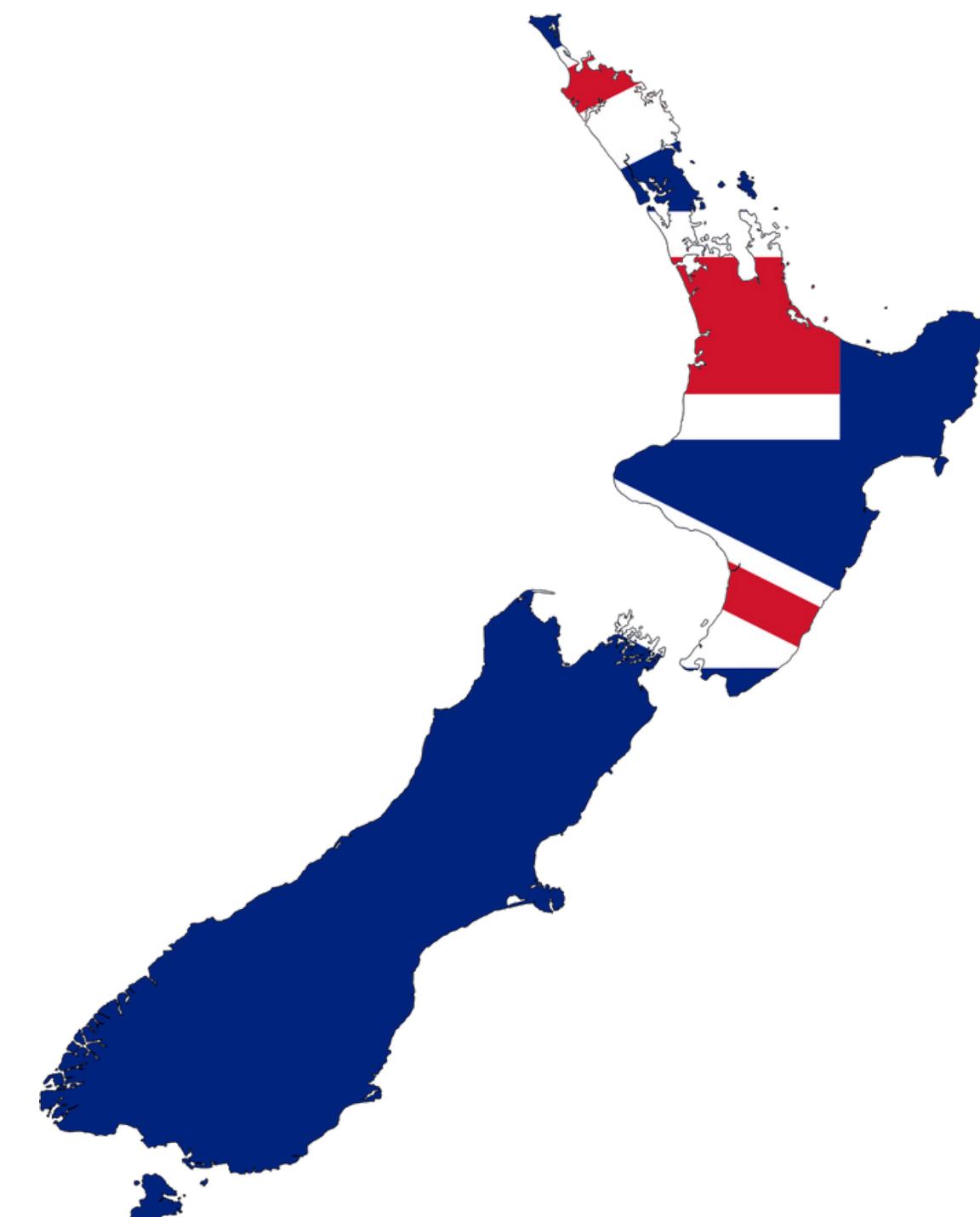




Analyzing New Zealand's Trade: A Data-driven Perspective on Exports and Imports

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Description of the Topic

The present data analysis project aims to describe the exports and imports of New Zealand. In this regard, relevant data on the goods and services that the country sends abroad (exports) and the goods and services it acquires from abroad (imports) are examined. The main objective is to understand the composition, trends, and patterns of New Zealand's international trade.

To carry out the analysis, data provided by the official statistics website of New Zealand (www.stats.govt.nz) is used. The database to be used is the one published in April 2023. These data provide detailed information about the exported and imported products, trading partners, monetary values, trade volumes, industries involved, and other relevant indicators, such as the NZD exchange rate. The analysis period begins in January 2022.



