TRADEATLAS

www.tradeatlas.com

User Manual

for

Al Search

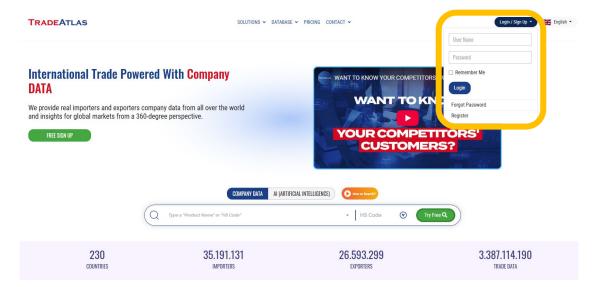
Version: 6 / Date: 14.04.2025

Contents

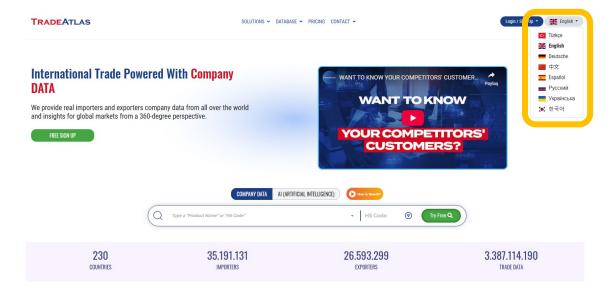
1.Logging in to Your TradeAtlas Account	3
2.Defining Your HS Codes	4
3.Accessing AI Page	5
4.Using Product Description Filter	18
5.Using Both Data Services & AI Services	21

1.Logging in to Your TradeAtlas Account

Go to https://www.tradeatlas.com/en and login with your username and password

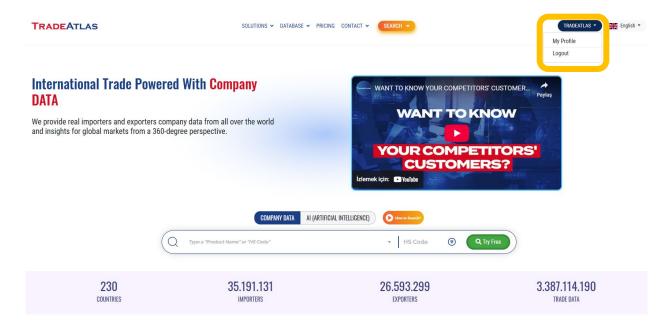


> TradeAtlas.com is available in a couple of languages, select your preferred language

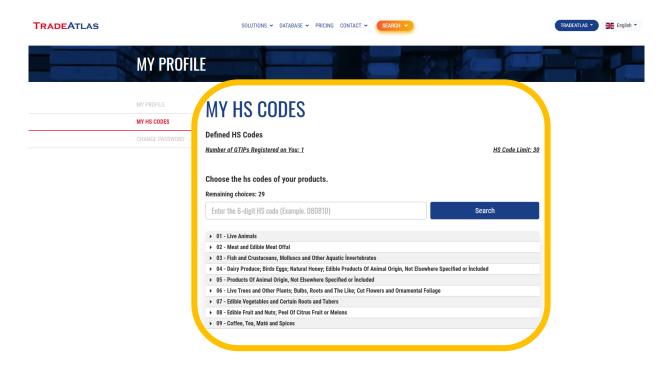


2. Defining Your HS Codes

➤ Click on your account name and follow My Profile → My HS Codes

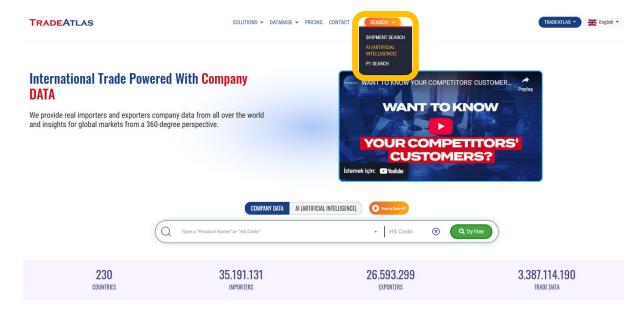


> Type or select your 6-digit HS codes and click SAVE button to add the number of codes your plan allows you to add



