



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

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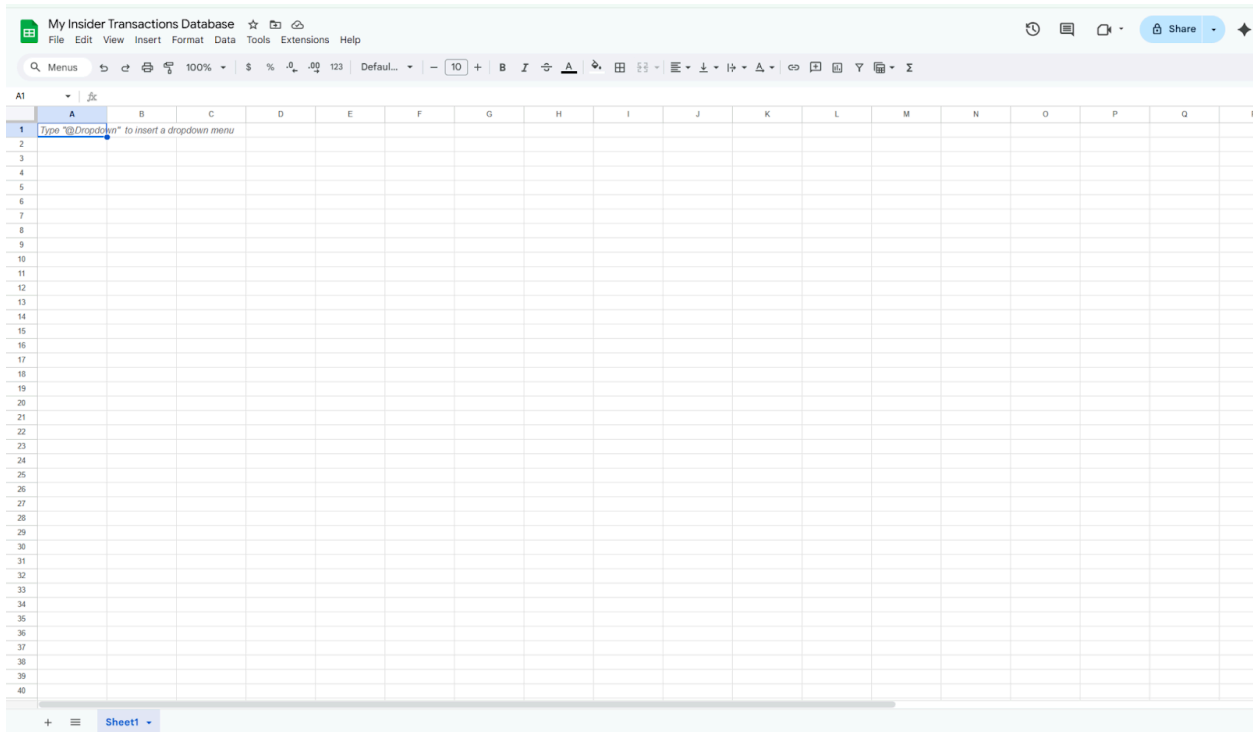
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The most successful traders and investors think like analysts: they study patterns, measure behavior over time, and make decisions based on evidence rather than emotion. The real edge comes from turning raw market information into actionable signals. 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.



