Work smarter and faster

Improve with data insights and software

wdd

About WDD

At WDD we use global data to create smart business solutions allowing our clients to enhance their market insights, business control and waste reduction.

WDD has a proven track record in Big Data and prediction algorithms, which are used to improve corporate decision-making processes in the fast-paced fresh produce market.

Oppertunities

This brochure includes a number of examples, but you can always contact us for more information.

WDD at a glance

6+ year

First big data company specialized in fresh produce

100+ clients

Operational fruit and vegetable companies in 46 countries

20+ specialists

Data scientists, developers and consultants

Every day matters

Make better use of your company data to improve management support, procurement and sales through smarter decisions and more efficient work practices

Work faster & smarter
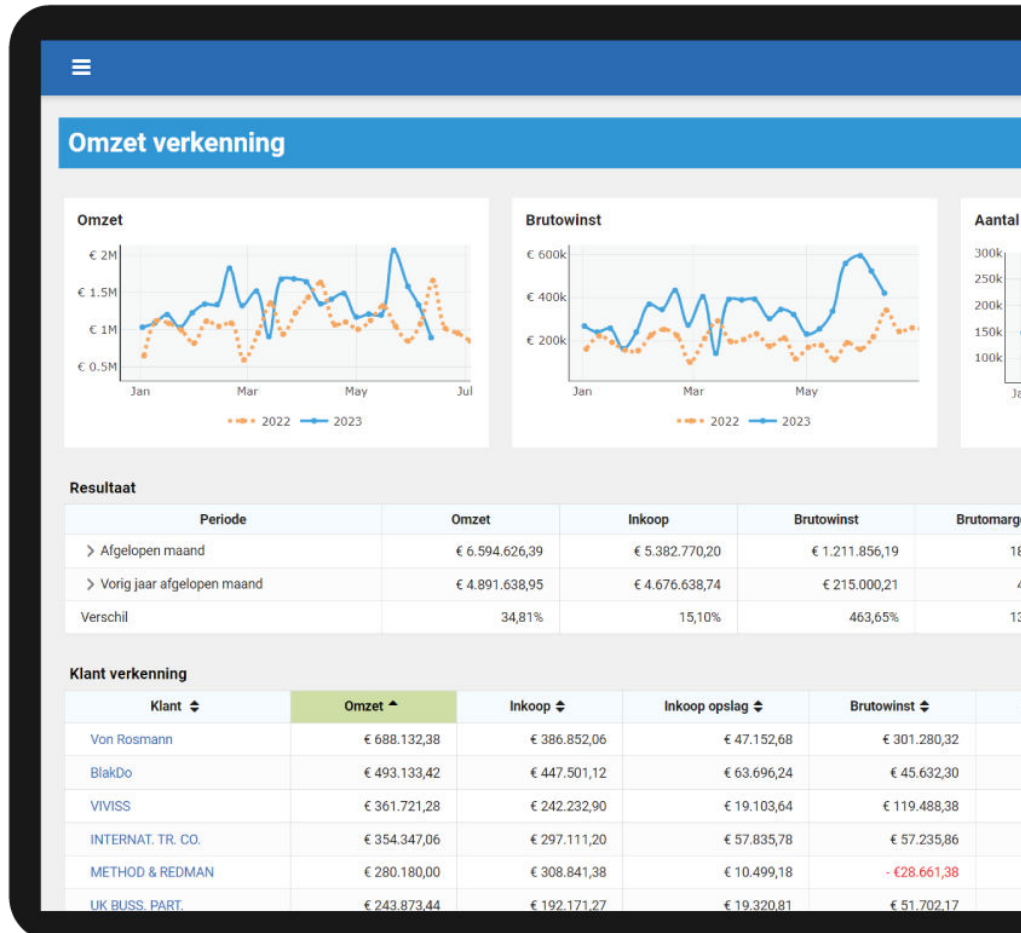An easy way to use data systems and access relevant, customized data