Hipotesis

New Zealand is an island nation located in the southwestern Pacific Ocean, and its geographical isolation has driven its need to establish trade relations with the rest of the world.

Australia is New Zealand's most important trading partner, and both countries have a close trading relationship.

New Zealand is a country that exports agricultural products and primary goods.

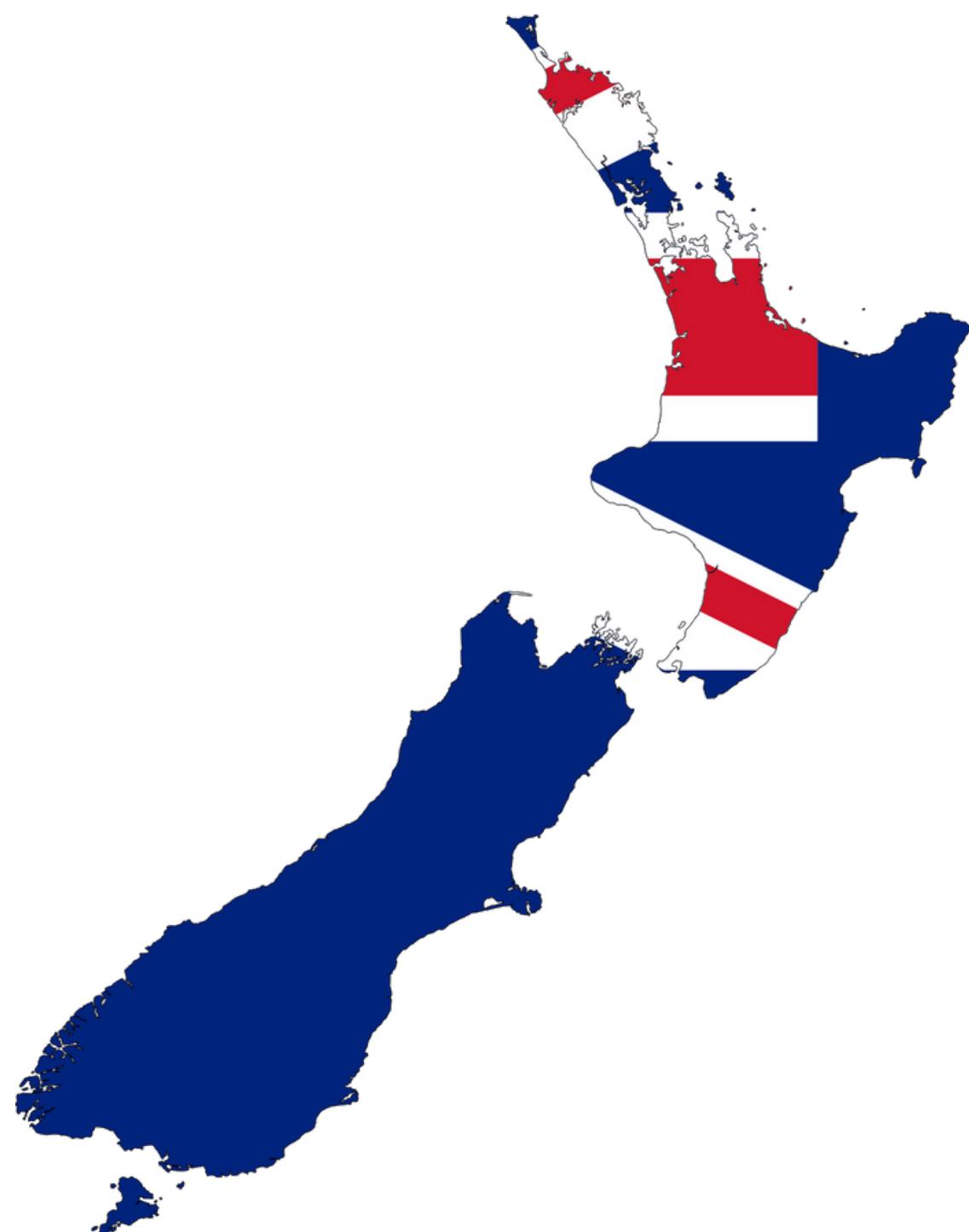
New Zealand mainly imports capital goods, machinery, and petroleum.

The analysis process involves cleaning and organizing the data to ensure its quality and coherence. Next, statistical analysis techniques and data visualization are applied to identify patterns, trends, and significant relationships.

