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INSIDERIQ PRO'S GUIDE TO GETTING THE MOST OUT OF INSIDER TRANSACTION DATA

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The most successful traders and investors think like analysts: they study patterns, measure behavior over time, and make decisions based on evidence rather than emotion. The real edge comes from turning raw market information into actionable signals. Insider filings don't predict the market, but when analyzed properly, they can reveal valuable signs about conviction, incentives, and timing that price action alone often hides. Insider transactions alone don't make trades. **Insight does**.

We at InsiderIQ Pro can only provide the raw material. Your analysis, judgment, and risk management turn it into an opportunity.
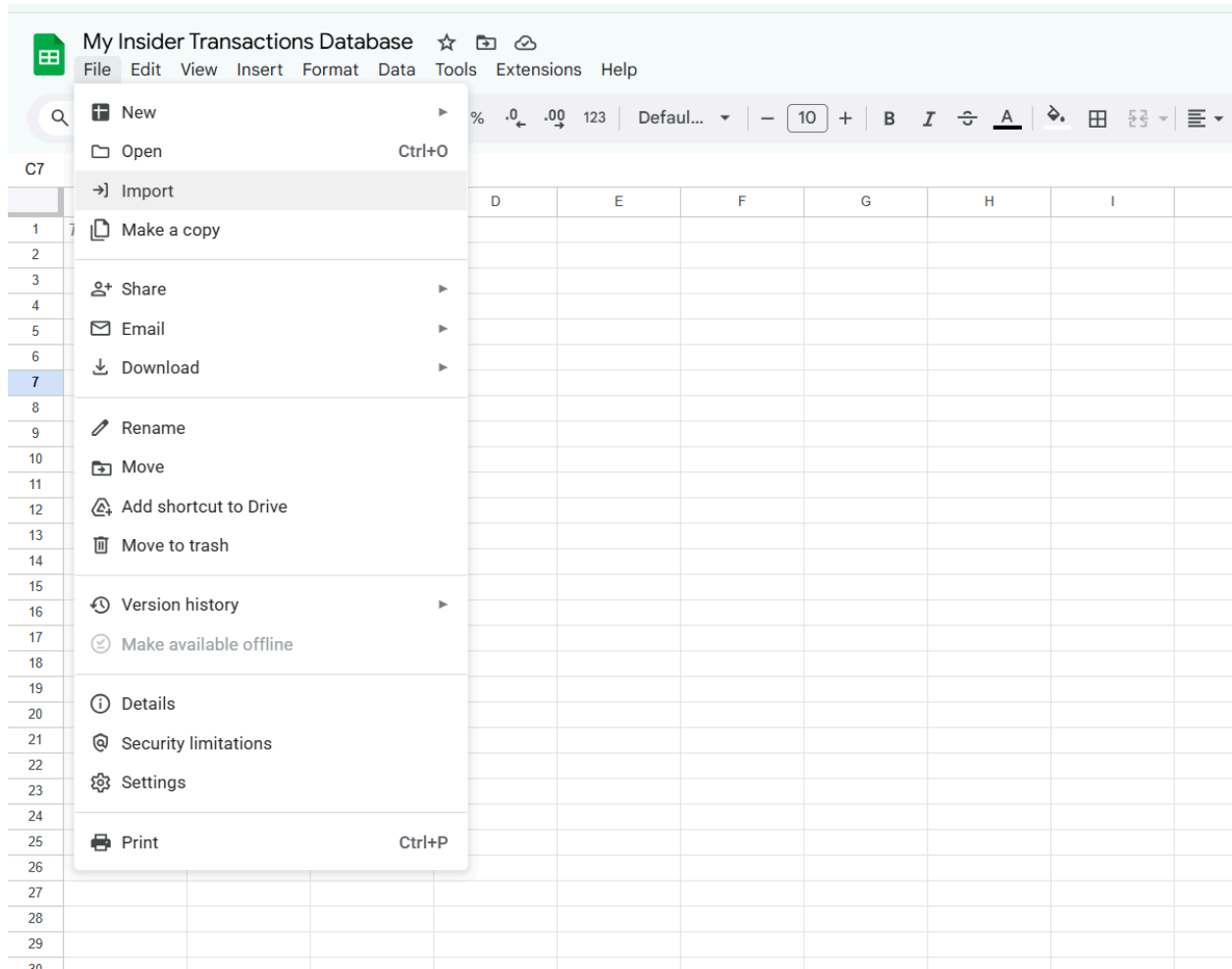
