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# TRADE INTELLIGENCE & SALES ANALYTICS



## Challenge 1.1: Port-wise Export and Import Dashboard

### Background & Context

HPCL seeks to develop a comprehensive dashboard for port-wise analysis of both Exports and imports across product categories. This dashboard should leverage public data sources such as PPAC, Tradestat, and other databases to provide actionable insights. The goal is to identify trade patterns, highlight potential import/export opportunities, and support strategic planning through data-driven decision-making. Wherever feasible, the dashboard should also include indicative cost metrics to support commercial evaluation.

### Challenge Statement

Develop a comprehensive dashboard that enables port-wise analysis of exports and imports across multiple product categories, leveraging public data sources to provide actionable insights.

### Expected Outcomes

- **Port-wise Trade Analysis:** Visualize and compare import/export volumes and values across major Indian ports to identify high-traffic and underutilized trade routes.
- **Opportunity Identification:** Detect product categories with rising or declining trade trends to uncover areas for expansion or optimization.
- **Cost Benchmarking:** Integrate indicative cost metrics (e.g., material cost, freight, duties, average unit prices) to support profitability assessments and sourcing decisions.
- **Scalability:** Ensure framework can easily incorporate future products beyond the current HPCL portfolio.

### Reference Information

Current HPCL traded product categories:

- Bitumen, HSD, Furnace Oil, Light Diesel Oil, Naphtha, Mineral Turpentine Oil, Hexane, Industrial SKO, Jute Batch Oil, Sulphur, Propylene, Bunker Fuels (High Flash Diesel, VLSFO).
- Potential future categories: Gypsum, Ash, Benzene, Toluene, Xylene.