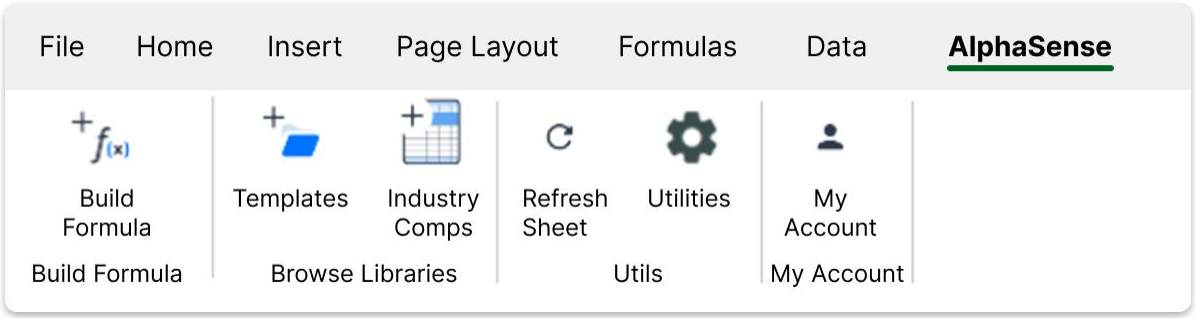
AlphaSense Formulas User Guide

Power your Excel-based analysis with the entire AlphaSense Financial Data set, with analysis templates and pre-built Industry Comps to quickly get you up and running.



What Is AlphaSense Formulas?

AlphaSense Formulas is an Excel Add-In that enables you to leverage AlphaSense's quantitative data in your Excel workflows.

AlphaSense Formulas has three primary functions:

1. Building formulas to leverage AlphaSense data in your Excel workbooks
2. Using analysis templates with AlphaSense formulas already built in
3. Downloading Canalyst Industry Comps directly from Excel

What Makes AlphaSense Formulas Powerful?

All the data you need, automatically updated

Perform quantitative research across standardized metrics like Revenue and EBITDA to industry KPIs like Rule of 40 and Same Store Sales Growth with automatic updates when new data becomes available.

Reduce errors with simplified syntax

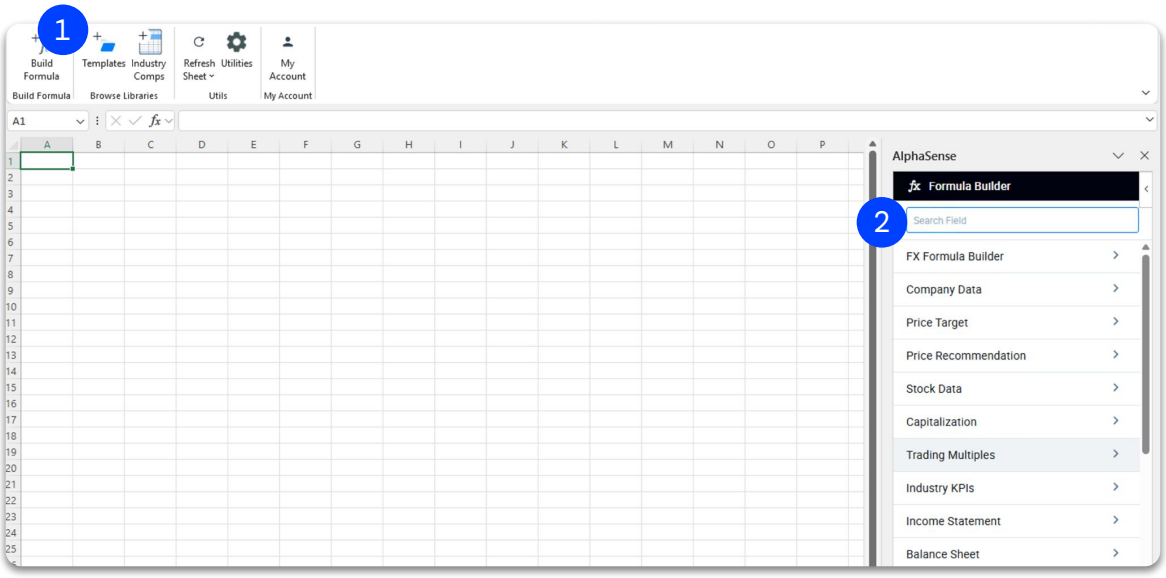
Our simplified, intuitive formula syntax and formula builder makes it effortless to find the exact metric or data point you're looking for.