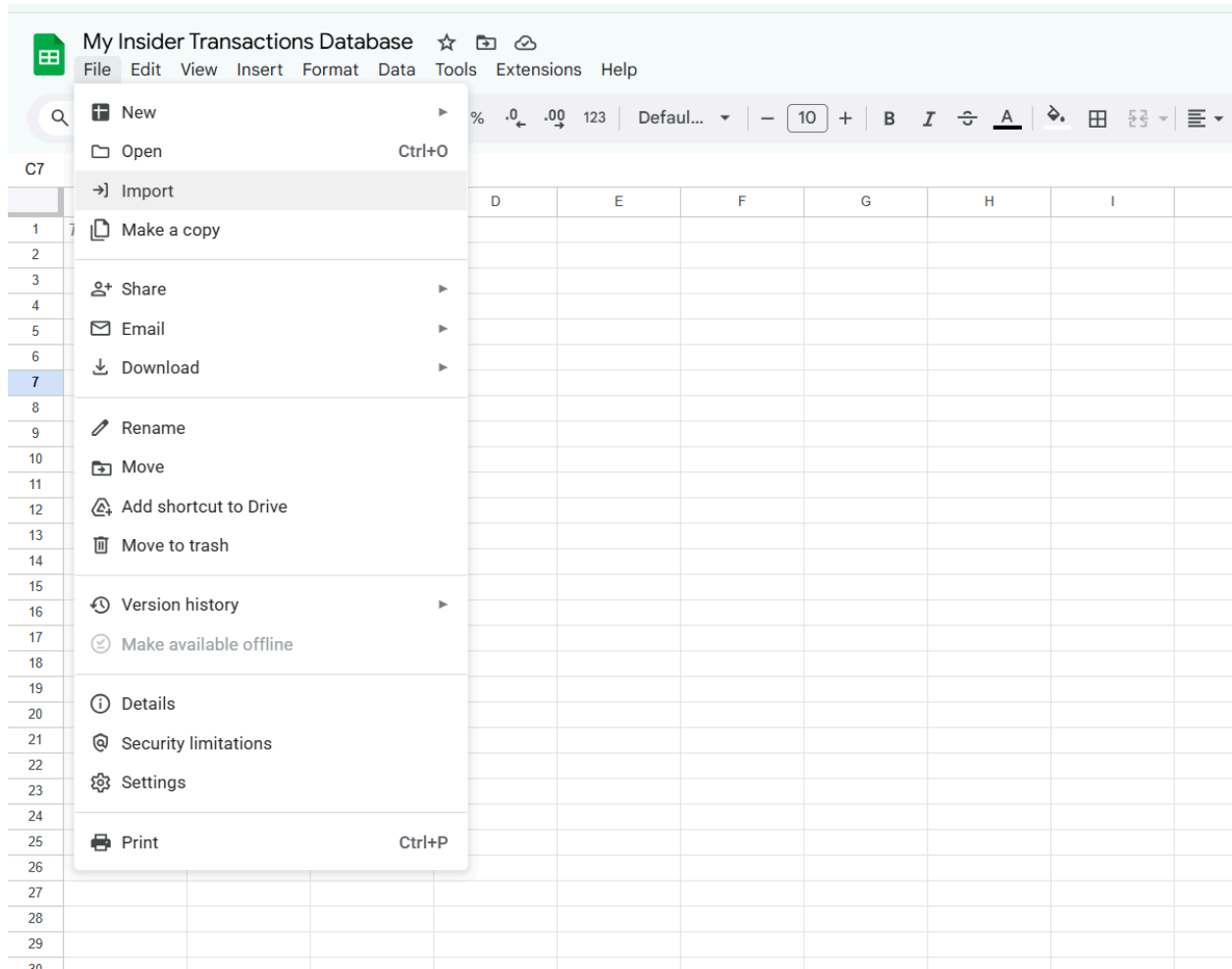
GATHER & CLEAN UP YOUR DATA



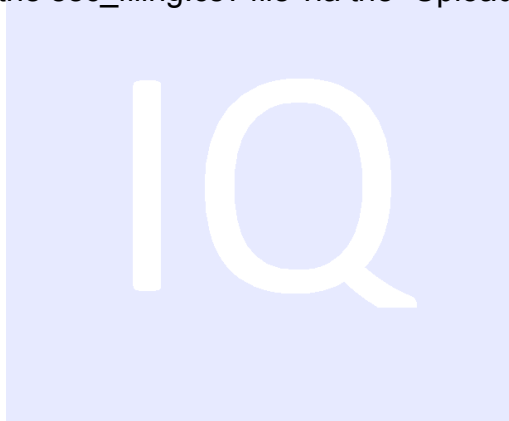
Open up a Google Sheet Workbook, you should be presented with a blank sheet. This is your new Insider Trades database. As you receive more insider data keep them within this database to stay organized.



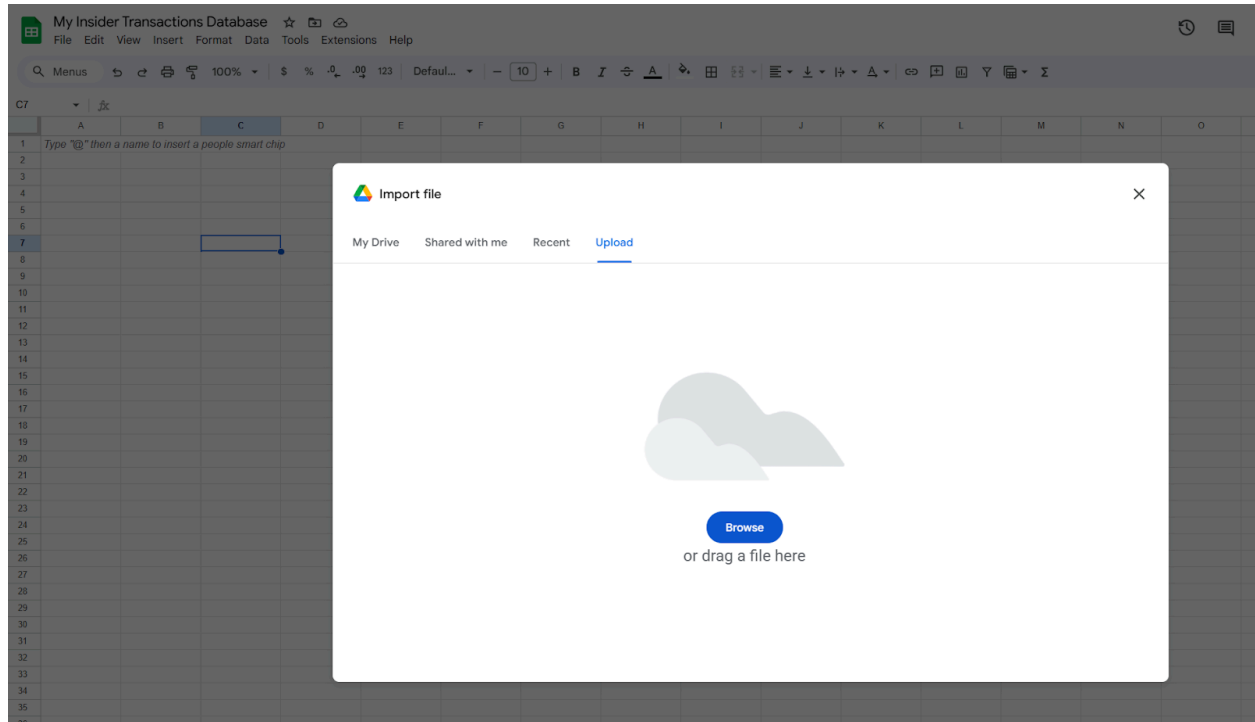
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On a blank sheet, Import the sec_filing.csv file via the “Upload” tab.



