

Technical Analysis

Bloomberg has many different technical indicators that the user can input into charts. The main page to study different technical studies is

TECH<GO>

The screenshot shows the Bloomberg Technical Study Browser interface. At the top, there are tabs for "1) Create Study" and "2) SDK & Docs". The main title is "Technical Study Browser". Below the title is a search bar labeled "Find a Study" with the placeholder text "by title or keyword" and a "Clear" button. The interface is divided into three main sections:

- Tags:** A list of categories for technical studies, including "All standard studies (93)", "Popular (14)", "New (14)", "Bloomberg (10)", "Momentum/Oscillators (33)", "Moving Avgs/Bands (34)", "Patterns (8)", "Statistical (20)", "Support Resistance (15)", "Trend Analysis (17)", "3rd Party Studies (169)", and "User Defined".
- Popular (14):** A list of popular technical studies with their corresponding codes: Bollinger Bands (BOLL), Candle Patterns (GPC CNDL), Commodity Channel Index (CMCI), Directional Movement Index (DMI), Ichimoku (GOC), Mov Avg Convergence/Div... (MACD), Moving Avg Oscillator (GPC MAOSC), Parabolic Studies (GPC PTPS), Rate of Change (GPC ROC), Relative Strength Index (RSI), Simple Moving Avg (GPC SMA), Stochastics (TAS), Trading Envelopes (TE), and Williams %R (WLPR).
- Bollinger Bands:** A detailed view of the Bollinger Bands study. It includes a candlestick chart with Bollinger Bands overlaid. Below the chart is a text description: "Bollinger Bands, developed by John Bollinger, are defined using the standard deviation from a simple moving average, an excellent measure of price volatility. The study plots lines above and below the moving average at a specified number of standard deviations. This study is used to identify periods of high and low volatility, as well as periods ..". There are also links for "Also listed in" (Moving Avgs/Bands, Trend Analysis) and "Edit Defaults".

To view a quick chart of a particular stock use

GP<GO> - Graph Pricing

This will show a default chart with line charts, candlesticks, etc. while also displaying volume. This can be changed from a 1 minute chart to as high as a yearly chart.



A better way to view a chart is to create your own. This allows the user to input different technical studies that he/she prefers.

Use the following steps to create a personalized chart.

How to create a customized chart

Bloomberg enables the user to create as many custom-made charts. The following step are an example of how to make your own custom chart

- 1.) Type in upper right hand corner where blue light is blinking. **G<GO>**
 - You will see a list of already defaulted charts, this is your chart library.
- 2.) Click on **Create Graph**

1<Go> to Create New Chart.

View	G #	Graph Title	Type	Last Viewed	Sec Cnt	Period	Tags		
11) My Graphs									
12) Shared Graphs	31)	G 2 Main Chart	Standard	8/31/2015	1	Monthly	Bookmarks, Main	/	★
13) Trashcan	32)	G 3 SPX	Standard	3/4/2015	1	Daily		/	☆
Tags	33)	G 4 WTI	Standard	3/13/2015	1	Daily	Bookmarks	/	★
<Create New Tag>	34)	G 21 Candle Chart	Standard	8/27/2015	1	Daily		/	☆
71) All Graphs (24)	35)	G 24 Launchpad Watchlist	Standard	8/28/2015	2	Daily	Bookmarks	/	★
72) Untagged (19)	36)	G 31 Candle Chart	Standard	4/7/2015	1	Daily		/	☆
73) SPX	37)	G 33 Graph 24	Standard	8/28/2015	2	Daily	Bookmarks	/	★
74) Main (1)	38)	G 34 Graph 34	Standard	3/4/2015	1	Daily		/	☆
75) Bookmarks (5)	39)	G 35 Graph 35	Standard	3/4/2015	1	Daily		/	☆
	40)	G 37 Graph 37	Standard	3/13/2015	1	Daily		/	☆
	41)	G 38 Graph 38	Standard	3/13/2015	1	Daily		/	☆
	42)	G 40 Test	Standard	3/25/2015	1	Monthly		/	☆
	43)	G 41 Graph 41	Standard	3/27/2015	1	Weekly		/	☆
	44)	G 42 Graph 42	Standard	3/30/2015	1	Daily		/	☆
	45)	G 43 Graph 43	Standard	3/31/2015	1	Monthly		/	☆
	46)	G 44 hsi	Standard	4/8/2015	1	Daily		/	☆

- 3.) For this example click on **Standard Chart -> Next**



For this example type in SPX and choose the SP500 index.