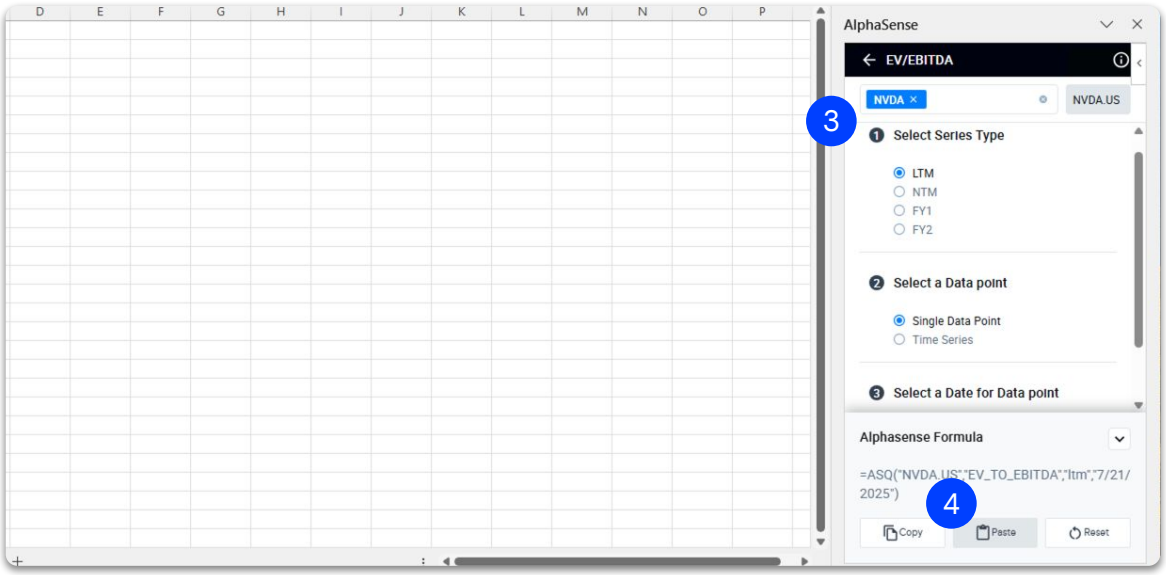
Spend more time on analysis with pre-built templates

Leverage pre-built templates enriched with up-to-date financials to complete your most common everyday analyses.

Build Formulas

1. Select Build Formula from the ribbon
2. Search for a specific metric or KPI, or browse available options
3. Once a metric is selected, choose your desired options
   a. For FX, choose desired FX conversion, spot or historicals, start date and either end date or time frame, and any aggregation
   b. For all other metrics, choose the company, single data point or time series, and the period(s) you want to see the data for
4. Choose Copy to copy your formula for use elsewhere, or choose Paste to paste your formula into the currently selected cell in your workbook





Refresh Formulas

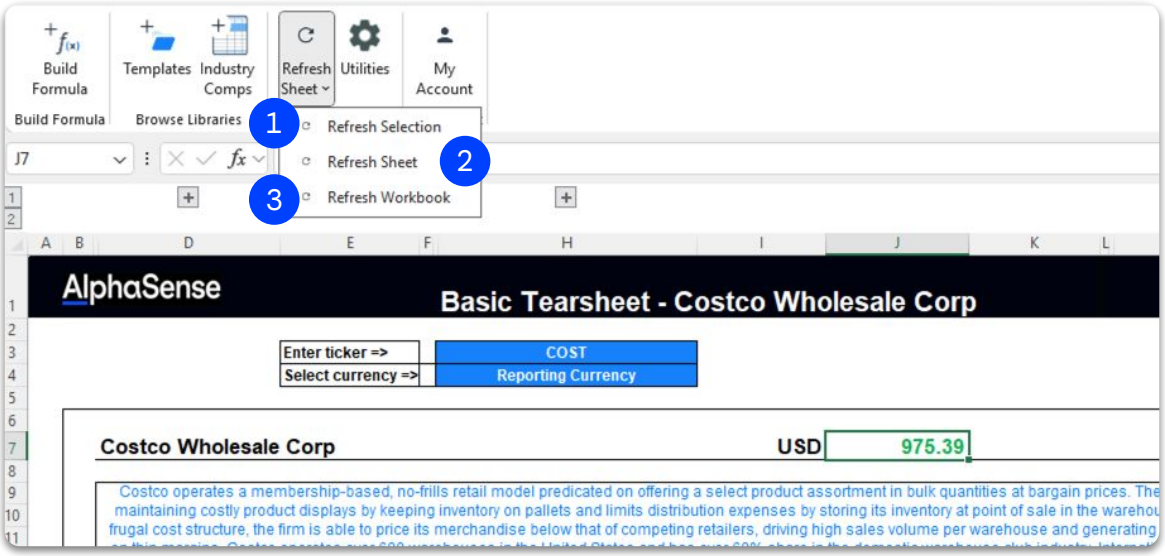
Refresh formulas to make sure that you are referencing the most recent data using the Refresh Sheet option in the ribbon.