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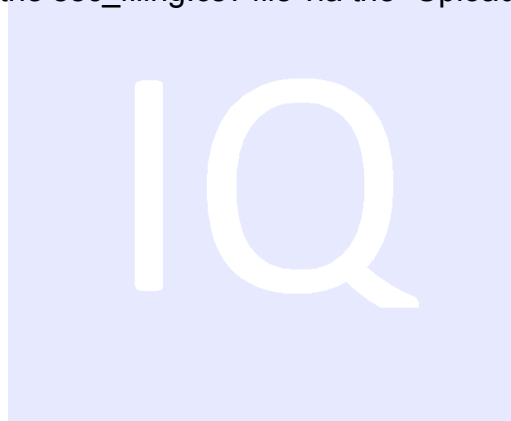
GATHER & CLEAN UP YOUR DATA
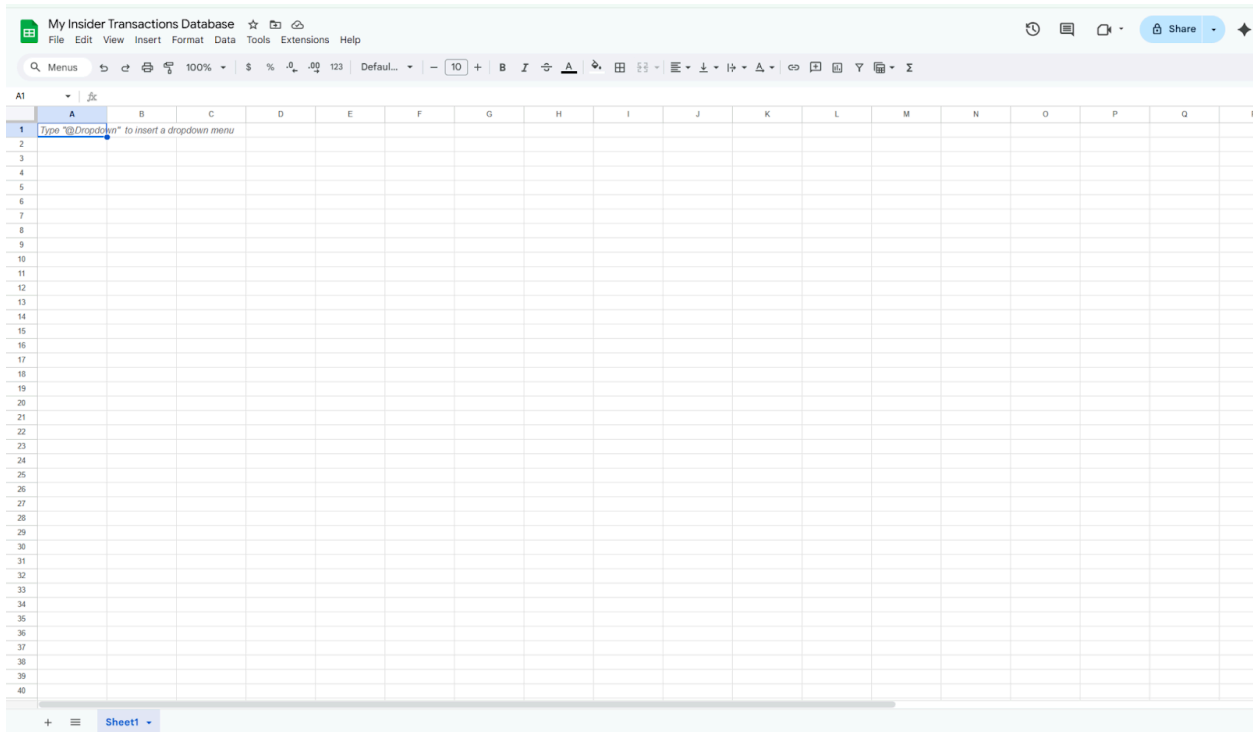
Open up a Google Sheet Workbook, you should be presented with a blank sheet. This is your new Insider Trades database. As you receive more insider data keep them within this database to stay organized.
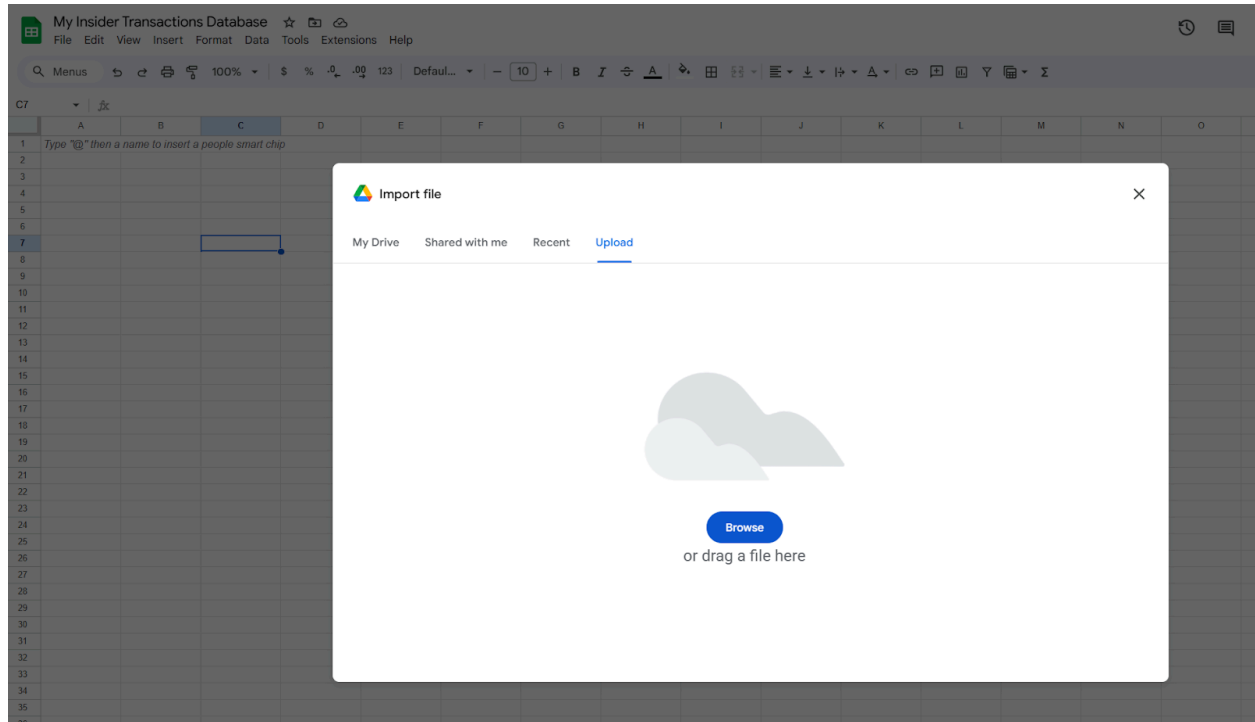

