WHAT IS CLAIMED IS:

1. A method of optimizing a supply of a lubricant product to a vessel, comprising:

generating, by a processor, a first ranking of a plurality of ports based on locational data of the vessel and net delivery costs of the lubricant product at the plurality of ports;

generating, by the processor, a second ranking of the plurality of ports based on lubricant-supplying facilities present at the plurality of ports and market clearing prices of the lubricant product at the plurality of ports; and

selecting one of the plurality of the ports based on the first ranking and the second ranking; and

supplying the lubricant product to the vessel at the selected port.

2. The method of claim 1, further comprising:

retrieving, by the processor, the plurality of ports from the locational data of the vessel over a predetermined period of time, wherein the plurality of ports are ports visited by the vessel.

3. The method of claim 1, further comprising:

retrieving, by the processor, a list of products used by the vessel from a product database over a predetermined period of time;

calculating, by the processor, a product ratio based on the list of products; and

selecting, by the processor, from the list of products, a product corresponding to the highest ratio in the product ratio as the lubricant product.

4. The method of claim 1, further comprising:

retrieving, by the processor, the locational data of the vessel from an Automatic Identification System database and the net delivery costs from a cost database.

5. The method of claim 1, further comprising, for each of the plurality of ports:

accumulating, by the processor, from the locational data over a predetermined period of time, a number of hours spent by the vessel at the corresponding port; and

counting, by the processor, from the locational data over the predetermined period of time, a number of calls made by the vessel at the corresponding port.

6. The method of claim 5, wherein the generating the first ranking comprises, for each of the plurality of ports:

computing, by the processor, a first normalized score based on the number of calls;

computing, by the processor, a second normalized score based on the number of hours;

computing, by the processor, a third normalized score based on the net delivery cost of the lubricant product at the corresponding port; and

generating, by the processor, a supply score by weighing the first normalized score by a first factor, the second normalized score by a second factor, and the third normalized score by a third factor.

7. The method of claim 6, wherein the first, second, and third factors are 30%, 10%, and 60%, respectively.

8. The method of claim 1, further comprising:

retrieving, for each of the plurality of ports, a list of lubricant-supplying facilities from a facility database.

9. The method of claim 8, wherein the generating the second ranking comprises, for each of the plurality of ports:

computing, by the processor, a fourth normalized score based on the list of lubricant-supplying facilities;

computing, by the processor, a fifth normalized score based on the market clearing price of the lubricant product at the corresponding port; and

generating, by the processor, a customer score by weighing the fourth normalized score by a fourth factor, and the fifth normalized score by a fifth factor.

10. The method of claim 9, wherein the fourth factor is 40% and the fifth factor is 60%.

11. An electronic device, comprising:

one or more processors; and

memory storing instructions adapted to be executed by the one or more processors to perform operations comprising:

generating a first ranking of a plurality of ports based on locational data of the vessel and net delivery costs of the lubricant product at the plurality of ports;

generating a second ranking of the plurality of ports based on lubricant-supplying facilities present at the plurality of ports and market clearing prices of the lubricant product at the plurality of ports; and

selecting one of the plurality of the ports based on the first ranking and the second ranking; and

presenting the selected port as the port where the lubricant product is to be supplied to the vessel.

12. The electronic device of claim 11, the operations further comprising:

retrieving the plurality of ports from the locational data of the vessel over a predetermined period of time, wherein the plurality of ports are ports visited by the vessel.

13. The electronic device of claim 11, the operations further comprising:

retrieving a list of products used by the vessel from a product database over a predetermined period of time;

calculating a product ratio based on the list of products; and

selecting from the list of products, a product corresponding to the highest ratio in the product ratio as the lubricant product.

14. The electronic device of claim 11, the operations further comprising:

retrieving, by the processor, the locational data of the vessel from an Automatic Identification System database and the net delivery costs from a cost database.

15. The electronic device of claim 11, the operations further comprising, for each of the plurality of ports:

accumulating from the locational data over a predetermined period of time, a number of hours spent by the vessel at the corresponding port; and

counting from the locational data over the predetermined period of time, a number of calls made by the vessel at the corresponding port.

