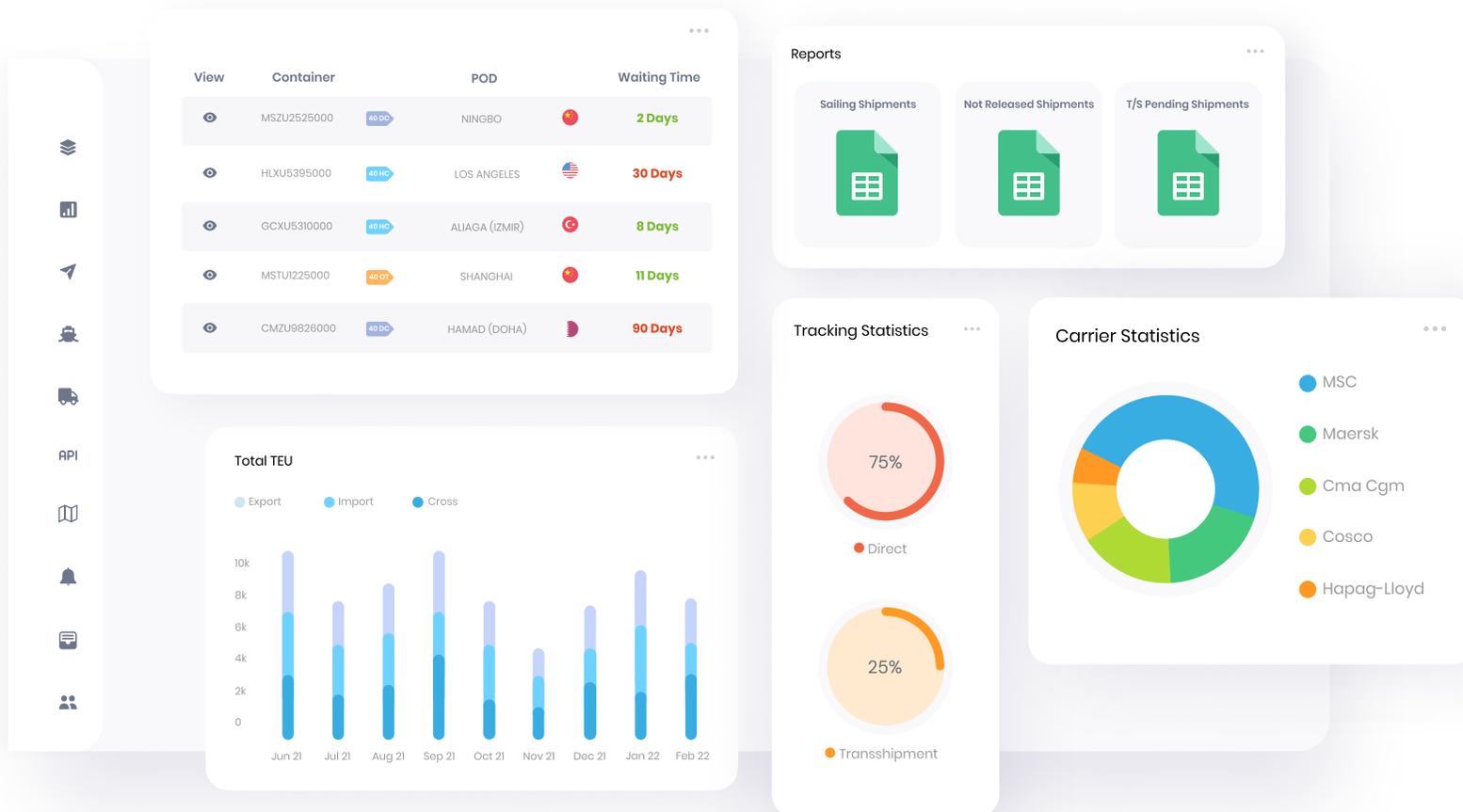




360 Analytics

Guideline



What is Analytics 360?

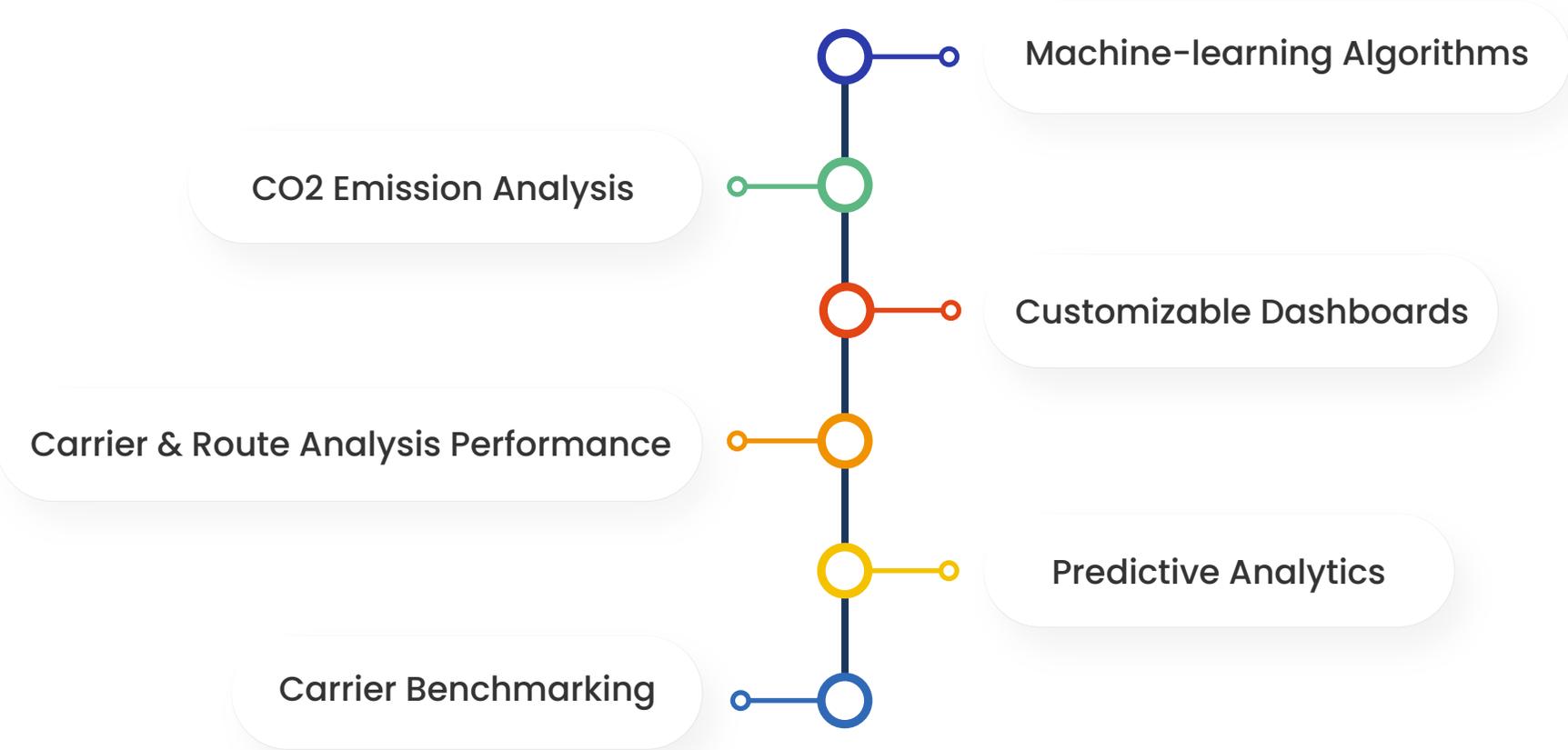
→ Interactive tool for your container shipments.

→ Insights based on the routes, carriers, ports, and seasons.

→ Advanced analytics with the use of regression models and machine learning.