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On a blank sheet, Import the sec_filing.csv file via the "Upload" tab.

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To remain on the same sheet you are already on, when you see the drop down menu that says "Create New Spreadsheet", click on it and select "Replace current spreadsheet". Then continue.

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After import, highlight all rows by clicking the white square at the very top right corner of your spreadsheet.

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Under the Data tab, hover your mouse over "Data cleanup", and you should get the option to "Remove duplicates".

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Check the box that says "Data has header row" then click "Remove duplicates". Once that is done, your data is now clean and ready to give you quality information to trade/invest on.

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UNDERSTANDING YOUR DATA

If done correctly, you should now see all the transactions filed for that particular trading day present in your google sheet. I advise that you name your sheet by the filing date to keep yourself organized. Being organized is very important as a data analyst. You can do that by right-clicking on the "Sheet1" tab at the very bottom on the left side of your sheet and selecting "Rename".

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Next, familiarize yourself with all the columns and the information they contain:

Form Type: This show if the transaction is a Form 4 (Filed when an insider executes a transaction) or a Form 3 transaction (Filed when a person firsts becomes an insider (for example, when they are hired as an officer or director), to initially disclose his or her ownership of the company's securities.).

URL: This is the link to the actual SEC filing. There is both an XML version and a HTML version, which is more human-readable on the SEC website. The URLs on the spreadsheet lead you to the XML version. In order to see the HTML version which is more human-readable, add "/xslF345X05" right before the last tab on the URL.

Ex:

XML Version URL:
https://www.sec.gov/Archives/edgar/data/1045810/000119765025000009/wk-form4_1766008616.xml

HTML Version URL:
https://www.sec.gov/Archives/edgar/data/1045810/000119765025000009/xslF345X05/wk-form4_1766008616.xml

Filing Date: This shows the date the transaction was filed with the SEC.

Company Name: This is the name of the company whose shares are involved in the transaction..Ex, Alphabet Inc.

Ticker Symbol: This is the ticker symbol of the company whose shares are involved in the transaction. Ex..GOOGL (Company Name: Alphabet Inc.)

Insider Name: This is the name of the company's insider carrying out the stock trade.

Insider Position (Is Director, Is Officer, Is Ten Percent Owner): This is the position the particular insider holds within the company. There are 3 main categories. Directors,

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which are any members on the company's board of directors, Officers such as the CEO or CFO and Ten percent owner, which is any individual who owns up to 10% of the company's stock.

Officer Title: This shows the title the Insider holds within the company. Ex..Chief Executive Officer

Financial Product: This shows the type of financial product that was involved in the transaction. There are various products like Common stock, Options, Warrants. I'd recommend you learn more about each and what they are. Keep in mind that financial products can have multiple labels for the same product. For example, stocks traded on exchanges can be called Common stock, Ordinary shares, Class A shares or even be labeled as Stock Units, but they all represent the same thing.

Transaction Date: This shows the date the stock trade was carried out.

Num Shares Traded: This shows the number of shares traded in each transaction.

Price Per Share: This shows the price at which each share was bought for in the transaction carried out. Note, If you look through the data you can see some transactions have a purchase price of $0, those are usually options or other financial products that are usually incentives given to insiders.

Total Transaction Value: This is the total value of each transaction carried out. Basically, the number of shares traded multiplied by the price of each share.

Transaction Type: There are 2 transaction types, A for Acquired which can also represent a Buy, and D for Disposed which can also represent a Sale.

Transaction Code: The transaction codes show what type of transaction was carried out by the insider. For most day traders and swing traders, the most important transaction codes when trading with insider data are, P (Open market purchase) and S (Open market sale), those are trades carried out in the open market like most other trades. There are also codes like M (Option exercise) and A (Stocks given as an award/grant) which can still signal a good opportunity. Depending on the strategy you use, the transaction codes you look for can be different.

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You can view all the official transaction codes and their full description here on the SEC website, https://www.sec.gov/edgar/searchedgar/ownershipformcodes.html.

Post Transaction Value: This represents how many shares of the company the insider has in their possession after the transaction was carried out.

Ownership Type: There are 2 ownership types D for Direct and I for Indirect. Indirect ownership is usually seen when the transaction is carried out by an Insider for someone else, like their spouse, children or through a Trust.

Relevant Date: Same as the Transaction Date.

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ANALYZE CLEANED DATA

Using Filters

Filters are a great way to narrow down and understand your data better. They help you cut out the noise so you can focus on the transactions you really want to see.

With the full spreadsheet selected, select the Data tab, then select "Create a filter" from the dropdown menu.

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My Insider Transactions Database ☆ 🗀 ☁
File Edit View Insert Format Data Tools Extensions Help