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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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11768 Form Type																				
1	Form Type	URL	Filing Date	Company Name	Ticker Symbol	Insider Name	Is Director	Is Officer	Is Ten Percent C	Officer Title	Financial Product	Transaction Date	Num Shares	Tra Price	Per Share	Transaction Type	Post	Transactor	Ownership Type	Relevant C
2	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/ALPHABET/GOOGL/SHIRIAM_KAVITARK/TRUE/FALSE/FALSE/Class A Commo/2025-12-09/19600/0 D/168110 I	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09	19600	0 D				168110 I		2025-
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4	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/ALPHABET/GOOGL/SHIRIAM_KAVITARK/TRUE/FALSE/FALSE/Class A Commo/2025-12-09/19600/0 D/168110 I	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09	19600	0 D				168110 I		2025-
5	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/ALPHABET/GOOGL/SHIRIAM_KAVITARK/TRUE/FALSE/FALSE/Class A Commo/2025-12-09/19600/0 A/369744 I	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09	19600	0 A				369744 I		2025-
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7	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/ALPHABET/GOOGL/SHIRIAM_KAVITARK/TRUE/FALSE/FALSE/Class C Capital/2025-12-09/19600/0 A/488081 D	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class C Capital	2025-12-09	19600	0 A				488081 D		2025-
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9	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/ALPHABET/GOOGL/SHIRIAM_KAVITARK/TRUE/FALSE/FALSE/Class C Capital/2025-12-09/19600/0 A/396570 I	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class C Capital	2025-12-09	19600	0 A				396570 I		2025-
10	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/META/PLATF/META/Newstead Jonni/0 1 0 Chief Legal Offic/Class A Commo/2025-12-09/519 664 16 D/30215 D	2025-12-11	Meta Platforms, META		Newstead Jonni	0	1	0	Chief Legal Offic	Class A Commo	2025-12-09	519	664 16 D				30215 D		2025-
11	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/TESLA/TSLA/Musk Kimbal/1 0 0 Common Stock/2025-12-09/56820 450 66 D/1391615 D	2025-12-11	Tesla, Inc.	TSLA	Musk Kimbal	1	0	0		Common Stock	2025-12-09	56820	450 66 D				1391615 D		2025-
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13	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/JOHNSON & JOHNSON/JNJ/Woods Eugene J/1 0 0 Common Stock/2025-12-09/185 533 202 12 A/5058 0682 D	2025-12-11	JOHNSON & JOHNSON	JNJ	Woods Eugene J	1	0	0		Common Stock	2025-12-09	185 533	202 12 A				5058 0682 D		2025-
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26	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/TJX COMPANY/TJX/Canestrari Kenn/TRUE TRUE FALSE SEVP - Group P Common Stock/2025-12-09/220 153 68 D/120840 D	2025-12-11	TJX COMPANY	TJX	Canestrari Kenn	FALSE	TRUE	FALSE	SEVP - Group P	Common Stock	2025-12-09	220	153 68 D				120840 D		2025-
27	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/TJX COMPANY/TJX/Canestrari Kenn/TRUE TRUE FALSE SEVP - Group P Common Stock/2025-12-09/169 153 68 D/120671 D	2025-12-11	TJX COMPANY	TJX	Canestrari Kenn	FALSE	TRUE	FALSE	SEVP - Group P	Common Stock	2025-12-09	169	153 68 D				120671 D		2025-
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35	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/REGENERON FREGN/YANCOPOULOS/1 1 0 Bd Co-Chair, Pr Common Stock/2025-12-09/146815 555 67 A/442334 D	2025-12-11	REGENERON FREGN		YANCOPOULOS	1	1	0	Bd Co-Chair, Pr	Common Stock	2025-12-09	146815	555 67 A				442334 D		2025-
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37	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/REGENERON FREGN/YANCOPOULOS/1 1 0 Bd Co-Chair, Pr Non-Qualified St/2025-12-09/146815 0 D/0 D	2025-12-11	REGENERON FREGN		YANCOPOULOS	1	1	0	Bd Co-Chair, Pr Non-Qualified St		2025-12-09	146815	0 D				0 D		2025-
38	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/REGENERON FREGN/SCHLEIFER LEI/1 1 0 Bd Co-Chair, Pr Common Stock/2025-12-09/172723 555 67 A/369668 D	2025-12-11	REGENERON FREGN		SCHLEIFER LEI	1	1	0	Bd Co-Chair, Pr	Common Stock	2025-12-09	172723	555 67 A				369668 D		2025-
39	Form 4	https://www.sec.gov/edgar/disclosure/insider/transactions/2025-12-11/REGENERON FREGN/SCHLEIFER LEI/1 1 0 Bd Co-Chair, Pr Common Stock/2025-12-09/155145 701 51 D/214523 D	2025-12-11	REGENERON FREGN		SCHLEIFER LEI	1	1	0	Bd Co-Chair, Pr	Common Stock	2025-12-09	155145	701 51 D				214523 D		2025-
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Data cleanup