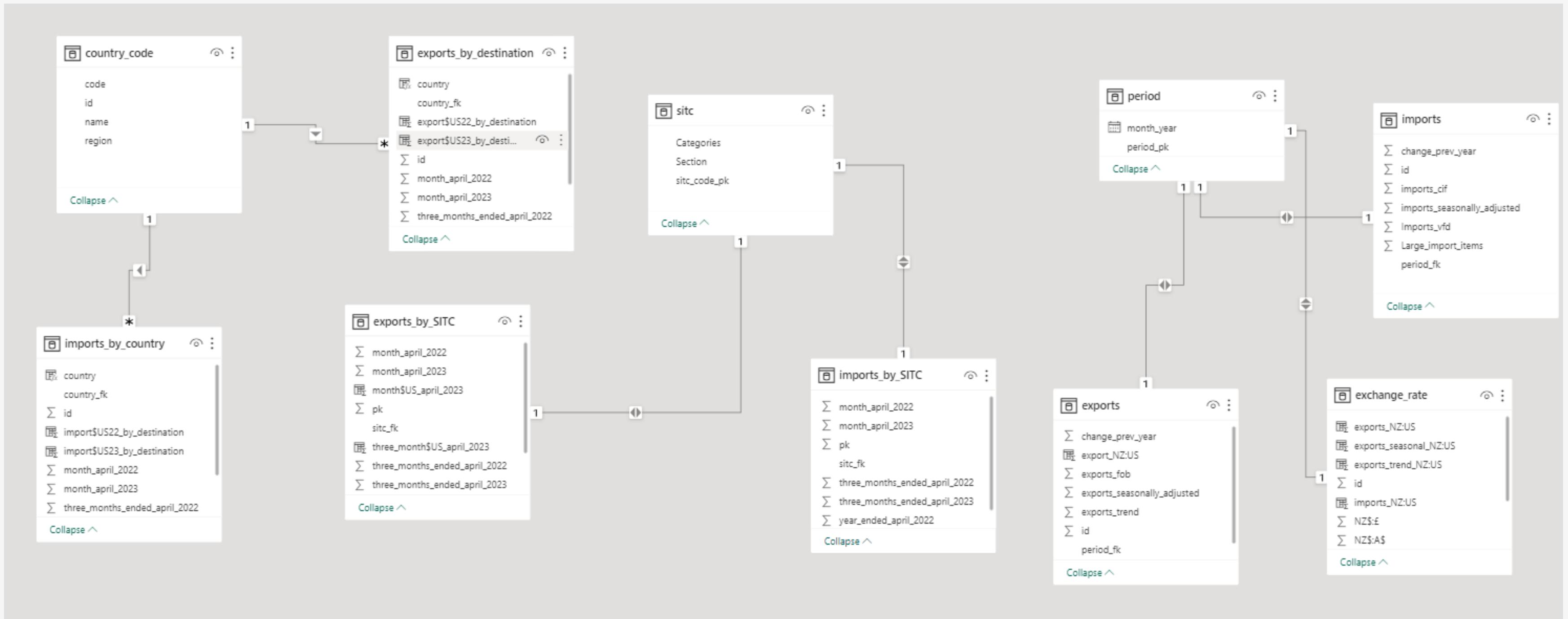


Data Base

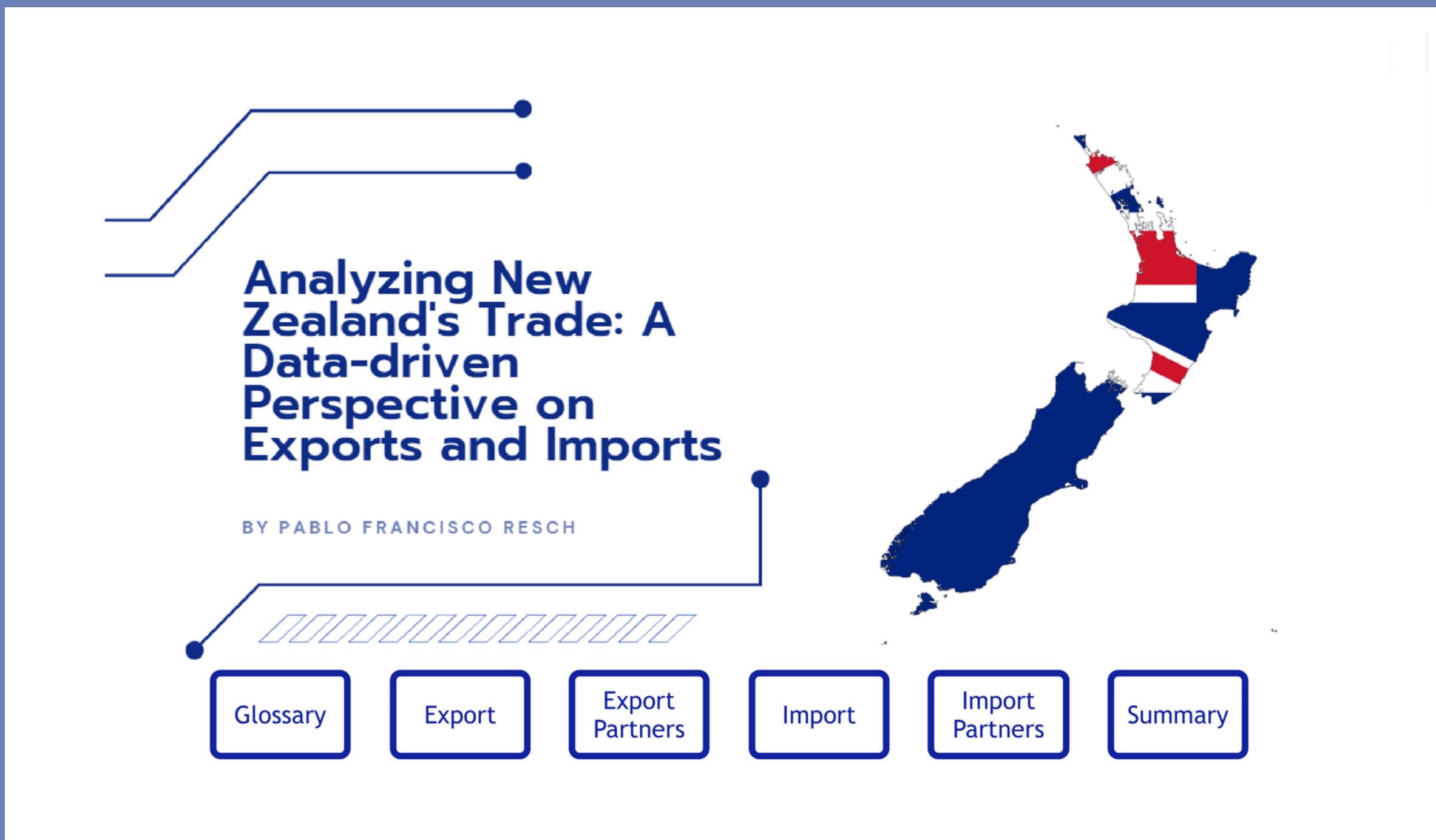
Visualization



Relacional Model - Power Bi



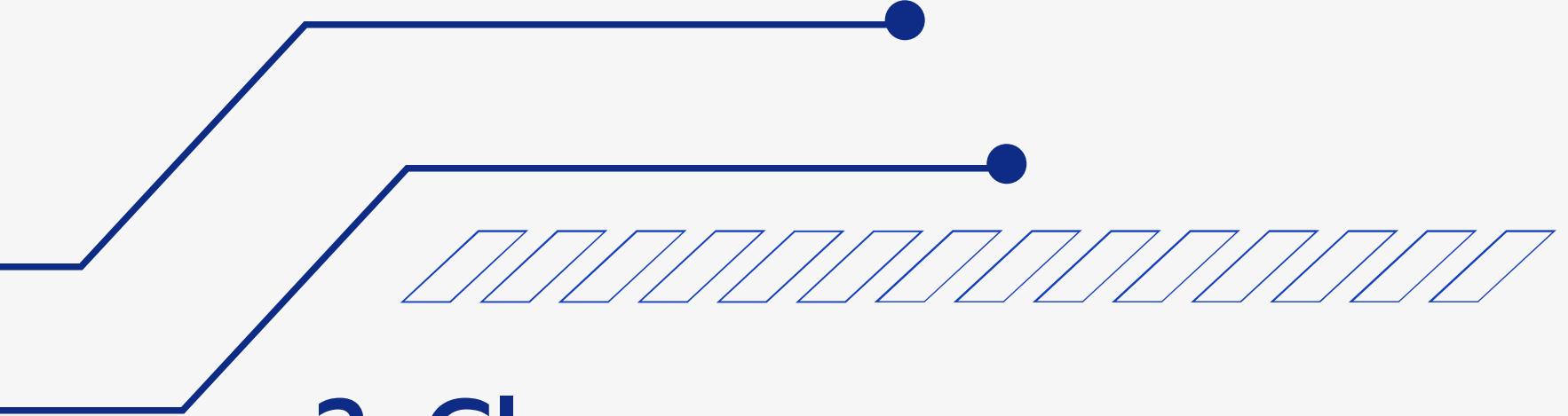
1. Homepage



The homepage displays the title and author of the visualization, along with a graphic referring to the country under analysis (New Zealand).

