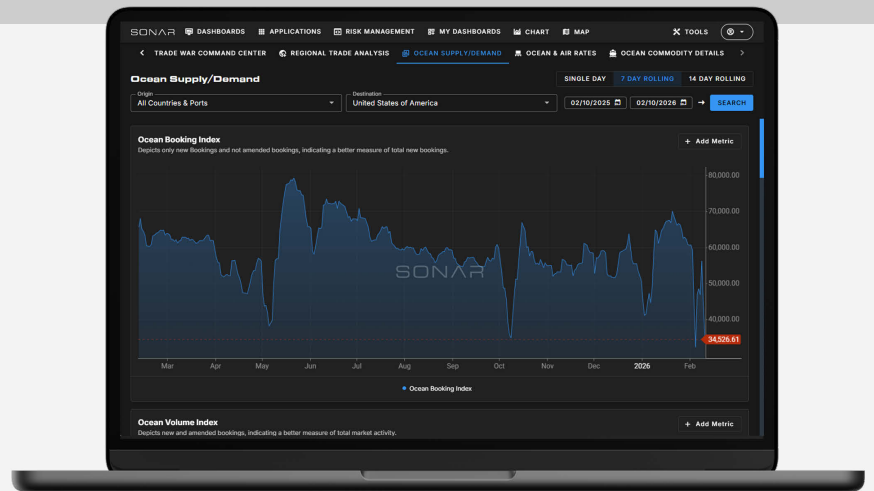


Ocean Supply/Demand

Upstream Insights with Downstream Impacts



The Ocean Supply/Demand provides a consolidated view of booking volumes, carrier acceptance behavior, lead times, transit performance, and port pair reliability. It helps users quickly assess how supply and demand conditions are evolving across global ocean lanes, enabling better planning, pricing, and operational decisions.

Data can be viewed as **daily snapshots** or smoothed using 7-day or 14-day rolling averages to reveal trends and reduce short-term noise.

Key Features & Benefits

Ocean Booking Index

Measures new bookings by origin country or port based on the initial booking date.

- ❖ Focuses only on **new bookings** to reflect fresh demand
- ❖ Indexed to a global baseline for trend comparison
- ❖ Helps identify emerging demand shifts and booking momentum

Ocean Volume Index

Tracks total booking activity, including **new and amended bookings**.

- ❖ Captures overall market participation
- ❖ Indexed baseline enables cross-lane comparison
- ❖ Useful for understanding broader activity versus pure demand signals

Ocean Booking Rejection Rate

Represents the percentage of bookings **declined** by carriers.

- ❖ Signals equipment or vessel capacity pressure
- ❖ Highlights tightening or loosening market conditions
- ❖ Early indicator of service constraints

Lead Days

Measures time between booking confirmation and vessel milestones.

- ❖ Reveals booking behavior and planning horizons
- ❖ Indicates how far ahead capacity is being secured
- ❖ Useful for forecasting congestion or urgency

Transit Time

Tracks sailing duration from vessel departure to arrival.

- ❖ Benchmarks service efficiency
- ❖ Identifies routing or operational slowdowns
- ❖ Supports customer expectation management

Port Pair Delays (Project44)

Weekly average variance between scheduled and actual transit times.

- ❖ Measures lane-level service reliability
- ❖ Highlights recurring delay patterns
- ❖ Supports routing and risk mitigation decisions

Stay ahead of shifting ocean conditions with real-time supply and demand intelligence.

Visit gosonar.com or email bd@gosonar.com to get started.