



ZEMA Market Analyzer is the ZEMA Suite's core analytical tool, providing end users with access to their entire corporate data library. Market Analyzer lets users view data in customizable graphs and tables, allowing for simple or complex analysis to be applied to that data. Analysis can then be saved, shared, and re-used, helping a corporation to build an analytical library that can be used across any ZEMA application or third-party product.

## Transform and Analyze Data

Market Analyzer is a powerful tool used for applying simple or advanced analytics. Data transformations and pre-defined formulas create a wide range of opportunities to manipulate data, observe trends, and make better decisions. Analytical options include forward curve construction, extrapolation, interpolation, currency and unit conversions, time shifting, filtering, and much more. Users can convert data into useful information with Market Analyzer. ZEMA's pre-existing library of formulas includes:

- Filtering and aggregation
- Time series statistics
- Basis and time differentials
- Spark spread, crack spreads, and heat rates
- Seasonal patterns, shaping, and normalization
- Correlations, trends, and moving averages
- Statistics for non-standard time periods
- Derivative pricing
- Implied volatility for options
- Forward curve plotting
- Prompt contract analysis
- Blending, weighting, and prioritization case statements
- Date, holiday, and expiry function

## An Easy-to-Use Interface

Using its intuitive interface, users of Market Analyzer can easily find data, view trends, apply formulas, set up queries, and create templates or favorites. Market Analyzer leverages convenient features such as tree-based menus, drag-and-drop functionalities, richer context menus, and point-and-click functionality. It is the perfect tool for both the casual user with very basic data needs as well as the power user who wants to create sophisticated analysis.

## Get Organized Using Templates, Folders, and Favorites

Data and analysis can be saved as ‘favorites’ for fast and easy retrieval. At the click of a button, users can retrieve their most used queries, add a data series, apply a formula or insert a curve from the corporate library. Favorites give users immediate access to the most used Market Analyzer content, such as data sources, queries, curves, and formulas.

Users can also create templates that help increase efficiency and consistency. Templates help companies to share repeatable business logic and apply the same analysis across multiple data points. Changes to a template cascade forward to any analysis that is linked to the template, making it extremely efficient to make large-scale logic adjustments in the future.

Analysis can also be stored in customizable folders and organized by region, commodity, analysis type or whatever the preferred reference point is. Once queries have been organized, access to those important files will be faster than ever.

## Visualize Data and Analysis

Market Analyzer allows the user to quickly format graphs and tables, applying options like conditional formatting, applying standard graph options, filtering results, and changing date ranges. Different datasets can be aligned against one another and viewed across a single graph or multiple graphs.

With Canvas Mode, users have the perfect tool to mix and match different Market Analyzer content. Using Canvas, business users can view multiple queries at the same time in graph or tabular format. Users can build out their highly configurable Canvas area and data can automatically or manually refresh with real-time data.

Visualization features include:

- Different graph types
- Line, font, and titles options
- View multiple queries simultaneously
- Enable and disable series
- Conditional formatting on text, cells, columns, and rows
- Multiple graphs
- Flexible headers
- Filter results

## Save Queries and Share Results

Market Analyzer not only presents data and performs analytics but also helps to distribute the results effortlessly throughout the organization. Queries can be made publicly available, kept private or can be shared with specific users and departments. Ultimately, users can create a library of different analysis that can be accessed by others in the organization and downstream systems alike. Edits to queries in Market Analyzer are versioned and archived, allowing companies to audit changes and revert back to previous copies of the query, if needed.

### Market Analyzer Features Include:

- Access an extensive catalogue of reports to choose from across hundreds of global data providers
- Create simple or complex analyses using a large library of pre-defined or free-form formulas
- View output as graphs and tables on an easy-to-use and customizable interface
- Save data queries and analysis as templates and favorites
- Share results throughout the organization