Enhance your company's decision-making process



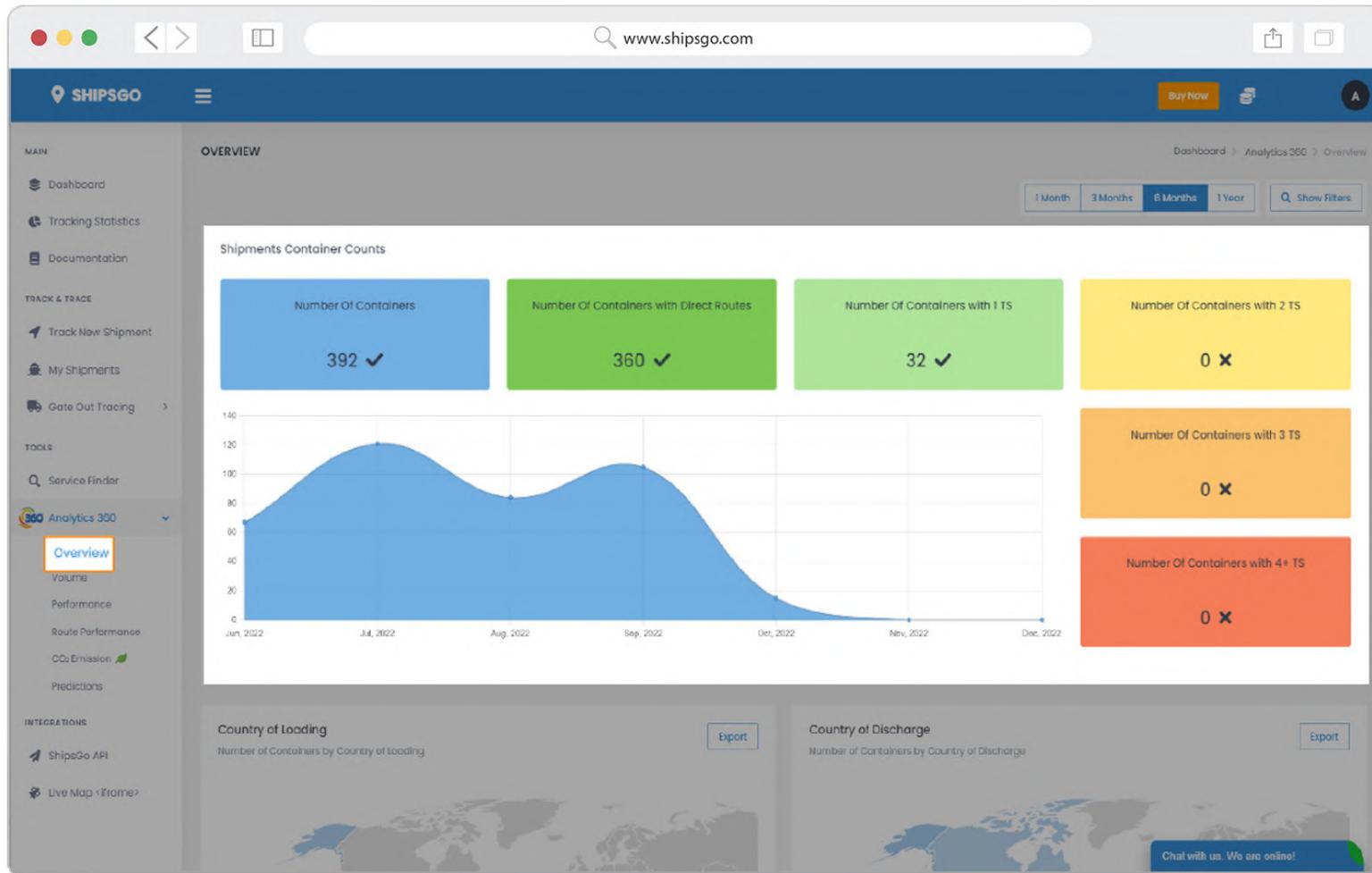
How to use filters and time interval?

The screenshot shows the SHIPSGO Analytics 360 Performance page. At the top, there are time interval buttons: '1 Month', '3 Months', '6 Months', and '1 Year'. A 'Show Filters' button is located to the right of these buttons. A 'Filters' pop-up window is open, showing a search bar with 'Port Of Discharge' and a 'Change Filter' button. Below the search bar, there is a filter tag for 'Port Of Discharge in ISTANBUL (AMBARLI)'. The background shows a 'Schedule Reliability' chart with a green segment representing 80.45% and a 'Favorite Carriers' pie chart with segments for 'OTHER CARRIERS' (15.7%), 'HAPAG LLOYD' (4.0%), and 'COSCO' (21.5%).

1. You can filter the data on all of Analytics 360 pages, by using the **Show Filters** button.
2. There are **4-7 different parameters** you can choose for filtering. You can add more than one filter or multiple parameters for each filter at once.
 - Then click on the outer (gray) space of the pop-up window, and the results will be listed automatically.
3. You can select the time interval and the graphs will be automatically updated.

⚠ Analytics 360 only shows the data of your discharged shipments.

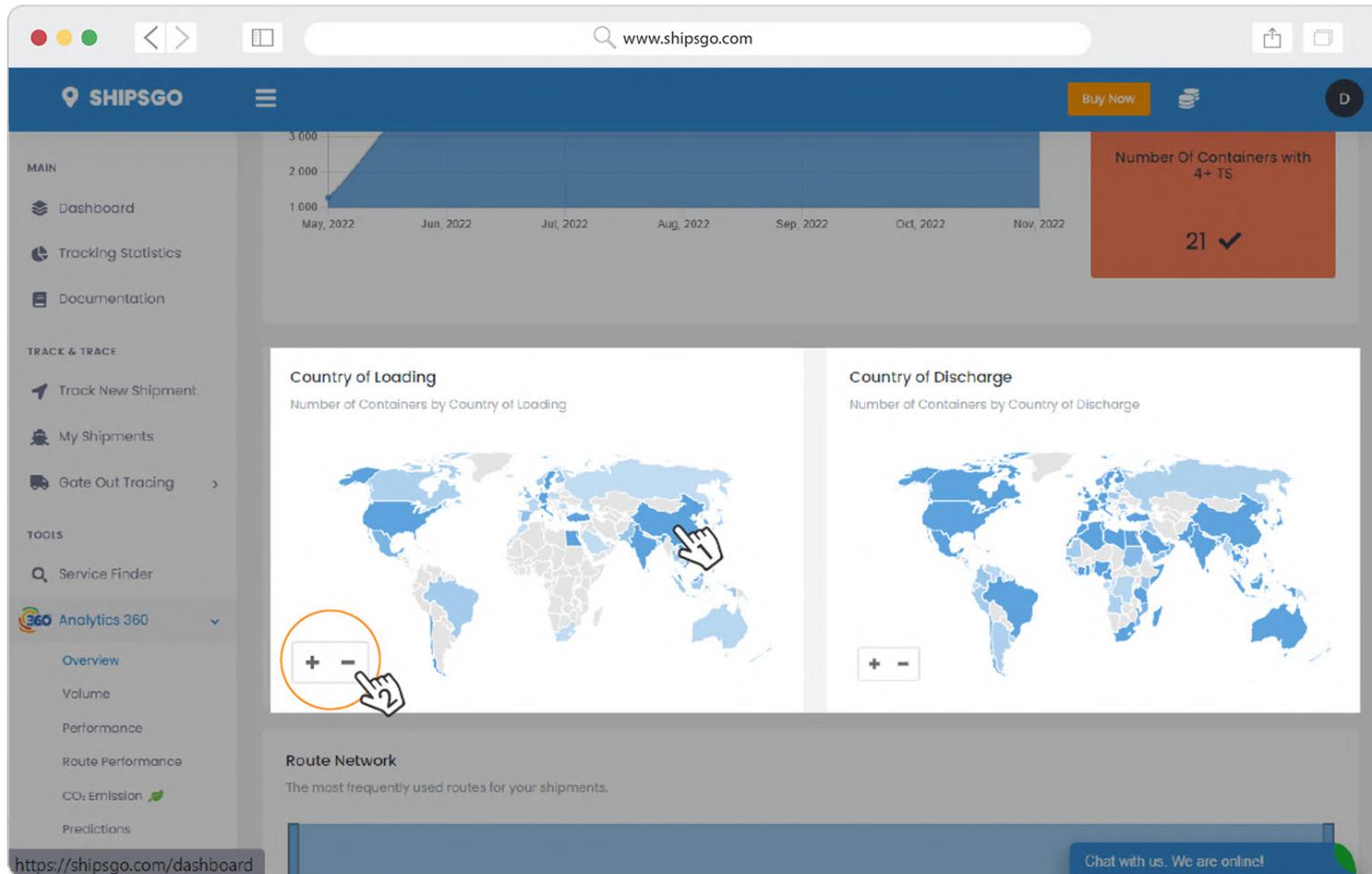
Analytics 360 > Overview



- On the Overview page you will find general analytics of your container loadings.
- On the first section, you'll find your container counts, differentiated based on the number of transshipment ports during their voyage.

⚠ Analytics 360 only shows the data of your discharged shipments.

