GPO - Census Trade Tools for the FDLP – Transcript of audio

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 Good afternoon everyone welcome to the FDLP Academy. We have another terrific webinar for you today. Entitled Census Trade Tools for the FDLP . This will include some instruction on the brand-new foreign trying online resource, which is a new, database available to FDLP libraries. Normally it's a paid transcription but hopefully the libraries will get this free with a GPO Pasco. That is an important piece of this presentation. Again my name is Joe Paskoski with my colleague Lara Flint, tech-support. Jason Jindrich and John Darr from the Census Bureau, I will read a little bit about them. Jason is a supervisor in the international trade program of the economic indication division of the U.S. Census Bureau. Where he coordinates trade data releases and data products. After a career as a academic, Jason began his since his career working on the 2010 Centennial census before moving to Washington, D.C. John Darr is a program analyst in the economic indicators division of the U.S. Census Bureau. He manages economic research and outreach projects for a variety of government agencies. John lives near Louisville Kentucky and has a BA in public relations from Western Kentucky University. With that, I will hand this over to Jason and John. I believe John will begin presenting.

 Holiday. Everybody doing okay?

 Yes we hear you.

 Right. I will start by showing you all USA trade online. One second here to share my screen. This resort is free and available to anyone. All you have to do is click on the sign-up now. And fill out a few things here to create your account. Once you have done that access to the trade data. It is updated once a month. This is different than the page of CAPTCHA service you will have access to. Jason will go over that next. We are building on the data levels that you will have access to. I find your say trade online very easy to use. Once you learn a few tricks of the trade here and how to use it. The next two elements Jason will show you what add additional information and additional levels of complexity. To those data pools. If you can find a here on USA data, you can also find it through protective sites that Joseph will sell you. Also through the API, if you're savvy enough to undertake that. What you create a sign up now, account, click on login. You will get all these big warnings. You are logging into the Census Bureau site. We will hit login. This is what the dashboard looks like for USA trade on. You will find as much information as we provide the public for imports and exports. Port levels, you can even do any ICS. On the screen, before moving forward, I want to show you this tab here called my reports. We will come back to this later. What is important is that you know this is here. I will show you a trick at the end. He could come back and do everything I am about to do in a matter of seconds. The first thing I would do is I want to look up how much cheese did we export. I will click on HS, district level data, exports. All right. Now you have this super handy boxes here on the left. You see measures, commodity, country, domestic and foreign, district. We will go through a few of the cinnamon. These are the different filters we can apply through. I will find cheese. I happen to know that cheese is under 04, 06. That's what I'm looking for specifically. If you're curious about a specific product you can go to our research finder or type in cheese here. And then hit search. It will show you all the different kinds of cheese. This is sort of a very quick and easy way to identify a code. Not all codes are this easy to get through. If you have an issue you can always reach out to our trade team and we will provide the information to you. We will provide at the end. If you have any questions about how to classify something, what number is appropriate we can tell you what that is. I will click on this right here, cheese and curd. Commodity is highlighted. The next thing is measures. The default is U.S. dollars. If I do not click anything this was what will populate. You can also select quantity and unit value, card account. Those explanations are here below. What those mean. I will select U.S. dollar, how much of dollars of cheese. I will also select country. If I did not slickened the it

