



Export Market Analysis Dashboard

Description

This project involves creating a dynamic dashboard to analyze and visualize market dynamics for a group of exporters. The dashboard will focus on specific HS codes and aim to provide insights into market share, competitiveness, and potential for market expansion.

HS codes:

1. **440311 - Treated Coniferous Rough:** Coniferous wood in its rough state that has been treated with preservatives such as paint, stains, creosote, or other chemical agents
2. **440321 - Pine Rough Large:** Pine wood (Pinus spp.) in the rough, characterized by a minimum cross-sectional dimension of 15 cm or more. It may or may not be stripped of bark or sapwood and could be roughly squared.
3. **440322 - Pine Rough Small:** Pine wood (Pinus spp.) in the rough, with the smallest cross-sectional dimension being less than 15 cm.
4. **440711 - Pine Sawn >6mm:** Pine wood (Pinus spp.) that has been sawn or chipped lengthwise, sliced or peeled, and is thicker than 6 mm.
5. **440719 - Other Coniferous Sawn >6mm:** Coniferous wood, excluding pine (Pinus spp.), fir (Abies spp.), spruce (Picea spp.), S-P-F (Spruce-Pine-Fir), and Hem-fir, sawn or chipped lengthwise, sliced or peeled, with a thickness greater than 6 mm.

Key features will include:

1. **Market Share Analysis:** Comparing the exporter's market share with competitors over time.
2. **Competitiveness Assessment:** Evaluating the exporter's position in terms of product pricing and logistics costs.
3. **Data Points Analysis:** Analyzing various data points, including individual product HS codes pricing, logistic costs (freight and import tariffs), and market strengths and opportunities.
4. **Existing Market Evaluation:** Identifying opportunities for strengthening and growing market share in current markets.
5. **Potential Market Identification:** Highlighting new markets based on competitiveness rankings.
6. **Interactive Elements:** Allowing users to manipulate variables to see dynamic changes in data presentation, such as a dynamic list of countries and a highlighted map.



Level

Intermediate

Type of Project

Data Visualization and Market Analysis

Skills Needed

1. **Data Analysis:** Analyzing trade and market data to derive insights about market share, competitiveness, and potential new markets.
2. **Dashboard Development:** Dashboard creation tools (e.g., Google Data Studio, Tableau, Power BI) to visualize data in an interactive and user-friendly manner.
3. **Programming (Optional):** Basic to intermediate programming skills, particularly in languages or platforms used for data analysis and dashboard creation (e.g., Python, R).
4. **Market Research:** Understanding of market dynamics and ability to interpret data in the context of market trends and opportunities.
5. **Communication and Collaboration:** Ability to work as part of a team, communicate effectively with project stakeholders, and interpret their needs into technical requirements.
6. **Problem-Solving:** Capacity to address challenges in data collection, analysis, and visualization, and to provide creative solutions for complex data representation.

Additional Considerations

- **Data Sources:** Primary focus on the USA and the top five largest exporters, with importers including all countries.
- **Logistics Data Approach:** Adoption of the proposed method to calculate container freight cost based on the cost per container per nautical mile (sea route distance). Use this website to get the distance: <http://ports.com/sea-route/>

Ressources

- **Dataset:** LixCap Trade Data - Lonely Octopus - Final.xlsx
- **Source:** [WITS](#)
- How to use the data: Export Market Analysis Dashboard - HS Code guide

Information about the Client



[LixCap](#) is an economic development consultancy that focuses on catalyzing capital and technical advisory for farmers and agribusinesses. They help clients achieve their goals by providing international best-in-class advisory services with expertise tailored for local environments. Working with a variety of stakeholders, including commercial enterprises, investment funds, government entities, non-profits, and other financing institutions, LixCap delivers a practical approach which generates results that are realistic,



actionable, measurable, and sustainable, with quantifiable impact. Since 2013 LixCap has facilitated the deployment of over \$700 million USD into challenging markets and in 2015 received the Trade and Investment Award from the American Moroccan Chamber of Commerce for our innovative work.

LixCap is a leader in agricultural logistics, cold chain market assessments, and investment analysis in emerging markets. Their team members have been cold chain operators, food logistics consultants, equity fund managers, investment bankers, and entrepreneurs, leveraging hands-on experience for clients and building growth-oriented businesses. With a team of more than 40 professionals that are skilled in business support services, research, market analysis, and financial modeling, LixCap brings a global reach through offices in Washington DC, Morocco, and Tunisia.