

Unleash
the power
of data



Bisnode at glance

Most preferred partner in Data and Analytics

Present in 19 European Countries

2.100 employees

150.000 customers

355 MEUR (2017) Revenue

Headquarters in Stockholm, Sweden

Strategic partner Dun & Bradstreet since 2002



SMART DATA

HOW TO REACH BUSINESS SUCCESS IN A SMART WAY

WHOLESALE COMPANY

ANALYSIS OF SALES BASKET



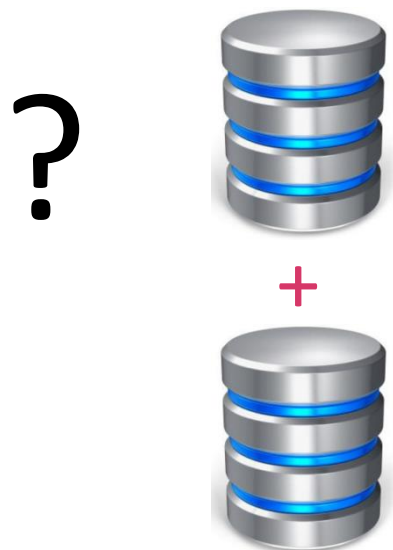


Where I can sell more?

What to sell?

How to sell more and still be on the save side with my cash flow?

Optimization of customer aquisition costs?



Usage of Bisnode +
customer data

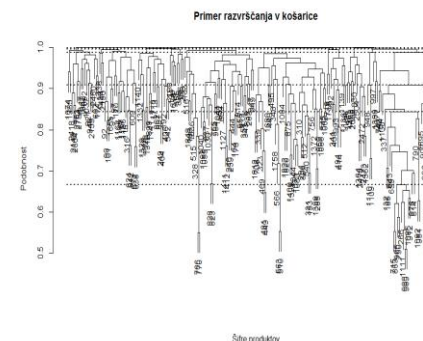


Understanding data, setting exceptions, preparing structures, relevance of content.

Hypothesis:

- Potential annual turnover (the minimum volume that the customer will not exceed in 95%)

Quantile regression



Feedback & cooperation
with client

**Focused sales activities
with right offering.**

**Minimizing costst of
transportation and
customer visits.**

**Optimized purchase
process.**

HOW WE APPROACH ANALYTICS

KosID	ProdID	Naziv	Vrednost (EUR)	StDobavnic	StPartnerjev
006_007_007_022_048_999	624	SLIVA SUHA RINFUZA BREZ KOŠČICE	43.795	1.678	412
006_007_007_022_048_999	612	MARELICA SUHA	24.501	716	238
006_007_007_022_999_999	116	OREH JEDRCA	86.629	1.833	487
006_007_007_022_999_999	316	ROZINE RINFUZA	9.618	925	262
006_007_007_059_999_999	1157	ČIČERIKA	6.997	668	178
006_007_007_059_999_999	1166	LEČA ZELENA	2.291	299	120
006_007_007_111_163_999	572	JABOLKA SUHA KRHLJI	10.363	312	111
006_007_007_111_163_999	638	HRUŠKA SUHA KRHLJI	7.680	212	87
006_007_007_119_999_999	1165	LEČA ORANŽNA	2.006	212	97
006_007_007_119_999_999	1162	LEČA	1.914	283	125
006_007_007_999_999_999	609	FIGA SUHA RINFUZA	10.539	363	158
006_007_016_053_093_999	90	OREH INDIJSKI	22.575	789	187
006_007_016_053_093_999	101	MANDELJNI RINFUZA	19.627	559	189
006_007_016_053_999_999	92	LEŠNIKI JEDRCA RINFUZA	27.065	608	212
006_007_016_074_999_999	1655	BRUSNICE SUHE RINFUZA	10.014	521	150
006_007_016_074_999_999	91	OREH BRAZILSKI	5.031	171	61
006_007_016_999_999_999	97	LEŠNIKI PRAŽENI OLUPLJENI	12.603	239	98
006_007_016_999_999_999	110	MANDELJNI BLANŠIRANI RINFUZA	4.081	150	70
006_007_032_999_999_999	1434	ARAŠIDI SLANI 1000g	5.104	306	76
006_007_032_999_999_999	2150	PINJE JEDRCA 70G	1.618	119	61
006_007_032_999_999_999	1438	ARAŠIDI SUROVI	1.359	95	47