Increased efficiency
Reduced workload for the sales, procurement and planning teams

Greater revenue
A simple, direct way to increase sales

Omzet verkenning

Omzet

€ 2M
€ 1.5M
€ 1M
€ 0.5M

Jan · Mar · May · Jul

- - ● - - 2022 —— 2023

Brutowinst

€ 600k
€ 400k
€ 200k

Jan · Mar · May

- - ● - - 2022 —— 2023

Aantal

300k
250k
200k
150k
100k

Resultaat

Periode	Omzet	Inkoop	Brutowinst	Brutomar
> Afgelopen maand	€ 6.594.626,39	€ 5.382.770,20	€ 1.211.856,19	18
> Vorig jaar afgelopen maand	€ 4.891.638,95	€ 4.676.638,74	€ 215.000,21	
Verschil	34,81%	15,10%	463,65%	13

Klant verkenning

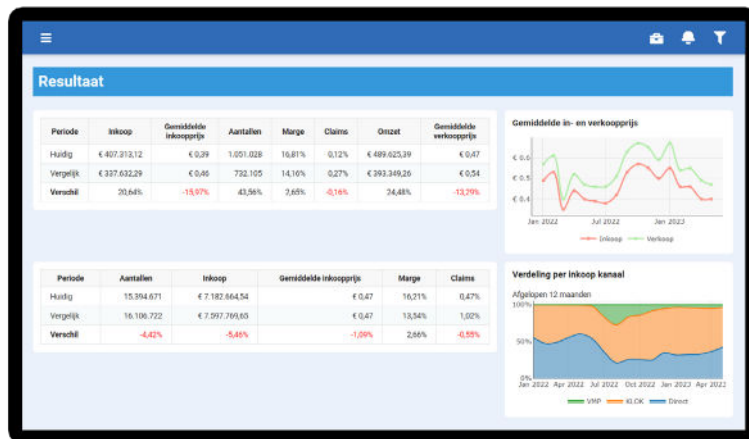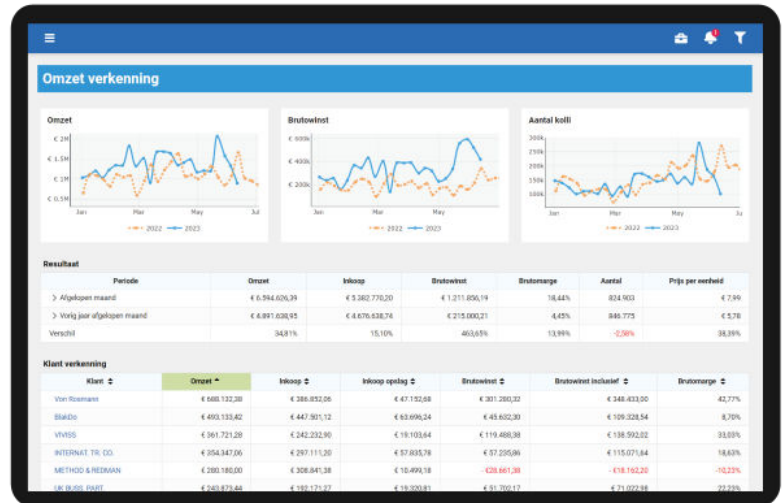| Klant ⇕	Omzet ▲	Inkoop ⇕	Inkoop opslag ⇕	Brutowinst ⇕
Von Rosmann	€ 688.132,38	€ 386.852,06	€ 47.152,68	€ 301.280,32
BlakDo	€ 493.133,42	€ 447.501,12	€ 63.696,24	€ 45.632,30
VIVISS	€ 361.721,28	€ 242.232,90	€ 19.103,64	€ 119.488,38
INTERNAT. TR. CO.	€ 354.347,06	€ 297.111,20	€ 57.835,78	€ 57.235,86
METHOD & REDMAN	€ 280.180,00	€ 308.841,38	€ 10.499,18	- €28.661,38
UK BUSS. PART.	€ 243.873,44	€ 192.171,27	€ 19.320,81	€ 51.702,17

Improved decision-making process

Revealing insights

Grant access to all business-related results and focus on key parameters and root causes.

