

## Data Profits Launches New Highly Responsive Website



Atlanta, September 27, 2016 Data Profits, launches a new user-friendly and highly responsive Web site today. The new website will cover relevant topics like Forecasting to meet our user groups' needs.

The goal at [Data Profits](#) is always to exceed our user groups' expectations. Our customers wanted better teaching materials that focused on demand forecasting and inventory replenishment concepts. Our goal is to deliver user-friendly teaching and [thought leadership](#) materials to our users and also

other companies that need new ideas to improve their demand forecasting and inventory replenishment. We knew these new materials needed to be delivered using modern social media like white board animation videos, memorable tweets, slide shares, and YouTube videos for immediate results. The team at Data Profits is committed to constantly evolving to the trends and demands in the marketplace to effectively manifest the best resources and tools like blogs, videos and SlideShares available.

### Data Profits' BLOG

Our [Blog](#) is tailor-made to ensure customer retention. As a leader in the industry, we pride ourselves on providing valuable data which we customize to meet the needs of our client's business flow. This leads to more customers return visits which ensures profitability across the board. Our staff works seamlessly together to ensure the information presented in our blogs keep our clients ahead of the trending marketplace. This ensures the topics consumers search for are always readily available and the topics discussed about the marketplace are relative and of interest to all concerned parties.

### Data Profits' Media

[Data Profits' Media](#) is becoming a more relevant source and creative way to share information. We take a unique approach in scouting young, fresh talent to captivate our audience. This is a new generation of filmmakers with brilliant minds and we believe harnessing that in conjunction with our seasoned professionals. The use of social media has spiked to become one of the most resourceful tools available. One of the reasons for its popularity is media like YouTube Videos and Whiteboard Animations, which are becoming more and more popular and people are taking the time to engage in them more across the board. When presented properly, this can be one of the most effective tools available. "I've been surprised at the rapid response to our teaching videos on demand forecasting by [Lindsey Cornic](#)." Said Stuart Dunkin CEO

## Data Profits' SlideShare

A picture is worth far more than a thousand words and data supports the evidence. The number of clicks on THE RIGHT PHOTO suggests instant success by today's standards. Some research supports that while many prefer to have facts and evidence to read and sift through, other minds process clearly spelled out simple tactics which is why blogs and videos are highly informative but for the busiest consumer a [SlideShare](#) cannot be discounted. A picture will always have its front and center place in the arena and our staff is highly trained in marketing to target audience to ensure the highest quality SlideShares are strategically placed.

## Social Media

The way people do business evolved based on our busy lifestyles. As a whole, we have become reliant on the need to stay connected at all times. The growth and success of social media have integrated to become one of the most responsive and key elements to improve and track supply chain and educate users.

## About Data Profits ([www.data-profits.com](http://www.data-profits.com))

[Data Profits](#) provides mid-market retailers, distributors and grocers with meaningful insights into inventory management, helping them identify opportunities to improve their demand forecasting and increase profits. After spending more than two decades working with top-tier retailers and software suppliers, Stuart Dunkin founded Data Profits in 2007 with the goal of facilitating the relationship between demand forecasting data, business goals and people. Developed from the ground up as a flexible SaaS solution, iKIS™ by Data Profits delivers a set of critical abilities including [demand forecasting](#), [inventory replenishment](#), collaboration with deep demand forecasting visibility, and proactive management alerts. Using iKIS™, teams can work within one business network to see immediate results on demand forecasting activities. Data Profits' real-world experiences demonstrate solid thought leadership with a 30-day install that returns significant ROI for customers in 90 days, driving actions to "Tighten the Links in Your Chain™."

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