Top Importers

SAS® Visual Analytics for UN Comtrade

Join the next wave of the global data revolution. Explore trade data like never before. Uncover hidden opportunities.

Universal sharing of economic trade is good for everyone. It helps create wealth and opportunity, fosters cultural understanding and serves as a basis for healthy relationships between nations. SAS has collaborated with the UN Statistics Division to make valuable and relevant insights from UN Comtrade data available to everyone.

Using SAS Visual Analytics for UN Comtrade, massive volumes of trade data are available worldwide in an easy-to-explore format. SAS provides real-time insights and analytics on UN Comtrade data dating back to 1988. Now policymakers, the business community, research institutions and the general public can unlock valuable insights hidden in this wealth of trade information.

Create unique insights from more than 300 million rows of global trade data

In the past, people either purchased static reports from portions of this trade data, or they downloaded the data and analyzed it themselves. But the sheer size of the data set and computational resources were cost prohibitive. SAS offers the full data set and analytic tools together in one easy-to-use visualization environment, accessed via browser or tablet.

SAS is eliminating infrastructure hurdles for users by providing this powerful cloud-based service. This is big data analytics for the masses. The offering frees users from the traditional burden of housing and managing the data and learning a statistical tool to help analyze the data.

This service is updated weekly by the UN Comtrade team. This means insights are fresh and relevant.

What does SAS® Visual Analytics for UN Comtrade do?

SAS Visual Analytics for UN Comtrade helps you spot relationships hidden in trade data that are not easy to see using traditional spreadsheets or statistical programming tools. Now anyone can identify trends, patterns and insights that were only available to highly trained analysts with large organizational infrastructures and resources.

Why is SAS® Visual Analytics for UN Comtrade important?

You can quickly and easily access and analyze the massive global trade database that the United Nations continually manages and aggregates. The ability to analyze this trade data in real time has traditionally been available only to large organizations willing to make huge commitments of resources and time. Now anyone can explore this data with a PC browser or tablet and an Internet connection.

For whom is SAS® Visual Analytics for UN Comtrade designed?

The diverse user group includes governments, the private sector and academia. For example:

- National statistical offices (statisticians, analysts and executives).
- State, provincial and local governments.
- Global businesses with marketing departments that develop product and market forecasts, and procurement departments that assess supply chain risks.
- Universities, business schools, economics, sociology, political science and agricultural departments.
- Journalists seeking information about international trade.

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SAS® Visual Analytics for UN Comtrade: Benefits

Eliminate the learning curve.

Traditional methods require people to learn a statistical package or Excel and use only a portion of the full data set.

Why not visualize the entire data set at once? SAS Visual Analytics for UN Comtrade analyzes all the data you want to understand, exposing the full story that the data is telling. It easily reveals relationships among trading partners that are typically hard to see.

Get information unavailable elsewhere.

SAS has collaborated closely with the UN Statistics Division to validate that the information accurately reflects the latest updates in the UN Comtrade database. Users can go beyond seeing trade data to understanding trade relationships. You can easily identify top traders for specific commodities, such as sustainable products.

Trade ministers and global businesses can uncover new opportunities and better identify risks. Statistics officers can spot discrepancies in reporting with a few clicks – all from the cloud.

Anyone can use our data visualization solution.

SAS is eliminating infrastructure hurdles for users by providing this hosted service that uses the power of the cloud to make big data analytics available for everyone. We free users from the traditional burden of housing and managing big data (more than 300 million rows) and then learning a statistical tool to help analyze the data.

Low cost of entry.

SAS Visual Analytics for UN Comtrade delivers insights that were previously only available to highly trained analysts with large organizational infrastructures and resources. Some of these capabilities are available for free, as our contribution to democratizing insights from public data. To help offset some of the infrastructure costs for a high-performance big data analytics environment for thousands of global users, SAS is asking all advanced users to pay a low, academic-level subscription fee.
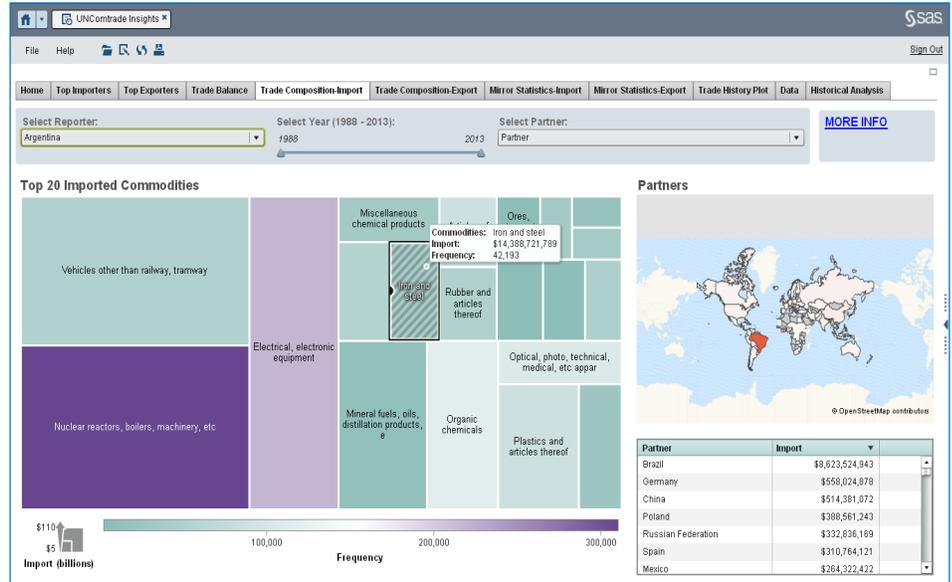
Learn more at sas.com/va-comtrade.

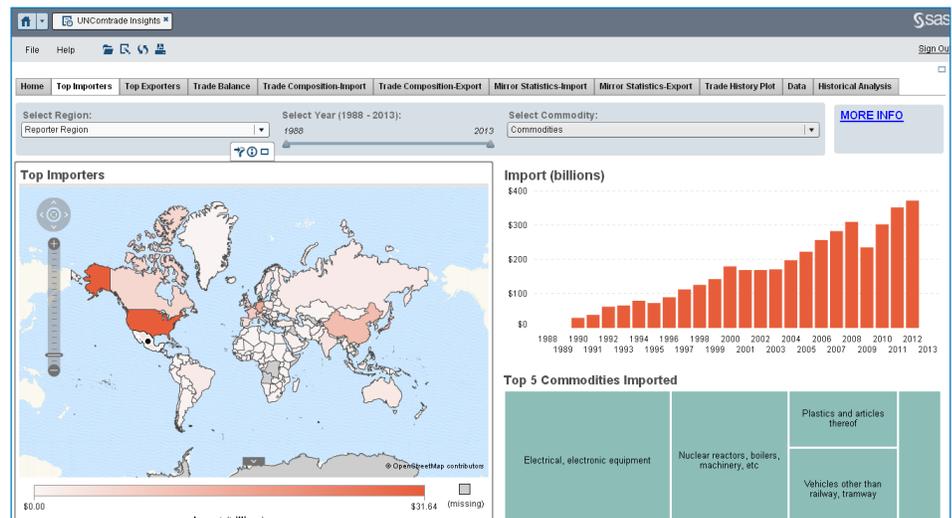Figure 1: **Trade composition**: Most frequently traded commodities by partners.

Figure 2: **Imports/exports**: Top importers and exporters by world, region and country, and what commodities they trade.

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