Additionally, it features different buttons that serve for navigation throughout the visualization. These include: Glossary, Exports, Export Partners, Imports, Import Partners, and Summary.

2. Glossary



Glossary



- Next, I will present you with an interface that will allow you to visualize the data on exports and imports in **MILLIONS** of New Zealand dollars and US dollars. To access the desired information, simply click on the corresponding currency symbols located in the header.
- Exports are valued **FOB** (Free On Board the value of goods at New Zealand ports before export) and include re-exports, while imports are valued **CIF** (Cost, Insurance, and Freight to New Zealand).
- Trend values exclude estimated seasonal fluctuations and short-term irregular movements, while seasonally adjusted values exclude estimated seasonal fluctuations.
- 'SITC' refers to the **Standard International Trade Classification**, which is a classification system used to categorize internationally traded goods. The data presented in these sections is related to the month of April 2023, the last three months ending in April 2023, and the last accumulated year ending in April 2023.
- Finally, regarding **TRADE PARTNERS**, the values presented refer to the month of April 2023 compared to April 2022. Furthermore, it is possible to locate them on the world map. By selecting a specific country, you can access specific information, whether it's exports or imports, for that country.

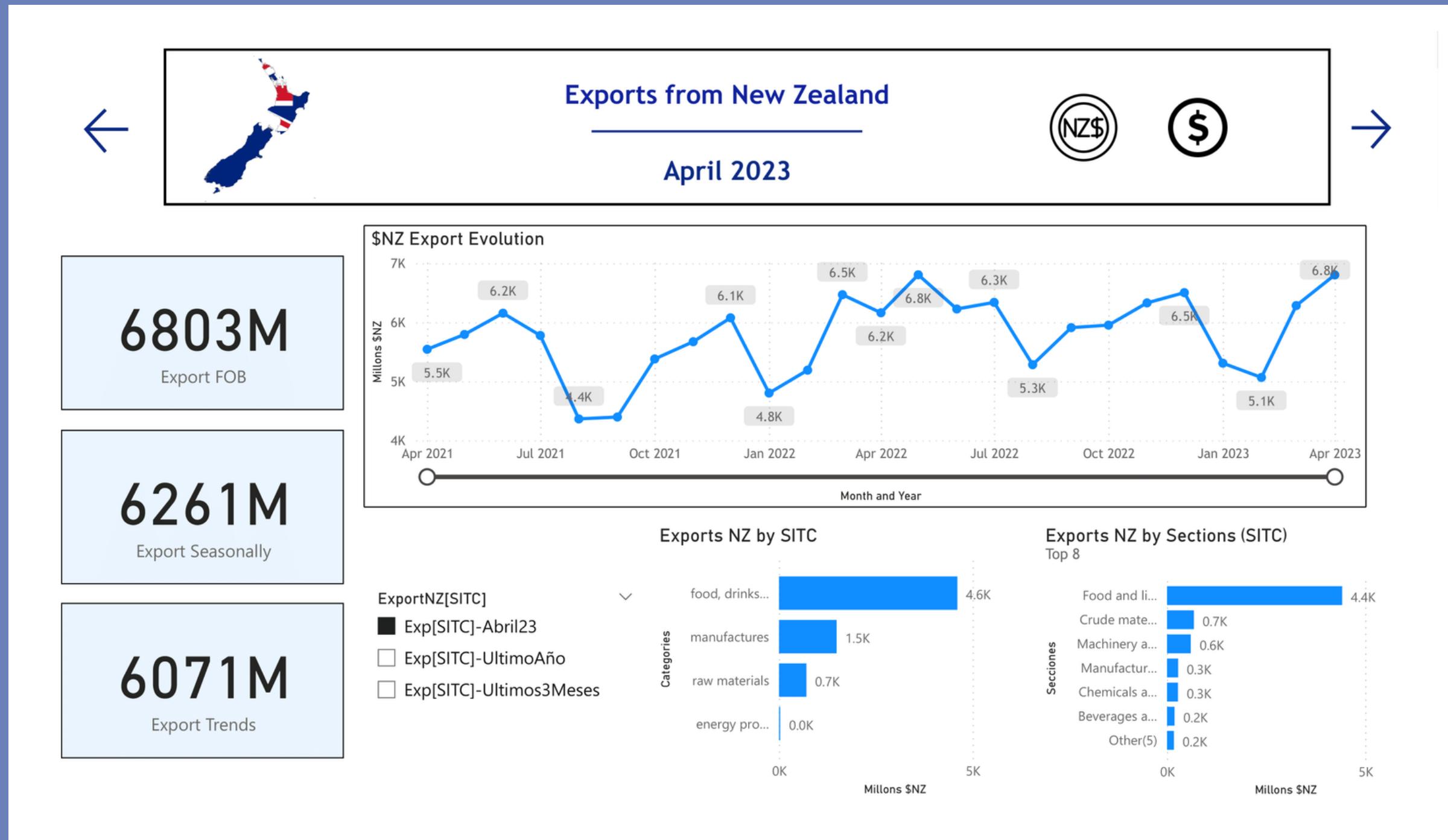


Following the format of this report, on the second page, there is a glossary that serves as a guide for the rest of the visualization.

In it, various functions are explained, as well as the meaning of the terms used.



3. Exports

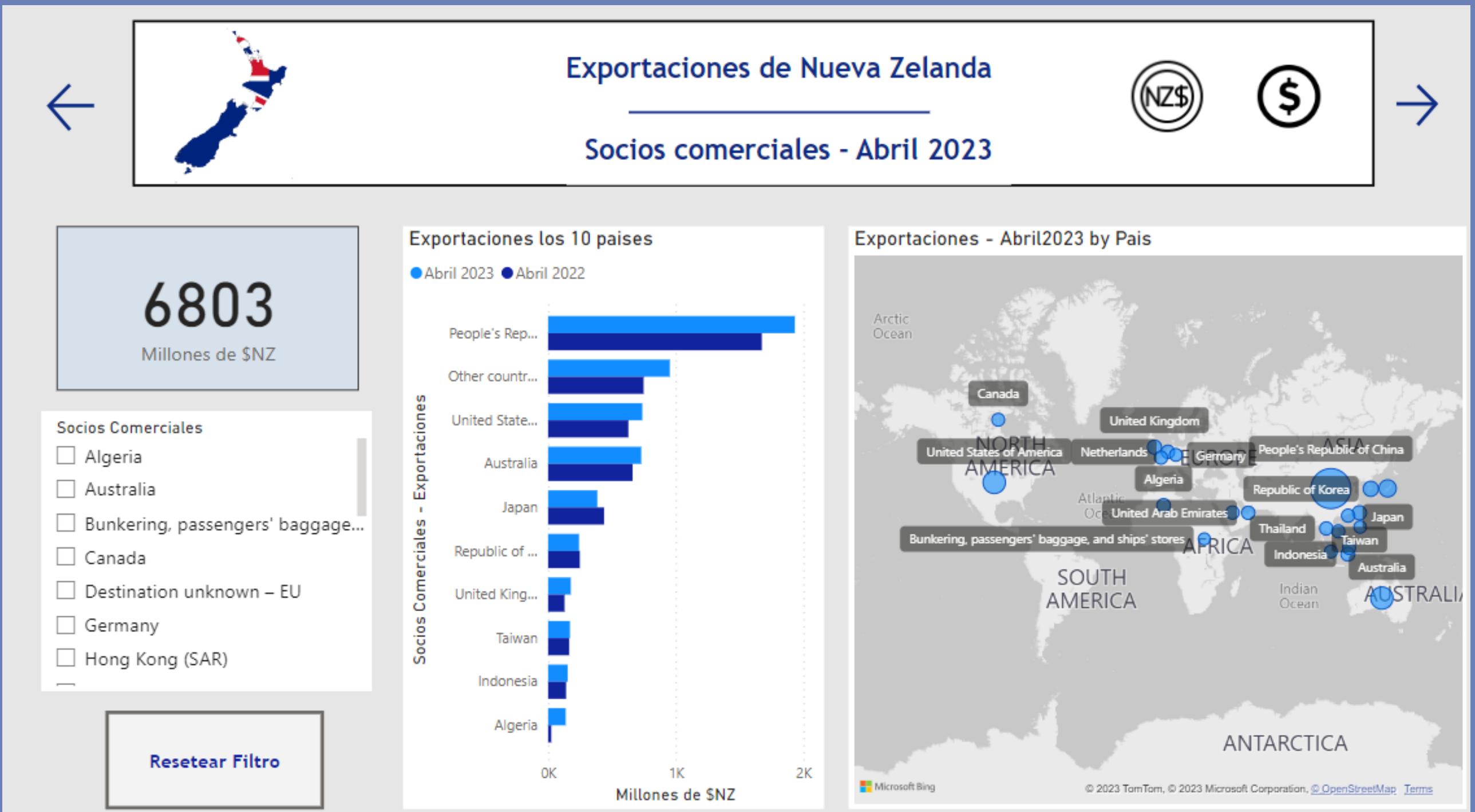


On the third page of the visualization, data related to New Zealand's exports is presented.