3.Accessing AI Page

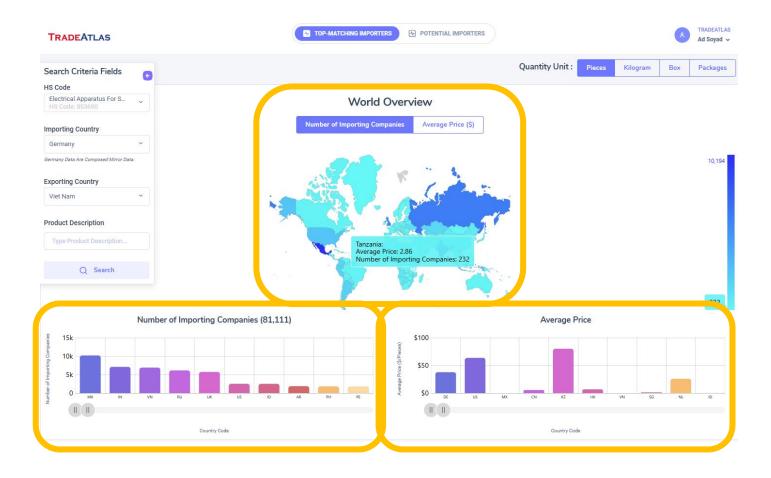
➤ Click on the ARTIFICIAL INTELLIGENCE button under SEARCH area, and proceed to AI area



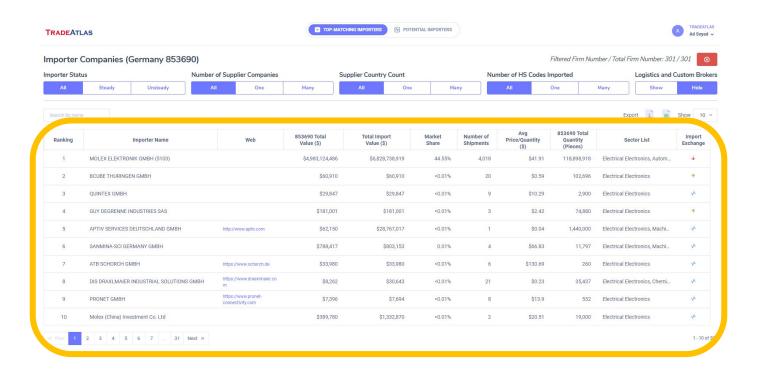
➤ Type the HS code you'd like to search, find your target country, and write the country you'd like to export (for ex "HS:853690 – Electrical Switch" from Vietnam to Germany), and click SEARCH button



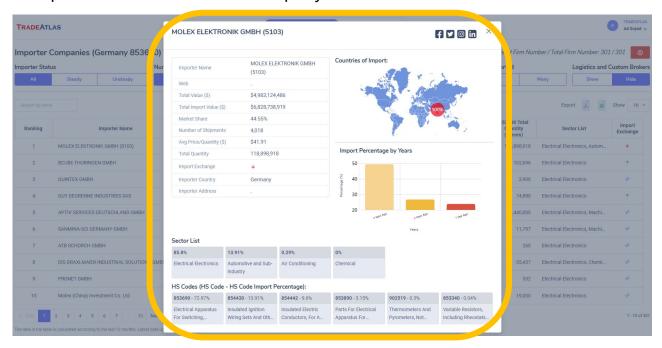
➤ WORLD OVERVIEW: You'll find a map on the top of the page, demonstrating the number of importers and average unit prices for HS:853690 all over the world including Germany. You can move you mouse on the map to see the exact numbers, which will help you understand the companies and import prices globally (for ex, there are 232 importers in Tanzania as of 27.02.2024, importing for an average price of 2,86 \$ / piece). Charts below the map also shows the same numbers in another format, so you can scroll right and left to find all details for all countries