would give me one word total. But I want to know individual countries, where we exported cheese two. By hitting the plus button expand this. Rather than going through and selecting each of these countries here, I can click this little green box right here. It was like everything on the world total. Also select world total. I will uncheck that. This is for domestic or foreign. Country or origin. I am not too concerned about Jesus that were brought into the United States from somewhere else that we turned around and exported. I can even click on district. I can isolate it to Chicago, Cleveland, any one of these. I can select several. Not worried about that for this report. But I do want to click on time. It goes all the way back to 1992. I'm not interested in going that far back it starting with 2002, we now have it condemned by month. There is month data here available. I will do the last three complete years. Not teen, 2019, 2020, 2021. I can even click this year in through July of this year which is the lattice data. Now I will click on report. Very important here. With trait online this button is not intuitive. It does not, people get tripped up. How do I create a report? This little breadcrumb appear. Click on that. Now we have our data. All right here. It is not the easiest format to work in. What I like to do is rearrange and I can click up here on two the range report. I am going to move my country to the Rose. And get rid of measures. I can move these out of here by clicking this. If I click okay, I have a nice neat organized report here. Also I have a lot of zeros. I don't mind that so much with a country like Afghanistan because they had cheese exported in 2021. But Albania, Algeria I just want to get rid of those. Back appear again. I can go to suppress values. Rows and columns. Empty or zero. If interested in less than 1000 or a certain amount you can put that in here. Click okay. Now I have removed all my complete zeros and I can sort by this year. By clicking this drop-down button right here, this error. You can see we exported 450 8 million worth of cheese to Mexico last year. This is a very easy and simple way to be able to access data. And in amount of products. You can stack products if you're interested in a group off exports or imports. You can bring those in. You can use that district functionality to identify things going and are coming out of a very specific port. Maybe the port of Chicago. Or Los Angeles. You can dial into just that report. I promise it will make things easier and I'll show you how to make this very easy so you can skip this line and fast pastor went to the front. Click save. It will save the report as. I can change this. Cheese exports. Hit okay and it was save in my reports folder. Now when I go back to this page, reports. Here is my sample cheese report. I can click right here. It will load everything you just saw. Let's say I am not looking for cheese. Let's say I want to find something else. I will deselect commodity and click on something else first. I will go find another commodity, let's say, fish. Let's say I am interested in crustaceans. Hit report. And now here on my crustacean exports. The same time all the formatting is done. I need to change the name of this here at the top but I know what I am doing. I would just save this report as something else. Save report as, and change it to crustaceans. So what I am going to do before I log off here is I will share with you this exact report if I can. In the chat. A file you can download and you can come in and actually upload that into your report. You can go to your data reports. My reports. Where is the upload? Import report definition. You will choose the following on your desktop and there you go. You can make adjustments however you want. So that is your trait online in a nutshell. I know what went through very quickly. The question, why do people are they required to sign in and create a profile in order to access the data? A way to search anonymously, is that possible? I do not have an official answer why you have to. I just know it is required. We have to have a profile.

There is a couple of reasons. First U.S. trait online has developed as a sufficient product. That's the reason that the login functionality was built into it. We maintain it currently. So that people can save personal profiles and example reports. We really do not have any motivation to remove the login given we haven't data available.

I hope that answers your question.

I don't see how I can share this report definition but I will give it to Joseph and maybe he can email it out to the entities. If you want to get in here and create your reports you can upload that and easily be able to swap your commodities or countries or your districts. Anyone have any other questions for USA

trait online. All right. I am going, let's see if I can make Jason the presenter. He can go over the next two items for you guys. Take me a moment to shift over.