16. The electronic device of claim 15, wherein the operation of generating the first ranking comprise, for each of the plurality of ports:

computing a first normalized score based on the number of calls;

computing a second normalized score based on the number of hours;

computing a third normalized score based on the net delivery cost of the lubricant product at the corresponding port; and

generating a supply score by weighing the first normalized score by a first factor, the second normalized score by a second factor, and the third normalized score by a third factor.

17. The electronic device of claim 16, wherein the first, second, and third factors are 30%, 10%, and 60%, respectively.

18. The electronic device of claim 11, the operations further comprising:

retrieving, for each of the plurality of ports, a list of lubricant-supplying facilities from a facility database.

19. The electronic device of claim 18, wherein the operation of generating the second ranking comprise, for each of the plurality of ports:

computing, by the processor, a fourth normalized score based on the list of lubricant-supplying facilities;

computing, by the processor, a fifth normalized score based on the market clearing price of the lubricant product at the corresponding port; and

generating, by the processor, a customer score by weighing the fourth normalized score by a fourth factor, and the fifth normalized score by a fifth factor.

20. The electronic device of claim 19, wherein the fourth factor is 40% and the fifth factor is 60%.

21. The electronic device of claim 19, wherein allocation of inventory among a set number of ranked port locations is based on a price delta of a cost per liter of lubricant among the set number of ranked port locations.

22. The electronic device of claim 21, wherein the set number is four and if the price delta is greater than 10 cents per liter, inventor is allocated 50%, 30%, 10%, and 10% to the four ranked port locations based on the rankings.

23. A method of optimizing a supply of a lubricant product to a vessel, comprising:

generating, by a processor, a first ranking of a plurality of ports based on locational data of the vessel;

generating, by the processor, a second ranking of the plurality of ports based on the locational data of the vessel and net delivery costs of the lubricant product at the plurality of ports;

generating, by the processor, a third ranking of the plurality of ports based on the locational data of the vessel and prices of the lubricant product at the plurality of ports; and

selecting one of the plurality of the ports based on the first, second, and third rankings; and

supplying the lubricant product to the vessel at the selected port.

24. The method of claim 23, further comprising:

retrieving, by the processor, the plurality of ports from the locational data of the vessel over a predetermined period of time, wherein the plurality of ports are ports visited by the vessel.

25. The method of claim 23, further comprising:

retrieving, by the processor, a list of products used by the vessel from a product database over a predetermined period of time;

calculating, by the processor, a product ratio based on the list of products; and

selecting, by the processor, from the list of products, a product corresponding to the highest ratio in the product ratio as the lubricant product.

26. The method of claim 23, further comprising:

retrieving, by the processor, the locational data of the vessel from an Automatic Identification System database and the net delivery costs from a cost database.

27. The method of claim 23, further comprising, for each of the plurality of ports:

accumulating, by the processor, from the locational data over a predetermined period of time, a number of hours spent by the vessel at the corresponding port; and

counting, by the processor, from the locational data over the predetermined period of time, a number of calls made by the vessel at the corresponding port.

28. The method of claim 27, wherein the generating the first ranking comprises, for each of the plurality of ports:

computing, by the processor, a first normalized score based on the number of calls; and

computing, by the processor, a second normalized score based on the number of hours; and

weighing, by the processor, the first normalized score by a first factor and the second normalized score by a second.

29. The method of claim 28, wherein the generating the second ranking comprises, for each of the plurality of ports:

computing, by the processor, a third normalized score based on the net delivery cost of the lubricant product at the corresponding port; and

weighing, by the processor, the first normalized score by a third factor, the second normalized score by a fourth factor, and the third normalized score by a fifth factor.

30. The method of claim 29, wherein the generating the third ranking comprises, for each of the plurality of ports:

computing, by the processor, a fourth normalized score based on the price of the lubricant product at the corresponding port; and

weighing, by the processor, the first normalized score by a sixth factor, the second normalized score by a seventh factor, and the fourth normalized score by an eighth factor.

31. The method of claim 23, further comprising:

generating, by the processor, a fourth ranking of the plurality of ports based on lubricant-supplying facilities present at the plurality of ports; and

informing the selecting one of the plurality of the ports with the fourth ranking.