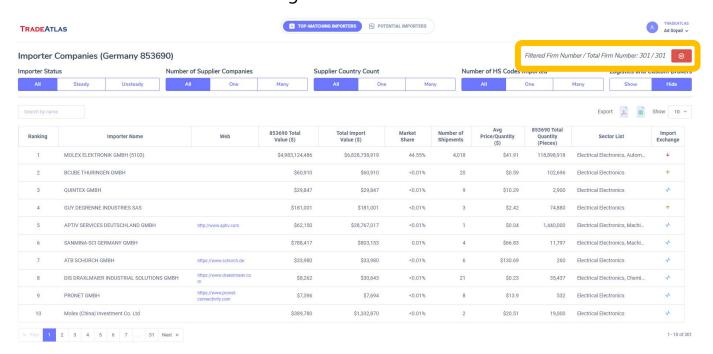
- ➤ IMPORTER COMPANIES: Search results include Top-Matching importers based on the HS code and the country you searched (HS:853690 / Germany). The table includes;
 - o Company name
 - Website (when available)
 - Total imports under HS:853690 (last 12 months)
 - o Total imports for all products of the company (last 12 months)
 - Number of shipments (last 12 months)
 - Average price and the indicator (kg / piece / meters etc...)
 - Total quantity (last 12 months)
 - o Industry of the company (Steel / fruit / electronics etc...)
 - o And the change in imports of HS:853690 during the last 3 years



➤ When you click on a company name, you'll find a "Company Card" to understand all import transactions of the company in detail



At the right-top side of the table, you'll see how many companies are matching according to your search (301 in this example). The red button beside the numbers is used to reset filtering in the dashboard.



➤ The most important feature of AI service is allowing the user to filter the already AI-filtered results according to his/her needs based on dashboard features. Below are the areas on the page which will shortlist the importers according to your choices about

companies:





This chart shows the number of companies vs. total import volumes. (how to filter: drag circular buttons in both sides to select your choice. For ex, 30 German companies out of 301 are importing between 20,000-40,000 USD yearly)

This chart shows total import volumes vs. average prices. (how to filter: drag circular buttons in both sides to select your choice. For ex: the greatest volume of Germany's HS:853690 imports are done around 50 USD/piece. You can narrow down the chart to select your target prices, so getting the top-matched importers importing around your prices)





This chart shows the number of companies vs. average price of the product (how to filter: drag circular buttons in both sides to select your choice. For ex: 34 German companies out of 301 are importing between 10-30 USD/piece)



This button selects steadiness of the companies' imports during the last 3 years. A company is a steady importer if she imports every year during the 3 years.

This button selects the number of suppliers for each company (those who only imports from 1 company during the last year, or having more than 1 supplier for this product)

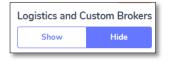




This button selects the number of countries for each company (those who only imports from 1 country during the last year, or importing from more than 1 country for this product)

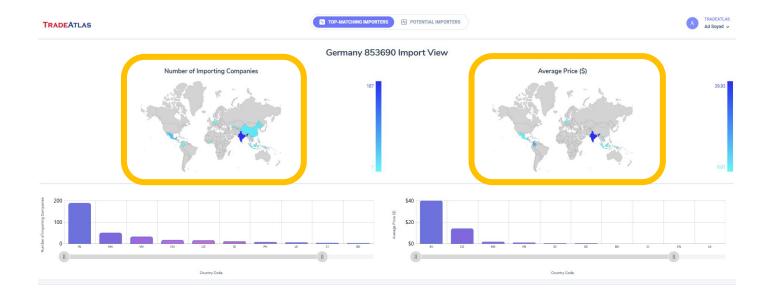
This button selects the number of different HS codes importers are conducting imports (those who only imports your product, or those who imports a number of different products from different 6-digit HS codes)





This button selects whether to show logistics / customs companies in the list or not.

