Bloomberg offers three formulas for different needs:

1. **BDP (Bloomberg Data Point)** is for static or real time current data. It returns data to a single cell in your Excel spreadsheet. This formula contains only one security and only one field.
   - **Syntax:** =BDP(security, field)
   - **Example:** =BDP("goog us equity","px last") retrieves the price of the last trade on Google Inc.

2. **BDH (Bloomberg Data History)** is for historical end of day and historical intraday data. It returns the historical data for a selected security/set of securities and timeframe.
   - **Syntax:** =BDH(security, field,start date [mm/dd/yyyy], end date [mm/dd/yyyy], optional arguments)
   - **Example:** =BDH("goog us equity","EBIT","1/1/2005","12/31/2009","per=cy","curr=USD") retrieves the annual Earnings Before Interest and Tax of Google Inc. from 1/1/2005 to 12/31/2009 in USD.

3. **BDS (Bloomberg Data Set)** returns informational bulk data or multi-cell descriptive data to your Excel spreadsheet.
   - **Syntax:** =BDS(security, field, optional arguments)
   - **Example:** =BDS("goog us equity","top_20_holders_public_filings") retrieves the current top 20 shareholders of Google Inc.

Definitions:
- **Security:** this refers to any company ticker i.e. AAPL US Equity for Apple, Inc.
- **Field:** use FLDS <GO> to look up keywords in the search field that you would like to use for your analysis i.e. finding the last price of a stock.
Importing Data
Some screens in Bloomberg allow you to export data directly onto excel. For instance, if you type in \texttt{SPX <INDEX> DES <GO>} you will find an icon with a piece of paper in the upper right hand corner. Click and drag that icon from the upper hand corner into Excel. \textbf{Whenever you see that icon, you know you can drag the info to Excel.}

Using Formulas
If you already know what security you are analyzing, this saves you time from searching it in the Bloomberg API wizard search. As such, you can write a formula for them in Excel just as you would input a formula like “=SUM(A3:B3)”.

\texttt{=BLP(security,field(s))}

\textbf{EXAMPLE:} \texttt{=BLP(“AAPL EQUITY”,“PX_LAST”).} This will give me the last closing price of Apple’s stock.

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Additional Functions
If you wanted to get the historical data for one specific date, use the following:

\texttt{=BLPH(security,field(s),date)}.

\texttt{=BLPH(“AAPL US EQUITY”,“PX_LAST”,“3/3/10”)}. 