Analytics 360 > Overview

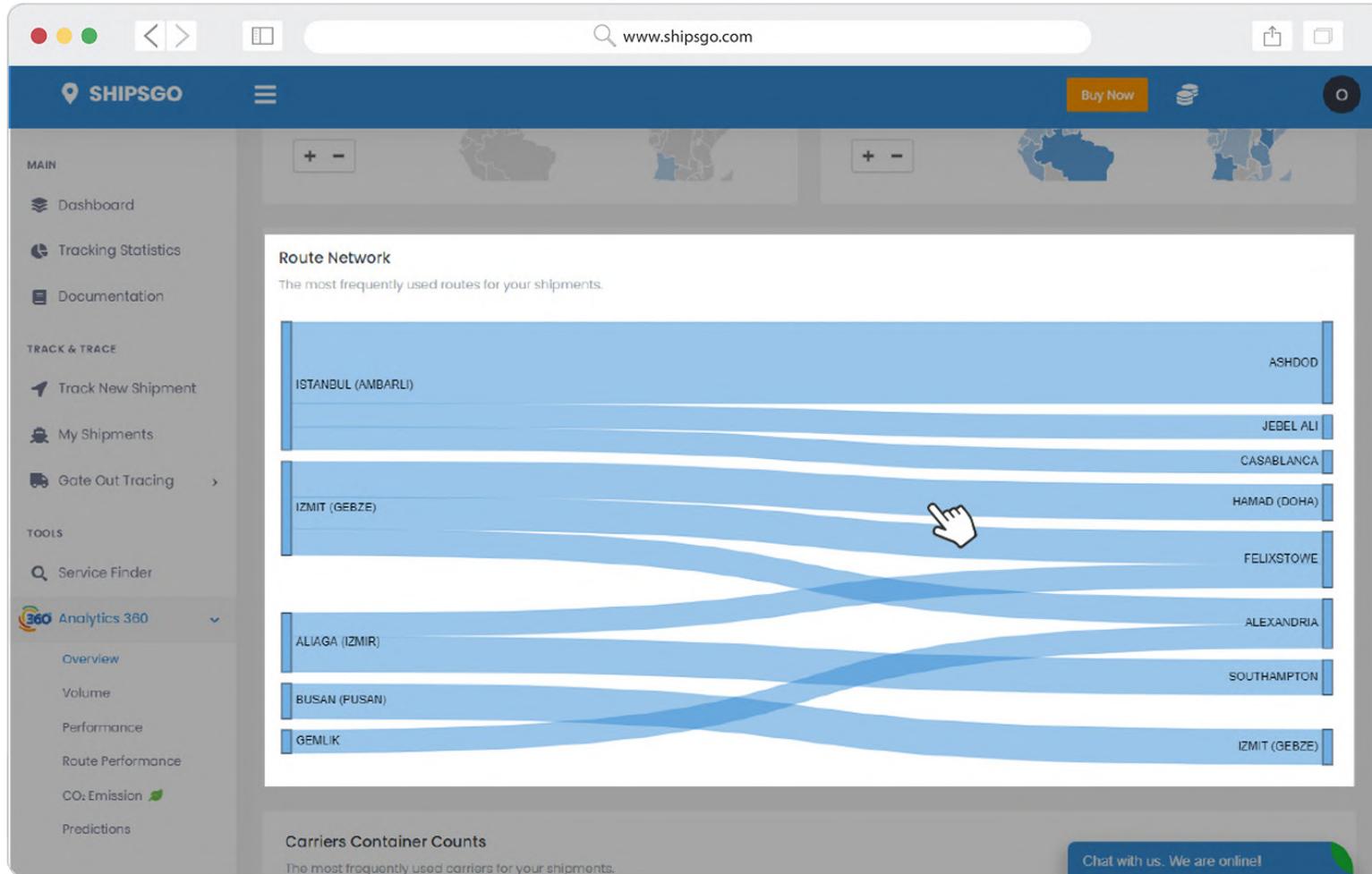


- On the second section, you will find maps showing your containers' **Loading Countries** and **Discharged Countries**.

1. If you keep your pointer on the country, you will see the number of containers that were loaded from or discharged at that country.
2. You can enlarge or reduce the map by pressing "+" or "-".

⚠ Analytics 360 only shows the data of your discharged shipments.

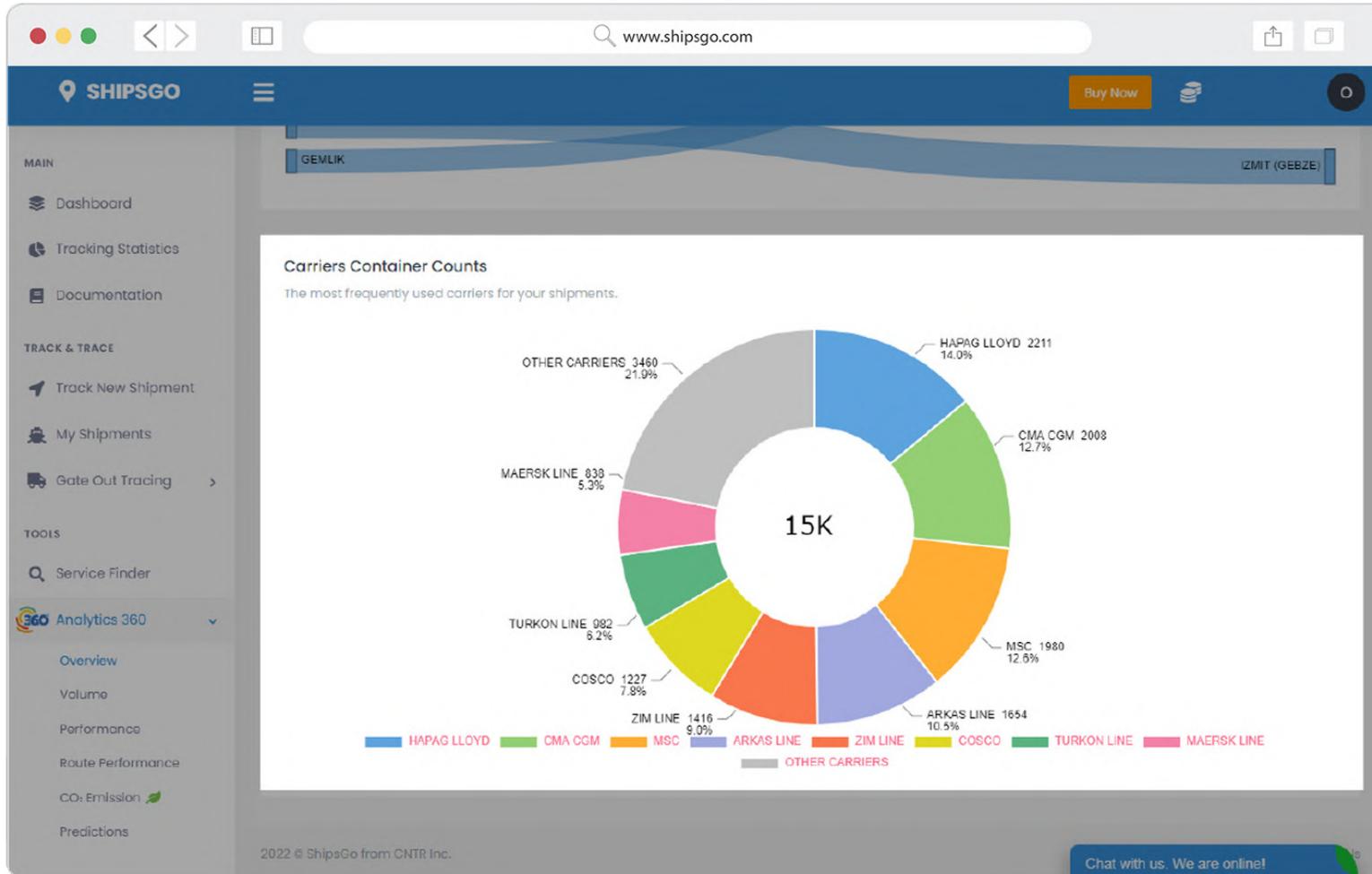
Analytics 360 > Overview



- On the next section, if you keep your pointer on a route, you can view the number of containers carried on that specific route.

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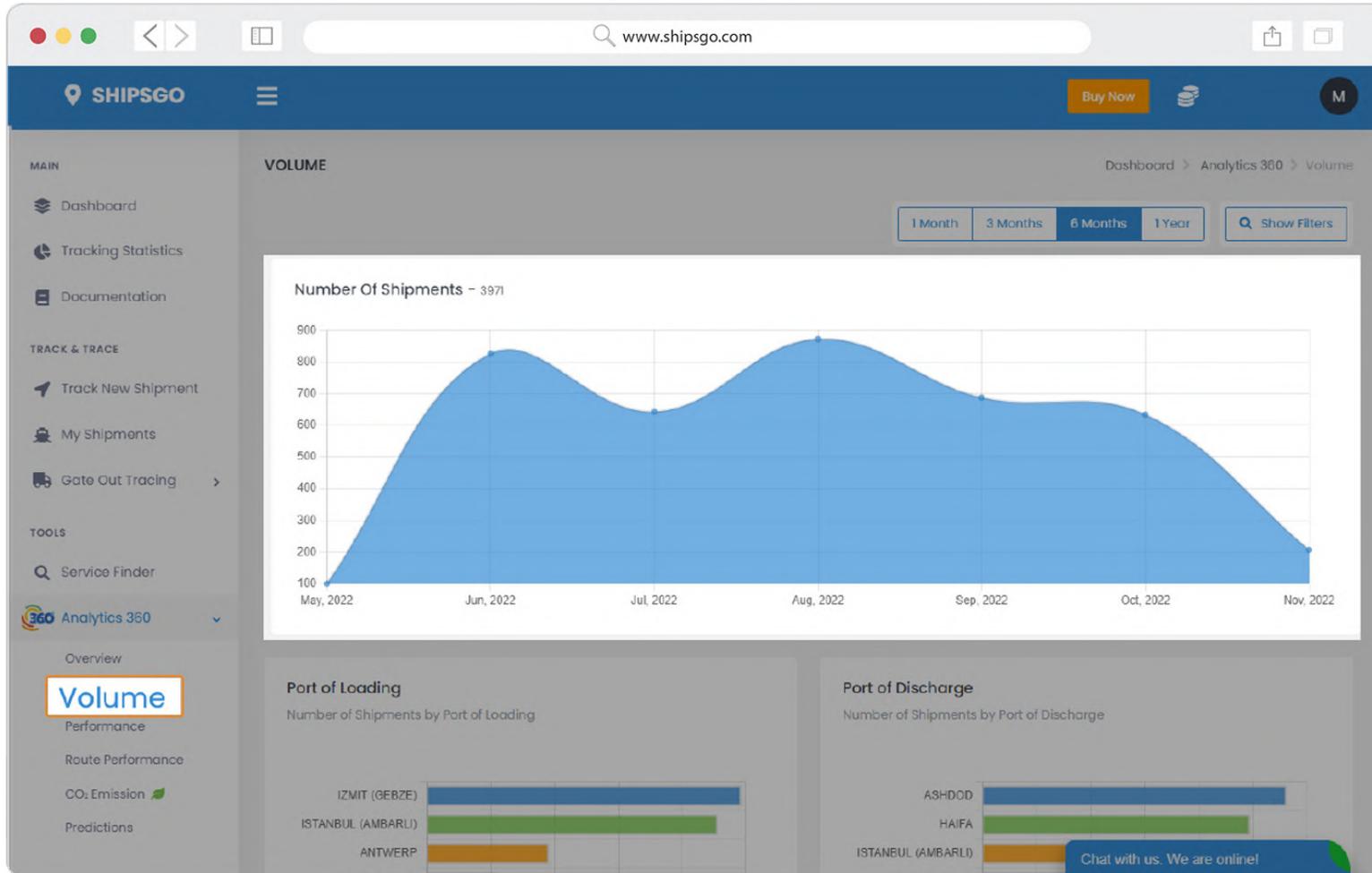
Analytics 360 > Overview



