CHAMP's MarketAnalytics delivers next generation 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, but where is air cargo's dashboard showing what we do and how? Most air cargo organizations can measure how they are performing against many different metrics by day, but can you measure your metrics against the market, updated daily?

CHAMP's new service, MarketAnalytics, aims to provide just that level of insight and transparency. The key differences 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.

Market Analytics provides a series of powerful dashboards that show a participant's performance in up to 700 dimensions and can include that of the market.

Users start by selecting the information of interest in the 'slicer' bar. They then select the one or two metrics that they'd like to review from a long list. The detail shows in graphs helping participants to see changes and compare themselves to the market whether by rates, capacity, type of goods, clients, or in other ways.

Data is confidential. Individual participants cannot see the data of others, only their own business, the market total, and their market share. Data is processed in accordance with a published Data Use Policy. And the service is operated by CHAMP which is 100% owned by SITA, maybe the only industry-owned tech company.

A highlight that has caught the attention of even the largest carriers and forwarders is the normalization performed by the service. That's the process by which the many versions of a name are grouped into one, making analysis possible by participant and type of goods.

The service also provides new types of analyses by types of goods or handling code which can help identify the needs of shippers and micro product segments.

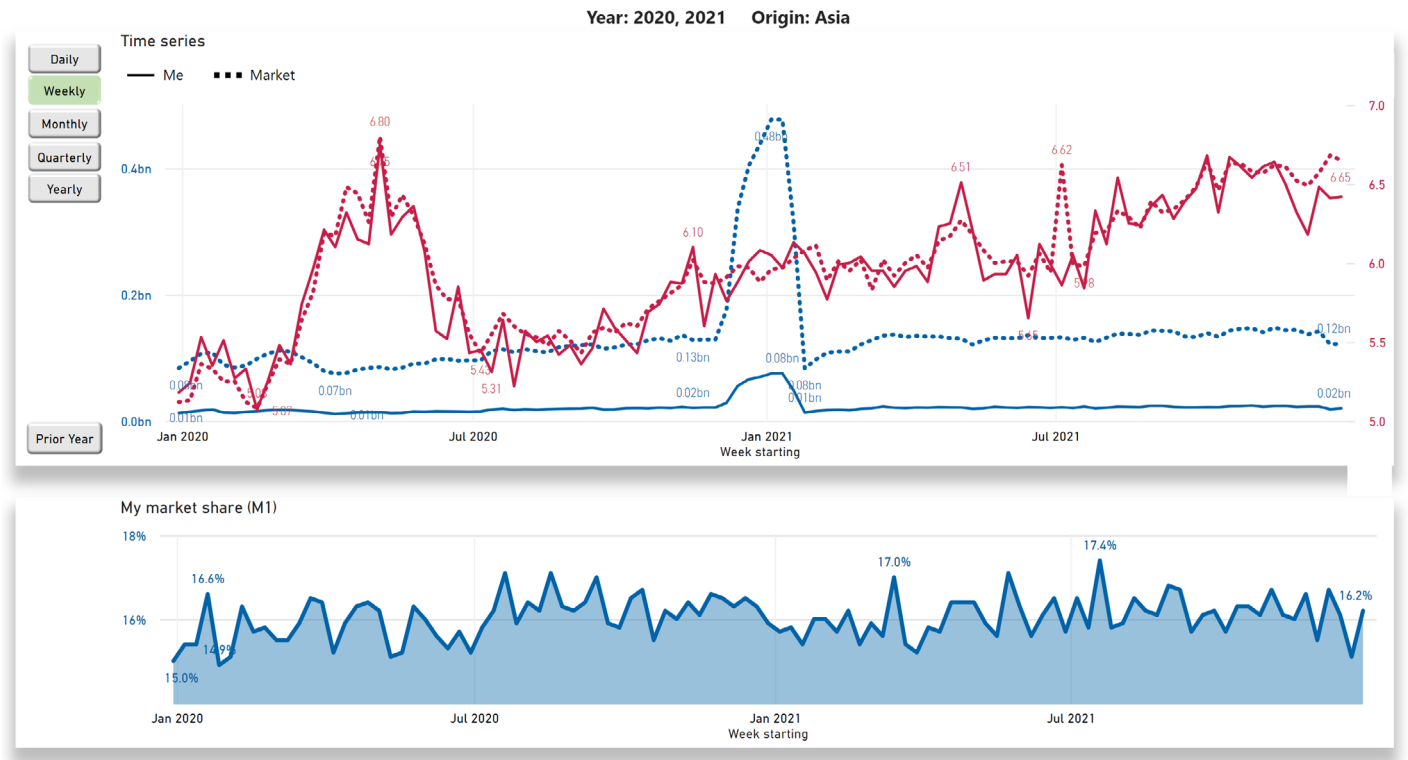Example dashboards are shown below / overleaf.