• Customize information on a per customer-, product- and supplier-basis

• Financial trends and analyses (revenue, margin, volume, prices, waste, etc.)
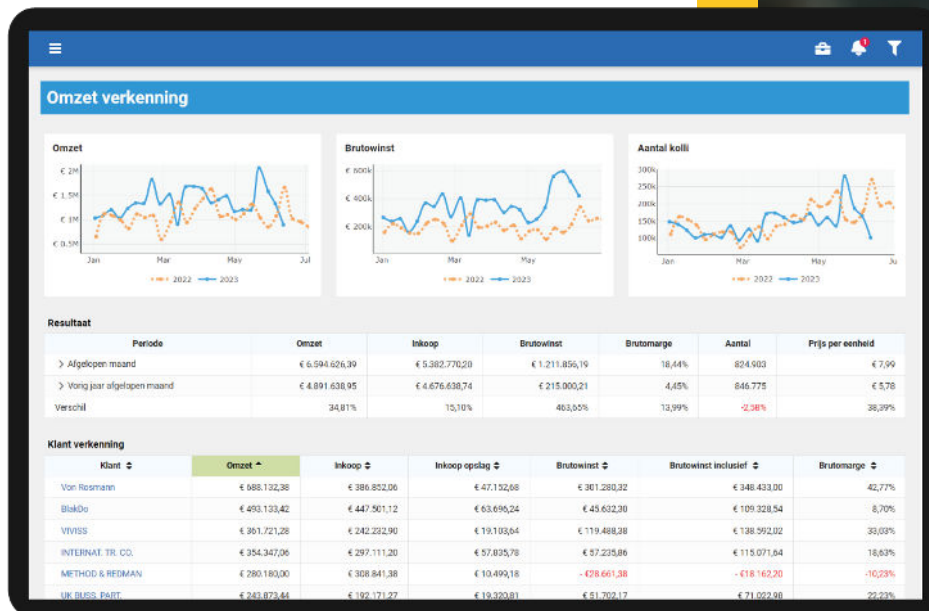

Improved performance

Identify deviations promptly and focus your time and energy on an all-around business improvement.

• Stop waste
• Find customers with low margin products
• Flag bad suppliers
• Reduce price difference in business channels
• Check net profitability

Precise procurement coordination

One-stop shop to collect information and manage procurement.