- On the last section, you can view the number and percentage of containers that were shipped with each carrier.

⚠ Analytics 360 only shows the data of your discharged shipments.

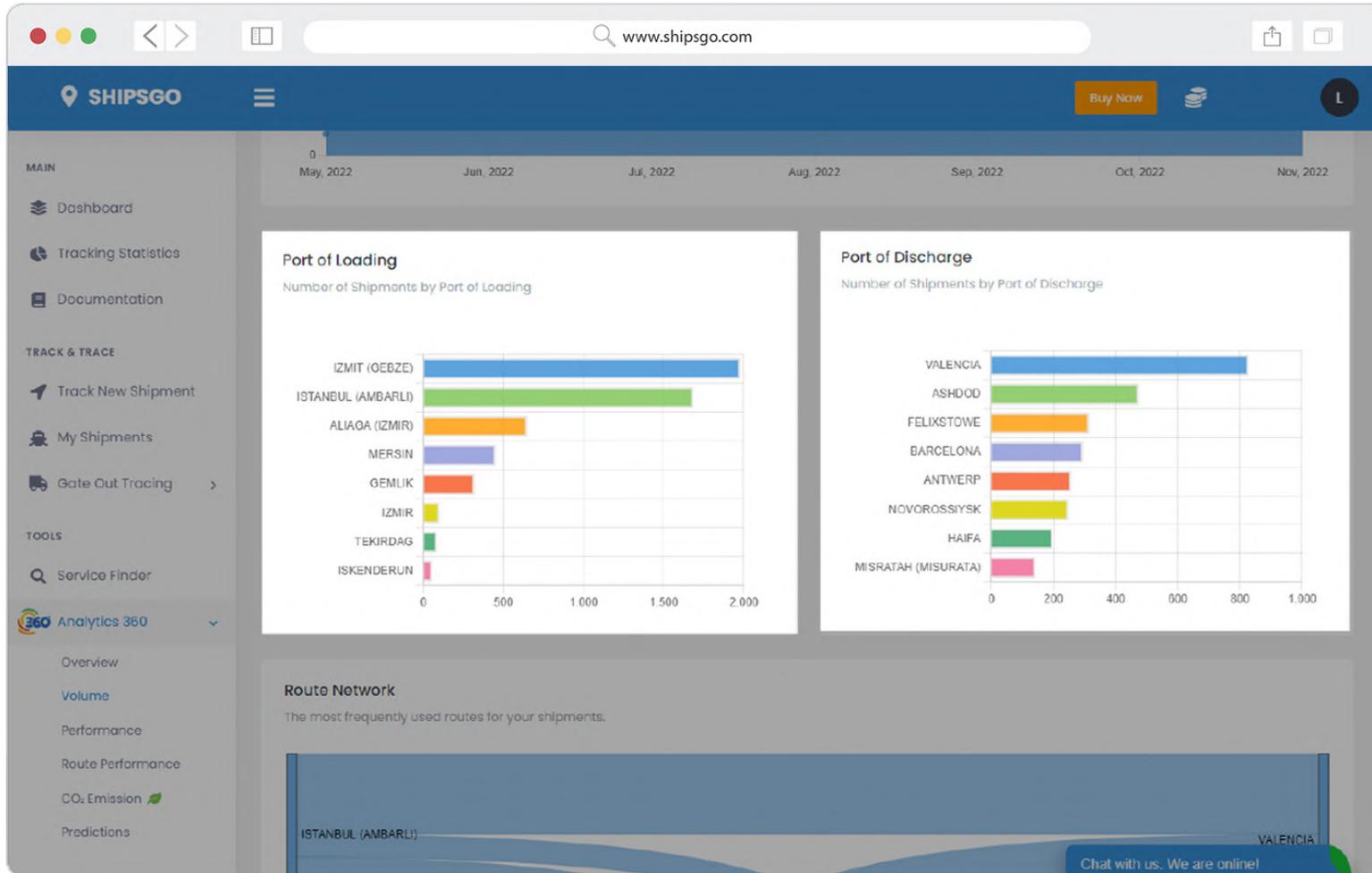
Analytics 360 > Volume



- On the Volume page you will find general analytics of your shipments.
- On The first section, you'll find the number of shipments completed during the selected time interval.

⚠ Analytics 360 only shows the data of your discharged shipments.

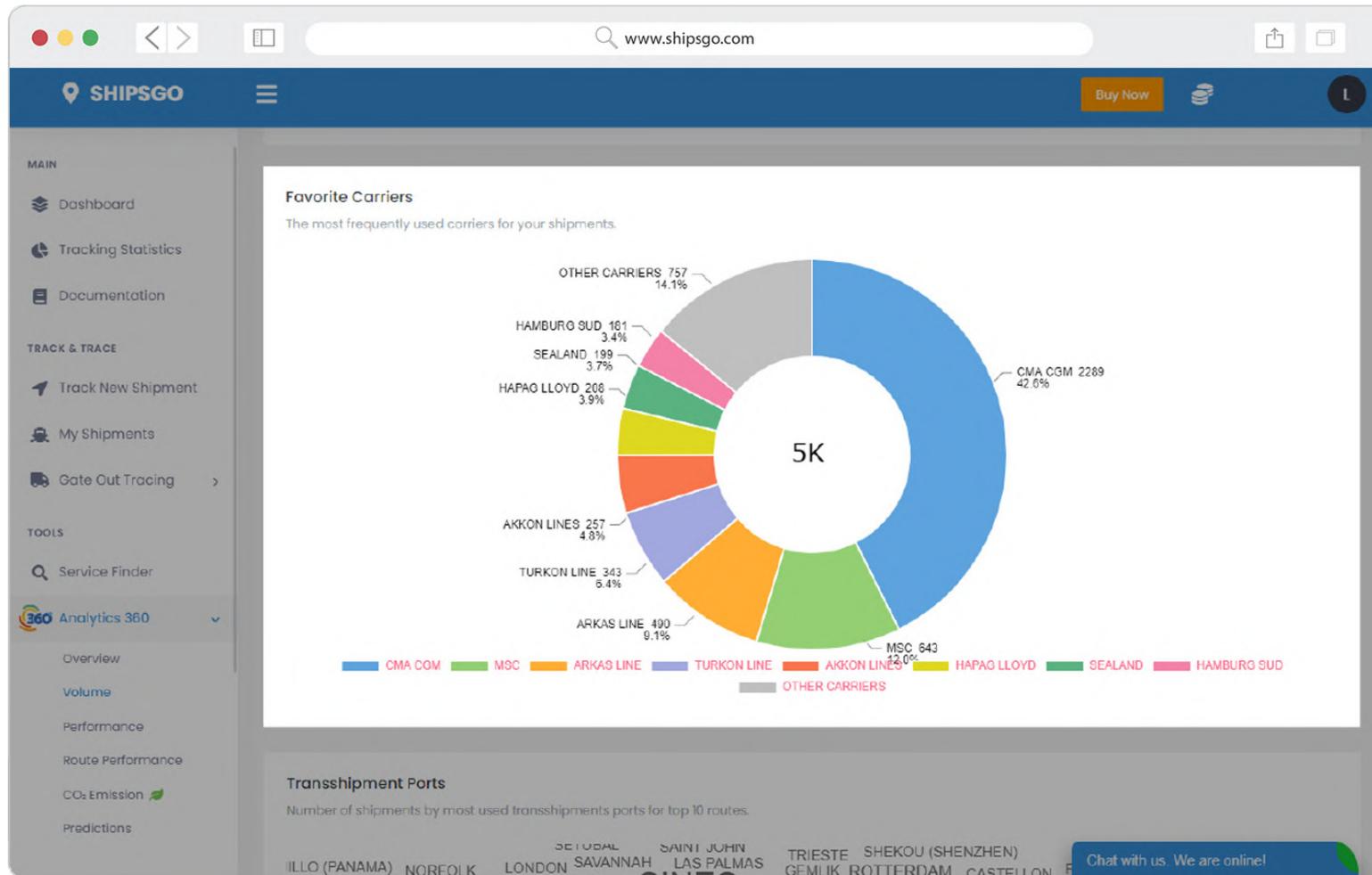
Analytics 360 > Volume



- On the second section, you can view the number of shipments differentiated by Port of Loading and Port of Discharge.

