

## BIG DATA ANALYTICS RELATED TO SUPPLY CHAINS

### PURPOSE

Consolidating multiple datasets already used by the International Trade Council, with additional overlays, into a single database for use for analytics of markets and supply chains, forecasting and prediction of market behaviour

### USERS

- Companies seeking to validate their supply chains, understand market pricing, monitor competitors and forecast the market
- Governments seeking to assist their exporters to find new markets, locate priority investment (FDI) targets, model future market demand / growth / customers / suppliers

### QUESTIONS EVERY EXPORTER NEEDS TO KNOW

- Who will buy my product(s)?
  - Who is the decision maker(s) that I need to reach to sell my product(s)?
- What is the market price? (lowest, average, highest – and % difference between)
- What is the demand for my product(s)? (number of potential buyers / average order size / demand per X period)
- Who are my competitors?
  - Who are they / how many?
  - Typical terms of trade o What are the differentiators between products? (origin, type, brand)
- What tariffs are applied to my product(s)
  - Tariff by target country
  - What is the overall pricing differential of my product including tariff
- What other regulatory controls are applied to my product(s)?
  - Standards
  - Registrations
  - Certifications
  - Packaging
  - Labelling
- What are the risks of doing business in a certain market, with certain customers or suppliers etc
- Who are my competitors, what are their actions, what do their supply chains look like?
- Is my supply chain “clean”? (re: supply chain transparency laws – many with personal liability on the directors)
- Am I compliant? (regulatory, sanctions etc)
- What will the future market look like?
- What are my competitive advantages when entering into future markets?
- How do I monitor for counterfeit, fraud, future actions by my competitors and other risks?
  - ITC already has members (government trade and investment agencies, chambers of commerce and corporations) who are users
  - Low entry point for customers to use the service
  - Multiple use-cases (government, exporters, importers, trade finance, trade insurance, logistics, supply chain firms etc)
  - No other organization has the depth of existing data