Count: 30,669



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1:1768 Form Type

	A	B	C	D	E	F	G	H	I	J	K	L
1	Form Type	URL	Filing Date	Company Name	Ticker Symbol	Insider Name	Is Director	Is Officer	Is Ten Percent C	Officer Title	Financial Produc	Transaction Date
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3	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
4	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
5	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
6	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
7	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
8	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
9	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09
10	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Meta Platforms, META		Newstead Jenni		0			Class A Commo	2025-12-09
11	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Tesla, Inc.	TSLA	Musk Kimbal		1			Class A Commo	2025-12-09
12	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	Tesla, Inc.	TSLA	Musk Kimbal		1			Class A Commo	2025-12-09
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25	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX		Herrman Ernie	TRUE				Class A Commo	2025-12-09
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31	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX		Klinger John	FALSE				Class A Commo	2025-12-09
32	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	REGENERON F REGN		MURPHY ANDR		0	1	0	EVP Research Common Stock	2025-12-09
33	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	REGENERON F REGN		McCourt Marion		0	1	0	EVP Commercial Common Stock	2025-12-09
34	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	REGENERON F REGN		Van Plew Daniel		0	1	0	EVP & General I Common Stock	2025-12-09
35	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	REGENERON F REGN		YANCOPOULOS		1	1	0	Bd. Co-Chair, Pr Common Stock	2025-12-09

Remove duplicates

1768 rows and 26 columns selected

☒ Data has header row

Columns to analyze

- ☒ Select all
- ☒ Column A - Form Type
- ☒ Column B - URL
- ☒ Column C - Filing Date
- ☒ Column D - Company Name
- ☒ Column E - Ticker Symbol
- ☒ Column F - Insider Name
- ☒ Column G - Is Director
- ☒ Column H - Is Officer

Cancel Remove duplicates

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

My Insider Transactions Database																			
File Edit View Insert Format Data Tools Extensions Help																			
100% 123 Default...																			
Form Type																			
A1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	Form Type	URL	Filing Date	Company Name	Ticker Symbol	Insider Name	Is Director	Is Officer	Is Ten Percent Owner	Officer Title	Financial Product	Transaction Date	Num Shares Traded	Price Per Share	Total Transaction Value	Transaction Type	Post Transaction Ownership		
2	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	NVIDIA CORP	NVDA	JONES HARVE	FALSE	TRUE	0	SVP, Chief Busi	Class C Google	2025-12-15	250000	177.3338	44333450	D	6933280	I	18155 D
3	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Schindler Philip	FALSE	TRUE	FALSE	SVP, Chief Busi	Class C Google	2025-12-15	12	0	0	A	60817 D		100880 D
4	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Schindler Philip	FALSE	TRUE	FALSE	SVP, Chief Busi	Class C Google	2025-12-15	68	0	0	A	14207 D		47596 D
5	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	WALKER JOHN	FALSE	TRUE	FALSE	President, Glob	Class C Google	2025-12-15	32	0	0	A	80455 D		23471 D
6	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	WALKER JOHN	FALSE	TRUE	FALSE	President, Glob	Class C Google	2025-12-15	55	0	0	A	31334 D		81803 D
7	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	WALKER JOHN	FALSE	TRUE	FALSE	SVP, Chief Fin	Class C Google	2025-12-15	1	0	0	A	1133 D		1270 D
8	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	CHAVEZ R. MAI	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	0.8	0	0	A	1809 D		2260740 D
9	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	CHAVEZ R. MAI	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	1	0	0	A	2255207 D		2247080 D
10	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	CHAVEZ R. MAI	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	1	0	0	A	2242619 D		2240919 D
11	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	5533	299.19	1655418.27	D	2240519 D		2240419 D
12	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	8127	300.35	2440944.45	D	2240119 D		2239619 D
13	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	4461	301.19	1343608.59	D	4483 I		4405 I
14	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	1800	302.17	543998 D		4316 I		4266 I
15	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	300	303.92	91176 D		4176 I		4116 I
16	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	100	304.74	30474 D		4086 I		4036 I
17	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	300	306.39	91917 D		3944 I		3916 I
18	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Capital	2025-12-15	500	307.47	153735 D		665 D		1619 D
19	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Pichai Sundar	TRUE	TRUE	FALSE	Chief Executive	Class C Google	2025-12-15	51	0	0	A	2584 D		8962 D
20	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	33	306.68	10120.44	D			
21	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	78	307.9	24016.2	D			
22	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	89	309.02	27502.78	D			
23	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	50	307.08	15354 D				
24	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	90	308.26	27743.4	D			
25	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	60	309.07	18544.2	D			
26	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	30	306.58	9197.4	D			
27	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	50	307.59	15379.5	D			
28	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	92	308.05	28395.8	D			
29	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Capital	Class C Capital	2025-12-15	28	309.32	8660.96	D			
30	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	0.5	0	0	A			
31	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	1	0	0	A			
32	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	1	0	0	A			
33	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	Hennessy John	TRUE	FALSE	FALSE	Class C Google	Class C Google	2025-12-15	2	0	0	A			
34	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	O'Toole Amie Th	FALSE	TRUE	FALSE	VP, Chief Accou	Class C Capital	2025-12-15	2778	312.3	867569.4	D			
40	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000018/000119312525000018.pdf	2025-12-17	Alphabet Inc.	GOOGL	O'Toole Amie Th	FALSE	TRUE	FALSE	VP, Chief Accou	Class C Capital	2025-12-15	2778	312.3	867569.4	D			