⚠ Analytics 360 only shows the data of your discharged shipments.

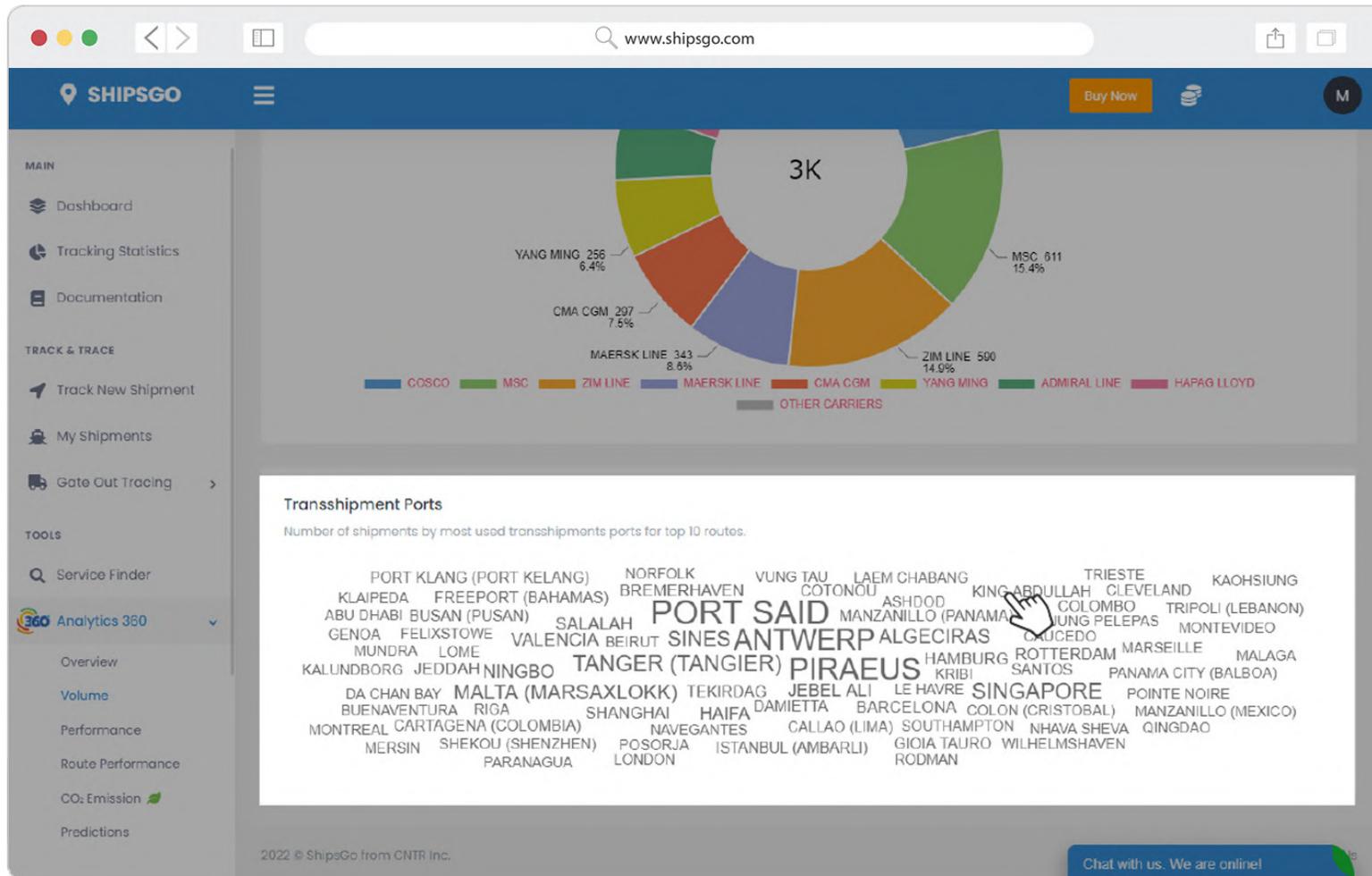
Analytics 360 > Volume



- On the next section, you can view the number and percentage of shipments that were shipped with each carrier.

⚠ Analytics 360 only shows the data of your discharged shipments.

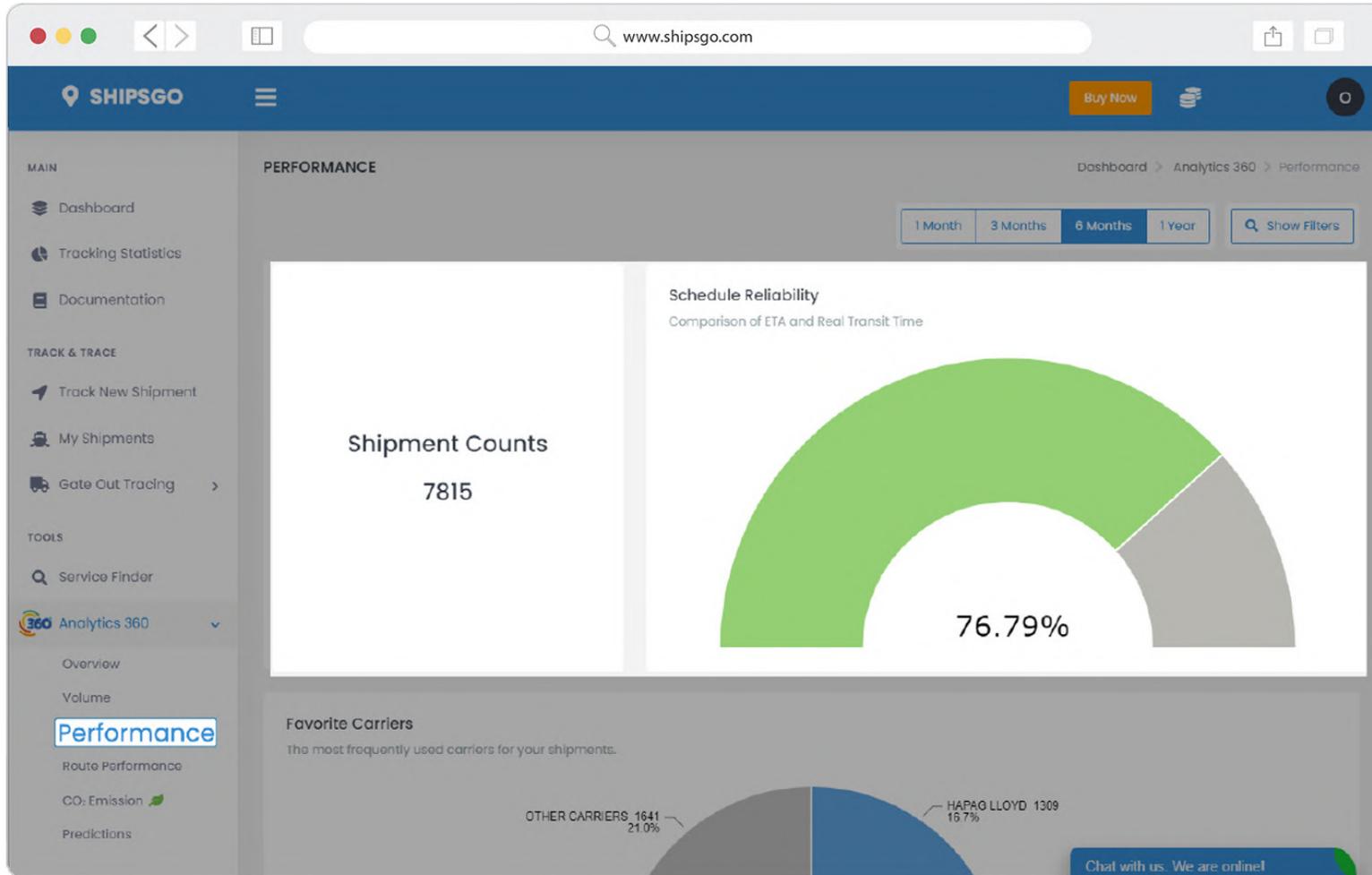
Analytics 360 > Volume



- You can view the number of shipments by transshipments ports by hovering over it.

⚠ Analytics 360 only shows the data of your discharged shipments.