There we go. So, for those of you who have been involved in the library program for a while. You are probably familiar with the DVDs that our office used to send out. Every month, we have our most detailed and data compiled into a program that was originally delivered on a DVD. When we all went home for COVID, we discontinued making those DVDs. As the depository library program was continuing to be subscribed to, the decision was made to continue it and then in consultation with the GPO , we came up with this process where, the depository library, would have free access to those same files that we were delivering via DVD. And complete history as we had available online. We have been delivering these files, since early 1990s as DVDs. If you have those on hand, I recommend that you keep them. But the new method of accessing these files, if you want to get the most recent data, if you want to get a file that is missing from your collection, the way that you access them is fairly straightforward but it takes a couple of steps. So, does someone have their microphone open? I'm hearing a lot of background information. So, the way that you access this is first, navigate yourself to our landing page. Our main home page. Foreign trade webpage. Debbie WW.census.gov./Trade. That will lend you here on the foreign trade webpage. Over here on the left-hand side is this link to, download subscription. Click that and it would take you to, this page. I have provided the GPO, library program the actual link to this. It is not the one you see at the top of the screen. It is absolutely imperative, very important that you always come to this page before attempting to access the data. Occasionally, it remembers your password, will let you in further. But then you will end up liking yourself out of the system. That would be unfortunate. The password information is, for the depository library program is this email address. If the LP outreach at GPO.gov. The password itself, I am not going to give that out because I am not certain if everyone on this call is and all the rides user. I don't want to overreach. Reach out to your point of contract in the program and they will be over to give you the password to access this. It's just a matter of signing in. And that did not work. That's instant. It worked just a moment ago. Oh, there is. Not sure what happened. We published a completed new version of the webpage. I have a feeling that something just went a little odd. So, what you are seeing here is the full series of what we call the merchandise trade files. This is the most complete detailed data that we have. As close as we can get to the micro data without revealing any personal information. Any business identifiable information. These files have harmonized system codes. They identify the district, either of origin of movement for its destination. District. Customs district. It includes information about whether this was a foreign or domestic export, includes, information. I lot of information in these files. They are very very large. The one primary eve advantage over all our other data dissemination pools is that you do get the entire file in a single package. USA trait online has a rather small, relatively small. At the time we created the program, currently it is the smallest of our data deliverables. It has a limit somewhere on the order of about 100 sales, 1 million cells to a table. If you try to download more, it will refuse to download the file. With this on the other hand, you get everything. It says detailed as data as we possibly have. So you're interested in exports on a monthly basis for 2022. These are the current months we have published for 2022. In about two weeks we will publish the August data. The July data is the most current. If you click on this link, you will be prompted to download the zip file. He will save this file locally or open it in this environment and extracted. What you get when you extracted is, looks like this. Basically the content of that DVD. It has not changed. Has all the same functionality. If you click on the EXT file, this can take a minute. Currently bootstrapping. There we go. You get the same program that you would get through the DVD into a DVD player. The EX E executed on your community. Allows you to search for commodities, allows you to pick categories of commodities. It allows you to get more detail on individual commodities. Such as domestic exports, foreign exports. Your today. Month. Exports valued, shipping weight, all the information is available. And the export. The historical file which is the other, file that the library program has access to, is a compilation of five years of detailed trade statistics. It lumps

them all together. This information is, the fundamental to the entire trade data program. This is the information we compile into other coding schemes. In USA trait online use all the North American classification schema. That one is built out of this highly detailed trade commodity codes. One thing you do need to be aware of is that because we work using trade in commodities, industrial classifications, there is some differences between our makeup program and makes program that is used for our economic Census. For the most part they align as they possibly can. Other cautions you should be aware of if you are not already. There is large differences between the import HS codes and the export HS codes. There are roughly twice as many import codes. This is a matter of import codes being used for purposes of monitoring trade and different goods as well as tariff assessments. Because there is money behind it, they won't detailed data. There are places where the codes for exporting does not line up with the codes for import. So you need different concordances for each of those. In these file packages, that you get here, there are actual commodities, importance is two different coding schemes. Like Andy use. This will tell you what the goods are. What they translate into. Also, the ability I picked the wrong one. Concordance. There we go. You can see, courses, which are this 10 digit commodity are in this SIPC code. The end use code. Are in this and ALCS and are not an advanced technology project for us. Now, you are able to download out of these reports so it is possible for you to re-create what we publish for end-use and all those things using these files and manipulating the stables. But another resource for you, another resource for you is the international trade APIs. API. This is a data product we have had up now for seven years. We do it on a monthly basis includes data going back to 2013. Includes many more classifications. Includes state-level information. It is as complete and detailed as anything we have out there with the exception of the merchandise trade house. The export merchandise trade file is exactly the same. But one difference is the import file were it does not include the district of entry which is something that is in the merchandise traced file but night yet. API, they look intimidating. But there easy to use. All you are simply doing is submitting a query, to an interface which parses out your query. And extracts data. An example, what that would look like is this. Using this call, asking for export commodity code, export command the short description, year, 2022. The month is July. And I restricted it to 10 digits. It has all the information you would get in a merchandise trade file. We do have endpoints either for all the different coding schemes. The NAICS, in use, SIPC. All the foods that USDA does with agricultural products. Technology products. State-level information. Port level information. This is an excellent research. If you have someone who is proficient in any source, -- we do include a user manual would gives you examples of well-formed data request. Examples of best practices. A complete list of the variables. If you have any questions about any of these products here, trait online, the merchandise trade file, the census API, I strongly, strongly encourage you to contact our office. I will the information into the chat. We are very, very prompt to respond. With that, rather than me continuing to talk on and on, I will be happy to answer any questions about this. I understand it is a new process. For a lot of you. So I am expecting there to be a lot of questions.