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 shows if the transaction is a Form 4 (Filed when an insider executes a transaction) or a Form 3 transaction (Filed when a person first 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.

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.

The screenshot shows a Google Sheets interface titled "My Insider Transactions Database". The "Data" menu is open, and "Create a filter" is selected. The spreadsheet data is as follows:

	A	B				G	H	I	
1	Form Type	URL	Filing D			Is Director	Is Officer	Is Ten Percent C	Offic
2	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Canestrari Kenn	TRUE	FALSE	FALSE	
3	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Canestrari Kenn	TRUE	FALSE	FALSE	
4	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Benjamin Peter	TRUE	FALSE	FALSE	
5	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Benjamin Peter	TRUE	FALSE	FALSE	
6	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Klinger John	TRUE	FALSE	FALSE	
7	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Klinger John	TRUE	FALSE	FALSE	
8	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Jennil	0	1	0	Chie
9	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	al	1	0	0	
10	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	al	1	0	0	
11	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	gene	1	0	0	
12	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	MARI	1	0	0	
13	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	al E	1	0	0	
14	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	oeffrey S		1		Chie
15	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	oeffrey S		1		Chie
16	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	eter	0	1	0	CFO
17	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	SCC	1			
18	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	las W	FALSE	TRUE	FALSE	SEVI
19	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	las W	FALSE	TRUE	FALSE	SEVI
20	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	TZ C	TRUE	TRUE	FALSE	Exec
21	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	TZ C	TRUE	TRUE	FALSE	Exec
22	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	rnle	TRUE	TRUE	FALSE	CEO
23	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	rnle	TRUE	TRUE	FALSE	CEO
24	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Canestrari Kenn	FALSE	TRUE	FALSE	SEVI
25	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Canestrari Kenn	FALSE	TRUE	FALSE	SEVI
26	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Benjamin Peter	FALSE	TRUE	FALSE	SEVI
27	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Benjamin Peter	FALSE	TRUE	FALSE	SEVI
28	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Klinger John	FALSE	TRUE	FALSE	SEVI
29	Form 4	https://www.sec.gov/edgar/sec Edgar Company Filings	2025-12-11	TJX COMPANIE TJX	Klinger John	FALSE	TRUE	FALSE	SEVI

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

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

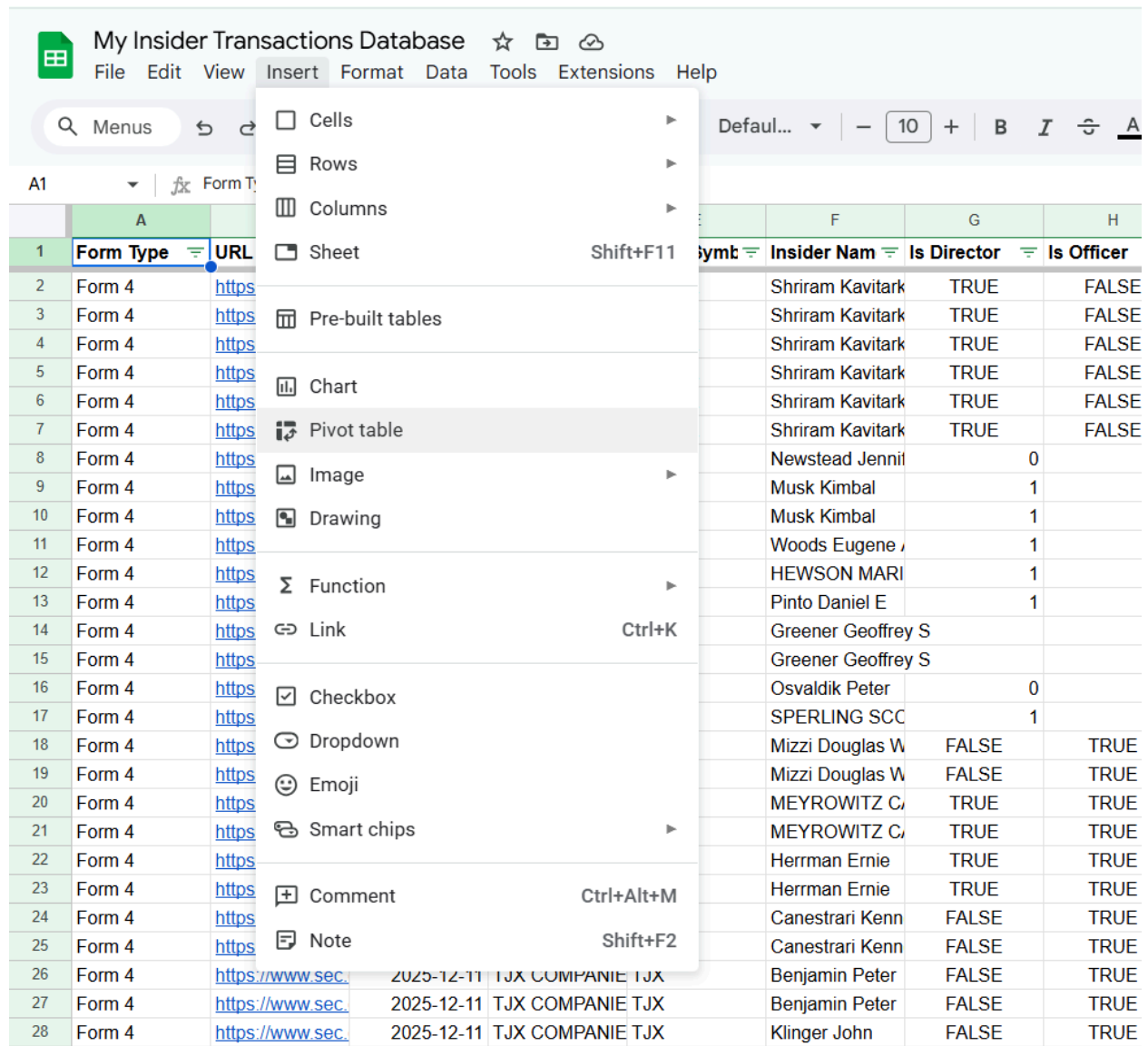
Extra Tip: Use CTRL+F, to search through your table. A search bar should come up at the top right of your spreadsheet and whatever you input will be highlighted on the spreadsheet. Use the arrows to move through all highlighted sections.