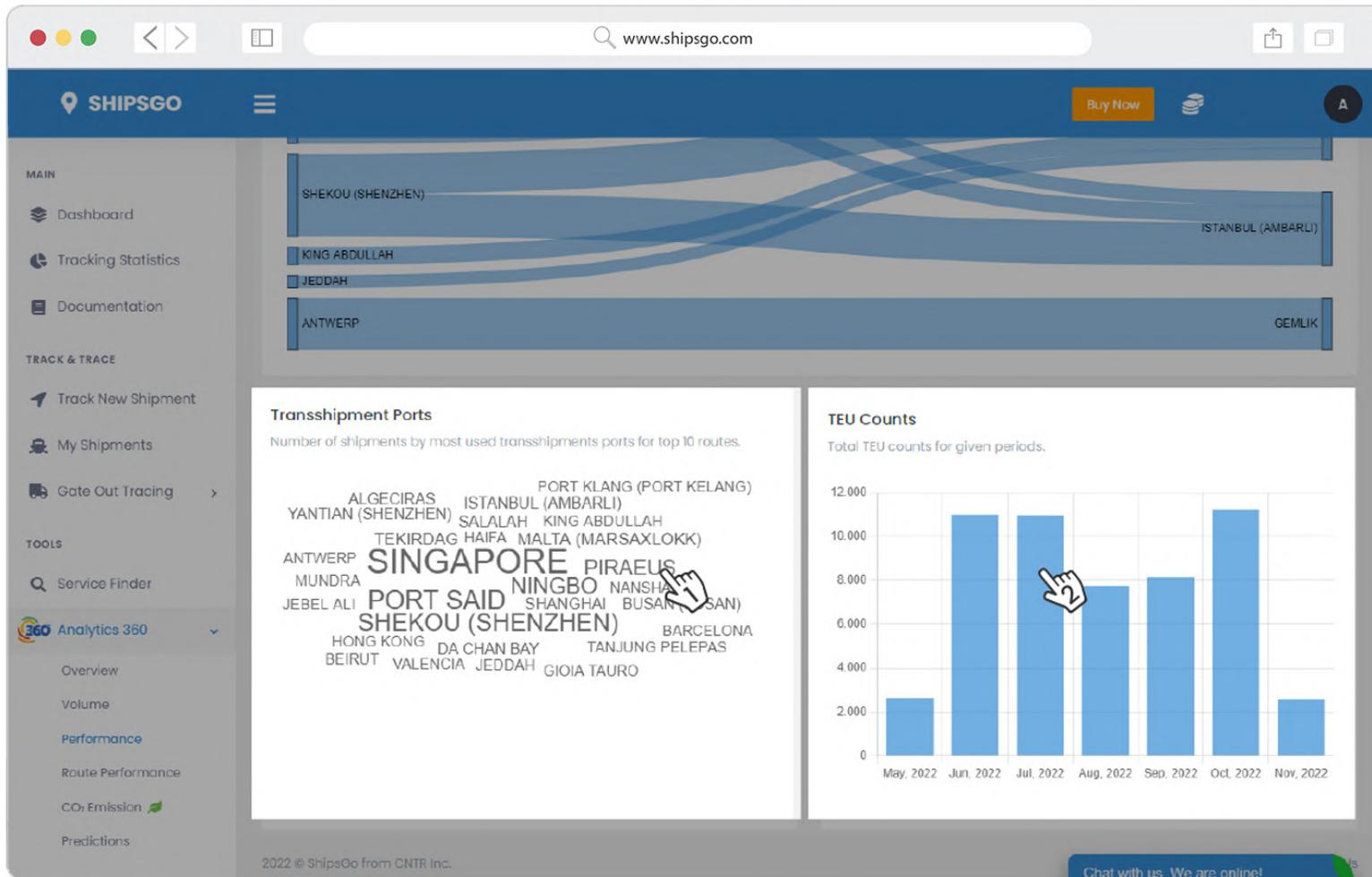
Analytics 360 > Performance



- On the Performance page you will find general performance analytics of your shipments.
- On the first section, you'll find your Schedule Reliability percentage based on the comparison of first ETA and Real Transit Time.

⚠ Analytics 360 only shows the data of your discharged shipments.

Analytics 360 > Performance



1. On the left section, if you keep your pointer on one of the Transshipment Port names, you can view the number of shipments with that TS port.

2. On the right section, if you keep your pointer on one of the columns, you'll see the count of TEUs on the given time interval.

⚠ Analytics 360 only shows the data of your discharged shipments.

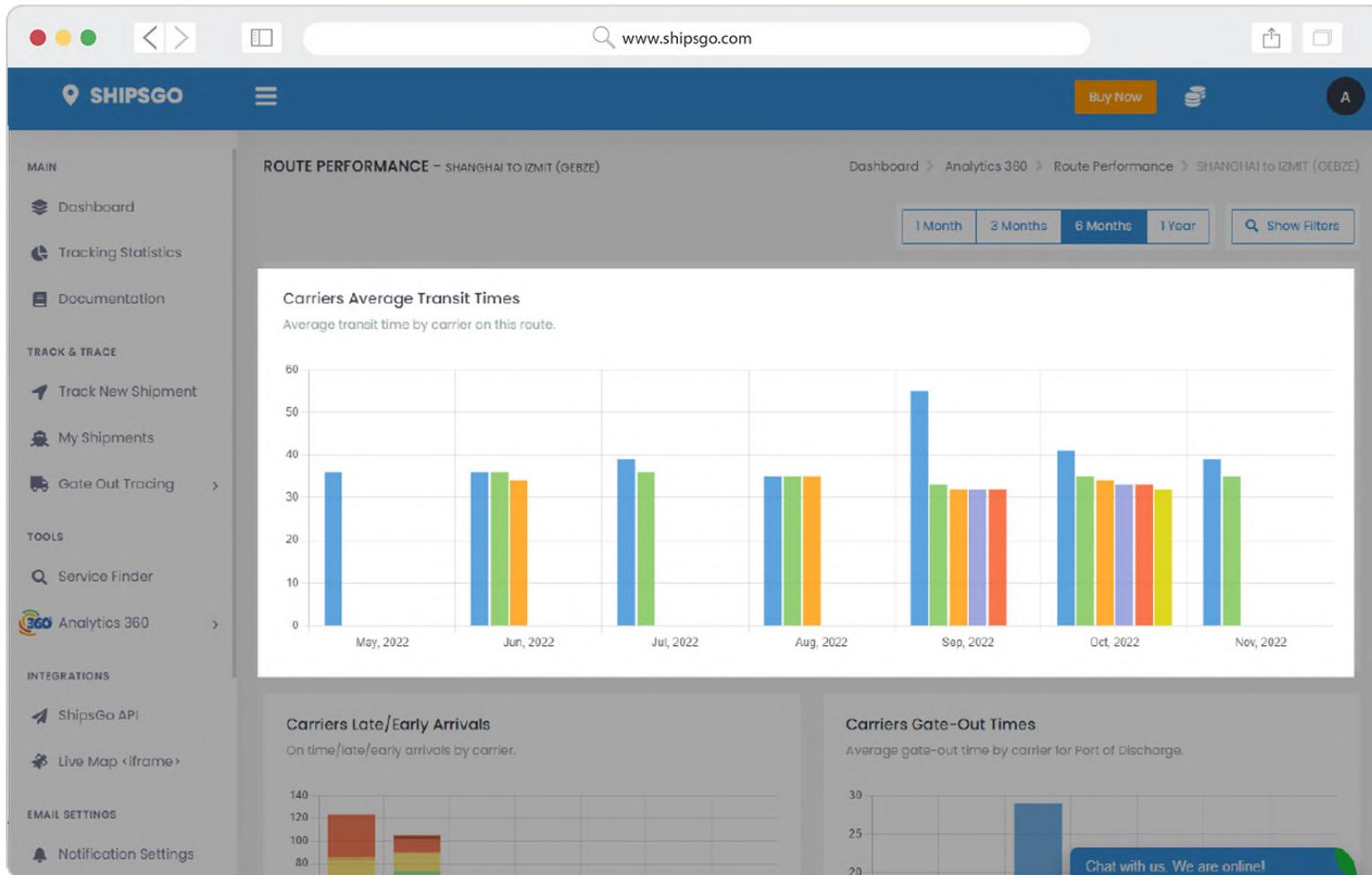
Analytics 360 > Route Performance

The screenshot displays the 'ROUTE PERFORMANCE' section of the SHIPSGO dashboard. At the top, a message states: 'The following routes have been created based on your data for the last six months.' Below this, there are two dropdown menus for 'Port Of Loading' and 'Port Of Discharge', with a search icon to the right. A table lists routes with columns for 'From' and 'To' ports, each accompanied by a flag icon. A 'Details' button is visible for each row. The first row shows a route from SHANGHAI to IZMIT (GEBZE). The left sidebar includes a 'MAIN' section with 'Dashboard', 'Tracking Statistics', and 'Documentation', and a 'TRACK & TRACE' section with 'Track New Shipment', 'My Shipments', and 'Gate Out Tracing'. The 'TOOLS' section includes 'Service Finder' and 'Analytics 360', which is expanded to show 'Overview', 'Volume', 'Performance', 'Route Performance', 'CO2 Emission', and 'Predictions'. A 'Buy Now' button and a user profile icon are in the top right corner.

- You can enhance your decision-making process by examining carrier-based comparisons on a selected route.
- 1. You can choose a route by selecting ports of loading and discharge; and clicking on **Search** button.
- 2. Or you can select from the below list of your mostly used routes, by clicking on **Details** button.

⚠ Analytics 360 only shows the data of your discharged shipments.