➤ SOURCING VIEW: 2 charts below the company lists demonstrates the sourcing behavior of the companies in the country (HS:853690/Germany). You'll get a clear picture of the countries exporting this product to Germany (left hand-side) and the unit prices for each supplier country on average (right hand-side)



➤ PRODUCT ANALYSIS: At the bottom of the page, there are some additional charts/tables which lets the user to investigate the importers' behavior from the product view. Some charts are filtrable, which lets you to shortlist the importers

while some gives critical information about the market and companies' behavior:



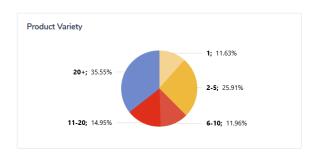


This chart analyses all the products imported by HS:853690 importers in Germany. It calculates the figures according to total import values. (For ex, the chart here says that considering all imports of HS:853690 importers in Germany, these companies are spending 47.9% of their import budget to import "731829: Nonthreaded Articles

(Fasteners), Of Iron Or Steel". Second product is 845230: Sewing Machine Needles with 8.36% value)

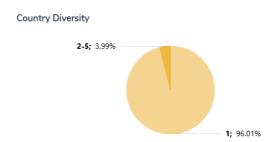
This chart again analyses all the products imported by HS:853690 importers in Germany, but different from the one above, it calculates the figures according to the number of companies. (For ex, the chart here says that 39.7% of all importers in Germany under HS:853690 are also importing 853890 – Sewing Machine Needles. Second product is 392690: Articles Of Plastics with 37.4%)

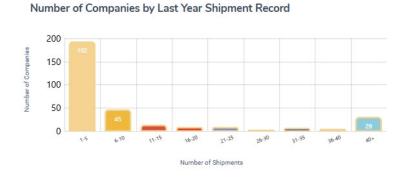




This chart allows the user to select and filter the variety of imported products. (For ex, the chart here says that 11.6% of all German importers are only importing HS:853690, while 35.55% are importing under more than 20 different 6-digit HS codes)

This chart, similar with the above one, allows the user to select and filter the variety of supplier countries. (For ex, the chart here says that 96.01% of all importers are sourcing the product from 1 country only, while the rest – 3.99% are importing from 2-5 countries)





This chart allows the user to select and filter the number of shipments of the importers during the last year. (For ex, 192 importers are conducting 5 or less import shipments during the last year, while 29 of them did 40+ shipments in 1 year)

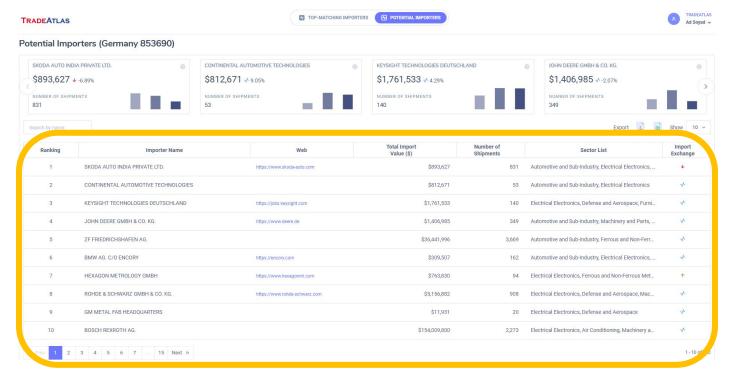
This chart allows the user to select and filter the import performance of the importers during the last 3 years. (For ex, 21 importers are increasing their imports during the last 3 years while 22 companies' imports are decreasing constantly)