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1:1 | fx | Form Type

	A	B	C		D	E	F	G	H	I	J
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📋 Copy			Ctrl+C		Alphabet Inc.	GOOGL	Shriram Kavitark	TRUE	FALSE	FALSE	
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🗑 Delete row					Tesla, Inc.	TSLA	Musk Kimbal	1	0	0	
				1	JOHNSON & JO	JNJ	Woods Eugene	1	0	0	
					JOHNSON & JO	JNJ	HEWSON MARI	1	0	0	
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👁 Hide row					BANK OF AMEF	BAC	Greener Geoffrey S		1		Chief Risk Office
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28	Form 4	https://www.sec.	2025-12-1			John	FALSE	TRUE	FALSE	SEVP, CFO
29	Form 4	https://www.sec.	2025-12-1		Get link to this range	Y ANDR	0	1	0	EVP Research
30	Form 4	https://www.sec.	2025-12-1			t Marion	0	1	0	EVP Commercia
31	Form 4	https://www.sec.	2025-12-1		Define named range	v Daniel	0	1	0	EVP & General
32	Form 4	https://www.sec.	2025-12-1			POULOS	1	1	0	Bd. Co-Chair, Pr
33	Form 4	https://www.sec.	2025-12-1		Protect range	POULOS	1	1	0	Bd. Co-Chair, Pr
34	Form 4	https://www.sec.	2025-12-1			POULOS	1	1	0	Bd. Co-Chair, Pr
35	Form 4	https://www.sec.	2025-12-11	REGENERON F	REGN	YANCOPOULOS	1	1	0	Bd. Co-Chair, Pr

I'd also advise that you freeze the top row containing the headers. You can do this by right-clicking on Row 1, hovering over the last option to "View more row actions" then select "Freeze up to row 1". This makes sure the headers are always visible and makes it easier for you to know what column you're looking at even when you scroll all the way down.

Now with the filters set you are able to dive into your data a bit more by using the drop down menu the filters provide for each column. Ex..Under Price Per Share you can

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deselect all Blank rows and rows with $0 transaction prices to help filter out some incentive transactions from your analysis.

Extra Tip: Use CTRL+F, to search through your table. A search bar should come up at the top right of your spreadsheet and whatever you input will be highlighted on the spreadsheet. Use the arrows to move through all highlighted sections.

Using Pivot Tables

Pivot Tables are great for summarizing your data so you can get the full gist of what it's trying to tell you. With a Pivot table, you can find out the most bought or most sold stock of a particular trading day, whether based on the number of shares traded or the total value of the transaction. You can also find out which stock was traded by the most insiders or see how much money insiders put in or took out of the stock market as a whole on a particular trading day. This really helps you know whether there is significant volume coming into the market or into a stock you might be interested in, which helps you get on the wave and not miss the trend.

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Under the Insert tab, select the "Pivot table" option.
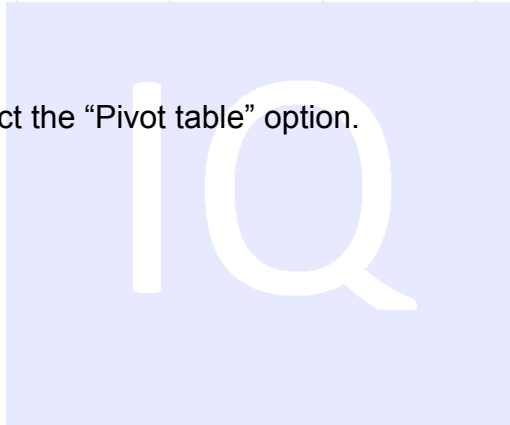
Leave everything as is and select create. This should take you to a new sheet that looks like the one below.
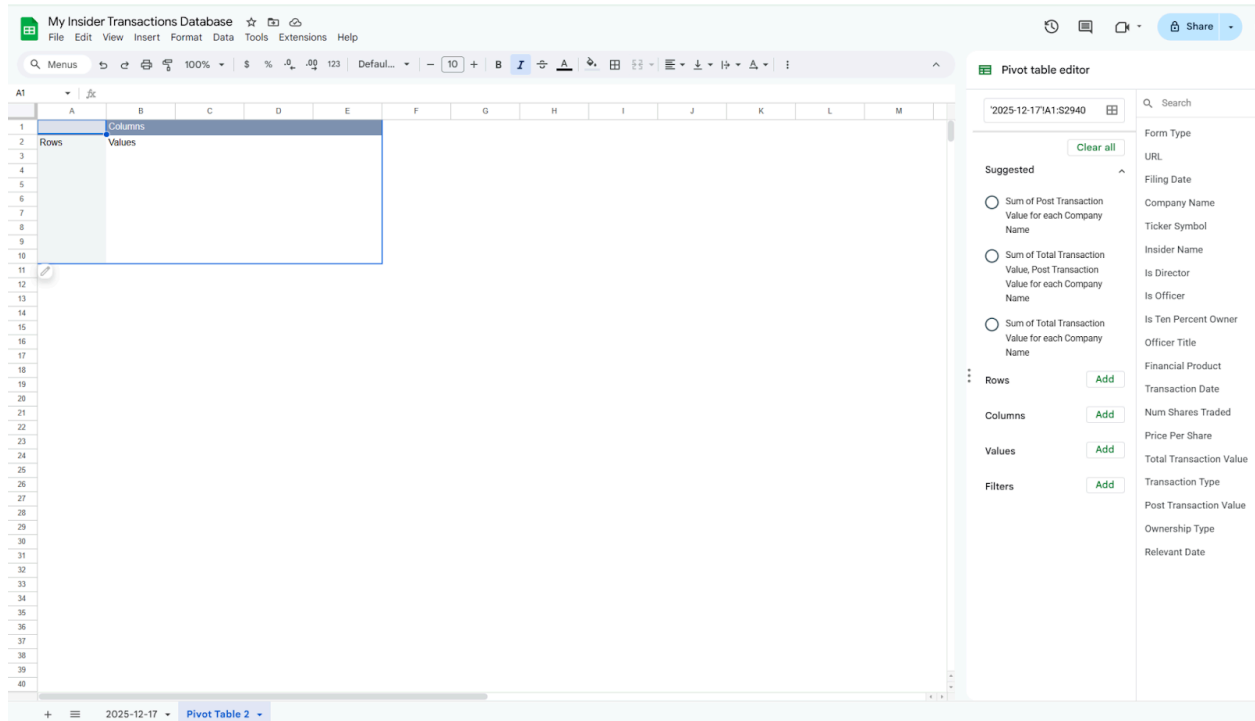
The 2 columns on the right will be how you will be factoring in and factoring out parts of your data.