Thank you very much Jason and John. Great presentation. I really appreciate it. Great information. Any questions that were not answered already. Let me see in the chat.

I had a question about the DVDs. I have several discussions with representatives of the GPO about why it is important to hold onto those. One of the issues that we are currently facing is we no longer have access to our Pacifico media. Our building is going under renovation and records are in storage. Your library copies, those are currently your backups essentially. If something goes wrong. We have not had this problem and I want but there have been problems with people actually downloading files. The reason we were willing to move this program over to this electronic download process is it hasn't happened in a while. But if it should happen, those DVDs would be your best, your easiest access.

I understand other states may come into play. If you no longer have a DVD reader player, I could understand your interest and only accessing it through but, for now, my recommendation is hold onto those DVDs.

Great. Thank you. I think you mentioned a number of times. The content is identical. A lot of times are librarians have a question, is the tangible format be the same as all on format. Am I missing something in one or the other. I think you said, they are the same.

These were the files that we use to burn to the DVDs. I used to actually carry them upstairs when we were back in the building. I can assure you that they are exactly the same files. They are unchanged. Absolute. The only thing that changed is the coding.

Thank you.

New question. Are your plans to go back farther than 1992? If you're referring to USA trait online, there is no plan to go back farther than 1992, because the data simply just does not exist. There was a period of time where the United States transitioned from, I am trying to remember the exact coding. H UTS? I think. To the HTS system for imports and the schedule B for export. That transition took a well. In the process, some data just did not make full translation. So 1992 is the first year for which they had a complete annual data. We no longer even have the monthly data going back that far. 1992, I remember it well. It does not seem all that long ago but it was a very different age. Prone to dispose data in order to have enough storage space for the next months data. Everything in USA trait online from 2002 going forward is monthly data. My goal, the thing I have been working with with the ATI is also to get them back as far as we can. At least back to 2010. With what is available through the subscription downloads. But if possible to go back further, that is something we want to explore. One complication is that some of our data sets and coding schemes do not go back that far. Only really begins in 2006, for example. Because of methodology problems. I hope that answers your question.

Thank you. Any questions for Jason and John? Terrific presentation. This is really valuable for us.

I must've done really well. No one seems to have questions.

Happens a lot of times. The presentations are so thorough. They cover everything. There is not that many questions. Please, we have time. So get those questions coming.

In the meantime, I will make a few remarks here. I would like to thank Jason and John for a great presentation. This is very valuable. Especially after we launch a new service and partnership with the Census Bureau. We really appreciate it. I would also like to thank my colleague, Lara Flint. For tech support keeping everything running smoothly. I hope the audience enjoyed this webinar as much as we did here at GPO. We have three more scheduled for September. The next one is this Thursday, September 22, and title, disaster preparedness, helping individuals and communities prepare. That is from FEMA. This is national, month in September. In relating to John and Jason's presentation, NAICS, the North American industry classification system codes, we have a presentation entitled knowing NAICS, knowing the way way of industries. October 13, a webinar, presented by Jennifer a library in Georgetown. I highly recommend you check that out. Also, do not forget our upcoming fall virtual conference October 17-19. I think we have a preconference. If I have the day correctly. I believe it is October 12. And the preconference will have GPO updates. And Tom at the 17th and 19th of October conference for presentations and information like that. That will be a virtual conference. I highly recommend that you attend that. And register to attend. Of webinars, and our news and events services so you can sign up for that on the website. We have the link for the webpage. On our FT LP.gov home page. Please give it a look. If you put the satisfaction survey into the chat. If you have not done that already. I'm not looking at it now. But if you have, but that satisfaction survey into the jet. Please fill that out. Also, if you can put links in. We have a training depository which we keep the archive of the presentation for about two or three years. We have a place for some older presentations. This webinar, will be, the recording will be available tomorrow or the next day through our training depository. If you want to listen to it again or refer to it please do. Let's see if we have any other questions.

