Per Sheet
- All Stocks on Current Sheet

Filters:
Stock IDs (comma separated)

Which 13F Quarters?
- Most recent
- Comma-delimited list of ids
- All Available 13F Data

File Ids (optional comma-delimited list of stock ids)

Include Sch. 13D/G Data after quarter filing date?

Output
Sort by:
Sort Direction:
Number of results to return (blank to return all)
Columns to include (blank for all)

Load Holders
Options available include

- Where to place results
  - One Stock Per Sheet – Each stock requested will be placed in a new sheet. Any existing sheets for this stock will be replaced.
  - All Stocks on Current Sheet – Stock holders will be inserted into the next empty row of the current active sheet
- Stock Ids: This field is required. Include one or more ids of stocks to bring back holders for.
- Which 13F Quarter
  - Most recent – This will bring back holders for the most recent quarter available on the stocks requested.
  - Comma-delimited list of ids – will bring back holders for each quarter id supplied.
  - All Available 13F Data – This will return all holders for all 13F quarters for each stock requested. Quarters will be broken out into separate tables.
- Filer Ids – You can optionally restrict holders to only those filers you are interested in by supplying a comma-delimited list of filer ids.
- Include Sch 13D/G Data? – if checked then the holders returned will be updated with any 13D or 13G filings that have come out after the quarter end date. This option is only available when “most recent” is selected for which 13F quarters to return.
- Sort by: field that holdings will be sorted by when returned. This field is not required.
- Sort Direction: sort in either ascending or descending order
- Number of results to return – Optionally limit the number of holdings returned.
- Columns to include – Only return fields you are interested in or leave blank to return all fields.
Example results:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Shares</th>
<th>Shares Change</th>
<th>Shares Percentage</th>
<th>Shares Change Percentage</th>
<th>Price</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>100</td>
<td>10</td>
<td>0.1</td>
<td>10%</td>
<td>100</td>
<td>1000</td>
</tr>
<tr>
<td>2</td>
<td>Google</td>
<td>50</td>
<td>5</td>
<td>0.01</td>
<td>10%</td>
<td>50</td>
<td>500</td>
</tr>
<tr>
<td>3</td>
<td>Amazon</td>
<td>25</td>
<td>2</td>
<td>0.04</td>
<td>8%</td>
<td>25</td>
<td>600</td>
</tr>
<tr>
<td>4</td>
<td>Microsoft</td>
<td>15</td>
<td>1</td>
<td>0.06</td>
<td>6.6%</td>
<td>15</td>
<td>300</td>
</tr>
<tr>
<td>5</td>
<td>Alphabet</td>
<td>10</td>
<td>1</td>
<td>0.1</td>
<td>10%</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Additional filters and settings may be applied to refine the results.
Subscription Status

Use this to check on the number of filers/stocks you can bring back based on your subscription and usage.