There are three options to refresh:

1. Refresh Selection: Refreshes the formula in the currently selected cell
2. Refresh Sheet: Refreshes all formulas in the active worksheet
3. Refresh Workbook: Refreshes all formulas in the active workbook

Data can take some time to update after a company reports.

- Reported and derived fundamentals: 2-4 days from report
- Price and dynamic valuation metrics: 1-2 hours from market close
- Consensus estimates: 1 day from revisions



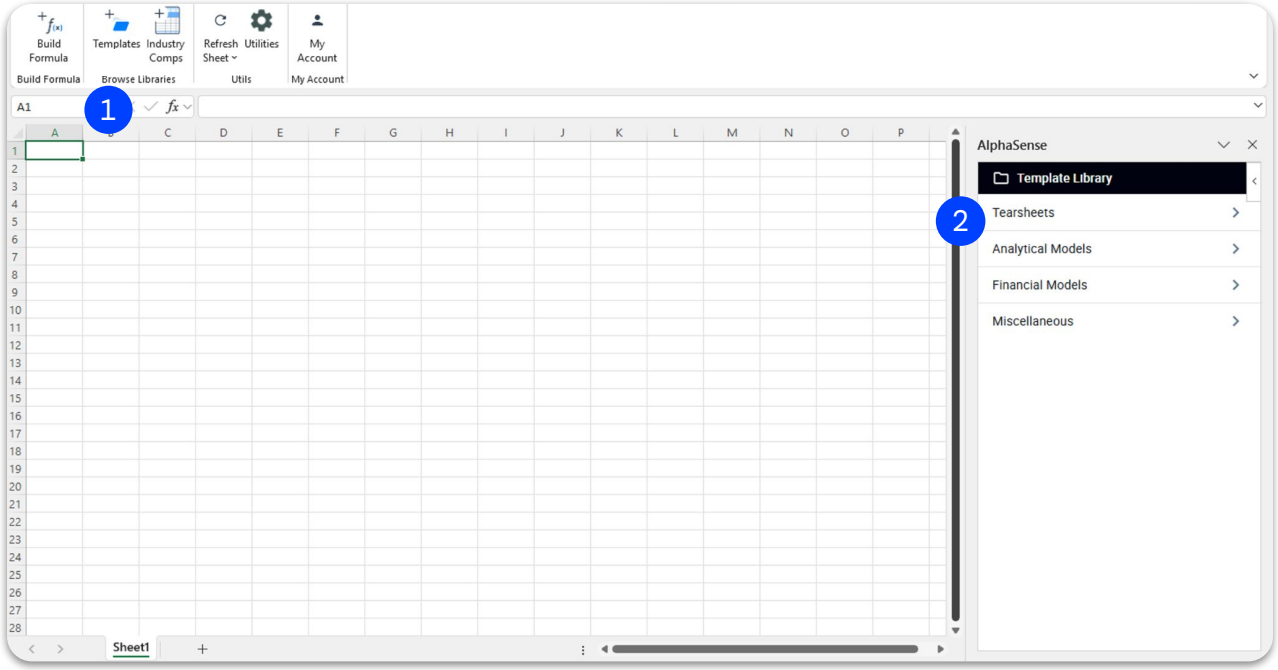
Data Sources

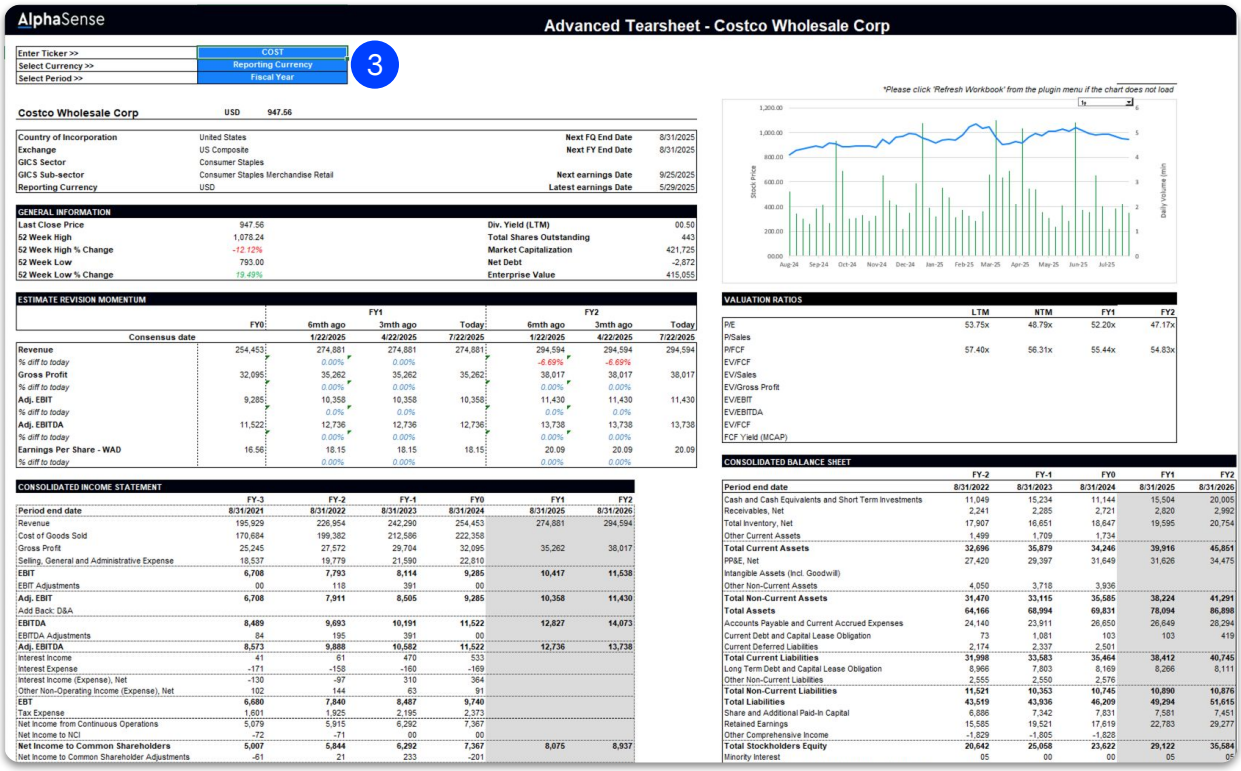
