

Market Intelligence and Analytics

An industry-leading market intelligence and analytics solution, powered by a unique data set unmatched in scope and size.

Make smarter, data-driven decisions with comprehensive reports that help you measure, compare, and manage carrier and port performance while visualizing real-time global trade flows.

You can also benchmark your cargo mix and operational performance against the market, enabling more informed planning, procurement, and decision-making.

With new reports and features being continuously added, you'll gain deeper market performance insights and advanced analytics to optimize your operations.

With three distinct focus areas, Market Intelligence and Analytics provides senior executives and management with a **comprehensive view of their business performance.**

Enhance decision-making

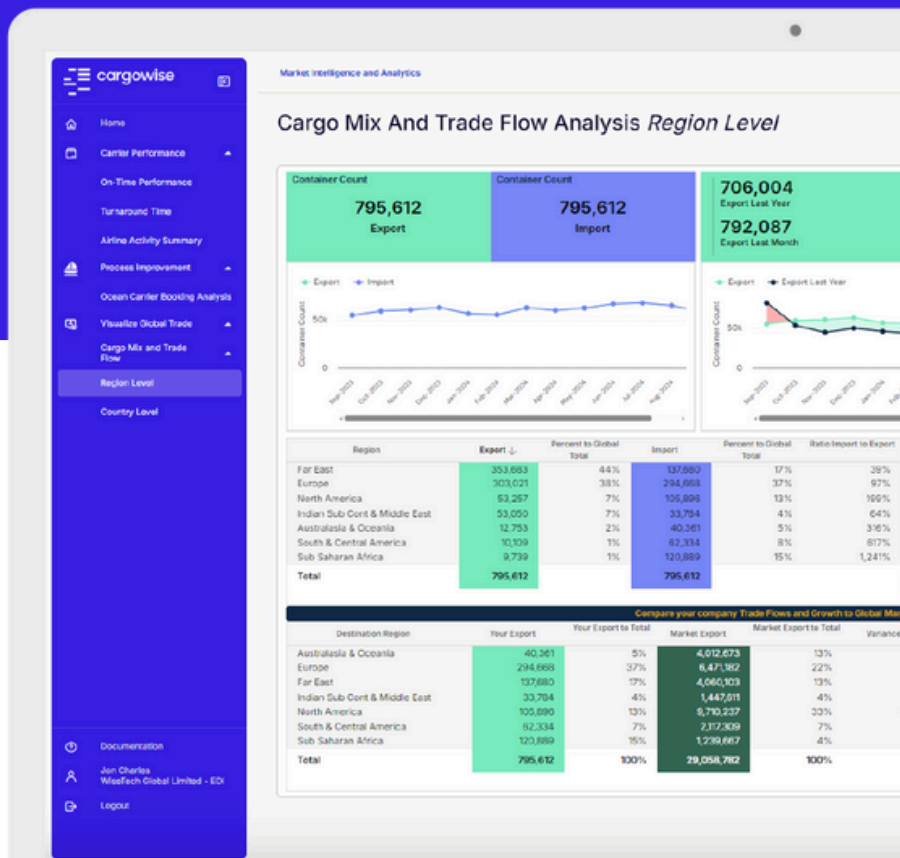
Equip your team with a data-driven overview of your business performance to empower more informed strategic decisions.

Optimize operational efficiency

Identify and eliminate inefficiencies in your booking and shipping processes to streamline workflows, reduce manual tasks, and drive productivity.

Stay competitive with market benchmarking

Whether you're evaluating on time arrival or booking acceptance rates, benchmark your performance against industry standards and identify areas for improvement.



Reports to deliver critical operational insights

On-time performance report

Analyze port and carrier performance by comparing expected versus actual departure and arrival times for containers.

Measure performance:

Track the on-time performance of carriers and ports, identifying any patterns of delay or inconsistency.

Make more informed decisions:

Choose the best carriers and routes based on consistent performance.

Improve customer satisfaction:

Provide more accurate delivery estimates to enhance service quality.

Carrier booking performance report

Analyze the efficiency of your booking process with key metrics across carriers, trade lanes, and booking offices.

Track acceptance rates:

Compare your carrier acceptance rates with both historical and forward-looking data combined with industry benchmarks.

Monitor response times:

Analyze the average response times for booking requests to identify underperforming carriers and reduce delays in your booking cycle.

Benchmark carrier performance:

Assess the performance of your carriers to identify the best performers.

Airline activity summary report

Access detailed air cargo metrics and reporting by airline, origin, and destination.

Informed airline selection:

Make more informed decisions on which airlines should or could be used based on the regular routes or trade lanes across your business.

Better rate negotiations:

Use shipment data to negotiate more favorable rates and service agreements.

Optimize operations:

Improve efficiency by analyzing insights into the most frequently used origins and destinations by country and city.

Turnaround time report

Evaluate port performance by analyzing dwell times at key milestones such as gate-in, freight loading/unloading, and vessel arrival/departure.

Understand port efficiency:

See where delays are occurring and whether they are related to specific ports or carriers.

Identify bottlenecks:

By analyzing dwell times, uncover where containers are being delayed so you can target process improvements.

Predict the impact to transit times:

With a better understanding of port turnaround times, you can predict shipment transit times more precisely.

Reports to drive process improvements

Ocean carrier booking analysis report

Evaluate how effectively your organization uses CargoWise for container bookings.

Better understand booking efficiency:

Compare automated and manual container bookings to identify improvement areas.

Optimize operations:

Understand performance variances at regional and office levels and uncover specific areas that may benefit from increased automation or process refinement.

Increase automation:

Identify gaps where automation is underutilized and implement changes to drive faster bookings, fewer errors, and enhanced productivity.

Reports to unlock market performance insights

Cargo mix and trade flow report

Visualize global trade flows, compare your cargo profile against the market, and assess growth trends.

Gain a clearer view:

Understand how your cargo moves through global supply chains, identifying key trends in shipment volumes, trade lanes, and carrier usage.

Benchmark performance:

Measure your shipment volumes and growth rates against market data to guide operational decisions and resource allocation.

Make more informed decisions:

Optimize carrier and route selection based on real-time trade data.

What's coming up?

We're expanding our reports beyond operational performance to include market performance, enabling you to analyze deployed shipping capacity, the demand for that capacity, and its impact on pricing.

This will give you a deeper view of what has happened in the past, what is happening now, and what is likely to happen in the future.

For more information
visit our website
cargowise.com/next