- Current stocks, orders and customer demand expectations
- Product-level insights based on previous purchases, prices and results
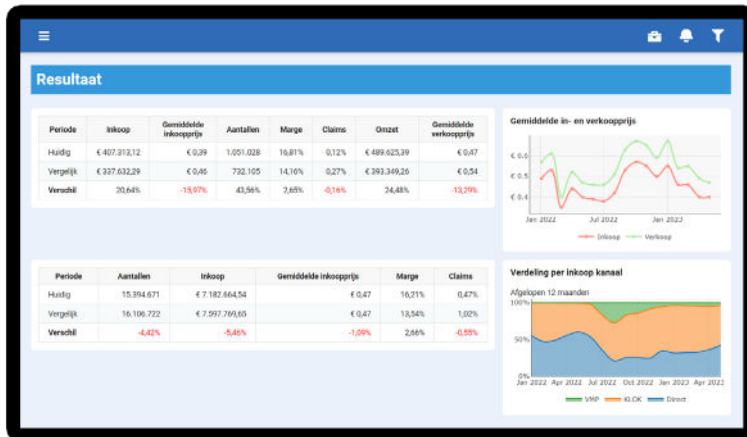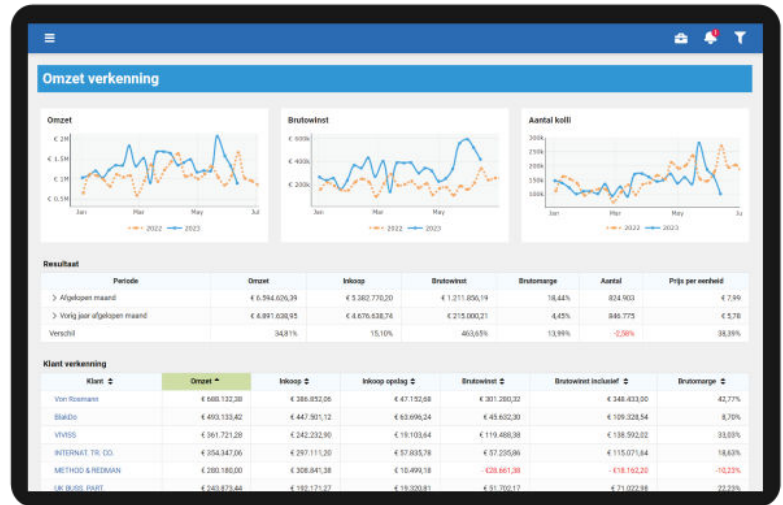- Reduced preparation time, better supply-demand matching and purchasing advice

Increased sales

Customer profiling

Know everything about your customers and use this information to maximize profits and minimize risks.

• Access all customer information
• React to performance changes
• Respond immediately to regular customers not ordering
• Persuade customers to buy bulk products
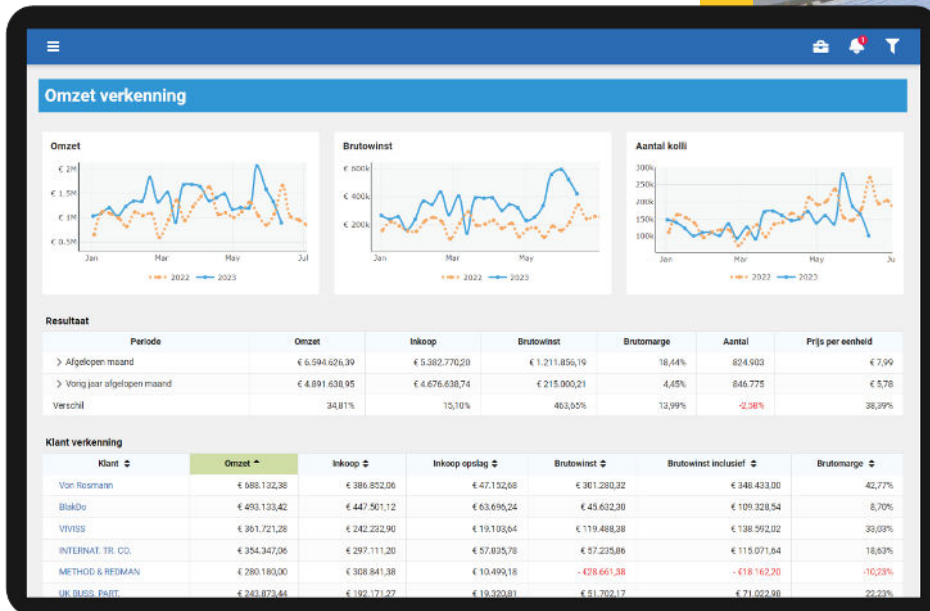

Customized approach

Keep it personal while serving loads of customers.

• Recommend products based on the purchases of similar customers
• Send mass messages in the webshop
• Run personalized webshop campaigns

Market information

Access the latest market information and online insights to profit from the latest developments.

- Price trends & forecast
- Market demand forecast
- Production forecast
- Retail promotions
- Import / export information
- Weather data per country

Profit from data

wdd

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