

Case study

Jumbo

Industry: Supermarket

Location: Veghel

Program: Data literacy for procurement

Learners: 80 buyers and buying assistants

Format: One cohort, kick-off, Teams community

Ran: 2023–2024

About

Jumbo is a leading Dutch supermarket chain, founded in 1921, selling groceries and household products in the Netherlands and Belgium. It has grown to €10.3 billion in annual revenue and a 22% market share in the Netherlands.

Jumbo is headquartered in Veghel and runs 700+ stores with more than 100,000 employees.

In short

Data is powerful in a price negotiation, but Jumbo's buyers were not using it. A generic course was never going to change that: the barrier was motivation and relevance, not access to training. So Data Booster built a cohort-based data literacy program on Jumbo's own data, metrics and negotiation cases — 80 buyers and buying assistants practised with true item value, margin and sales instead of textbook examples.

Completion ran from 69% to 92%, against roughly 12% for traditional online courses. On impact, the honest picture: most analysis at Jumbo still sits with analysts and consultants, and buyers do not build their own decks. What changed is the conversation around the data. Buyers ask sharper questions, brief their analysts more precisely, and bring data-backed arguments to the table.

Challenge

Make buyers' negotiations more data-driven

Every year Jumbo's buyers negotiate prices with suppliers. Those outcomes feed straight into revenue and shelf prices, so small improvements compound. Jumbo wanted the negotiations to lean on data rather than instinct: less stress and emotion at the table, and a clear signal to suppliers that Jumbo came prepared. The hard part was not the tooling — dashboards and analysts were already in place. It was getting buyers to see what data could do for them, and to want to use it. That called for technical skills and a shift in how buyers prepared.



Course completion rates

69–92%

vs ~12% for traditional courses

About Data Booster

Data Booster owns the people part of data & AI transformation. Customized, hands-on, cohort-based programs that build skills people apply the next day, with growth measured, not assumed. databooster.io

Why Jumbo chose Data Booster

Customized, not generic

Jumbo had looked at off-the-shelf data training and concluded it would not move buyers. The problem was not a shortage of courses; it was that generic material never touches the work buyers actually do. And the gap was as much attitude as ability — buyers had to see what data was worth in a negotiation before investing in the tooling.

Courses were built on Jumbo's internal data, metrics and negotiation cases, so the material was recognisable from day one. That relevance drove buy-in: learners were not taught data in the abstract, they were taught their own job with data in it.

How Jumbo used Data Booster

Learning with company data

Data Booster's course developers and Jumbo's analysts built the program together. Learners worked through courses filled with Jumbo data, Jumbo metrics and real Jumbo business problems — practising with sales, margin and true item value rather than generic datasets, which kept the gap between learning and applying it small.

The 80 learners went through the program as one cohort: a shared kick-off, a running Teams community, and colleagues visibly working on the same material. The exercises ran hands-on in the browser, on the tools and data buyers already used — interactive practice is roughly six times more effective than watching video (Carnegie Mellon).

The most valuable part was not the tooling, though. Alongside the hard skills — reading and interpreting a dashboard — the courses worked on judgement: how to prepare a negotiation scenario with data, and which data-backed arguments carry weight with a supplier. Buyers and buying assistants were sceptical about data at the start. Many finished describing the training as genuinely enjoyable, which for a group that had resisted data training is the real result.

Results

Building the foundation for data-driven procurement

Personalization, customization and the cohort format drove engagement. Completion ran between 69% and 92%, against roughly 12% for traditional online courses — for an audience that started out sceptical, that is the headline number.

On behaviour, the honest picture: much of procurement's analytical work still sits with analysts and consultants, and buyers do not build their own analyses. That was never going to change in one program. What changed is the quality of the exchange around the data. Buyers ask sharper questions of the analyses they receive, brief their analysts more precisely, and bring data-backed arguments to suppliers.

That is what a foundation looks like: not buyers turned into analysts, but an organization where data has a place in how negotiations get prepared — the prerequisite for everything after, and the step most programs skip.



"We are all highly pleased with Data Booster's platform and their professionalism. The Data Booster platform and data literacy training were seamlessly integrated into our journey toward becoming a more data-driven procurement organization."

Wendell Kuling

Manager Data Science
& Analytics, Jumbo