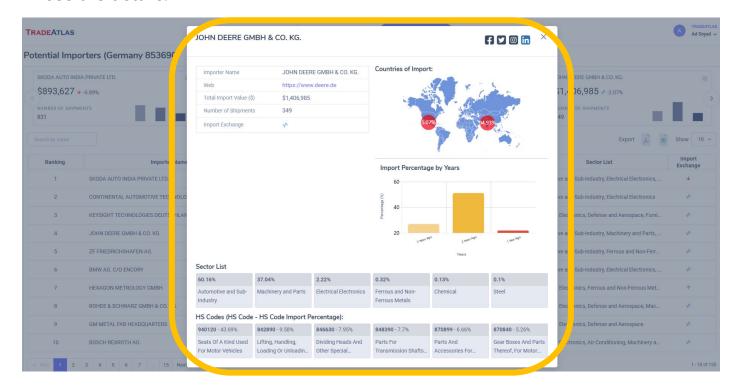


- ➤ POTENTIAL IMPORTERS: This part of AI search allows the users to focus on companies who didn't import HS:853690 during the last year, but is a high-potential importer based on the companies' historical transactions. These companies are figured out with a number of algorithms, however the most important is to analyze the products shipped together.
- ➤ For ex, if a company continuously imports "940310 Metal Office Furniture" but never imports "940330 Wooden Office Furniture", there are a number of possibilities about this behavior:
 - The company could be importing wooden furniture from a country where we cannot track (for ex, from Germany to Italy, or from Egypt to Libya)
 - The company could be supplying wooden furniture from the local market where there are no customs document to track
 - Or, finally, the company could be focusing on metal furniture, but could always be considered as a highly-potential customer for wooden ones as both products have a very common customer profile
- ➤ So, whatever the reason is, a company who do not import wooden furniture but imports metal ones could never be captured by the system for a wooden furniture importer, as they do not have a transaction about it. But with the help of Al, the system analyzes these cases in detail with a number of algorithms, and offer the importers which is not offered by any system in the industry.

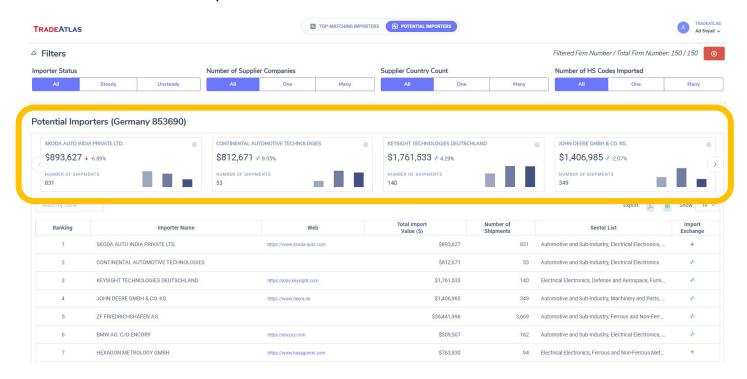
➤ Company lists in POTENTIAL IMPORTERS section is typical with TOP-MATCHING IMPORTERS with only 1 difference: as these companies are not importing the product you searched, they do not have "HS Code imports value" column but rather, it shows "all imports" for the user to analyze the import volumes by company.



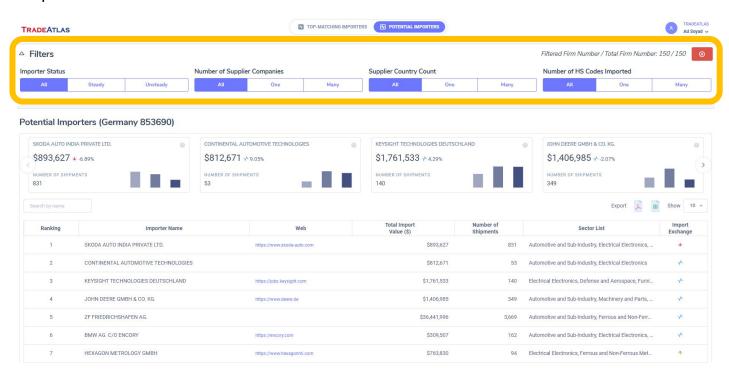
➤ Similar with TOP-MATCHING IMPORTERS, you can click on any company name to see the details.



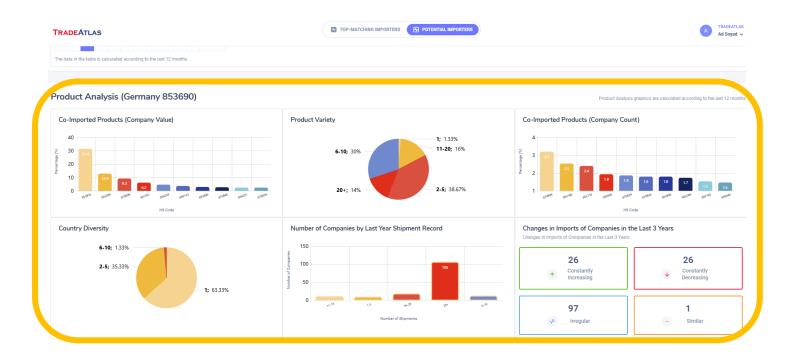
> This part also includes a basic chart for the first couple of companies to understand their import behavior on the main screen:



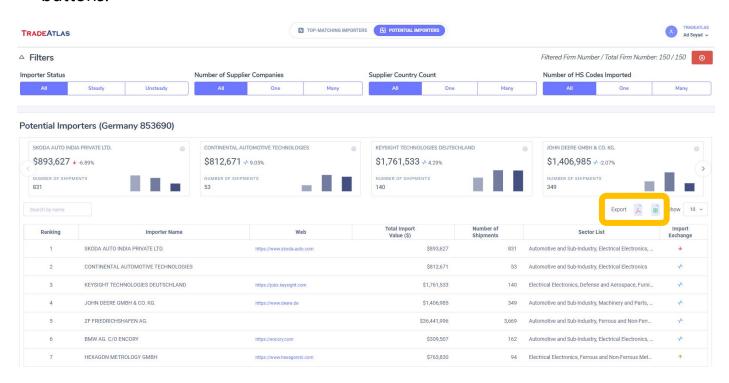
> Filtering buttons on the top of the list is typical with TOP-MATCHING IMPORTERS part



> Again, charts/tables at the bottom of the page is identical with the first part.



You can download your shortlisted lists anytime by clicking the Excel or Pdf buttons.



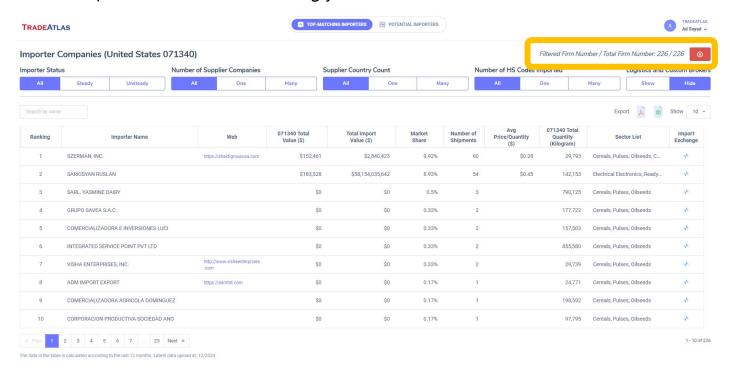
➤ In general, POTENTIAL IMPORTERS list allows the users to access companies who do not have any record under a specific HS code, but is likely to import this product, giving a great chance for the user to be one the very first companies to contact with potential importer in any country.

4.Using Product Description Filter

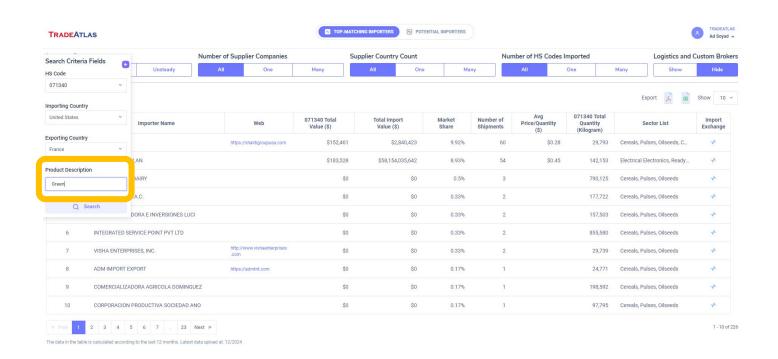
- ➤ You can use "Product Description" button to filter your search results under a specific 6-digit HS code.
- ➤ For example, below is the screenshot for HS: 071340 imports of the USA for an exporter in France



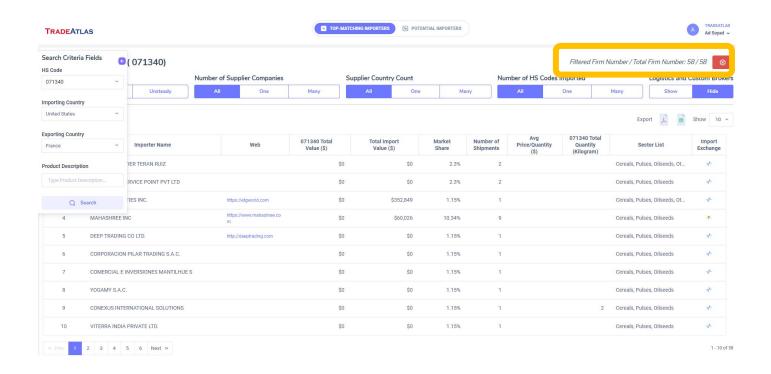
> 226 importers are listed accordingly



➤ However, HS: 071340 – Lentils code include both red and green lentils. In case you only want to focus GREEN lentils, then you can conduct the same search adding "GREEN" to Product Description area, which will limit the search for shipments including this keyword in product definition area