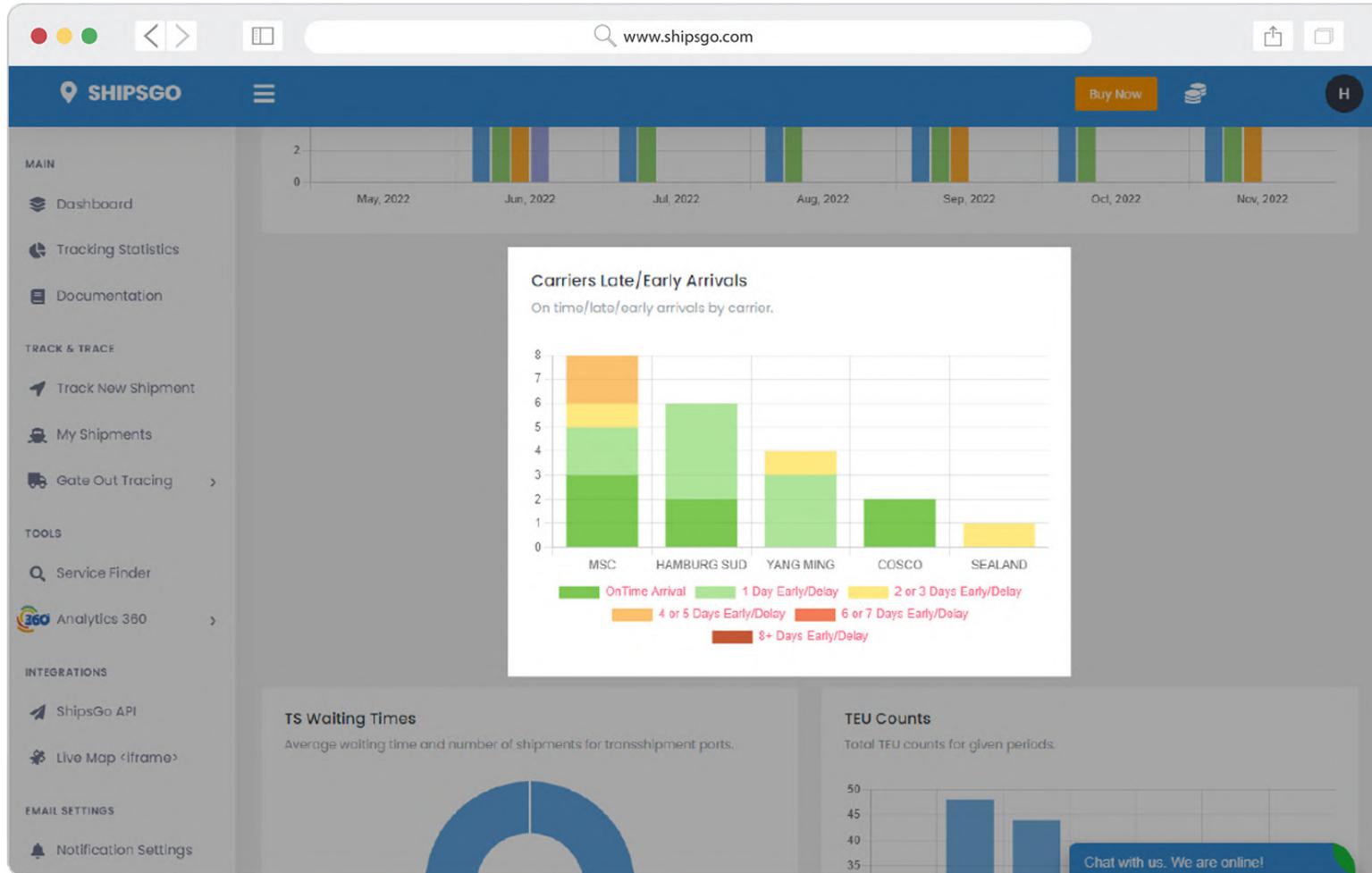
Analytics 360 > Route Performance



- After your selection, you will find route performance analytics of your shipments on the selected route.
- On the first section, you'll find the average transit times of your shipments on this route, differentiated by carriers. The carriers displayed here are the most-used ones by you.

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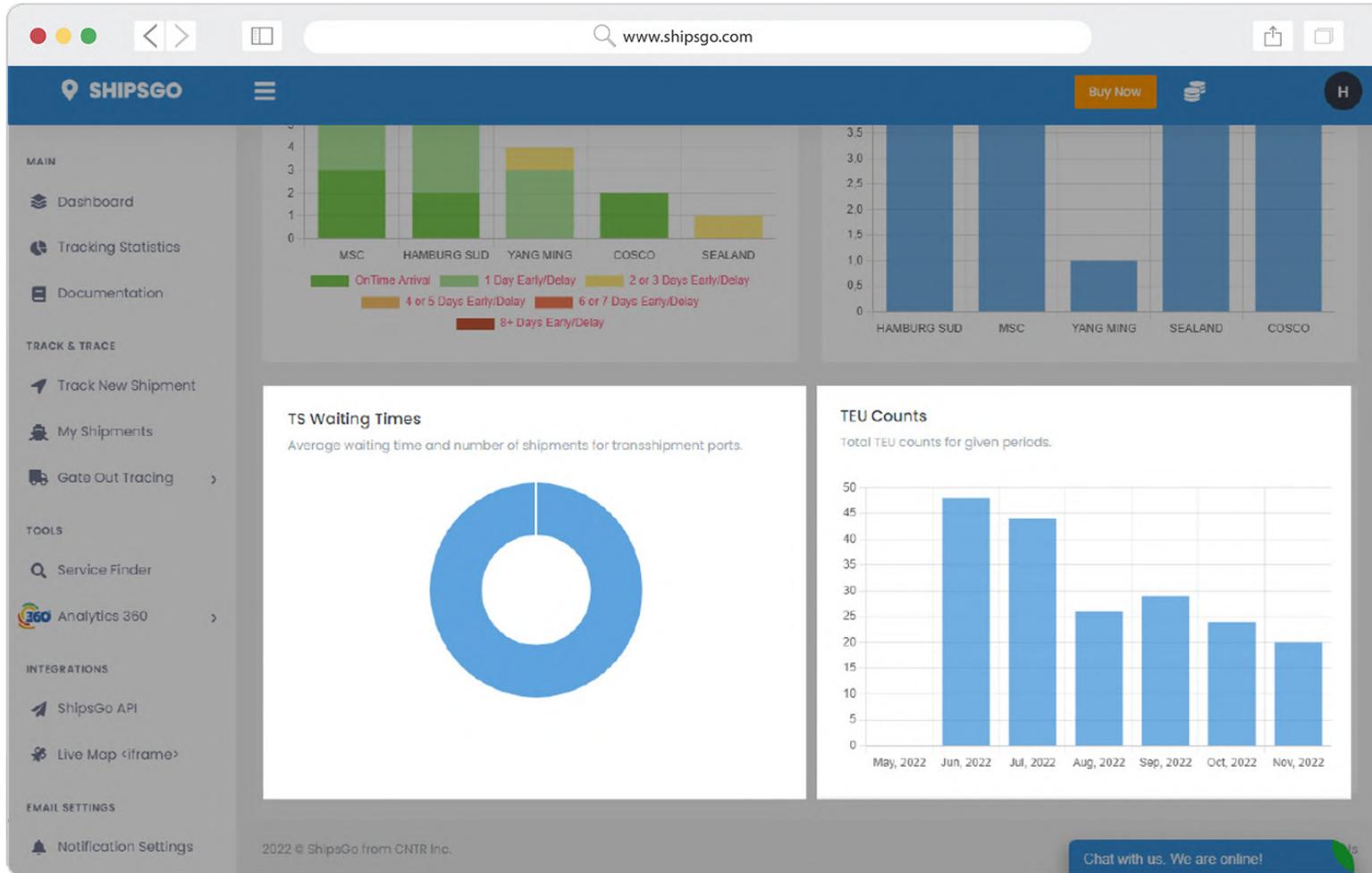
Analytics 360 > Route Performance



- On the second section you can find the on-time/late/early arrival numbers of your shipments on this route, differentiated by carriers.

