

Tradewind
Brand strategy
and design

Fueling innovation
with approachable
data expertise

30+ business trust us to handle there data needs with ease



We help businesses actualize
the potential of data science



Tradewind Data Science, a Chicago based company providing data engineering, data science, and analytics solutions, wanted to evolve their brand to better reflect who they are with confidence. Their existing brand didn't fully capture their expertise or resonate with their target audience. This lack of clear branding was hindering their ability to attract new clients.

SALT+LIGHT partnered with Tradewind to develop a comprehensive brand that would refine the brand positioning, brand story, and identity.

Tradewind

Our Approach

To crack the code of Tradewind's rebrand, we started by going straight to the source: their internal teams. Through in-depth interviews, we gained valuable insights into Tradewind's value proposition. This insider perspective allowed us to define a clear and differentiated brand position tailored to their two key customer groups, all while highlighting Tradewind's inherently unique selling propositions.

This led us to the solution, The Navigator. The Navigator is the guide through a maze of shifting currents and changing winds. He's not the captain of the ship, soaking up all the attention and standing proudly behind the wheel, but that doesn't mean that he's any less important. This strategic platform was perfect as Tradewind is the navigator to the companies they partner with.



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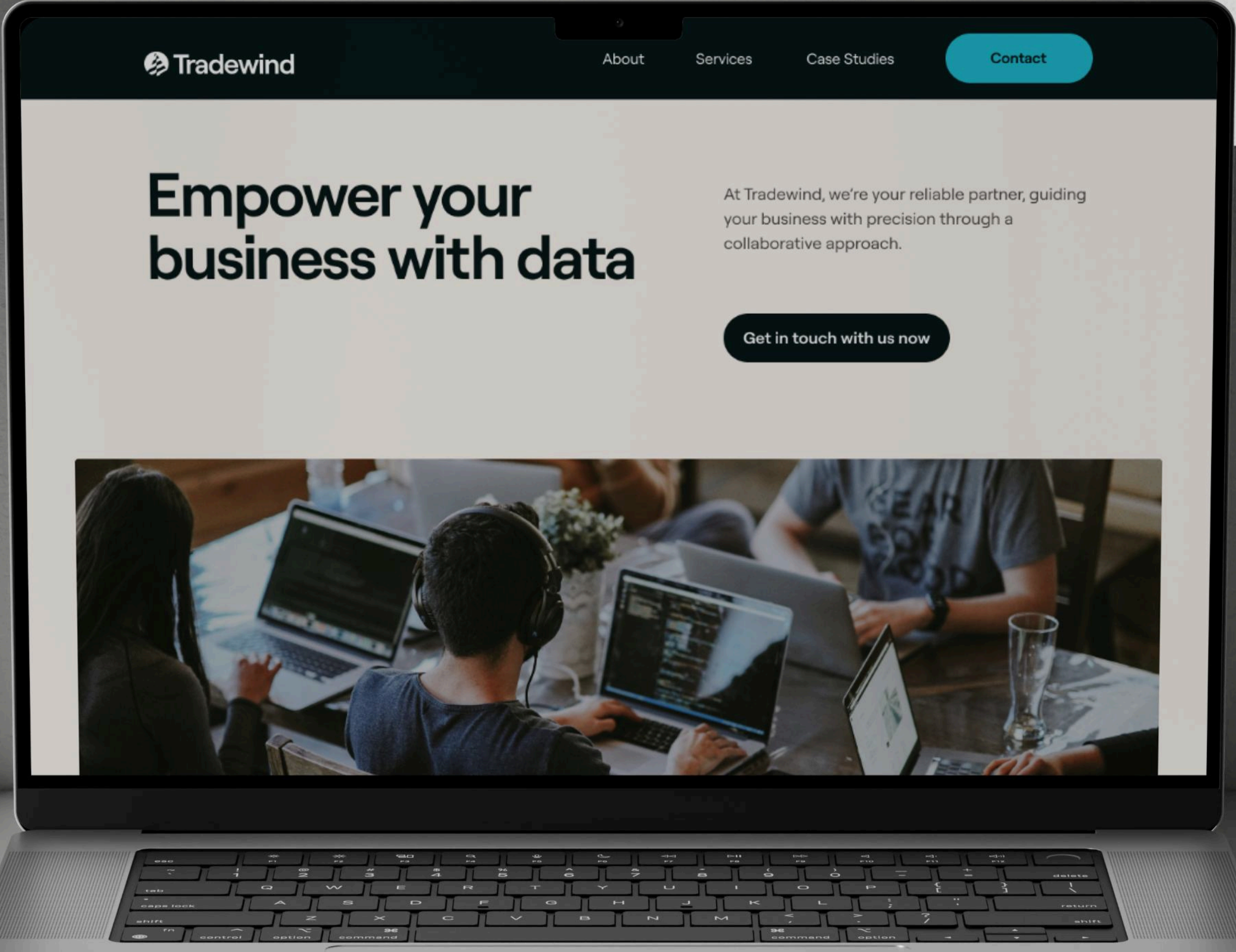
Often, the people who don't have the expertise have the direction, and the people who have the direction don't have the expertise.”