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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ct the “Pivot table” option.

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My Insider Transactions Database

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default...

Form Type

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Form Type	URL	Filing Date	Company Name	Ticker Symbol	Insider Name	Is Director	Is Officer	Is Ten Percent	Officer Title	Financial Position	Transaction	Num Shares	Price Per Share
2	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09	19600	
3	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09	19600	
4	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class A Commo	2025-12-09	19600	
5	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class C Capital	2025-12-09	19600	
6	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class C Capital	2025-12-09	19600	
7	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Alphabet Inc.	GOOGL	Shriram Kavitar	TRUE	FALSE	FALSE		Class C Capital	2025-12-09	19600	
8	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Meta Platforms, META		Newstead Jenni	0	1	0	Chief Legal Offic	Class A Commo	2025-12-09	519	
9	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Tesla, Inc.	TSLA	Musk Kimbal	1	0	0		Common Stock	2025-12-09	56820	
10	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	Tesla, Inc.	TSLA	Musk Kimbal	1				itock	2025-12-09	15242	
11	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	JOHNSON & JO	JNJ	Woods Eugene J	1				hare I	2025-12-09	185.533	
12	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	JOHNSON & JO	JNJ	HEWSON MARI	1				hare I	2025-12-09	247.378	
13	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	JOHNSON & JO	JNJ	Pinto Daniel E	1				hare I	2025-12-09	154.611	
14	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	BANK OF AMER	BAC	Greener Geoffrey S					itock	2025-12-09	8800	
15	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	BANK OF AMER	BAC	Greener Geoffrey S					itock	2025-12-09	465	
16	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	T-Mobile US, Inc	TMUS	Osvadik Peter	0				itock	2025-12-09	1200	
17	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	THERMO FISHE	TMO	SPERLING SCC	1				itock	2025-12-10	4386	
18	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Mizzi Douglas W	FALSE				itock	2025-12-09	228	
19	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Mizzi Douglas W	FALSE				itock	2025-12-09	175	
20	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	MEYROWITZ C	TRUE				itock	2025-12-09	380	
21	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	MEYROWITZ C	TRUE				itock	2025-12-09	291	
22	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Herrman Ernie	TRUE				itock	2025-12-09	829	
23	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Herrman Ernie	TRUE				itock	2025-12-09	635	
24	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Canestrani Kenn	FALSE				itock	2025-12-09	220	
25	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Canestrani Kenn	FALSE				itock	2025-12-09	169	
26	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Benjamin Peter	FALSE	TRUE	FALSE	SEVP, Group Pri	Common Stock	2025-12-09	245	
27	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Benjamin Peter	FALSE	TRUE	FALSE	SEVP, Group Pri	Common Stock	2025-12-09	210	
28	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Klinger John	FALSE	TRUE	FALSE	SEVP, CFO	Common Stock	2025-12-09	114	
29	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	TJX COMPANIE	TJX	Klinger John	FALSE	TRUE	FALSE	SEVP, CFO	Common Stock	2025-12-09	169	
30	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	MURPHY ANDR	0	1	0	EVP Research	Common Stock	2025-12-09	4229	
31	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	McCourt Marion	0	1	0	EVP Commercial	Common Stock	2025-12-09	1021	
32	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	Van Plew Daniel	0	1	0	EVP & General I	Common Stock	2025-12-09	2552	
33	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	YANCOPOULOS	1	1	0	Bd. Co-Chair, Pr	Common Stock	2025-12-09	146815	
34	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	YANCOPOULOS	1	1	0	Bd. Co-Chair, Pr	Common Stock	2025-12-09	131874	
35	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	YANCOPOULOS	1	1	0	Bd. Co-Chair, Pr	Non-Qualified St	2025-12-09	146815	
36	Form 4	https://www.sec.gov/edgar/disclosure/definitive/otherdocuments/000119312525000000/000119312525000000.pdf	2025-12-11	REGENERON F	REGN	SCHI FIFFER I F	1	1	0	Bd. Co-Chair, Pr	Common Stock	2025-12-09	177723	