Notice the 4 sections, **Rows** (Shows all data in this section on rows), **Columns** (Shows all data in this section on columns), **Values** (Shows all data in this section as numerical values. This can help with calculations like getting the sum, count or average) and **Filters** (This acts like the filters discussed earlier and allows you to include or exclude parts of the data). From the list of headers on the very right, you can drag and drop them into either of these 4 sections and see what happens. I recommend you play around with it to get a better feel of how it works.

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Example: For the image below, I have dropped the Ticker Symbol header into the Rows section, now all ticker symbols are laid out on their individual rows.

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I can then drag the Ticker symbol header into the Values section and now it shows how many transactions there are for each stock symbol.

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Below, this pivot table shows some vital information for the average trader or investor. The criterias set are:

Rows:

Ticker Symbol: Order (Descending), Sort by: Sum of Total Transaction Value. Show totals (Unchecked).

Transaction type: Default setting, except Show totals (Unchecked).

Values:

Total Transaction Value: Summarized by (SUM). Show as (Default).

Filters:

Transactions Date: Days selected 11th -17th of December 2025. This basically shows you a week of data (5 trading days).

From this pivot table, you can see that ROIV (Company Name: Roivant Sciences Ltd.) has the most money flowing in and out of it which would most likely create a lot of volatility, meaning a lot of opportunities for traders both on the long and short side. This is just one of the many criterias you can set using Pivot tables to get quality information out of your data and make meaningful decisions in your trading and investing.

Pro Tip: I recommend you use a much longer time frame when filtering with Transaction dates if you are more of a long term investor. Make adjustments depending on the kind of trading/investing you are doing.

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GOOD TRADE SIGNALS WHEN USING INSIDER DATA

Data can tell you a story if you are ready to dig a little bit to find the answers. Below are a few hints and signals you can draw out of the insider data using some of the tips in the InsiderIQ Pro guide.

Cluster Buys: The more the merrier, when you see multiple insiders buying or selling a stock at once, all in the same day especially? It would be in your best interest to take a closer look.

High Insider Purchase Price: You might not know this but quite regularly you can spot insiders buying their company stock at a higher price than it currently is at or selling at a lower price. This is a really good sign as it shows more conviction on their part and even a sense of urgency to get in on a particular move.