-Alex, Senior Reliability Engineer at Astronomer, commenting on the struggle to use data effectively

We combine both direction
and expertise like a skilled
Navigator

● Strategic Platform

● Website Design + Copy



● Data Visualization

95%

detection rate of malicious activities in cybersecurity

\$70b

in business revenue generated using our lead generation AI softwares

50% reduction in customer support response times using natural language processing (NLP) models

30+ business trust us to handle there data needs without any worry

97%

accuracy rates across various predictive models

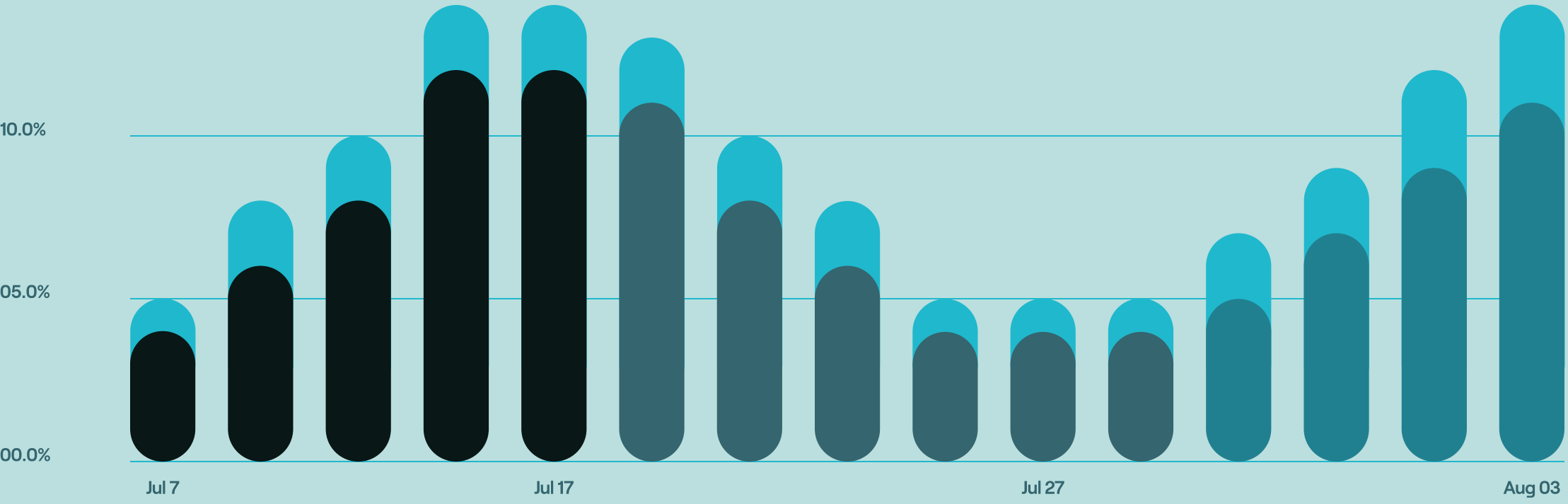
30%

improvement in sales forecast accuracy through advanced time series analysis