The data available within the AlphaSense Excel Add-In comes from multiple sources:

- Historical Financials: Morningstar and Visible Alpha
- Consensus Estimates: Morningstar and Visible Alpha
- Market Data: Morningstar
- Industry KPIs: Canalyst
- FX Data: Morningstar

Use Templates

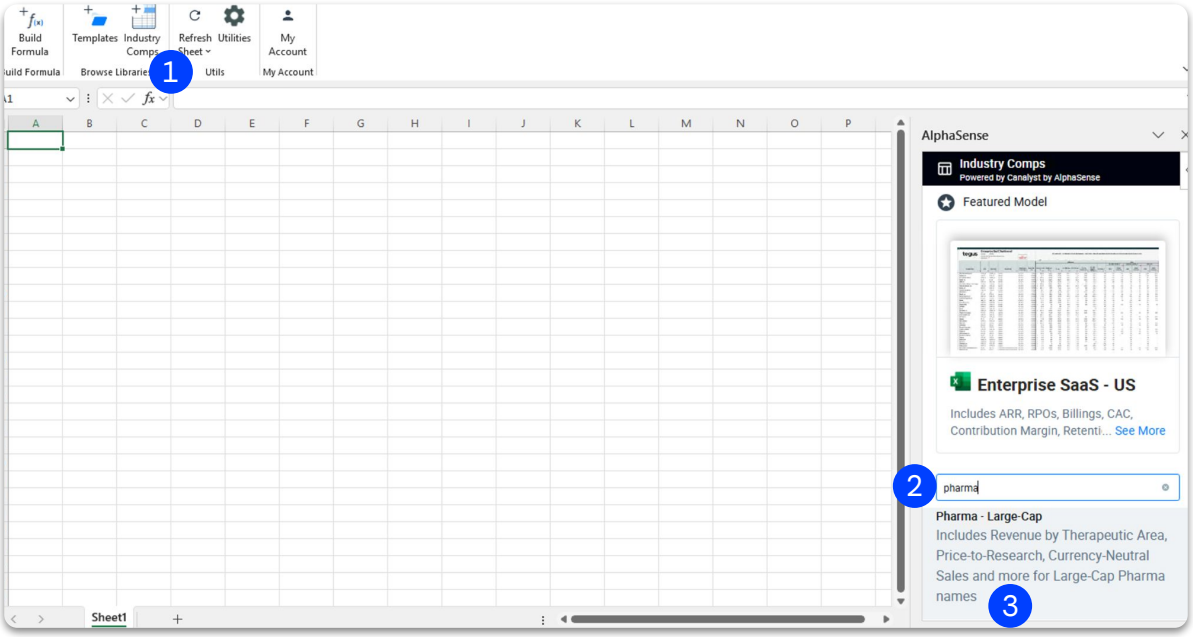
1. Select Templates from the ribbon
2. Browse available templates in the template library and select your desired template
3. In the new Excel workbook, fill out any cells highlighted in blue to customize your analysis and automatically update the formulas