There is a question about none depository libraries and how to access the same data. I would recommend either using your trait online if you have specific commodities or traffic you are interested in. Or if you're looking for a larger download, researching the API, the merchandise trade files

themselves, they are on a subscription basis only. You would need to create an account with us to access those.

Anyone can visit the depository library. We have it on our website. They are in so many places. The last I checked there were 1111 around the country. You can go in there and access, as the reference library, and access it there. Let's see if we have any other questions.

Kathy, was instrumental in working a lot and getting this going with census. She put a lot of work in. With this resource, news resource that we have.

There is another question. In the first part, I'm assuming USA trait online. When you're creating tables, can you create multiple tables? The system has USA trade, will only create one table at a time per request. But you can say is many different versions. One thing that John did not demonstrate was how to download a table. Is this something that would be valuable for people to see?

Yes, we have time if you want to do that.

Are you good with that John?

Yes year. One second. I will pull it right up.

Cool.

All right, I need to share my monitor. Okay. Remember, if you get access to that report and able to report loaded then click on reports. You can see I have a bunch safety. Click on the cheese report the one I did earlier. Here it is. This little green button here will allow you to download report data. You can select how you like it. Often I use the CSV. You can select how you like it here.

I think I am the one who convinced you to use the CSV multidimensional. The default isn't XML table. It mostly preserves the formatting. The colors. That's what it preserves. You have to set your program for XML files in order for it to open and Excel. If you like the colors that is an option. But this gives you the file with exactly the same or matting. Just in a playing table. CSV is a native format to XL. It just opens automatically. And Excel.

Okay. You will see it would download up here for me. And now I can expand these. I have all the data Rachel and Excel. Nice and handy. I will also show you a cool feature here. If you're pulling data for someone else. Click on this button here, the green download report data. You can actually email that report to somebody. Type in someone's email address and it will send them an email. Really neat.

John, you are looking earlier how to get the report definition. It is on the right end of that toolbar.

Yes. Oh yeah. I have saved one. I try to post it to the chat but I cannot get it.

Okay.

I emailed it to Joe and he has a copy of it and can hopefully get it up to you. All you have to do here is what you get it you uploaded. You will see this exact same report. Just come in here and swap out Monty, time. Go much further back you can do that. And a bunch of years here. If you're not interested in cheese during these times, she's only, in January. So you have January here. And here, you can go back as far as you like. And run your report. You will see January, 2017. 2018, you can see the different comparisons by month. This will allow you to complete the customize and save this report as something new. This is sort of a habit that we do and Andy as we get a report, customizing it and changing it and customizing it and changing it. We always have a starting point. Any other questions?

I had a strange question. Is there any narrative that goes along with this I'm looking at Mexico warning so much geez. And South Korea too. Wow why is that? I don't know. Mexico they are close. It is easy to get gzip.

One of the quirks of our data, it can show some unexpected results. One of the things people regularly notice is the immense amount of goods the U.S. sends to the Netherlands. That is because, the country of destination. We don't track goods any further than that. It just looks like the Netherlands is ingesting huge amounts of United States exports. Actually it is important for the enter continent of Europe.

Quick question in a chat sang, and country can you select domestic/foreign. It's a classification of country of origin where the product is originally produced.

I was just going to say, the difference is largely whether or not it entered the United States consumption screen in some way. If a good arrives, and the Port of Los Angeles. Long Beach. It can be disposed off in one of three ways. First, it can just be passer customs and entered directly into the United States. Another option is, deposited in a warehouse. And later withdrawn. And brought into the United States. It is consumed there. The third is, it enters the bonded warehouse, while the market settles down or is part of a planned, shipment where it merely goes to another vessel and heads off to someplace else. So, this explained some of the odd things that are noted in our statistics. Domestic/foreign, tells you that, that export originated from a, within the United states proper or whether it originated from a bonded warehouse where it actually never entered the United States. Is paralleled with the difference between imports for consumption and just general imports. Imports for consumption are goods to actually enter the United States and had value added or were actually used up here. The West is, becomes the basis for foreign exports.