#01

most sort after data science firm in the united states of America

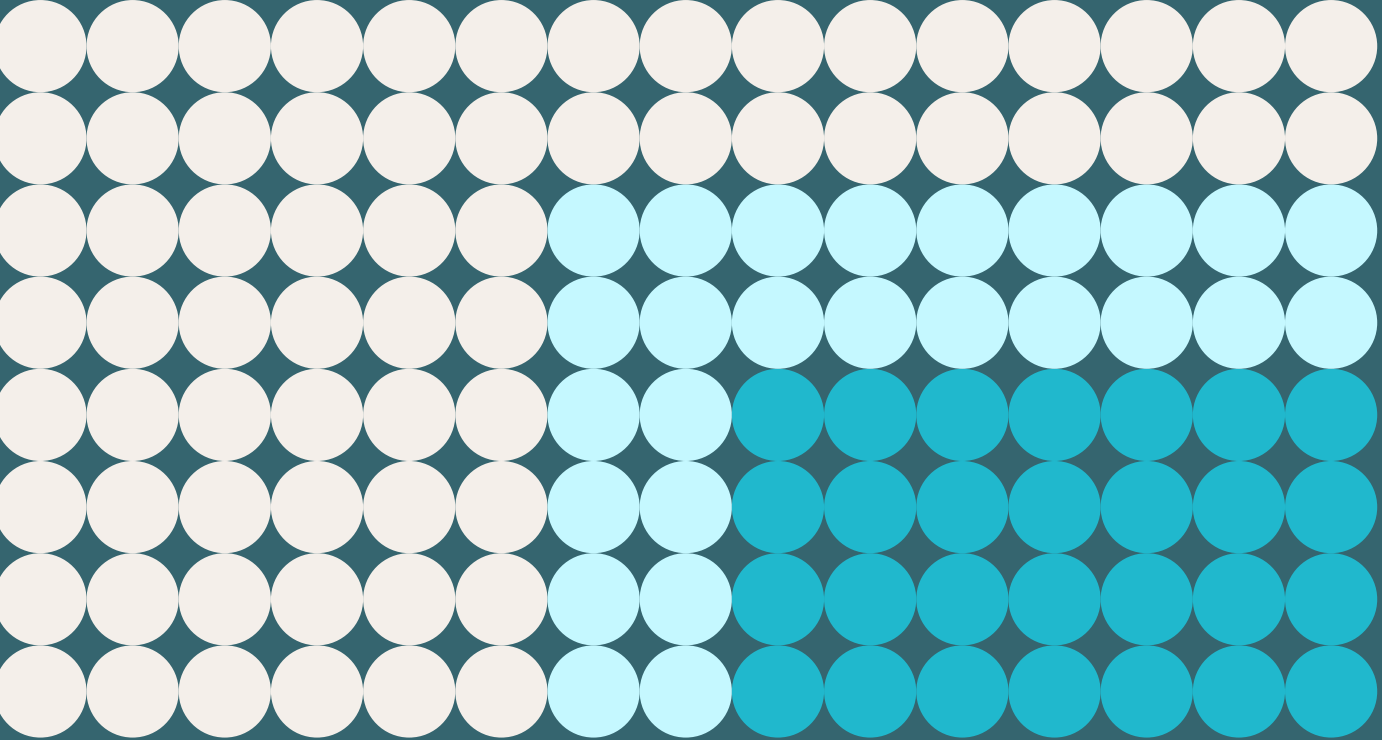
Rate **65%** GAP **15%** **Conversion Rate**



View more

55%

of the petrochemical industry leading companies trust us to provide insightful data for



● Conversion rate in the industries

● Potential client base in the industry

● Still to be converted in the industry

DATA-DRIVEN SOLUTIONS

99% recall rate in detecting anomalies in manufacturing processes

97% accuracy rates across various predictive models

01% mean absolute error (MAE) in regression tasks

90% sentiment analysis accuracy in analysing customer feedback

Statistics

● Expenses
\$350