There are various export metrics (charts) and a monthly trend chart that includes a slicer at the bottom.

Finally, at the bottom, you'll find information divided by SITC (Standard International Trade Classification) and a filter to select based on your preferences.

4. Partners - Exports



This visualization presents data on New Zealand's exports with its trading partners.

It features a filter that allows you to select the desired country. When selecting a country, it will affect the rest of the elements, displaying information only for that country.

Additionally, for convenience, there is a button to reset the filter with a hover animation. Finally, there is a fully interactive world map.

5. Imports

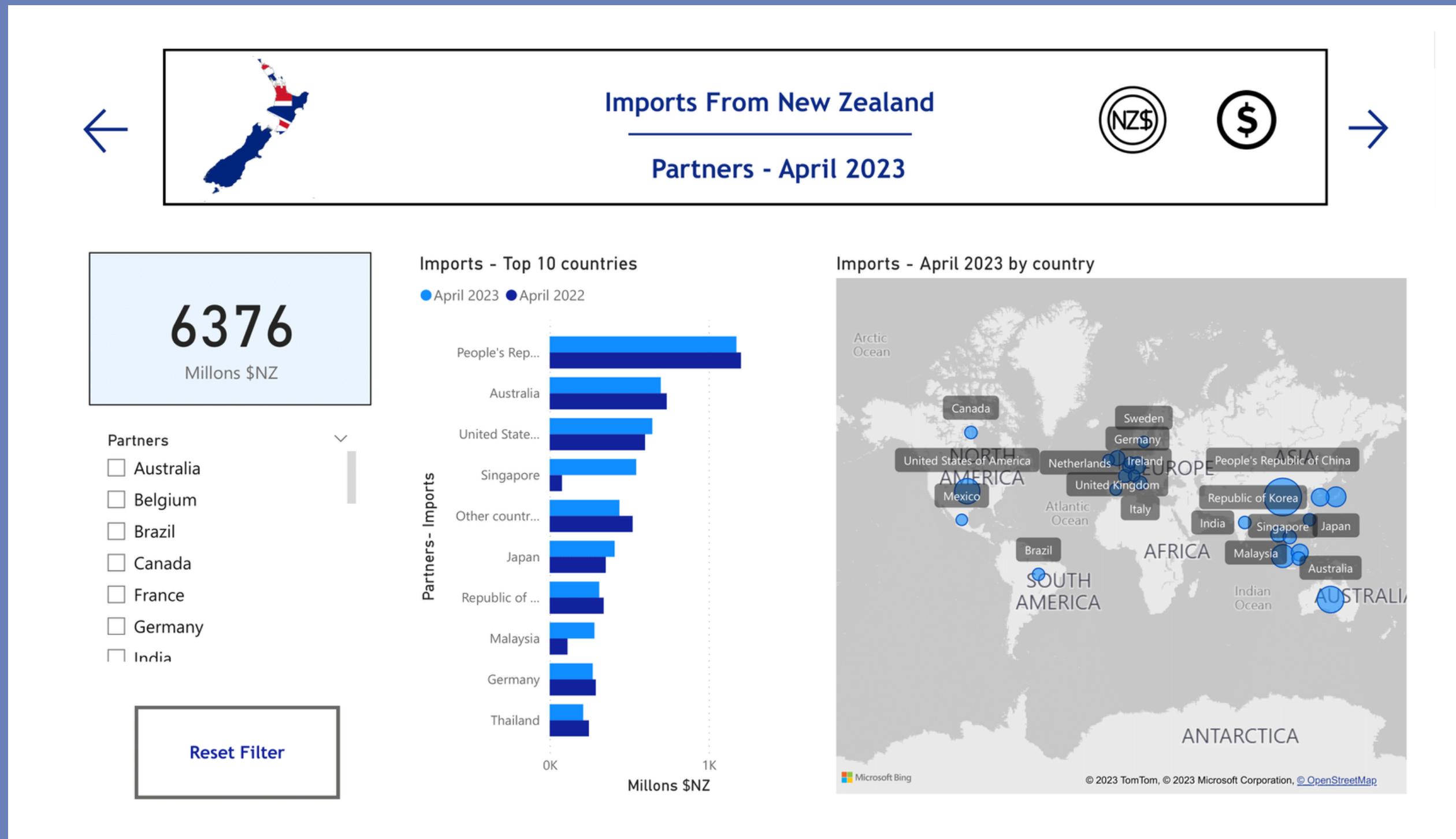


Identical to Visualization Number 3. This one presents data on New Zealand's imports for April 2023.