Create pivot table

Data range

Sheet1!A1:R1437

Insert to

☒ New sheet

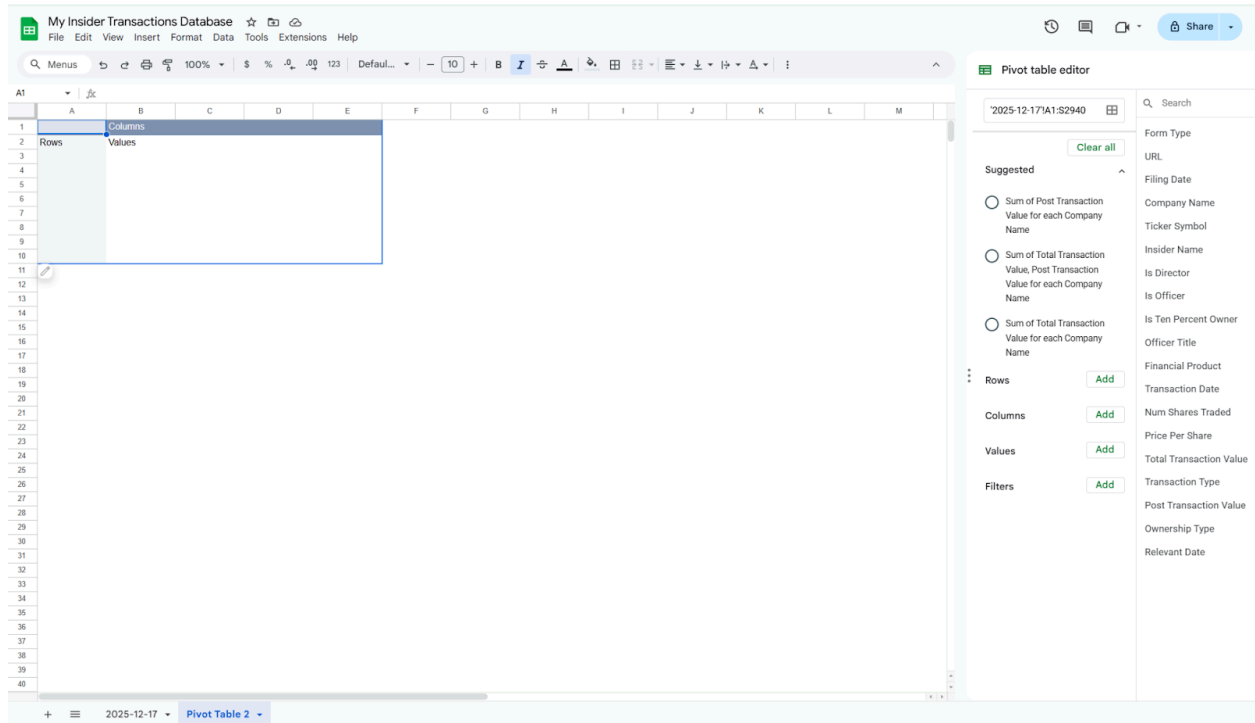
☐ Existing sheet

Cancel Create

Leave everything as is and select create. This should take you to a new sheet that looks like the one below.



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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.

The screenshot displays the 'My Insider Transactions Database' application. The main window shows a pivot table with 'Ticker Symbol' in the Rows section and 'COUNTA of Ticker Symbol' in the Values section. The pivot table lists various stock symbols and their corresponding transaction counts. The right-hand pane, titled 'Pivot table editor', allows for customizing the pivot table's settings, including suggested fields, rows, columns, values, and filters.

Ticker Symbol	COUNTA of Ticker Symbol
(SIRI)	1
AAL	1
AAOI	1
ABNB	5
ACM	24
ACNB	15
AGR	1
ACVA	4
ADPT	7
ADSK	1
AESI	1
AFRM	7
AGX	20
AHH	3
AI	8
ALL	4
ALLY	1
AMBA	2
AMKR	7
AMPL	3
AMR	14
ANDE	2
ACORT	1
AIRE	13
ARQT	3
ARX	1
ASIX	2
ASTS	1
AUR	2
AVBC	1
AVGO	2
AXGN	19
AXON	1
BAC	3
BCDA	2
BDX	1
BFLY	5
BH	2
...	...



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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).