WHICH
COMBINATION
OF PRODUCTS ARE
MY CUSTOMERS
MOSTLY BUYING

To create a
proactive sales
process

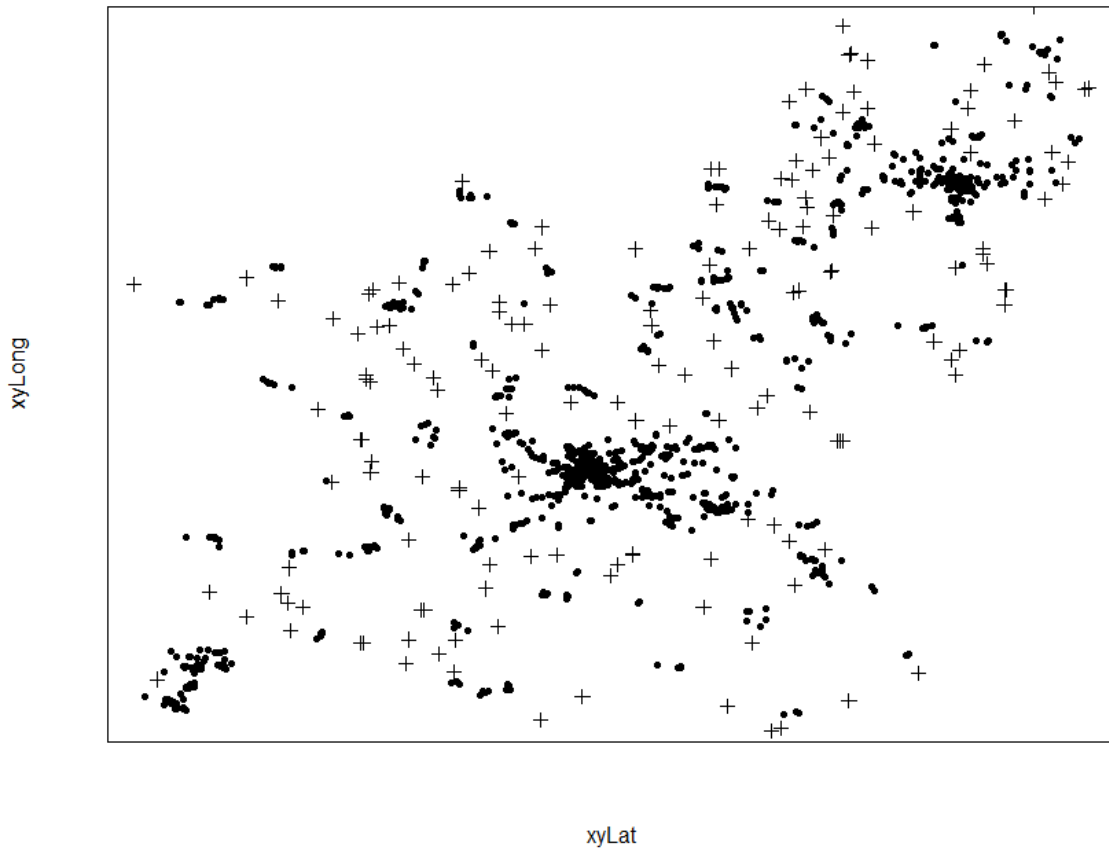
To create a
proactive purchase
process

DS	PotVolQ95	Naziv	Naslov	SKD	Št.Podr.
29042364	124.196	HOTEL SAVA ROGAŠKA d.o.o.	Zdraviliški trg 6, 3250 Rogaška Slatina	I 55.100 Dejavnost hotelov in podobn	0
82585083	107.546	HOTEL MANAGEMENT d.o.o.	Dunajska cesta 154, 1000 Ljubljana	I 55.100 Dejavnost hotelov in podobn	0
77293690	78.777	TERME SNOVIK - KAMNIK, d.o.o.	Molkova pot 5, 1241 Mekinje	I 55.100 Dejavnost hotelov in podobn	0
12822442	76.469	BELVEDERE d.o.o.	Dobrava 1A, 6310 Dobrava	I 55.100 Dejavnost hotelov in podobn	6
91593450	70.275	HOTEL MARKO, d.o.o.	Obala 28, 6320 Portorož	I 55.100 Dejavnost hotelov in podobn	0
11664720	69.097	Hotel Marina d.o.o.	Veliki trg 11, 6310 Izola	I 55.100 Dejavnost hotelov in podobn	0
12697982	172.835	SLOREST d.o.o.	Verovškova ulica 55A, 1000 Ljubljana	I 56.290 Druga oskrba z jedmi	11
45234370	37.558	REINA, d.d.	Savska loka 1, 4000 Kranj	I 56.290 Druga oskrba z jedmi	1
31006779	34.207	KUČI, d.o.o., Vodice	Skaručna 17A, 1217 Skaručna	I 56.290 Druga oskrba z jedmi	2
60083697	28.595	ORTRADE d.o.o.	Ljutomerska cesta 38A, 2270 Ormož	I 56.290 Druga oskrba z jedmi	1
73994537	21.662	SEBASTJAN AJDNIK s.p.	Oplotniška cesta 5, 3210 Slovenske Konjice	I 56.290 Druga oskrba z jedmi	3
54687772	17.443	MILIVOJKA OGRINC s.p.	Savska cesta 20, 1230 Domžale	I 56.210 Priložnostna priprava in dost	1
