# CHAMP's MarketAnalytics delivers next generation and market insights

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During the pandemic, we talked a lot about data. We discussed numbers of vaccinations, cases, and fatalities - and even compared numbers by country. We became used to seeing charts updated daily and made available on public websites with powerful search options. Data has long been used to make products data-driven, but it could be said that the pandemic made human behavior and governments more data-driven and transparent.

Industries have long published metrics on their performance; the chart below shows the U.K.'s energy production by supply type and hour. But where is air cargo's dashboard showing what we do and how?

Most organizations can measure how they are performing against many different metrics by day, but can they measure the same metrics against the market?
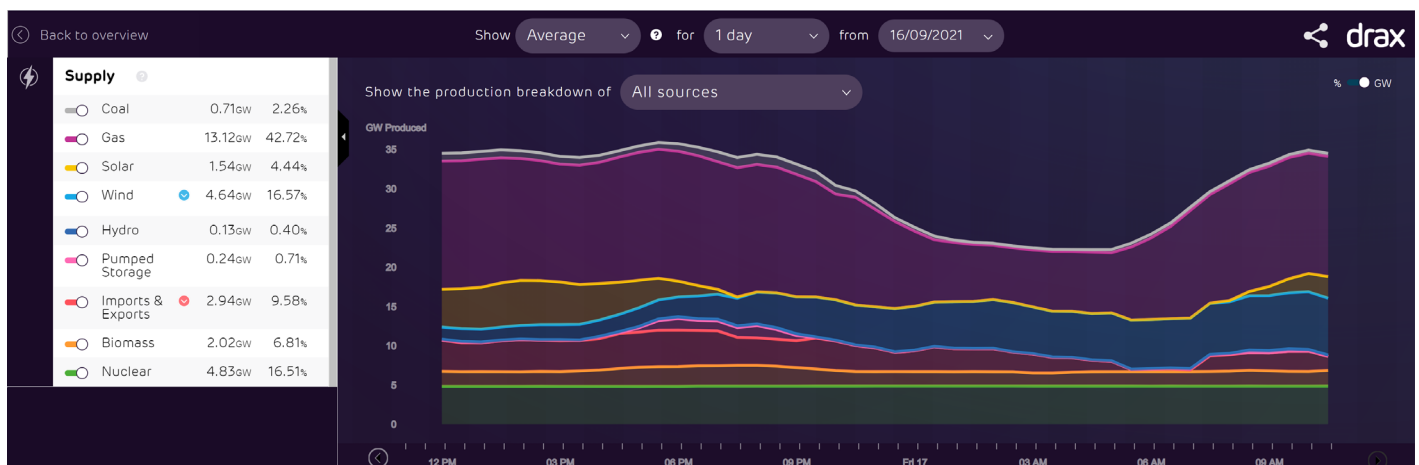
CHAMP's new service, MarketAnalytics, aims to provide just that level of insight and transparency. The key drivers of change are system integrations to provide greater depth of information, daily rather than monthly updates, and powerful tools like Power BI. Just as music streaming replaced CDs, the approach is transformational and provides dramatically more value for less cost.

CHAMP's MarketAnalytics service provides a series of powerful dashboards that show a carrier's performance and that of the market. A user starts by selecting the information of interest in the 'slicer' bar. They then select the metrics that they'd like to measure from a long list. Graphs then show their performance and that of the market with share or deviation. In this way, carriers can better understand the industry dynamics and tailor their reponses better whether by rates, capacity, goods, client, or more.

Data is confidential. Individual airlines cannot see the data of others, only their own business, the market total and their market share. That processing is rules-based in accordance with a Data Use Policy that is available to all potential participants.

A highlight that has caught the attention of even the largest carriers is normalization. That's the process by which the many versions of a forwarder's name are grouped into one. So, instead of seeing multiple versions of client names, they are grouped together, which makes it easy to analyze business by partner. The same applies to shippers, consignees and type of goods. When comparing data from different organizations, that sort of facility can be hugely important. Analysis by types of goods or special handling code is another innovation and particularly important to understanding the needs of shippers and micro segments.

An example chart is shown below.

The service is already operational for many large and medium carriers. Most are getting useful analyses though market data isn't yet being produced. That will come later this year as the number of airlines reaches critical mass.

This is a cross-industry initiative and every airline is welcome. If you would like to see the service, contact marketing@champ.aero.