A good example of a foreign export would be like a diamond. That was mined in Africa. Ship to New York sorry for classification. For polishing. And certification. Ship to back out. The diamond was imported into the United States from Africa. We graded it and said yes this is what it is. And then we exported it. A foreign export. Because it was a product that originated somewhere else. Payment United States. We did not change it. To make it a U.S. product. And ship it out again. That happens a lot.

Any more questions? That last comment was very interesting.

There are levels and levels to this data. The table in database. Which is the table in database?

I'm not certain which product you are referring to.

There are definitions available on our webpage. We have a entire selection defining trait terms. There are trait terms that are. U.S. trade itself has some definitions on each page. Largely, what is available on the foreign trade definitions page. Then there is also the guide to foreign trade. Which is a really deep God help we collect those statistics. And how we process them in order to have a finished product. And then for the API, there is in the user guide, a lot of definition. A number of very specific terms, definitions, usages that only apply to our program. So those are very important resources. Of course, if you get stuck on something, I definitely encourage you to contact our office. Cause we are more than happy to speak the and get the data you need. And I will throw and contact information one more time. If you find yourself in any way confused or not finding the information that you need that we provide, we are happy to help people. That is pretty much our job description

Let me ask a question. I believe that received an inquiry about this. Some data that goes way back. Maybe 100 years. Is that available from your organization at all?

It is and isn't at the same time. So digitally, we have, I'm trying to remember how far back. Before the harmonize codes, the international standard was a standard industrial coating. We have maintained that with some tweaks. We call it F.I.T. see. We have a time series that I believe goes back to the 1960s. But it is very high level information. You get almost no detailed information with that. Prior to 1992, as far as reports for countries or any of that. Usually our resources send people to the statistical abstracts. Those big volumes we used to publish. And under the foreign trade commerce and foreign aid, depends on what time. You are talking about, there is a section in there about foreign trade. It will have tables about our trade relationships with individual countries. And some state information for the latter part of the series. Some very high level commodity information. In theory, someone in the archives goes into customs records, somewhere out there there is a record of annual transactions for the United States in foreign trade going all the way back to 1790. I cannot guarantee the accuracy of the data before my participation in the program. I am not going back that far. But I will say that, the United States Census is the official source of trade statistics. Which means that the data you have through our program is the most up-to-date and accurate. We revise it on a regular basis. There are some people who use our data and follow a revisions process. So if you see a disk MC between our data and someone else's data, they are the ones who are probably wrong. That's just a question that comes up a lot.

Is there some kind of mechanism that tracks revisions?

We have a regular process every April statistical month release. Which means in the month of June, we publish, republish prayer your data with revisions. That is the revision window. Back in June when we published April statistics. We did 2021, 2020, 2019. Every commodity, we did it top to bottom review. Realignment and improvement. This can be from anything from mistakes in the original data to late filing by people who realized, amended declarations or after something was sent, they sent a manifest or declaration. All of that is voted in. The way it usually works is the year before changes a lot. In the year before that changes less. And the year before that almost changes not at all.

That is really good. This may be taking it too far. Is there anything this is maybe that it used to be that but now does this.

For internal use we keep it. But it is not really useful information because like I said with the trades statistics. From our point of view, last year's data, and went as published. Is no longer correct. We do track to see whether there are systematic errors that appear. But we do not keep the old records just because they are no longer useful. They reflect incorrect data.

Great. Thank you for clarifying that. This is great information. Really appreciate John. I am supposed to end at three. We have a little more time for questions. We have about six minutes. So if there are more questions, please get them in. This is been really terrific. And please, fill out the satisfaction survey in the chat, if you would. Scroll up a bit in the chat.

[Event Concluded]