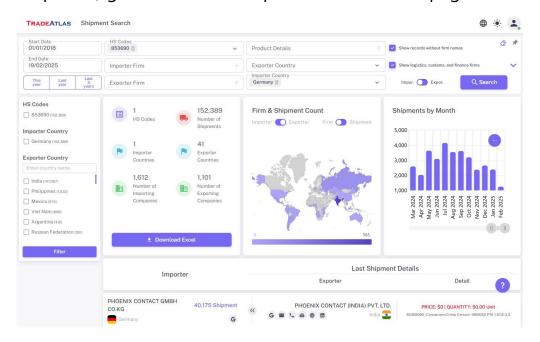
➤ As seen below, 58 importers in the USA imported green lentils among all 226 importers of all types of lentils:



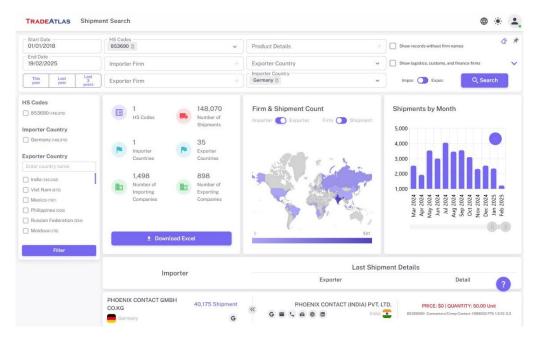
5. Using Both Data Services & AI Services

- > TradeAtlas offers 2 different access to company-level international trade data: Data services & Al services.
- > Please feel free to subscribe any of them, or both at the same time.
- > To compare both, here are some basic information:

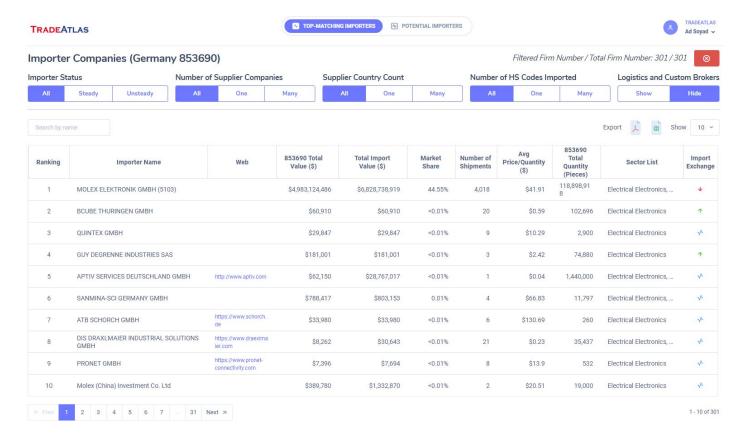
Below search (HS:853690 – Germany – from 2018 to 19.02.2025 – include logistics and blank companies) generates 1.612 importers on the Data page.



If we exclude logistics and blank companies, we get 1.498 companies.



If we do the same in AI search, we get a filtered 301 importers while the others are excluded as they do not seem to be a valuable importer based on their historical import transactions. You can shortlist the companies according to your needs with the help of buttons/charts.



TRADEATLAS



www.tradeatlas.com



trade@tradeatlas.com



+90 (224) 442 89 50



ULUTEK Teknoloji Geliştirme Bölgesi, Bursa Uludağ Üniv. Görükle Kampüsü, Üniversite 1. Cad.

No: 933, Ar-Ge Binası, Galeri Kat, 406 Nolu Ofis, 16059, Görükle – Nilüfer, Bursa - TURKEY