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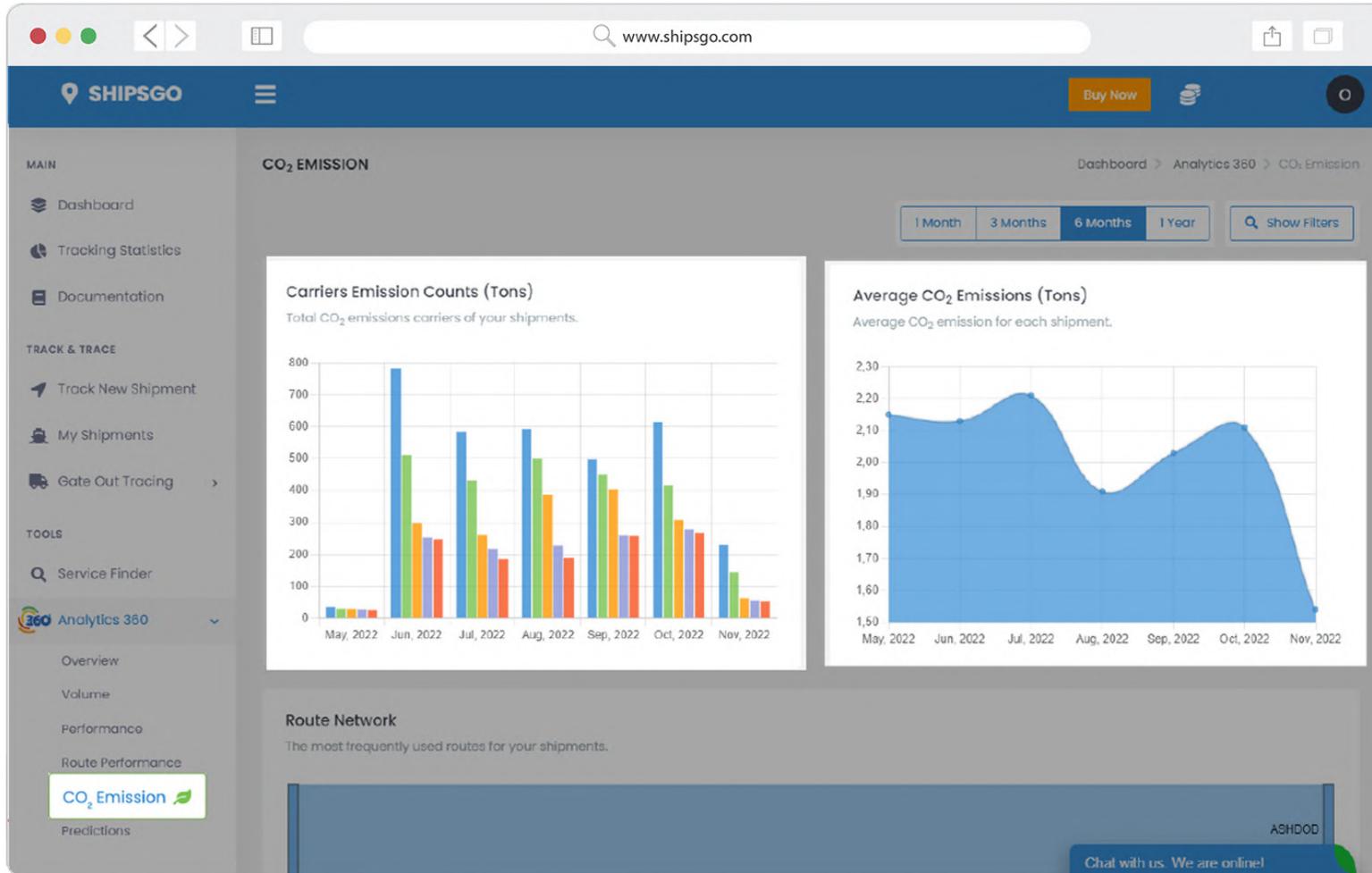
Analytics 360 > Route Performance



- On the left section here, you can see average waiting times of your shipments on the different Transshipment Ports of this route.
- On the right section, if you keep your pointer on one of the columns, you'll see the count of TEUs shipped on this route, on the given time interval.

⚠ Analytics 360 only shows the data of your discharged shipments.

Analytics 360 > Co₂ Emission



- You can make more environment-friendly decisions with the help of Co₂ emission analytics.
- On the left section, you can view Co₂ emissions of your shipments differentiated by carriers.
- On the right section, you can view average Co₂ emissions of your shipments by selected time interval.

⚠ Analytics 360 only shows the data of your discharged shipments.

Analytics 360 > Predictions

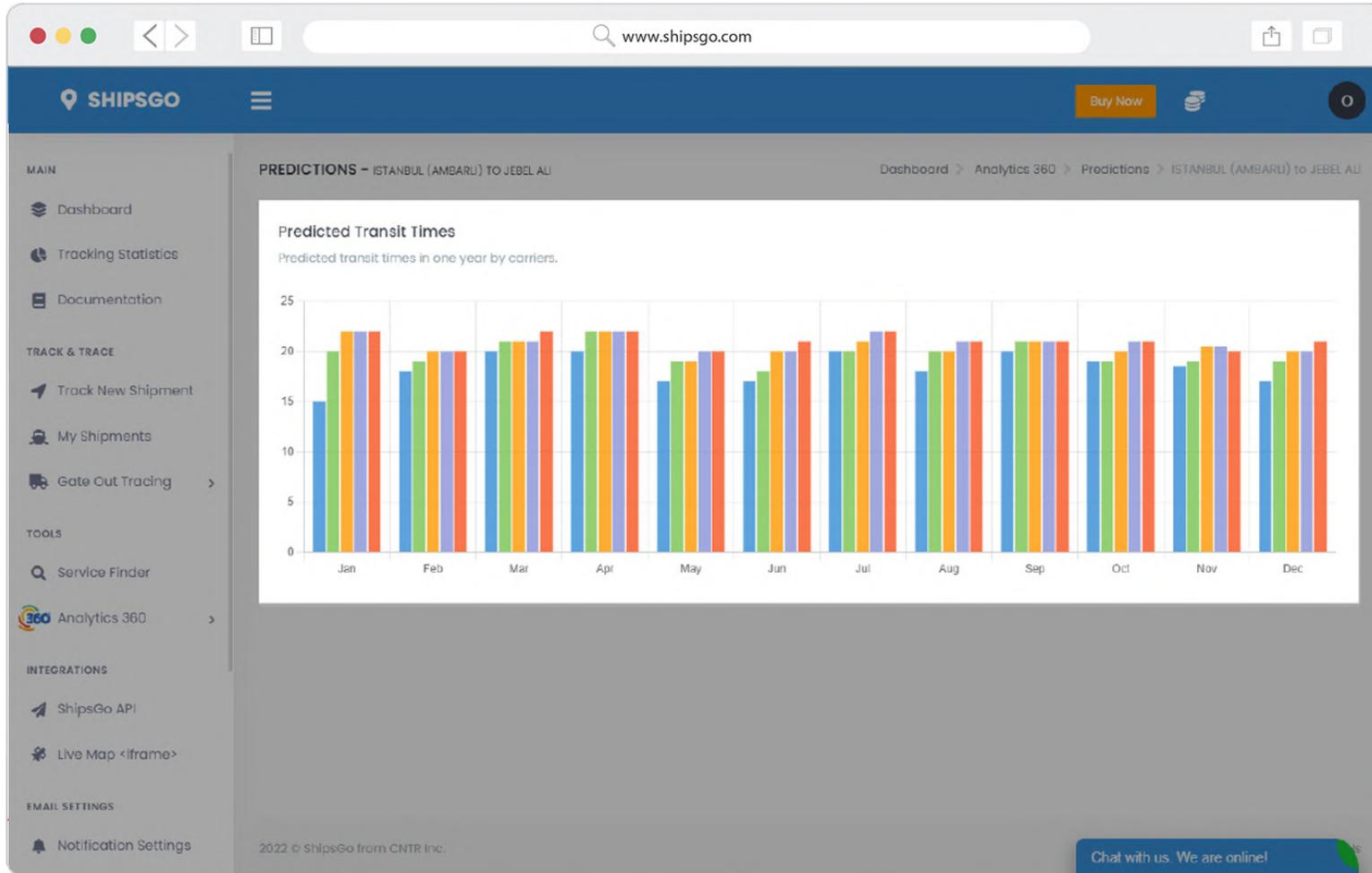
The screenshot displays the SHIPSGO Predictions page. At the top, there's a navigation bar with the SHIPSGO logo, a menu icon, a 'Buy Now' button, and a user profile icon. The main content area is titled 'PREDICTIONS' and includes a breadcrumb trail: 'Dashboard > Analytics 360 > Predictions'. Below the title, a message states: 'The following routes have been created based on your data for the last one year.' There are two dropdown menus for 'Port Of Loading' and 'Port Of Discharge'. A search button with a magnifying glass icon is highlighted with a hand cursor. Below the search button, a table lists predicted routes with 'From' and 'To' columns. Each row has a 'Details' button next to it. The left sidebar shows the 'Analytics 360' menu item, which is expanded to show 'Overview', 'Volume', 'Performance', 'Route Performance', and 'Predictions'. The 'Predictions' item is highlighted. At the bottom of the page, there's a copyright notice: '2022 © ShipsGo from CNTR Inc.' and a chat button: 'Chat with us. We are online!'.

From	To
ISTANBUL (AMBARLI)	ASHDOD
ISTANBUL (AMBARLI)	JEBEL ALI
IZMIT (GEBZE)	FELIXSTOWE
ISTANBUL (AMBARLI)	FELIXSTOWE
ALIAGA (IZMIR)	SOUTHAMPTON

- On the Predictions page you can find predictions based on your data for a selected route.
1. You can choose a route by selecting ports of loading and discharge; and clicking on **Search** button.
 2. Or you can select from the below list of your mostly used routes, by clicking on **Details** button.

⚠ Analytics 360 only shows the data of your discharged shipments.

Analytics 360 > Predictions



- On this section you can find the predicted transit times of the carriers on the selected route. The carriers displayed here are the most-used ones by you.

⚠ Analytics 360 only shows the data of your discharged shipments.

Make people **happy** with the **information**.

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