43361226	136.190	SAMO KLAVORA S.P.	Cesta na Senico 4N, 1215 Medvode	G 47.290 Druga trgovina na drobno v	0
38480549	120.923	FOGY - TARTUFI, MIRAN BENCETIČ S	Hrvatinaova ulica 9, 6280 Ankaran	G 47.210 Trgovina na drobno v specia	0
31003214	119.681	HA - 5 d.o.o.	Legatova ulica 12A, 1000 Ljubljana	G 47.290 Druga trgovina na drobno v	2
19307055	60.003	TRGOVINA NA DROBNO Z MLEKOM	Vodnikova cesta 187, 1000 Ljubljana	G 47.290 Druga trgovina na drobno v	1
14323702	52.048	SLAVČEK, d.o.o.	Male Lašče 2A, 1315 Male Lašče	G 47.290 Druga trgovina na drobno v	2
68565127	72.107	ŠC NOVO MESTO	Šegova ulica 112, 8000 Novo mesto	P 85.320 Srednješolsko poklicno in st	7
73059471	71.908	ŠC LJUBLJANA	Aškerčeva cesta 1, 1000 Ljubljana	P 85.320 Srednješolsko poklicno in st	4
98282522	60.461	ŠOLSKI CENTER VELENJE	Trg mladosti 3, 3320 Velenje	P 85.320 Srednješolsko poklicno in st	8
95277145	60.276	BIC LJUBLJANA	Ižanska cesta 10, 1000 Ljubljana	P 85.320 Srednješolsko poklicno in st	8
55787738	58.806	VRTEC MEDVODE	Ostrovharjeva ulica 2, 1215 Medvode	P 85.100 Predšolska vzgoja	7
67013457	56.882	VRTEC URŠA	Murnova ulica 14, 1230 Domžale	P 85.100 Predšolska vzgoja	6
94144583	55.542	VVZ IVANČNA GORICA	Cesta občine Hirschaid 6, 1295 Ivančna Gorica	P 85.100 Predšolska vzgoja	7
73346276	55.115	ŠC SLOVENJ GRADEC	Koroška ulica 11, 2380 Slovenj Gradec	P 85.320 Srednješolsko poklicno in st	12