Download Canalyst Industry Comps

1. Select Industry Comps from the ribbon
2. Search for your desired industry
3. Click the Industry Comp you're interested in to download the Excel file



AlphaSense Formulas Syntax

AlphaSense Formulas uses a simplified syntax to make it easy to leverage AlphaSense data in your Excel workflows. All formulas use the ASQ function (=ASQ), followed by one or more parameters based on the data you want to view.

Fundamental Data

For fundamental data, the formula will use the following structure:
=ASQ("ticker","metric","period")

- Ticker - The AlphaSense ticker format for a given company. This can be found within the Formula Builder by selecting a company once you've chosen your metric.
- Metric - The name of the metric you want to pull. This can be found within the Formula Builder by searching for a metric by name or by browsing the available categories.
- Period - The period you want to pull the metric for. You can choose between fiscal periods, relative periods, and LTM & NTM. For relative periods, estimates for future periods are formatted as positive numbers (e.g. FY1, FQ4) and actuals for the current or prior periods are formatted as 0 or negative numbers (i.e. FY0, FQ-2).

Example: **=ASQ("AAPL.US","REV","FY-1")** would return Apple's prior fiscal year revenue.

Canalyst Industry KPI Data

To use industry KPI data sourced from Canalyst Models, the formula will use the following structure: **=ASQ("ticker","KPI","period")**

- **Ticker -** The AlphaSense ticker format for a given company. This can be found within the Formula Builder by selecting a company once you've chosen your Industry KPI.
- **KPI -** The name of the KPI you want to pull. This can be found within the Formula Builder by browsing KPIs within the Industry KPIs category.
- **Period -** The period you want to pull the metric for. You can choose between fiscal periods, relative periods, and LTM & NTM. For relative periods, estimates for future periods are formatted as positive numbers (e.g. FY1, FQ4) and actuals for the current or prior periods are formatted as 0 or negative numbers (i.e. FY0, FQ-2).

Example: **=ASQ("AAPL","MO_KPI_REV_Geo_Americas","FY0")** would return Apple's current fiscal year Americas revenue.

FX Data

You can pull the spot or historical time series of USD exchange rates with the following formula structure: **=ASQ("quote:CUR","rate type","time frame","aggregation")**

- **Quote** - The AlphaSense format for a given currency quote. This can be found within the Formula Builder in the FX Formula Builder section.
- **Rate Type** - While you can choose between spot rates and historicals in the Formula Builder, this part of the formula will always be "spot".
- **Time Frame** - The time frame for the quote. This can be omitted from the formula if you want a spot rate but is necessary for historical quotes. First input a start date formatted as "MM/DD/YYYY". If using an end date, then put the end date after the start date in the same format. If using a time frame, input the number of days, weeks, months, or years in the following format: "tf=5d", where this would show spot rates for the 5 days beginning on your chosen start date.
- **Aggregation** - The aggregation metric for your quotes. This can only be used in conjunction with historical time frames and will not work for single spot rates. The available metrics are mean, median, standard deviation, CAGR, max, min, and total, formatted in quotes. When using the aggregation parameter, the formula will only return the aggregation metric for your chosen quote and time frame.

Example: **=ASQ("EURUSD:CUR","spot", "06/01/2025","06/04/2025")** would return the Euro to USD rates for the four days beginning on 6/1/25 and ending on 6/4/25.