Leaderboards

2 Set the metrics

1st metric (M1)
Weight (kg)
Actual value

2nd metric (M2)
Yield per kg (USD)
Actual value

3 Set other options

Visuals show
Both

Partial first / last periods
Adjust

Year: 2020, 2021   Origin: Asia

Time series
— Me   ••• Market

Daily | Weekly | Monthly | Quarterly | Yearly | Prior Year

My market share (M1)

Dimensions

When
Period: All

Who
Group: All
Airline: All
Forwarder: All
Shipper: All
Consignee: All

Where
Origin: All
Destination: All

What
Weight: All
Handling: All
Goods: All
Yield range (percentile): 2 — 98

Demo Airline, 7 Mar 2022
Demo airline with demo market data
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FFs: top 10 | FFs: top 50 | FFs: all
ALs: top 10 | ALs: top 50 | ALs: all

This dashboard covers the last 16 full weeks. The tables shows key shipment metrics ranked by change last week compared to the previous three weeks to show which are going up or down. You can select your top 10 branches, top 50, or all. And in the slicer bar on the left, you can filter by region, partner, origin and/or

Top changes by weight (kg)

Branch	Me (16w)	Me chge%	Mkt chge%
ORD – US Fwd demo	12,328,007	+34.2%	-9.4%
LAX – US Fwd demo	10,000,200	+31.0%	+43.4%
NRT – Other forward…	18,244,833	+25.4%	-6.0%
FRA – Other forward…	21,706,896	+5.0%	-5.0%
PVG – Other forward…	39,367,066	+4.7%	+22.6%
LHR – Other forward…	13,829,057	-44.6%	-35.4%
ICN – Other forward…	15,309,146	-72.8%	-45.3%
JFK – US Fwd demo	14,775,253	-81.9%	-76.7%
HKG – Other forward…	33,797,570	-96.7%	-91.3%
AMS – Other forward…	11,678,511	-99.0%	-99.0%
	191,036,…	-34.4%	-28.9%

Change week vs 3 prev. weeks (all)
15 Nov 2021 — 6 Mar 2022

Top changes by air waybill

Branch	Me (16w)	Me chge%	Mkt chge%
NRT – Other forward…	25,048	47.0%	+7.9%
PVG – Other forward…	60,849	19.6%	+24.7%
ORD – US Fwd demo	18,932	-10.2%	-11.0%
FRA – Other forward…	49,175	-13.8%	-4.4%
LHR – Other forward…	29,739	-26.2%	-20.5%
ICN – Other forwarde…	21,408	-55.0%	-48.7%
JFK – US Fwd demo	23,432	-72.0%	-73.8%
CDG – Other forward…	20,996	-82.1%	-82.3%
HKG – Other forward…	42,839	-93.2%	-91.2%
AMS – Other forward…	28,478	-96.9%	-96.1%
	320,896	-36.5%	-36.4%

Change week vs 3 prev. weeks (all)
15 Nov 2021 — 6 Mar 2022

Top changes by net charges (USD)

Branch	Me (16w)	Me chge%	Mkt chge%
NRT – Other forward…	134,014,502	+40.7%	+4.8%
ORD – US Fwd demo	80,934,654	+16.2%	-13.0%
PVG – Other forward…	274,947,949	+13.0%	+30.7%
FRA – Other forward…	148,379,632	-0.6%	-5.2%
LHR – Other forward…	106,038,460	-46.0%	-33.6%
ICN – Other forward…	105,889,019	-73.1%	-46.6%
JFK – US Fwd demo	93,359,919	-76.0%	-69.1%
HKG – Other forward…	238,162,022	-97.8%	-91.5%
AMS – Other forward…	79,764,222	-98.4%	-98.7%
CAN – Other forward…	66,930,627	-99.5%	-98.3%
	1,328,42…	-38.7%	-36.0%

Change week vs 3 prev. weeks (all)
15 Nov 2021 — 6 Mar 2022

Top changes by yield (USD/CTK)

Branch	Me (16w)	Me chge%	Mkt chge%
AMS – Other forward…	0.89	+202.7%	+37.5%
CAN – Other forward…	0.75	+150.6%	+155.2%
HKG – Other forward…	0.77	+43.6%	-1.5%
JFK – US Fwd demo	0.68	+31.9%	+32.2%
ICN – Other forwarde…	0.79	+28.8%	-3.5%
PVG – Other forward…	0.83	+3.9%	+1.2%
NRT – Other forward…	0.83	+3.8%	+9.8%
LHR – Other forward…	1.01	+2.8%	+7.0%
ORD – US Fwd demo	0.70	-6.6%	-4.0%
FRA – Other forward…	0.87	-8.3%	-1.5%
	0.81	+2.7%	+4.7%

Change week vs 3 prev. weeks (all)
15 Nov 2021 — 6 Mar 2022

The service is proven by many large, medium, and small forwarders and carriers. If you would like to see how it can work for you, contact MarketAnalytics@champ.aero.