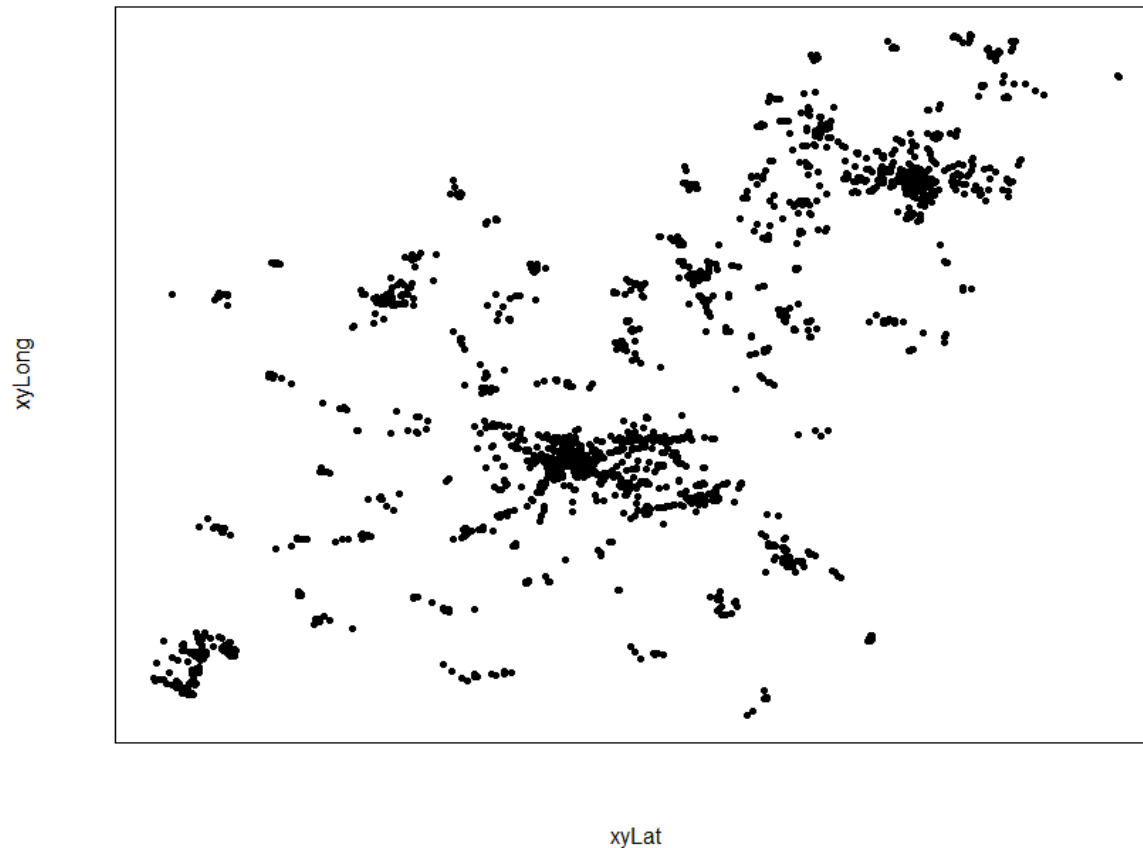
WHICH ARE THE
MOST POTENTIAL
NEW CUSTOMERS

What is the buying
potential

Lokacija vseh strank (kriterij DA/NE)



Lokacijsko ustrezne potencialne stranke (3.614)



WHICH ARE THE LOWEST CUSTOMER ACQUISITION COSTS
REGARDING LOGISTICS
Analytical mapping with current delivery map

SUCCESSION



THE FUTURE IS not necessary uncertain...



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