The screenshot displays the 'Chart Wizard - Standard Chart' interface. On the left, a 'Steps' sidebar includes 'Securities' (Choose securities and data), 'Studies' (Add technical analysis), 'Events' (Incorporate market events), and 'Themes' (Customize color on your chart). The 'Security' section is active, showing 'SPX Index' selected under 'Data Series' and 'Last Price (PR005)' as the data series. The 'Type' is set to 'Line'. A blue arrow points to the 'SPX Index' selection. The 'Interactive Preview' shows a line chart of the SPX Index from September 2014 to June 2015, with a current price of 1923.55. Below the chart, the 'Period' is set to 'Daily' and the 'Date Range' is from '09/01/14' to '09/01/15'. Navigation buttons for 'Previous', 'Next', and 'Finish' are at the bottom. A promotional banner at the bottom reads: 'Take ATM Studies to the next level with ATM PRO View global indices, sectors and industry groups'.

4.) Select Studies. For this example check off

- Simple Moving Average
- Relative Strength Index
- Moving Average Convergence/Divergence

5.) The Click Add Study and type in SMA(Moving Average) 2x



6.) Click Themes and choose the background color that you want.



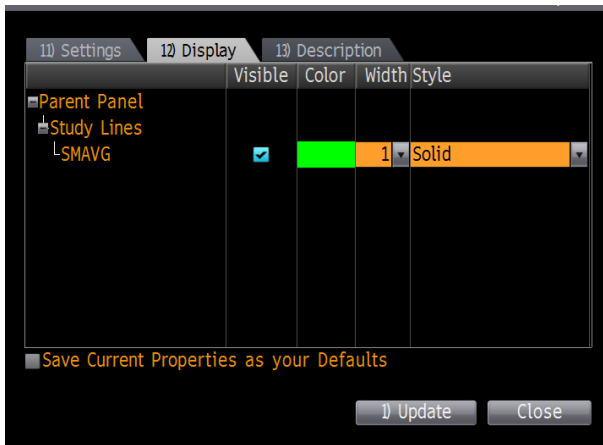
7.) Next Title the Chart. The example here is titled Graph 53, therefore the function will be **G53. Open Chart**



The following chart should appear. Notice that there are 3 moving averages of 50 Days. The most common are 50/100/200 day moving averages. They are also the same color which is hard to distinguish. To change color, Right Click on the first EMA and change and select **Edit Color and Style**



Click on Green Box and select another color other than green. Follow this step again for the 3rd Simple Moving Average.



To Change the Time period of moving average

- Click on Security study.
- Find the 3 simple moving averages
- Click the pencil next to each and change the period to whatever you prefer. We will stick with 50/100/200 day for this example.
- You can also check the volume field to add if you prefer.



The new updated chart should look like this. Notice the three separate Simple Moving Averages. The other studies in *Relative Strength Index*, a measure of momentum and *MACD*- a measure of moving averages. Descriptions of these studies can all be see under the **TECH<GO>** function. Click Annotate to show trend line drawing, percentage retracement and other additional functions.



Click on Security/Study, the user can add a security to compare to the listed security. This can be anything- a competitor, commodity, etc. Checking the flag allows the user to show corporate events, news, earnings announcements etc. onto the chart. The below is a chart of *Under Armour* with Earnings Announcements checked off.



User can customize the date range and time period for every chart. From as small as 1 minute to as large as 1 year. The 5min, daily, weekly and monthly are the most widely used time periods.