Large Buys (Number of Shares & Total Transaction Value): With most brokerages you are able to see the numbers of shares a stock trades on average during a particular amount of time, like its average volume for a month, 6 months and even a year. When you see a sale or purchase have a larger volume than the stock's usual average, that's a good time to pay attention. The volume average you choose for your comparison will depend on if you're day-trading, swing-trading or doing long-term investing. The total transaction value can also show you which stock had the most money put into it or pulled out of it on any given day.

Consecutive Buys: When you see buys or sales over multiple days, that's a good sign. Especially when you see the number of shares bought or sold going up with each day. Added bonus if the price the stock is bought at increases with each following day or vice versa for a sale.
Try and find stocks that meet some of the criterias above and let us know if you see that they end up being good signals for you as our research has shown them to be.

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HELPFUL TOOLS ON GOOGLE SHEETS

Google Finance Functions.

Google finance functions can help you get more financial data into your hands to assist with your analysis. Let's look at a simple function like the one below:

=index(GOOGLEFINANCE(CELL1, "PRICE", CELL2),2,2)

CELL1: Ticker Symbol
CELL2: Date

Example:

=index(GOOGLEFINANCE(GOOGL, "PRICE", 12-03-2025),2,2) = $319.630

The following day: =index(GOOGLEFINANCE(GOOGL, "PRICE", 12-04-2025),2,2) = $317.620

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This simple formula can save you a lot of time by giving you financial data directly in your spreadsheet. Now if I'm testing out a strategy and my data analysis shows a long opportunity in Google, I'd take some time to put my data analysis theory to the test and see if my theory holds up. I'll do this by comparing price changes over time, comparing the price of the stock the day it has an insider transaction that stands out to its price the following day or a week after. You'd just need to change the date in your formula.

Pro Tip: Investors and Traders think in percentages. Using a percentage change formula to see how the price of a stock changed the following day, week or month can help with some cues and strengthen your game plan.

For more information: https://support.google.com/docs/answer/3093281?hl=en

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Automate your Workflow with Macros.

After analyzing your data, coming up with some theories, putting them to the test and settling on some conclusions about certain insider transactions that give you predictable moves in the market, you may finally be ready to automate your workflow.

Marcos is a helpful tool within Google sheets under the "Extensions" tab that can help you automate a lot of things from removing duplicates, creating filters, to the creation of your pivot tables. I don't recommend you try to automate the upload of the csv file, but after that you can pretty much automate most things.

To do this, hover your mouse over the Macros option in the drop down menu then click on Record Macros. Then you now have to carry out all the steps listed in this guide, clean up your data, set up your filters then set up your pivot table. Once that is done and your Macros is named, anytime you need those steps carried out after you've imported your data, you can just go to the Macros option and select your Macro and it will then carry out all the steps you previously recorded.

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Click Record macro and carry out all the steps in your data analysis process you would like automated.

<u>Caution:</u> It isn't full proof, you will still need to check on its work, but it does reduce some work on your part over time.
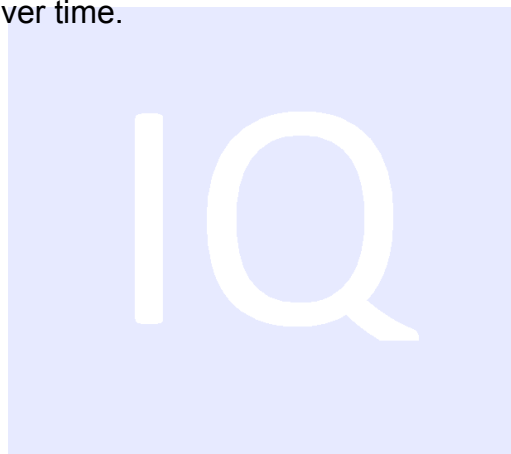
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FINAL THOUGHTS

Finding a diamond in the rough can take some time, we at InsiderIQ Pro are glad to walk alongside you on your journey. This guide will be updated as we discover more ways to extract more quality information from insider transactions. We implore you to get as creative as possible, keep learning and growing your data analysis skills. We would love to hear from you about other ways you have been able to get the most out of the data provided, and are open to any helpful tips and tricks you'd love to share with us and the InsiderIQ Pro community. You can reach us via our email address, insideriqpro@gmail.com.

Congratulations on your new journey, Analysts! Hope to hear from you soon. 🙂