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The screenshot displays a web application titled "My Insider Transactions Database". The main area shows a pivot table with the following data:

Ticker Symbol	Transaction Type	SUM of Total Transaction Value
ROIV	A	\$47,062,048.00
ROIV	D	\$83,915,887.12
LYV	A	\$8,071,280.80
LYV	D	\$59,058,762.30
SANM	A	\$34,601,269.20
SANM	D	\$19,496,558.62
NVDA	D	\$44,333,450.00
ONC	D	\$30,059,418.82
WMT	D	\$30,291,208.96
GLIBK	A	\$21,155,670.40
GLIBK	D	\$0.00
CIFR	A	\$0.00
CIFR	D	\$21,086,357.88
PCOR	D	\$20,452,528.12
CG	D	\$18,129,111.60
SOFI	A	\$0.00
SOFI	D	\$17,408,557.78
ZM	A	\$0.00
ZM	D	\$12,792,424.67
CRWV	A	\$0.00
CRWV	D	\$12,257,094.53
ACM	A	\$0.00
ACM	D	\$11,978,643.93
DAVE	D	\$11,704,739.99
FIG	A	\$4,295.22
FIG	D	\$11,508,100.99
GOOGL	A	\$0.00
GOOGL	D	\$10,795,957.08
GH	A	\$0.00
GH	D	\$10,361,756.61
QCOM	A	\$0.00
QCOM	D	\$9,335,921.76
ONDS	A	\$9,309,753.75
AMR	A	\$8,064,935.55
DLB	A	\$0.00
DLB	D	\$8,592,679.13
WBD	D	\$8,185,101.75
RUF	A	\$0.00
RUF	D	\$8,138,593.35

The right-hand panel, titled "Pivot table editor", shows the configuration for this table. The "Rows" section is set to "Transaction Type" with "Sum of Total Transaction Value for each Company Name" as the aggregation. The "Columns" section is set to "Total Transaction Value" with "SUM" as the aggregation. The "Filters" section is set to "Transaction Date" with "Showing 7 items".

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.



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(GOGL, "PRICE", 12-03-2025),2,2) = $319.630`

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



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My Insider Transactions Database ☆ 📁 ☁						
File Edit View Insert Format Data Tools Extensions Help						
🔍 Menus ↶ ↷ 🖨 📋 100% \$ % .0 .00 123 Arial - 10 + B						
D2 📄 =index(GOOGLEFINANCE(B2, "PRICE", C2),2,2)						
	A	B	C	D	E	F
1		Ticker Symbol	Date	Price		
2	ZERO-DAY	GOOGL	12-03-2025	319.6300		
3	FOLLOWING DAY	GOOGL	12-04-2025	317.6200		
4	THE WEEK AFTER	GOOGL	12-10-2025	320.2100		
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						

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.

Macros 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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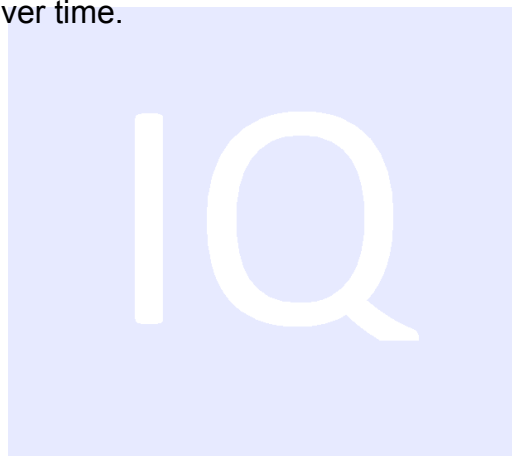


The screenshot displays a Google Sheet titled "My Insider Transactions Database". The main data table has columns: Ticker Symbol, Transaction Type, and SUM of Total Trans. The data lists various companies and their transaction types, with the sum of total transactions for each. A pivot table editor is visible on the right, showing the configuration for the pivot table. The "Add-ons" menu is open, showing options like "Record macro", "Import macro", and "Manage macros".

Ticker Symbol	Transaction Type	SUM of Total Trans
ROIV	A	\$47,062.04
LYV	A	\$83,915.88
LYV	D	\$8,071.28
LYV	D	\$59,058,762.30
SANM	A	\$34,601,269.20
SANM	D	\$19,496,558.62
NVDA	D	\$44,333,450.00
ONC	D	\$30,659,418.82
VMT	D	\$30,291,208.06
GLIBK	A	\$21,155,670.40
GLIBK	D	\$0.00
CIFR	A	\$0.00
PCOR	D	\$21,086,357.88
PCOR	D	\$20,452,528.12
CG	D	\$18,129,111.60
SOFI	A	\$0.00
SOFI	D	\$17,408,557.78
ZM	A	\$0.00
ZM	D	\$12,792,424.67
CRWW	A	\$0.00
CRWW	D	\$12,257,094.53
ACM	A	\$0.00
ACM	D	\$11,978,643.93
DAVE	D	\$11,704,739.99
FIG	A	\$4,295.22
FIG	D	\$11,508,109.99
GOOGL	A	\$0.00
GOOGL	D	\$10,795,857.08
GH	A	\$0.00
GH	D	\$10,361,756.61
QCOM	A	\$0.00
QCOM	D	\$9,335,921.76
ONDS	A	\$9,309,753.75
AMR	A	\$8,964,935.55
DLB	D	\$0.00
DLB	D	\$8,692,676.13
WBD	D	\$8,185,101.75
RJF	A	\$0.00
RJF	D	\$8,138,593.35

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

Caution: 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. 😊



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