There are various import metrics (charts) and a monthly trend chart that includes a slicer at the bottom.

Finally, at the bottom, you'll find information divided by SITC (Standard International Trade Classification) and a filter to select based on your preferences.

6. Partner - Imports

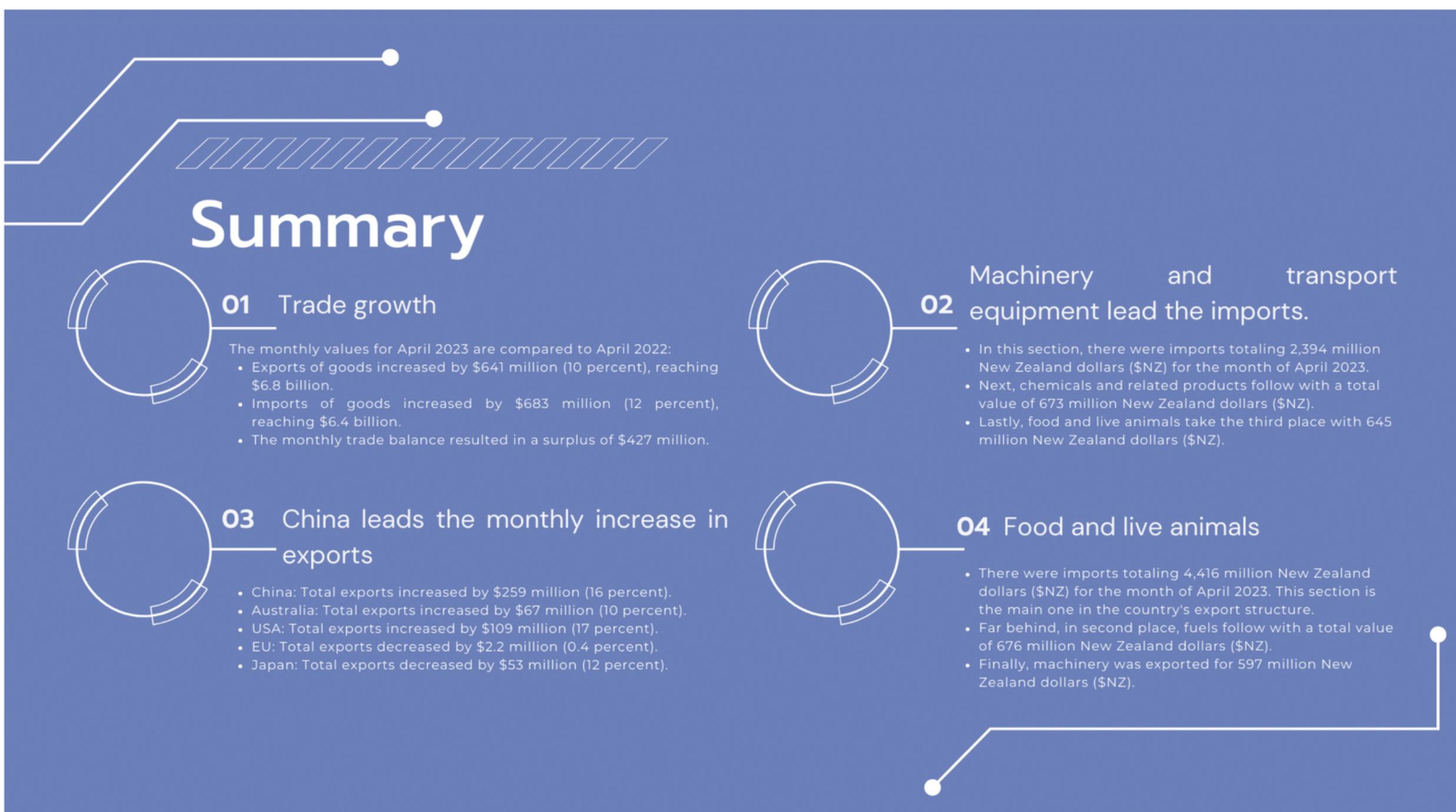


Identical to Number 4. This visualization presents data on New Zealand's imports with its trading partners.

It features a filter that allows you to select the desired country. When selecting a country, it will affect the rest of the elements, displaying information only for that country.

Additionally, for convenience, there is a button to reset the filter with a hover animation. Finally, there is a fully interactive world map.

7. Summary



On this final page, the main data extracted from the analysis is presented in a summarized form.

Its objective is to present the key findings of New Zealand's exports and imports for April 2023.

